



Salam Standard

by Tripfez Travel

Faez Fadhilillah – Co – founder & CEO

How our journey began



tripfezTM

Mission: To remove barriers for people to travel freely and conveniently for all cultures, religions and beliefs.

The initial question: How do we adapt and localize our travel products for the Muslim market.

Solution: Salam Standard **for Muslim-friendly travel** in 50+ countries around the globe. 55 000+ hotels are indexed currently on Salam Standard.



An Overlooked Problem

When Muslims travel, their faith-based needs are not met at many places.



➤ **81%** of Muslims are searching for **Muslim-friendly amenities**. But there is no global & consistent market place.

➤ **70%** of Muslim travellers think that **more services and facilities for Muslims are important**

More facilities = happy travellers = inclusive tourism

The Solution : Salam Standard

*Salam Standard is **data-driven, consumer-based hospitality standard** for Muslim travellers.*

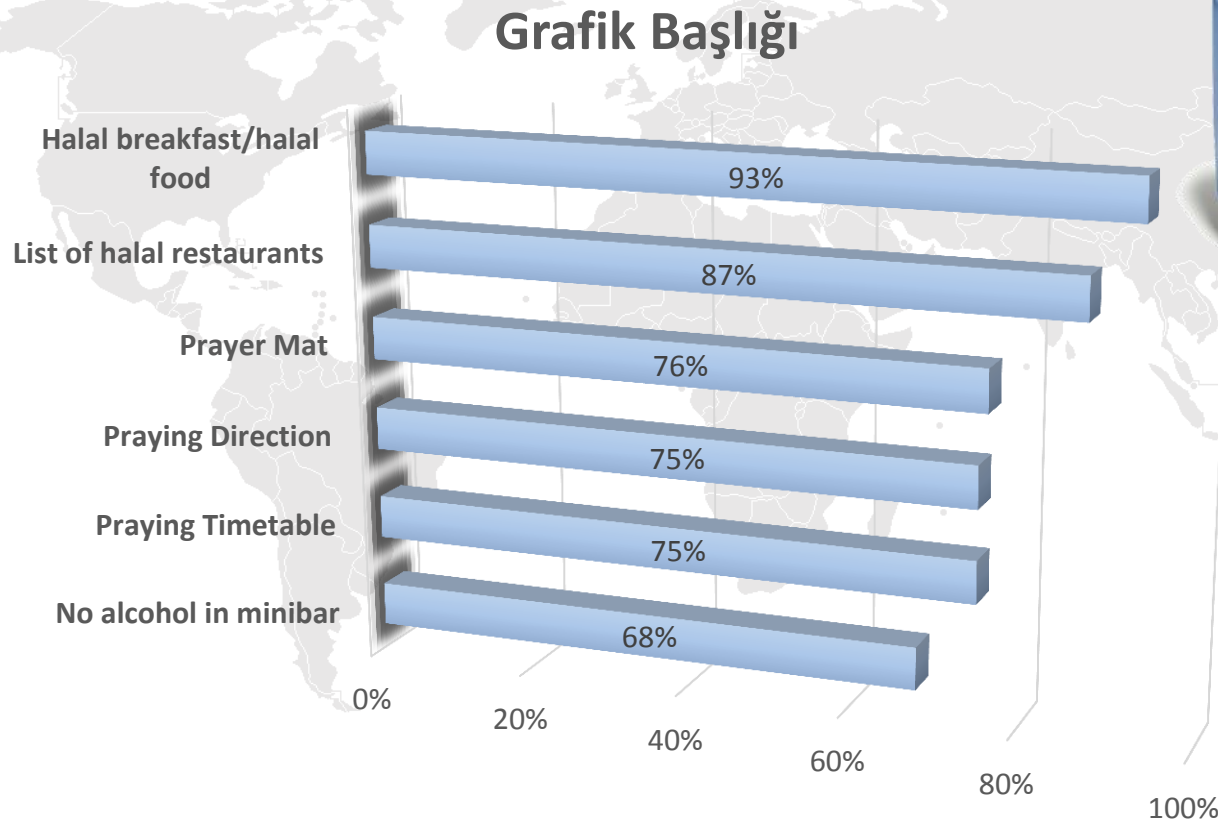
Approx. 5000 Muslims from 47 different countries in the world were surveyed:

What are the most common problems and wishes of Muslims while they travel?



