



# Halaal Tourism Your Responsibility

**Don't miss out on your next big sustainable opportunity**

Presented by  
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Association of South Africa

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THERE IS SO MUCH TALENT IN OUR COUNTRY

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# What is Halaal Tourism?

Tourism segments that aligns with Islamic values:

- Halaal food
- Modesty
- Prayer spaces
- Ethical treatment
- Spiritual needs & consciousness

يَا أَيُّهَا الَّذِينَ ءَامَنُوا كُلُوا مِن طَيِّبَاتِ مَا  
رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ

O ye who believe! Eat of the good things  
wherewith We have provided you, and  
render thanks to Allah if it is (indeed) He  
Whom ye worship. (2:172)



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# The Reality

## Full Price, Partial Service

Hotels often charge for Bed & Breakfast, yet fail to provide a Halaal option often leaving Muslim guests and Non Muslim Halaal consuming guests:

- Excluded
- Hungry
- Forced to spend elsewhere again
- Paying extra for food to be ordered in & the hotel still adding a markup



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# What Halaal Is/ Isn't

- Halaal is not a preference-it is a religious obligation.
- There is no such thing as 'Halaal-friendly' either it is Halaal or it is not.



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I WAS ASKED TO 



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WHERE ART MEETS TOURISM

TRAVEL

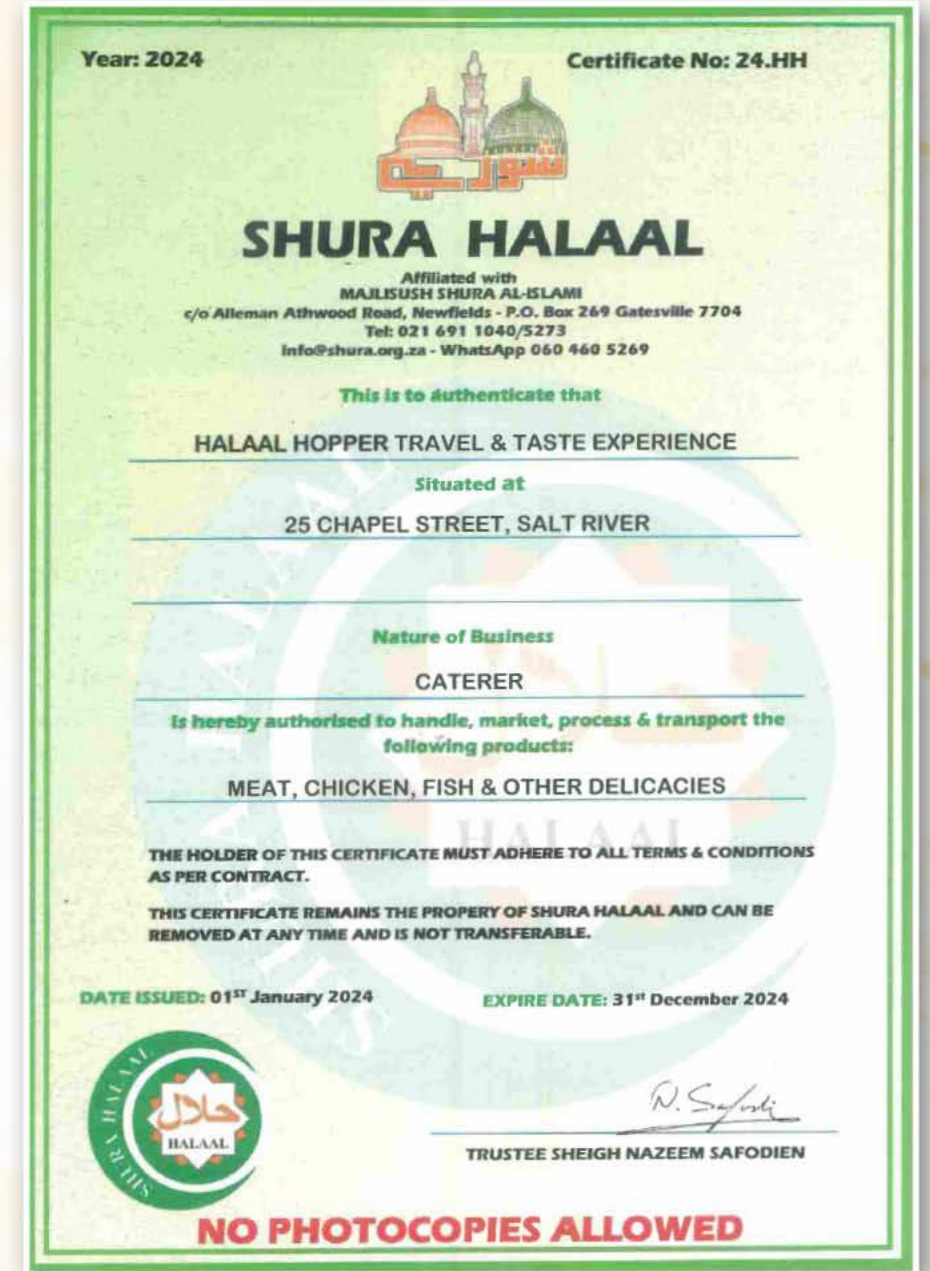


# What Hotels Offer vs. What They Should Offer

Currently various pork items, non-Halaal meats, alcohol

## Should Offer:

- Separate or one Halaal Certified Kitchen
- Certified Halaal meat and ingredients
- Halaal vegetarian options
- Visible labelled stations
- Opt-out pricing



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# Economics and Muslim Travel Spend

- Muslim travel spend exceeds billions annually
- Halaal Travel spend by 2030 would be around \$230 Billion\*
- Inclusion builds brand loyalty
- Increases returns
- Improves global reputation.

## Outlook Beyond 2025

Looking ahead, the Halaal tourism market is expected to continue its upward trajectory, driven by factors such as:

- **Demographic Shifts:** A young and growing Muslim population, projected to rise from **2.19 billion in 2025** to **2.54 billion by 2035**, is anticipated to drive demand for Halaal travel options. (CrescentRating)

*\*Mastercard-CrescentRating*



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# Responsibilities of Stakeholders

## Hotels:

- Provide options or allow opt-out pricing
- Info on Halaal eateries and closest mosques

## Tour Operators and Guides:

- Ensure clarity in packages

## Government:

- Collaborate with entities to create transformation

## Guests:

- Receive responsible return on their spend

| Travel itinerary                                                                   |                                    |                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cape Town                                                                          |                                    |                                                                                                                                                                                                                                                                                                                     |
