Halal Lifestyle
In Indonesia

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UNWTO Seminars
The Contribution of Islamic Culture and its Impact on the Asian Tourism Market
Brunei Darussalam, November 16th 2015
Today the Muslim population in the world of **1.6 billion** people or **25%** of the world population has reached **7 billion**. Muslim population is spread in many countries, but there are **56 Muslim** majority country with a GDP of **6.7 trillion** dollars.

The Potential Of The Muslim Consumers

In aggregate, the global expenditure of Muslim consumers on food and lifestyle sectors is being estimated by this Report to be $2 trillion in 2013 grew 9.5% from previous years and is expected to reach $3.7 trillion by 2019. These figure form the potential core markets for halal food and lifestyle sectors.

Halal Lifestyle

**HALAL FOOD**
-$1,292$ Trillions
17.7% of Global Market
2013 Growth Rate: 10.8%
Proj. Growth Rate: 16%

**FINANCE**
-$1.668$ Billions
1.3% of Global assets
2013 Growth Rate: 22%
Potential to grow at 39% for next Year

**TRAVEL**
-$140$ Billions
11% of Global Market
2013 Growth Rate: 7.7%
Proj. Growth Rate: 11.7%

**CLOTHING**
-$266$ Billions
11.9% of Global Market
2013 Growth Rate: 11.9%
Proj. Growth Rate: 13.5%

**MEDIA/RECREATION**
-$185$ Billion
5.2% of Global Market
2013 Growth Rate: 7.3%
Proj. Growth Rate: 10.33%

**PHARMACEUTICAL**
-$72$ Billion
6.6% of Global Market
2013 Growth Rate: 2.1%
Proj. Growth: 7.16%

**COSMETIC**
-$46$ billion
6.8% of Global Market
2013 Growth Rate: 1%
Proj. Growth Rate: 9.66%

**Medical Care**

# Indonesian Muslim and Global Spending for Halal Lifestyle

<table>
<thead>
<tr>
<th>Sector Halal Lifestyle</th>
<th>Indonesia’s Muslim</th>
<th>Global Muslim</th>
<th>Market Share(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>US$ 190.4 Billion</td>
<td>US$ 1,292 Billion</td>
<td>14.7%</td>
</tr>
<tr>
<td>Finance</td>
<td>US$ 36.0 Billion</td>
<td>US$ 1,214 Billion</td>
<td>3%</td>
</tr>
<tr>
<td>Travel (Excl. Hajj &amp; Umrah)</td>
<td>US$ 7.5 Billion</td>
<td>US$ 140.0 Billion</td>
<td>0.6%</td>
</tr>
<tr>
<td>Fashion</td>
<td>US$ 18.8 Billion</td>
<td>US$ 266 Billion</td>
<td>7%</td>
</tr>
<tr>
<td>Media &amp; Recreation</td>
<td>US$ 9.37 Billion</td>
<td>US$ 185 Billion</td>
<td>5%</td>
</tr>
<tr>
<td>Phamaceuticals</td>
<td>US$ 4.88 Billion</td>
<td>US$ 72 Billion</td>
<td>6.7%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>US$ 3.44 Billion</td>
<td>US$ 46 Billion</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

## Foreign and Domestic Traveler & Earning

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Traveler</th>
<th>Forex Earning (US$Billion)</th>
<th>Domestic Traveler</th>
<th>Domestic Earning (RpTrillion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>7 million</td>
<td>US$ 7.2</td>
<td>234 million</td>
<td>Rp 150.41</td>
</tr>
<tr>
<td>2011</td>
<td>7.6 million</td>
<td>US$ 8.554</td>
<td>236 million</td>
<td>Rp 156.89</td>
</tr>
<tr>
<td>2012</td>
<td>8.0 million</td>
<td>US$ 9.12</td>
<td>245 million</td>
<td>Rp 171</td>
</tr>
<tr>
<td>2013</td>
<td>8.8 million</td>
<td>US$ 10.054</td>
<td>248 million</td>
<td>Rp 176.32</td>
</tr>
<tr>
<td>2014</td>
<td>9.4 million</td>
<td>US$ 11.116</td>
<td>251 million</td>
<td>Rp 213.94</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism 2014
Bali is voted as World’s Best Spa Destination

3 beaches in Indonesia on CNN World’s 100 Best Beaches

Indonesia’s Rendang and Nasi Goreng crowned as World’s Most Delicious Food
Unique Culture & Ethnic

Saman – Traditional dance from Aceh

Bedug Festival in North Sumatera
<table>
<thead>
<tr>
<th>YEAR</th>
<th>ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Soft launching of Indonesia Halal Toursim</td>
</tr>
<tr>
<td>2013</td>
<td>Grand Launching of 12 Provinces as Moslem Friendly Destination</td>
</tr>
<tr>
<td>2013</td>
<td>The declaration of Halal Tourism in the framework of the declaration of Islamic Economics Movements (GRES/Gerakan Ekonomi Syariah) by the President of Republic of Indonesia</td>
</tr>
<tr>
<td>2014</td>
<td>Minister Regulation on Sharia Hotel (restaurants, travel packages, and spa are in the pipeline)</td>
</tr>
</tbody>
</table>
# MOSLEM FRIENDLY DESTINATIONS

<table>
<thead>
<tr>
<th>SUMATRA</th>
<th>JAVA</th>
<th>NUSA TENGGARA</th>
<th>SULAWESI</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. West Sumatera</td>
<td>2. Jakarta</td>
<td>Tenggara</td>
<td></td>
</tr>
<tr>
<td>3. Riau</td>
<td>3. West Jawa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Lampung</td>
<td>4. East Jawa</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Central Jawa</td>
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<td></td>
<td>6. Yogyakarta</td>
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</tbody>
</table>
Moslem Friendly Destinations in Indonesia
MINISTER’S REGULATIONS ON TOURISM SERVICES

- HOTELS
- TRAVEL PACKAGES
- RESTAURANTS
- SPA
I. PRODUCTS
all halal tourism products/services and halal tourism biz pracs should go beyond common standards and criteria applied in general

II. PROMOTION
promotion and marketing on halal tourism is included in B.A.S. (Branding Advertising Selling) policy

III. CAPACITY BUILDING
training and education on halal services are provided in accordance with rules & regulation
Lombok

“1st World’s Best Halal Honeymoon Destination”

“1st World’s Best Halal Tourism Destination”

Sofyan Hotel Betawi

“1st World’s Best Family Friendly Hotel”
Thank you