

# Exploring Halal Tourism in Indonesia

Qualified, Verified Insights from 4,000+ Real Humans

67%



Heard of Halal Tourism Before.

68%



Are more likely to book a Halal Certified Tour

70%



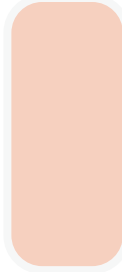
Are more likely to visit a halal friendly destination

## Importance of having access to Halal food



81.4%

Very Important



● Pretty Important 9.3%

● Not Important 9.3%

## Importance of having access to prayer facilities when travelling



84%

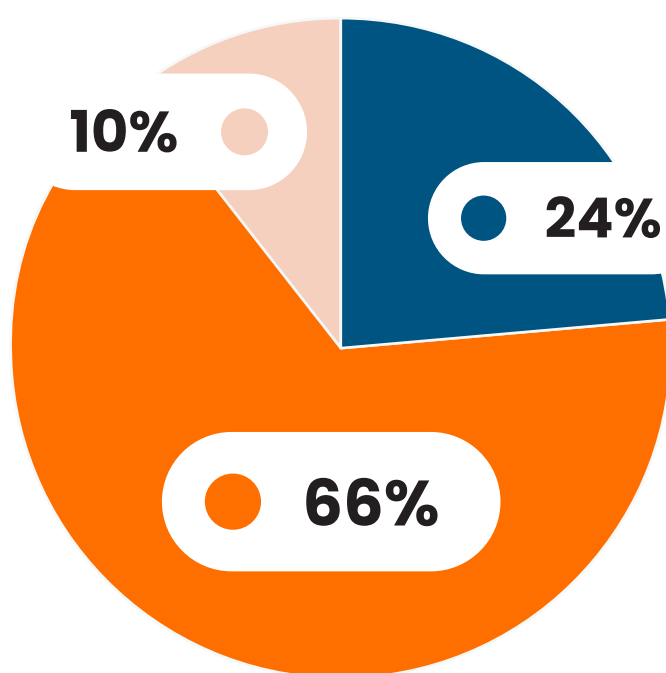
Very Important



● Pretty Important 11.6%

● Not Important 4.4%

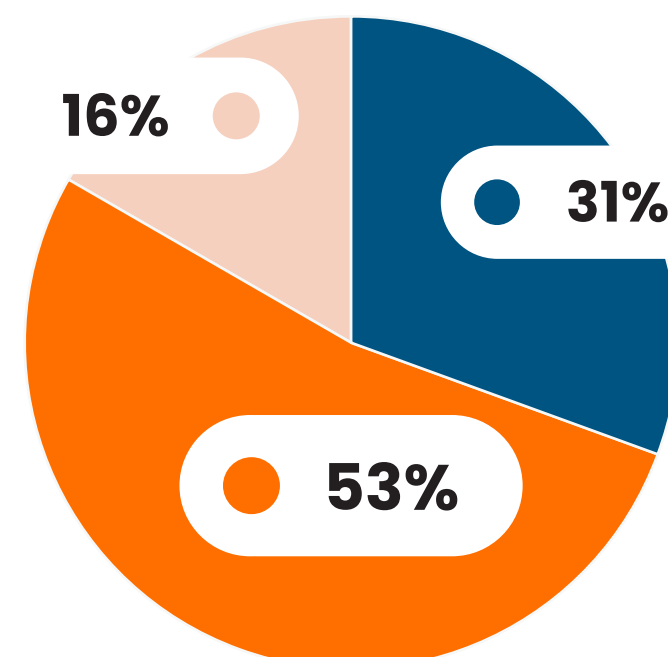
## Importance of having access to Halal-Friendly recreational activities



● Very Important ● Pretty Important

● Not Important

## Importance of having gender segregated facilities when travelling



● Very Important ● Pretty Important

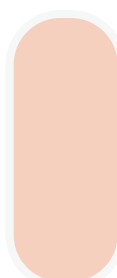
● Not Important

## Importance of having Halal-friendly transportation options when travelling



64%

Very Important



● Pretty Important 25%

● Not Important 11%

60%



Are willing to pay more for Halal-Friendly accommodation and services