Halal Tourism Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty, Niche & Experience Tourism (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-halal-tourism-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 249.21 billion
Projected Forecast (2031)	USD 249.21 billion
Growth Rate (CAGR)	6.22 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Halal Tourism industry](images/chart_2.png)

![Halal Tourism Market Size](images/chart_3.png)

![Halal Tourism Market Share by Travel Purpose, 2025](images/chart_4.png)

![Halal Tourism Market Share by Service Type, 2025](images/chart_5.png)

![Halal Tourism Market Growth Rate by Region](images/chart_6.png)

![Halal Tourism Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 249.21 Billion |
Market Size (2031) | USD 336.99 Billion |
Growth Rate (2026 - 2031) | 6.22 % |
Fastest Growing Market | Europe, Middle East, and Africa |
Largest Market | Middle East |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Halal Tourism Market Analysis by Mordor IntelligenceThe global halal tourism market was valued at USD 232.91 billion in 2025 and estimated to grow from USD 249.21 billion in 2026 to reach USD 336.99 billion by 2031, at a CAGR of 6.22% during the forecast period (2026-2031). International Muslim travel arrivals reached 176 million in 2024 and increased to 186 million in 2025, reflecting a shift from recovery to stable growth[1]Mastercard and CrescentRating, “Mastercard-CrescentRating Global Muslim Travel Index 2025,” Mastercard, mastercard.com. Digital trip planning advancements, including platforms for visa processing, itinerary creation, and service verification, are simplifying cross-border travel. Government-supported programs in Saudi Arabia and Malaysia are improving service quality, compliance standards, and tourism readiness, attracting both repeat and first-time visitors. The market remains fragmented, offering opportunities for operators providing verified halal food, prayer facilities, privacy-focused accommodations, and clear trust signals to strengthen their position.

Key Report Takeaways* By travel purpose, Religious Tourism led the Global Halal Tourism Market with a 38.43% revenue share in 2025, while Leisure and Vacation Travel is forecast to expand at a 7.46% CAGR through 2031.
* By traveler type, Group Travel held 61.91% of the Global Halal Tourism Market share in 2025, while Solo Travel recorded the highest projected CAGR of 6.98% through 2031.
* By service type, Accommodation accounted for 33.24% of the Global Halal Tourism Market in 2025, while Activities and Attractions are advancing at a 7.12% CAGR through 2031.
* By booking channel, Online Travel Agencies held 38.32% of the Global Halal Tourism Market in 2025 and are expected to remain the fastest-growing channel at a 7.84% CAGR through 2031.
* By destination country, Saudi Arabia led the Global Halal Tourism Market with a 24.23% share in 2025, while Türkiye is forecast to post the fastest growth at a 7.98% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Halal Tourism Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising Muslim Population and Travel Spend	+1.6%	Global, the highest intensity is in the Middle East, North Africa, and Southeast Asia	Long term (≥ 4 years)
Growth of Digital Muslim-Friendly Booking Ecosystems	+1.2%	Global, Asia-Pacific core, spill-over to GCC and European Union	Medium term (2-4 years)
Government-Led Halal Destination Development	+1.0%	Western Asia, Southeast Asia, North Africa	Medium term (2-4 years)
Demand for Family-Oriented and Faith-Consistent Travel	+0.8%	Global, strongest in GCC and South Asia	Long term (≥ 4 years)
Premiumization of Halal Hospitality and Wellness Travel	+0.7%	UAE, Saudi Arabia, Malaysia, Türkiye	Medium term (2-4 years)
Rising Cross-Border Pilgrimage and Religious Leisure Travel	+0.9%	Global, epicenter in Saudi Arabia, spill-over to Jordan and Iraq	Short term (≤ 2 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The halal tourism market is fragmented, with competition spread across specialist platforms, mainstream digital travel sellers, public tourism bodies, and accom modation providers. Specialist platforms are significant due to their focus on trust, service quality, and Muslim-friendly product curation. HalalBooking has expanded its reach to numerous hotels across multiple countries and has reported significant gross booking volume, demonstrating the market's potential for scale. The competitive landscape highlights the importance of brand trust and verified relevance alongside travel inventory.

Strategic initiatives in global halal tourism focus on digital reach, standardization, and destination-specific offerings. HalalBooking’s results indicate Saudi Arabia as a fast-growing destination, with GCC sales showing notable growth. A partnership between Klook and the Hong Kong Tourism Board led to a significant increase in Muslim traveler bookings, showing that mainstream platforms can attract this audience with tailored inventory. Malaysia’s Islamic Tourism Center partnered with RusQuality to extend Muslim-friendly tourism standards into Russia, emphasizing the role of standardization in competition. These developments highlight the importance of trust, discoverability, and compliance in the market.

Key competitive advantages in global halal tourism include verification, ease of booking, and service consistency. Public platforms like Nusuk benefit from proximity to visa and regulatory processes. Specialist platforms excel in offering privacy filters, halal-friendly lodging, and destination-specific assurances. Mainstream platforms can compete by enhancing Muslim-friendly discovery features and collaborating with destination boards. The market remains open to both specialists and adaptable travel brands that can maintain trust.

Halal Tourism Industry Leaders* CrescentRating

* HalalBooking

* Tripfez

* Salam Standard

* HalalTrip

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Halal Tourism Market Report ScopeBy Travel PurposeLeisure & Vacation Travel |
Religious Tourism (Umrah, Ziyarah, Islamic Heritage Travel) |
Family Tourism |
Business & MICE Travel |

Segmentation Accordion Item

By Destination CountrySaudi Arabia |
Türkiye |
Malaysia |
United Arab Emirates |
Indonesia |
Qatar |
Egypt |
Singapore |
United Kingdom |
Thailand |
Rest of World |

Frequently Asked Questions

What is the current size of the global halal tourism space?

The global halal tourism market was valued at USD 232.91 billion in 2025 and is estimated at USD 249.21 billion in 2026, with a forecast of USD 336.99 billion by 2031.

What is driving growth in Muslim-friendly travel demand?

The main growth supports are the rise in international Muslim travel arrivals to 186 million in 2025, stronger digital booking tools, and higher demand for verified family-friendly and faith-consistent services.

Which travel purpose leads to current demand?

Religious tourism leads with 38.43% share in 2025, supported mainly by Saudi Arabia's 19.5 million pilgrims and Umrah performers in 2025.

Which booking channel is growing the fastest?

Online travel agencies lead both on current scale and future pace, holding 38.32% share in 2025 and posting a projected 7.84% CAGR through 2031.

Why is Saudi Arabia so important in this space?

Saudi Arabia led destination-country demand with 24.23% share in 2025, and its official Nusuk platform supports pilgrimage travel from more than 190 countries.