PHILIPPINE HALAL TOURISM PROJECT

Department of Tourism-Philippines
Presentation at the 1st Regional Seminar on the Contribution of Islamic Culture and Its Impact on the Asian Tourism Market

Brunei, 16 November 2015
The Global Muslim Travel Index is a comprehensive research on global Muslim travel.

The GMTI 2015 looks at 9 criteria in 3 areas that contribute to the overall index score. The study was done in partnership with Mastercard.
The Philippines

47th GMTI 2015 Rank
41.8 GMTI 2015 Score

<table>
<thead>
<tr>
<th>GMTI 2015 CRITERIA</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family friendly destination</td>
<td>46.4</td>
</tr>
<tr>
<td>Safe travel environment</td>
<td>72.5</td>
</tr>
<tr>
<td>Muslim visitor arrivals</td>
<td>3.5</td>
</tr>
<tr>
<td>Dining options and assurance</td>
<td>42.0</td>
</tr>
<tr>
<td>Ease of access to prayer spaces</td>
<td>55.0</td>
</tr>
<tr>
<td>Airport services and facilities</td>
<td>45.0</td>
</tr>
<tr>
<td>Accommodation options</td>
<td>22.5</td>
</tr>
<tr>
<td>Ease of communication</td>
<td>34.0</td>
</tr>
<tr>
<td>Muslim travel needs awareness and reach out</td>
<td>30.0</td>
</tr>
</tbody>
</table>
Philippine Market Situation
Philippine Market Situation

**348,970**
Tourist arrivals for Halal base market

Markets with special dietary needs

<table>
<thead>
<tr>
<th>ORIGIN</th>
<th>JANUARY-DECEMBER 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASEAN</td>
<td>195,679</td>
</tr>
<tr>
<td>Middle East</td>
<td>83,363</td>
</tr>
<tr>
<td>India</td>
<td>61,152</td>
</tr>
<tr>
<td>Israel</td>
<td>8,776</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>348,970</strong></td>
</tr>
</tbody>
</table>

Source: PH 2014 Tourist Arrivals

This forms our base market for *halal* services
## Mindanao Arrivals 2013-2014

<table>
<thead>
<tr>
<th>REGION</th>
<th>2013</th>
<th>2014</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 09</td>
<td>344,728</td>
<td>370,487</td>
<td>6.95</td>
</tr>
<tr>
<td>Region 10</td>
<td>1,321,172</td>
<td>1,635,990</td>
<td>19.24</td>
</tr>
<tr>
<td>Region 11</td>
<td>1,827,086</td>
<td>2,524,885</td>
<td>27.64</td>
</tr>
<tr>
<td>Region 12</td>
<td>345,328</td>
<td>717,596</td>
<td>51.88</td>
</tr>
<tr>
<td>Region 13</td>
<td>861,888</td>
<td>1,016,753</td>
<td>15.23</td>
</tr>
<tr>
<td>ARMM</td>
<td>145,684</td>
<td>166,500</td>
<td>12.50</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,845,886</strong></td>
<td><strong>6,432,211</strong></td>
<td><strong>24.66</strong></td>
</tr>
</tbody>
</table>
CHALLENGES: MINDANAO STIGMA

Unstable Peace and Order ➔ Work with authorities (e.g. TF Davao)

Travel Advisories ➔ Embassy visits and communication

Negative Perception ➔ Media and communication

No Travel Insurance ➔ Travel at your own risk

No Foreign Arrivals ➔ Focus on domestic travel

No new connectivity ➔ Route development campaign

Opportunity: Bangsamoro Basic Law
PH Halal Tourism Project
Department of Tourism - National Commission on Muslim Filipinos

Objective

Improve halal facilities across the country and make halal services available in tourist destinations

Increase the number of Halal certified hotels, resorts, restaurants, and other facilities such as those involved in MICE and tour operations

How

Make the Philippines a Muslim-friendly place

Pilot Areas and Targets

METRO MANILA: 20 establishments
METRO CEBU: 10 establishments
BORACAY: 10 establishments
METRO DAVAO: 10 establishments
Construction or retrofitting of facilities; purchase of equipment and materials

Training in accomplishing halal certification

Inclusion in PH Halal Tourism Project info campaign

Participation fees in travel trade missions in key target markets

Metro Manila, Cebu, Boracay, Davao/Mindanao

December 2015 – February 2016

Project Duration

Pilot Areas
October 2015

- Project Presentation at NCMF Inter-Agency Meeting on PH Halal Industry
- Creation of DOT-NCMF Technical Working Group

November 2015

- Project Presentation to the Cabinet Economic Development Cluster Meeting
- Project Orientation for officially selected establishments
- Consolidation and approval of total project cost
- Formal awarding of full grants or subsidy
Project Timeline

November 2015-January 2016

- Construction and retrofitting of facilities
- Various training in all officially selected establishments

January 2016

- Final Inspection of completed developments in all officially selected establishments
Announcement and launch of Halal-certified establishments

Short-term nationwide information campaign

Launch a Halal Food section at Madrid Fusion 2015
END OF PRESENTATION

Department of Tourism
National Commission on Muslim Filipinos