

ITB Asia 2017
25 October 2017 – 27 October 2017

PRESS RELEASE

Muslim millennial travel report to be launched at ITB Asia 2017

- *Mastercard and CrescentRating to launch new Muslim millennial travel report focusing on the rise of young Muslim travellers at the Halal-In-Travel Summit held as part of ITB Asia 2017*

Singapore, 24 May 2017 – ITB Asia, “Asia’s Leading Travel Trade Show”, has extended its partnership with CrescentRating to deliver another exclusive insights programme into the multi-billion dollar Muslim travel market.

According to findings from the MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2017, the most comprehensive research on the Muslim travel market, the sector will continue to grow at a fast pace and is estimated to reach US\$220 billion in 2020.

With more than 50 percent of Muslims under the age of 30 years*, insights and discussions on the impact of Muslim millennial travellers on destinations and businesses will take centre stage at this year’s conference.

The MasterCard-CrescentRating Muslim millennial travel report will be released at the second “Halal In Travel – Asia Summit 2017” which will be held as part of this year’s ITB Asia on 26 October 2017 at the Sands Expo and Convention Centre, Marina Bay Sands.

Riding on the success of the inaugural Summit last year, the partnership will see CrescentRating host its second conference. The dedicated conference will offer keynote speeches, interactive panel discussions, and specialist presentations that explore the latest trends and challenges to emerge in the Muslim travel market. One of the sessions will also include a panel discussion with social media influencers on how younger Muslim travellers are engaging with travel brands.

“With the Muslim travel sector emerging as one of the influential travel niches in the global marketplace, we are delighted to partner with CrescentRating once again to shed more light on the challenges and opportunities in this evolving sector.” said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia. “Delegates attending ITB Asia from all over the world can look forward to gain in-depth insights on how to strengthen their position in the halal tourism industry.”

Last year’s debut conference attracted tourism executives from all over the world keen to maximise the potential of the Muslim travel market.

It included travel industry stakeholders and online travel industry players eager to learn and share insights and ideas in leveraging this growth market to attract more travellers and encourage trade. Panel discussions focused on national strategies to develop Halal tourism, the readiness of travel services and the use of technology to target Muslim consumers.

The flagship event also facilitated networking opportunities between delegates and speakers.

Fazal Bahardeen, CEO of CrescentRating and HalalTrip, said: “We are looking forward to building on last year’s successful foundation with ITB Asia and deliver another ground-breaking event where innovative voices come together.



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"We are creating another exciting programme which includes insights into the sector especially looking at key profiles and behaviours of younger Muslim travellers, so that destinations and businesses can expand their offerings for this emerging segment."

In 2016, ITB Asia attracted 846 exhibitors, as well as 895 buyers and more than 10,876 attendees over three days. To accommodate this year's surge in exhibitor demand, ITB Asia is currently exploring an expansion of the show floor.

For more information on ITB Asia 2017, visit www.itb-asia.com

For more information on "Halal In Travel – Asia Summit 2017", visit www.crescentrating.com

*Pew Research Center's Forum on Religion & Public Life"

About ITB Asia 2017

ITB Asia 2017 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 25 - 27 October. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also corporate and MICE travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend.

About CrescentRating

CrescentRating is a leading authority on Halal-friendly travel. The company uses insights, industry intelligence, lifestyle, behavior and research on the needs of the Muslim traveler to deliver authoritative guidance on all aspects of Halal-friendly travel to organizations across the globe. Formed in 2008, CrescentRating services are used by every tier of the tourism industry globally, from government bodies and tourism agencies to hospitality service providers, to inform how they can meet and serve the needs of the Muslim traveler. CrescentRating's services include rating & accreditation, research & consultancy, workshops & training, ranking & indices, destination marketing, event support/partnerships and content provisioning. HalalTrip and Muslim Travel Warehouse are sister companies of CrescentRating Pte. Ltd.

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R A T I N G

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