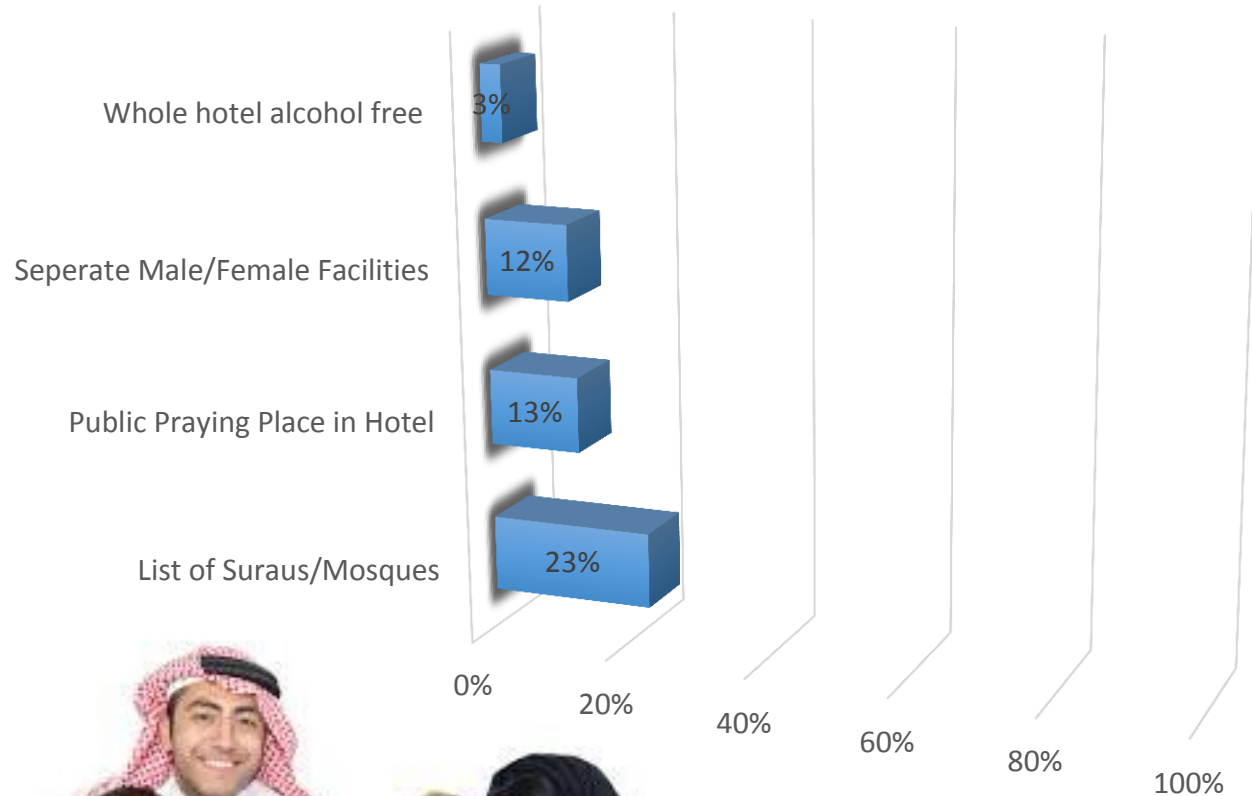
The Solution : Salam Standard

The outcome of the survey: What Muslims think is important for them while they travel?



The Solution : Salam Standard

The outcome of the survey: What Muslims think is less/not important for them while they travel?



