

# ASIA ECONOMIC IMPACT OF MUSLIM TOURISM AND FUTURE GROWTH

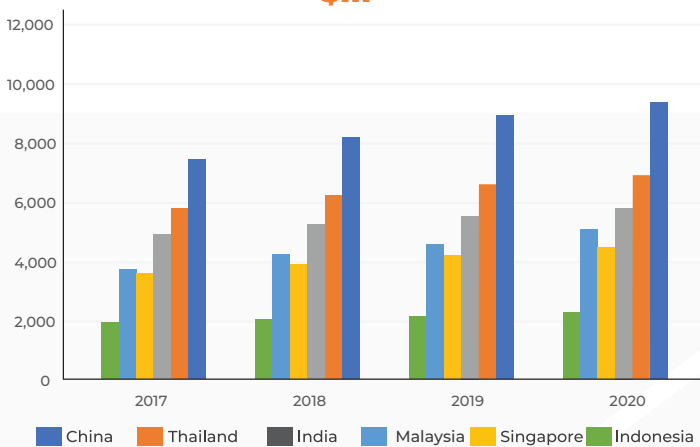
PROJECTION:  
**2017 – 2020**

BY SALAM STANDARD

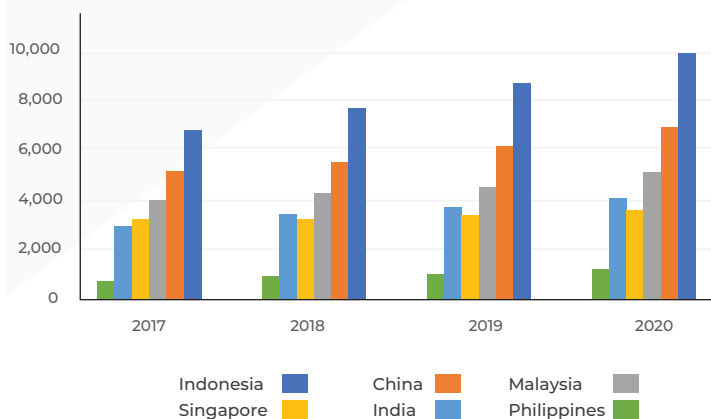
By **2020**, the region is expected to have a market share of **22%**, with total **inbound** spend at

## \$34 BILLION

**Asia Inbound Muslim Tourist Expenditure, 2017-2020, \$m**



**Asia Outbound Muslim Tourist Expenditure by Region, 2017-2020, nominal \$m**



Produced and developed by: Incollaboration with:



SALAM  
STANDARD

tripfez  
PEAR ANDERSON



## ASIA

**Asia** has experienced unexpected growth in **Muslim tourism inbound** spend

## CHINA, THAILAND AND SINGAPORE

are set to take a share of that spend, despite not being seen as **"Muslim"** destinations

**Asia's outbound** Muslim tourist spend is forecast to grow to

## \$29.6 BILLION BY 2020

**Indonesia, China & Malaysia** will contribute **17%** of total global **Muslim outbound** spend by **2020**, more than **Europe's 15%**



**17%**



**15%**



2.3 MILLION JOBS

## ASIA 1.2 M

By **2020**, over half of the global **2.3 million jobs** directly created by **Muslim tourism** will be in **Asia (1.2 million)**



## 700,000 JOBS SOUTHEAST ASIA

THAILAND, MALAYSIA, SINGAPORE, INDONESIA, BRUNEI, VIETNAM, PHILIPPINES & CAMBODIA

**Thailand** benefits most in the world from direct employment from the **Muslim tourism** sector, forecast to be **320,000 jobs by 2020**

GDP impact of **Muslim Travel in Asia**  
**ASIA** **\$33.3 BILLION**  
BY 2020

Total **direct & indirect** employment  
**ASIA** **2.9 MILLION**  
JOBS BY 2020