



## CAPE TOWN'S HALAL TOURISM PROJECT

**This is your opportunity to participate:**

Dear FEDHASA Cape Members situated in the Cape Metropole

FEDHASA Cape is supporting our industry partners, Cape Town Tourism with this initiative and is offering the opportunity to our members to participate.

The Muslim population accounts for approximately 25% of the global population and halal tourism is one of the fastest growing sectors in the tourism industry. It is also one of the world's highest spending tourist markets. Therefore it is vital that destinations, businesses and travel-related entities take the needs of this market segment into consideration when devising business models and plans. By engaging with this dynamic market segment, destinations and travel-related businesses can benefit greatly. The Muslim travel market has great potential for industry players with a wealth of business opportunities and revenue streams in the future.

Muslim travellers travel for the same reasons as any other tourist – to explore the different destinations and experience their unique culture. However they, like many other travellers, have specific requirements and needs when travelling – such as the availability of halal food and prayer facilities at their selected destination. Destinations that are able to provide these facilities and meet the requirements of halal-conscious travellers are generally preferred amongst Muslims.

With this in mind, Cape Town Tourism has partnered with CrescentRating, the world's leading authority on halal travel and a globally recognized independent rating and accreditation service for halal friendly travel services. CrescentRating will do an audit of Cape Town's facilities, run workshops and training to help prepare your businesses to unlock this potential.

Should you be interested, we would like you to complete an **online questionnaire**. (We will send you the link at the end of January.)

Based on the results we will select a number of establishments/organizations that would have the opportunity to participate in an online assessment and a physical audit by CrescentRating. Should you qualify, you will have the opportunity to obtain a **CrescentRating accreditation** at a hugely discounted rate.

Should you participate, we will also keep you informed about **Halal Awareness Workshops** that will be conducted by CrescentRating in Cape Town during April 2017.

We look forward to working with you to make Cape Town a destination that extends its diverse offering to also cater to the needs of halal-conscious travellers.