The Solution : Salam Standard



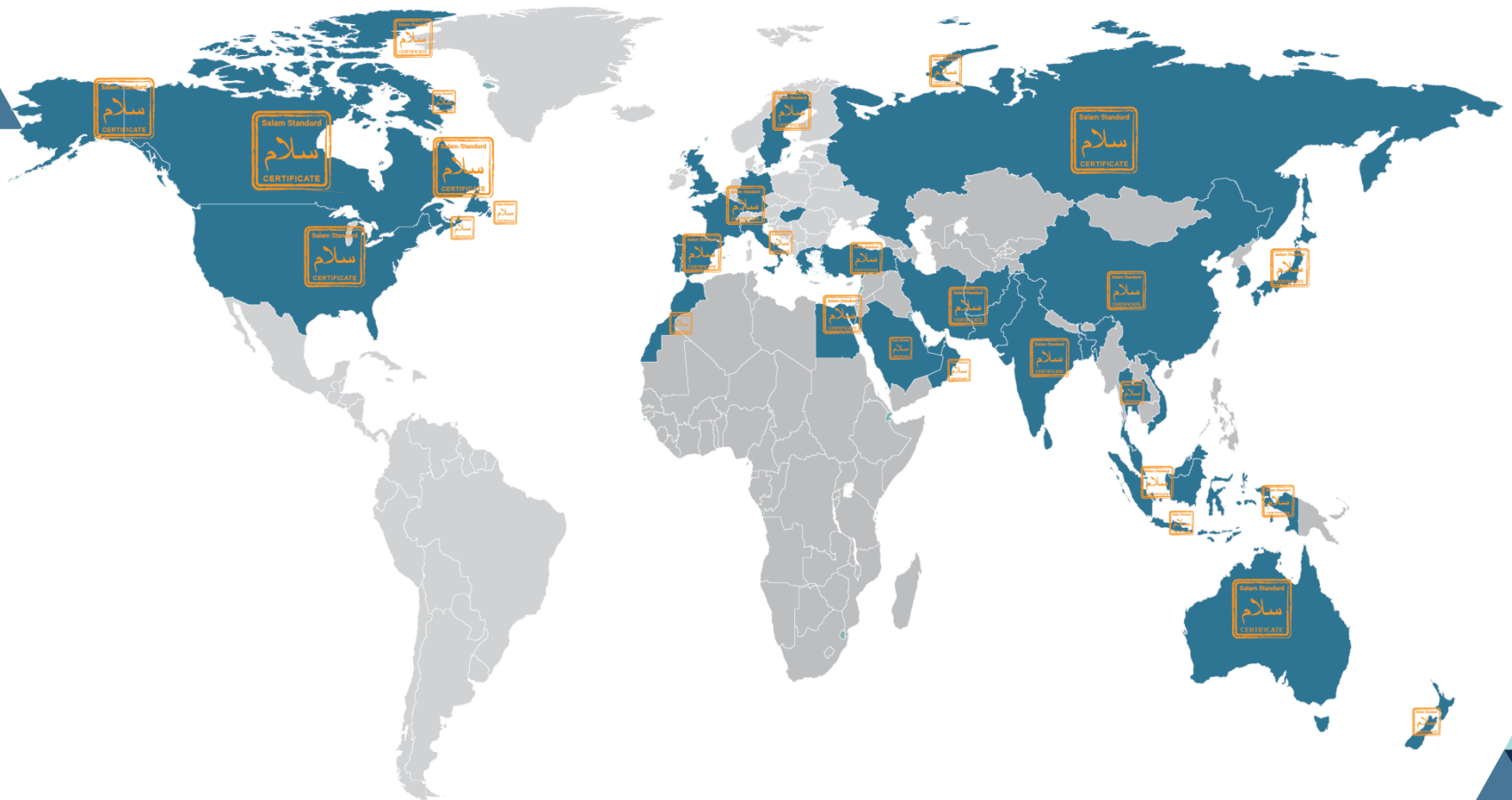
Salam Standard follows the following criteria

- Muslim Praying Carpet is available or can be requested
- Qibla direction is available or can be obtained
- List of Halal Restaurants in the vicinity is available or can be requested
- There is no alcohol in the mini-bar of the hotel room
- The hotel offers halal certified food (certified through a recognized certification body)

