

MuslimTravelGirl

Muslim Millennial Travellers





About

MuslimTravelGirl.com

Established in 2013, MuslimTravelGirl is an award-winning Muslim friendly travel blog, helping Muslims explore the world in style without breaking the bank.

It is the largest Western travel site that provides information for the Muslim Millennial traveller. It has been featured in several Muslim and mainstream media.

Millennials... value experiences over items

49%

put aside money to travel

39%

put aside money to buy a home

80%

prefer DIY packages

3-4

trips per year on average



Who are the Muslim Millennials?

- Today's 18-24-year-old and 25-to 34-year old
- Highly educated with better disposable income
- Love technology, fast communication & online experiences
- Muslim millennials are forging their own identity by "Life Hacking"
- They are proud of their Muslim faith
- They brand loyal




Muslim millennials are a group that is constantly examining traditional principles and applying their modern techniques and aiming to inject an Islamic ethos in everything they do.



The Muslim Travel Market

1. \$151 billion on travel in 2015 (excluding Hajj and Umrah)
2. This is a growth of 4.9 percent from the previous year and is higher than the 3 percent increase in the global market.
3. Revenue from Muslim Friendly Travel services estimated to be worth \$24 billion in 2015
4. Projected Global Market size of \$243bill by 2021

A young man in a dark t-shirt stands on a rooftop, looking out over a narrow street in a historic city with multi-story buildings. The scene is overlaid with a semi-transparent teal filter. The text is centered in white, bold font.

What sets apart Muslim millennials from previous generations, is their outlook on life: faith is very important and close to their hearts and they also deeply treasure modernity. For them, faith and modernity go comfortably hand in hand.

Generation M


What Muslim Millennials want?

- They want to be recognised for who they are by brands
- They expect the same quality as any other Millennial
- They want the best in life has to offer in a halal manner
- Being able to enjoy the same things their non-Muslim friends do within the boundaries of Islam



Interesting Fact:

The Economist research found that the Middle East counts for almost a third of worldwide sales of non-alcoholic beers.

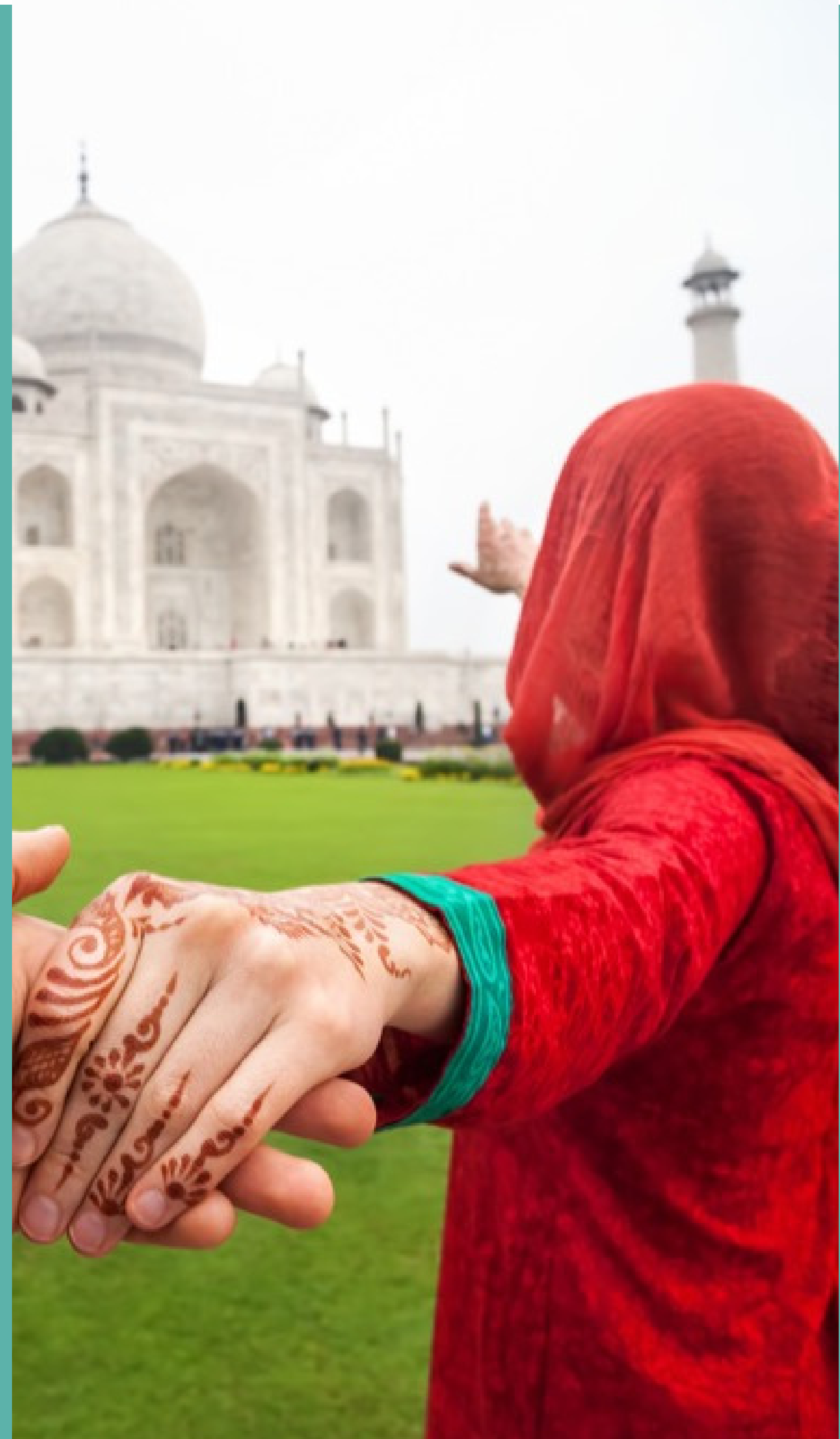


90% of Muslims make purchase decisions with their religious values in mind, such as halal compliant food and clothing.

Ogilvy Noor research

Challenges when targeting Muslim Millennials

- Not alienating the existing customer base
- Providing products that resonate with Muslim Millennials
- Seamless shopping experience in a digital era



Opportunities to Explore

- Providing Halal-lified products within easy reach to the consumer
- Specific market target for Muslim Millennials
- Working with Muslim Influencers



Thank You



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