| HOTEL: TO BE ADVISED, SUBJECT TO AVAILABILITY                                      |                                    |                                                                                                                                                                                                                                                                                                                     |
| ARRIVAL: OR Tambo International Airport DEPARTURE: Cape Town International Airport |                                    |                                                                                                                                                                                                                                                                                                                     |
| DAY 6<br>2025/2026                                                                 | MORNING:<br>AFTERNOON:<br>EVENING: | Breakfast<br>06:15AM Depart to Table Mountain (Weather Permitting)<br>Visit District 6 Museum<br>AfroGem - Diamond polishing and Information Tour<br>Solaatul Dhur<br>Lunch (Own Account)<br>Souvenir Shopping (Greenmarket Square)<br>Return to Hotel<br>Dinner (Own Account)<br>Overnight at The Capetorian Hotel |
| DAY 7<br>2025/2026                                                                 | MORNING:<br>AFTERNOON:<br>EVENING: | Breakfast<br>Depart to Hermanus<br>Stony Point Penguin Colony<br>Abalone Farm (Tour & Tasting)<br>Depart to Macassar<br>Solaatul Dhur<br>Return to Hotel<br>Dinner (Own Account)<br>Overnight at The Capetorian Hotel                                                                                               |
| DAY 8<br>2025/2026                                                                 | MORNING:<br>AFTERNOON:<br>EVENING: | Breakfast<br>Depart to Maidens Cove<br>Seal Island Boat Cruise<br>Depart to Cape of Good Hope<br>VIA Chapman's Peak Drive (Weather Permitting)<br>Funicular Ride<br>Solaatul Dhur<br>Lunch at Tafelberg's (Own Account)<br>Return to Hotel<br>Dinner (Own Account)<br>Overnight at The Capetorian Hotel             |
| DAY 9<br>2025/2026                                                                 | MORNING:<br>AFTERNOON:<br>EVENING: | Breakfast<br>Cheetah Encounter (OPTIONAL)<br>Canal Walk Shopping Mall<br>Depart to Macassar<br>Solaatul Dhur<br>Lunch in Macassar (Included)<br>Dinner (Own Account)<br>Overnight at The Capetorian Hotel                                                                                                           |
| DAY 10<br>2025/2026                                                                | MORNING:                           | Breakfast<br>Check out at hotel<br>Depart to Airport for final Departure                                                                                                                                                                                                                                            |





# Halaal Tourism & Tourist Guide Code of Conduct



As per the South African Tourist Guides' Code:

## Quality Service for All Tourists

- No discrimination based on religion, race, gender, or background.
- Treat every traveller with dignity and respect.

## Professional Appearance & Conduct

- Be suitably dressed, neat, and presentable at all times.
- Conduct yourself with honesty, tact, and integrity.

## Knowledge & Accuracy

- Share accurate and relevant information.
- If uncertain, consult appropriate authorities rather than mislead.

## Loyalty & Responsibility

- Be loyal to your profession, your clients, and your duty of care.
- Always prioritize tourist safety.





# Food & Safety Responsibility

Tourist safety includes food safety.

**When hosting Muslim travellers or Halaal consumers:**

- Ensure meals are certified Halaal (no "Halaal-friendly" or assumptions).
- Avoid cross-contamination (pork, alcohol, utensils).
- Respect dietary restrictions with sensitivity.



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# Etiquette for Handling Muslim / Halaal Travellers

## Be Respectful of Practices

- Allow time/space for prayer where possible.
- Be mindful during Ramadan (fasting travellers).

## Food & Dining

- Recommend/arrange only Halaal-certified eateries.
- Do not assume seafood/vegetarian is acceptable—confirmation is needed.

## Cultural Sensitivity

- Use tact in conversation (avoid stereotypes).
- Be aware of modesty norms (dress, gender interaction).





# Key Takeaways for Tourist Guides

- Uphold the Code of Conduct: professionalism, honesty, and safety.
- Understand that Halaal Tourism = Respecting Halaal needs.
- Be a cultural bridge: inform, guide, and protect with sensitivity.
- Your role enhances South Africa's reputation as an inclusive destination.



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# Solutions and Practical Steps

- Partner with Halaal Tourism Association of South Africa
- Train staff
- Label food clearly



Day 2

Understanding the need for Halaal Certification and tapping into the lucrative Halaal market

## HALAAL TOURISM WORKSHOP

**JOIN US**  
**Staymore Guesthouse**  
**11 Adams Street**  
**Kylemore,**  
**Stellenbosch**  
8 November 2023  
9:30am - 12pm  
079 371 8045  
halaaltasa@gmail.com  
**RSVP, limited seats**  
Let's build meaningful connections and unlock new opportunities together

**Our purpose, your opportunity!**

@halaal.tourism.association.sa f Halaal Tourism Association of South Africa



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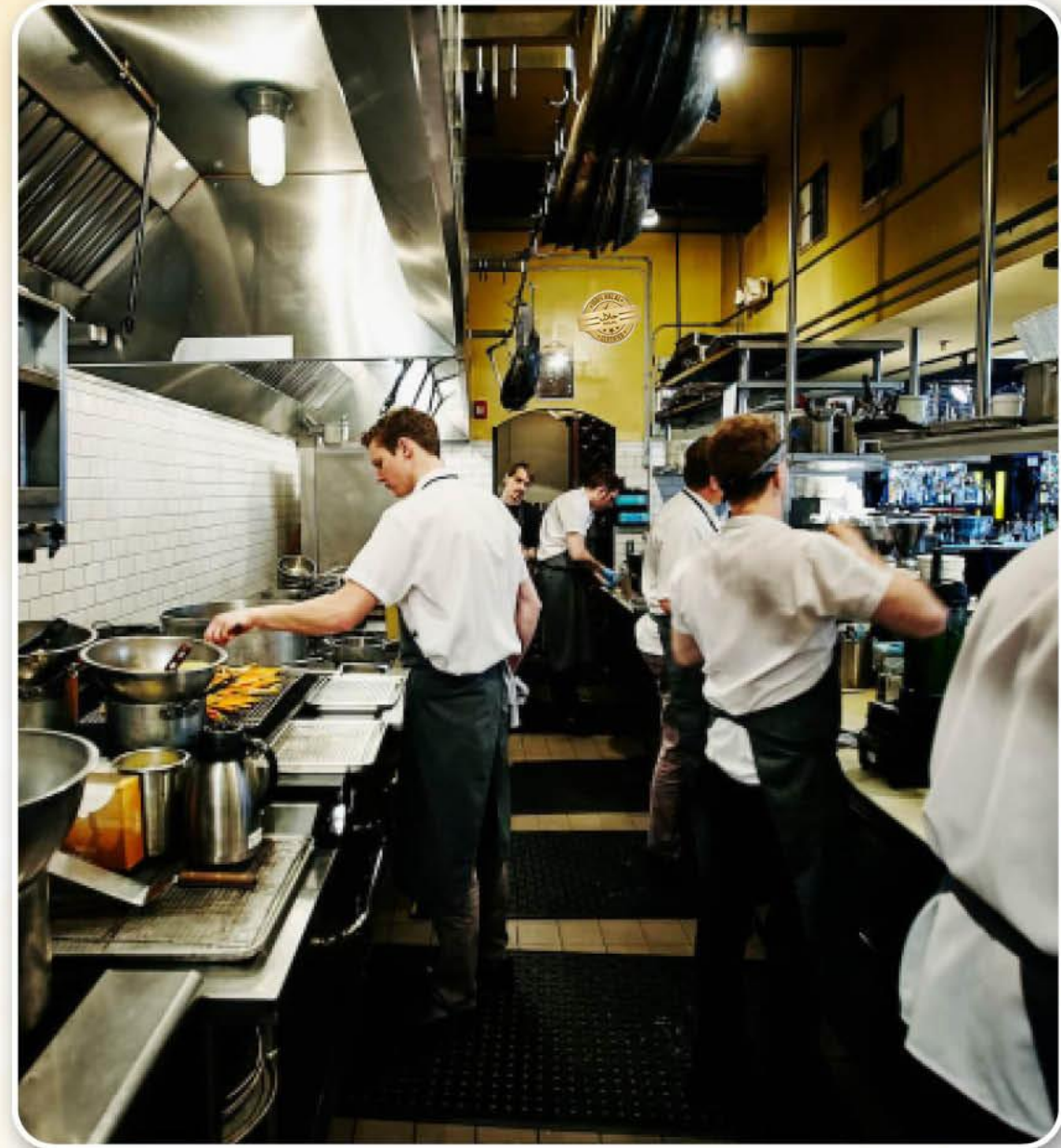
# Call to Action

**It's time to move from:**

- Token gestures to tangible action

**Serve us properly**

- Include us genuinely
- Respect our values.



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# Closing Message

## Halaal Tourism is about:

- Fairness and dignity

## If you charge us:

- Serve us

## If you welcome us:

- Include us

## This is your responsibility:

- The time for change is now

## Let's raise the standard:

- For every guest, everywhere



**If you want to have a piece of the Halaal pie make sure you have all the proper Halaal ingredients.**



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# Tourist Guide's Pledge

I pledge to serve not only as a storyteller, but as an ambassador of respect, trust, and safety.

I commit to embracing Halaal Tourism practices, ensuring that every experience I create is welcoming, inclusive, and leaves a lasting positive impression on all travelers.



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# Q & A

**Shukran/ Tramakassi/Dankie/Inkosi/Thank you  
for your time**

**LETS GIVE OUR VISITORS  
A  
CONSCIOUS HALAAL OF A TIME**



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# Data

## Global Halaal Tourism Market Size in 2025

According to a reputable market research provider, the global Halaal tourism market is projected to approximately USD 301.9 billion in 2025 **Future Market Insights**.

This figure reflects the entire Halaal tourism industry—encompassing Halaal-approved accommodations, dining, amusements, and destinations that cater to Muslim travellers' faith-based needs.

### Additional Insights & Alternative Estimates

While USD 301.9 billion is the most prominent figure, other sources offer slightly different data:

- The Global Muslim Travel Index (GMTI) 2025 by **Mastercard-Crescent Rating** forecasts that total travel spending by Muslim travellers will reach USD 230 billion by 2030. However, it does not breakdown the spending specifically for 2025 **Mastercard High-Yield Tourism**.
- Other projections look further ahead:
  - o The Halaal tourism market may reach USD 410.9 billion by 2032 **Tehran Times Al Jazeera**.
  - o Another dataset estimates USD 291.4 billion in 2024, growing to USD 393.7 billion by 2033 **Report & Insights**.

But these are forward-looking—whereas the USD 301.9 billion for 2025 is the most specific and reliable current estimate.





# Data

*continued*

## Summary Table

Year    Estimated Global Halaal Tourism Spend (USD billion)    Source

|      |                                          |                                      |
|------|------------------------------------------|--------------------------------------|
| 2024 | ~285.1 (reported)                        | <i>Future Market Insights</i>        |
| 2025 | ~301.9 (projected)                       | <i>Future Market Insights</i>        |
| 2030 | ~230 (forecasted Muslim travel spending) | <i>Mastercard High-Yield Tourism</i> |
| 2032 | ~410.9 (projection)                      | <i>Tehran Times Al Jazeera</i>       |
| 2033 | ~393.7 (projection)                      | <i>Reports and Insights</i>          |

## Bottom Line

- Best estimate for 2025: USD 301.9 billion (global Halaal tourism industry size) *Future Market Insights.*
- A related forecast (spending by Muslim travelers by 2030) suggests USD 230 billion—but that doesn't specifically address 2025 *Mastercard High-Yield Tourism.*



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# Halaal Tourism Market:

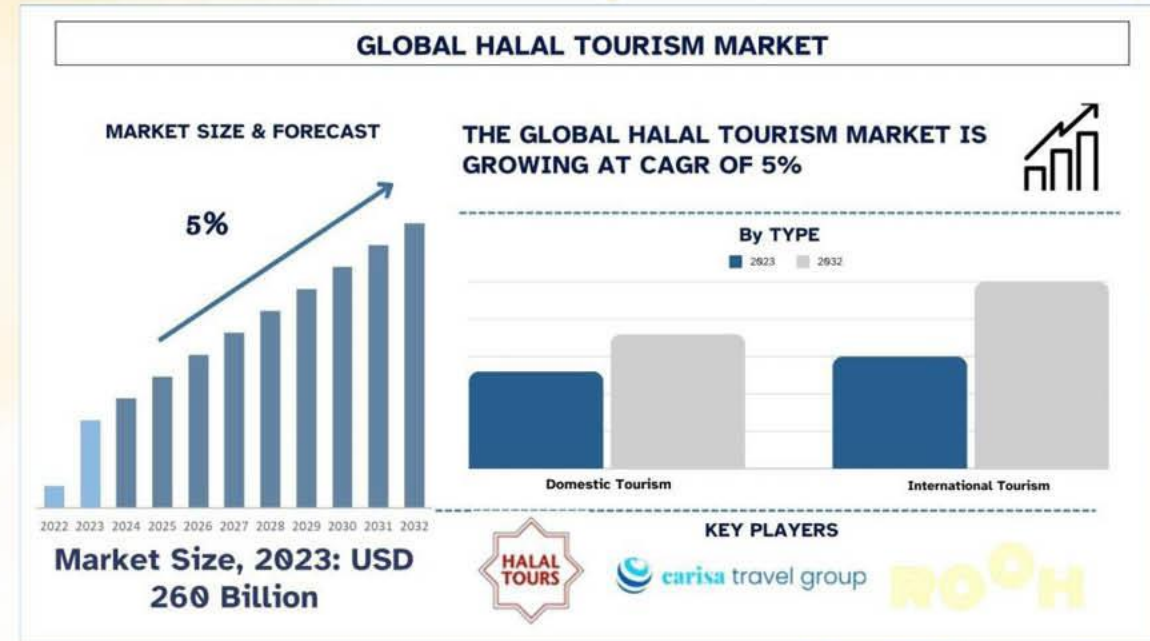
## Current Analysis and Forecast (2024-2032)

The global Halaal tourism market is projected to reach approximately **USD 301.9 billion by 2025**, with expectations to grow to **USD 548.1 billion by 2035**, reflecting a robust compound annual growth rate (CAGR) of **6.1%**. (Future Market Insights)

### Regional Breakdown

While specific regional breakdowns for 2025 are limited, the general trends indicate:

- **Gulf Cooperation Council (GCC) countries:** This region is a significant player in the Halaal tourism sector, with projections indicating a market size of **USD 125.1 billion by 2025**, expected to grow to **USD 215.2 billion by 2035**, at a CAGR of **5.6%**. (Future Market Insights)
- **Southeast Asia:** Countries like Malaysia and Indonesia are key contributors, driven by their large Muslim populations and established Halaal tourism infrastructures.





# Halaal Tourism Market:

## Current Analysis and Forecast (2024-2032)

*continued*

- **Middle East:** Destinations such as Saudi Arabia and the UAE attract significant numbers of Muslim travelers, bolstered by religious tourism and luxury offerings.
- **Western Markets:** Nations like the United States are witnessing growth in Halaal tourism, with projections indicating the U.S. Halaal tourism market will grow from **USD 6.8 billion in 2025** to **USD 17.5 billion by 2035**, at a CAGR of **9.8%** .(Future Market Insights)

### Comparison with Overall Tourism Spending

While precise global figures for overall tourism spending in 2025 are not available, the Halaal tourism sector's projected size of **USD 301.9 billion** underscores its growing significance within the broader travel industry. The increasing demand for culturally and religiously aligned travel experiences is contributing to this growth.(Future Market Insights)



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