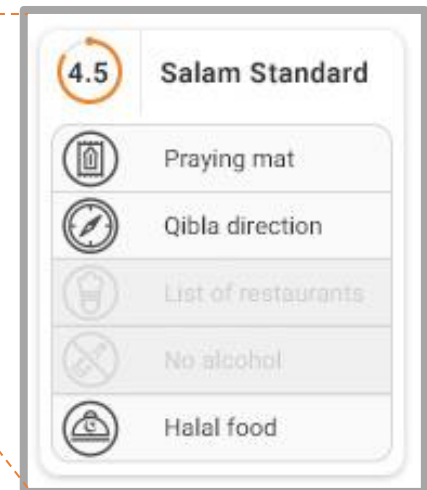
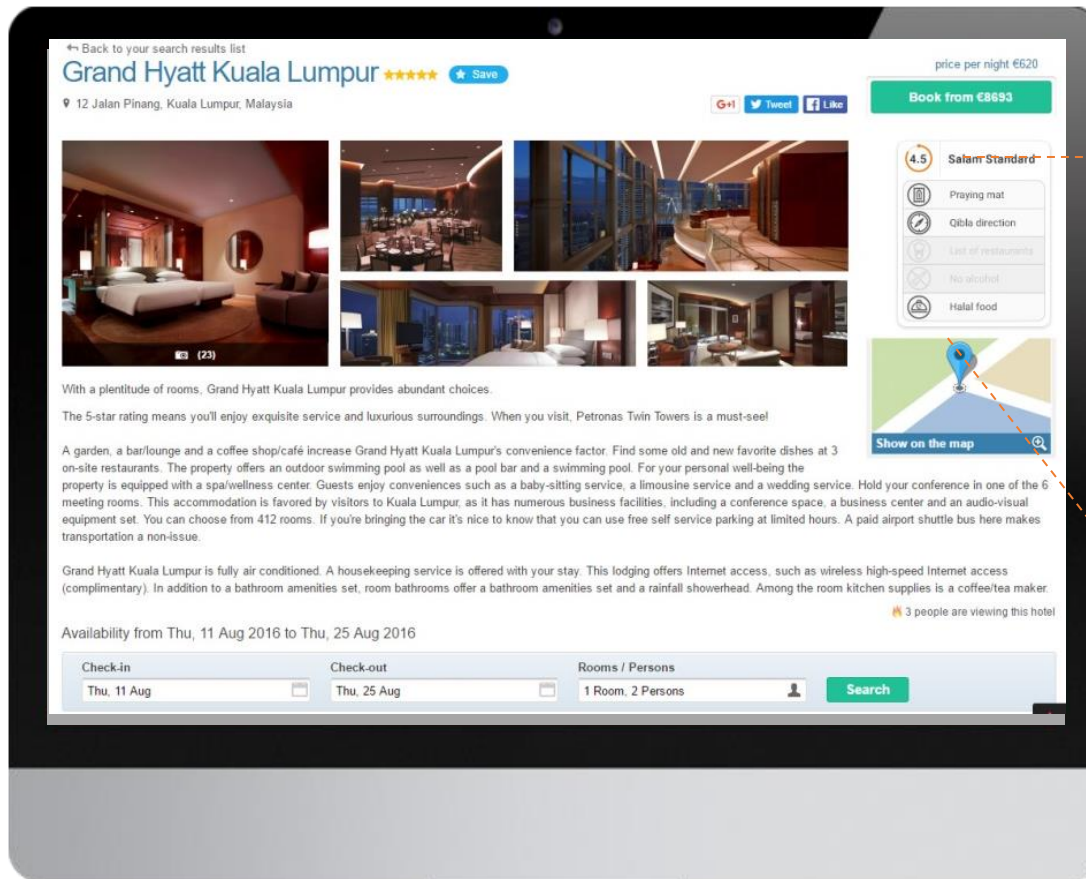
Where we are now

more than **55 000 hotels**

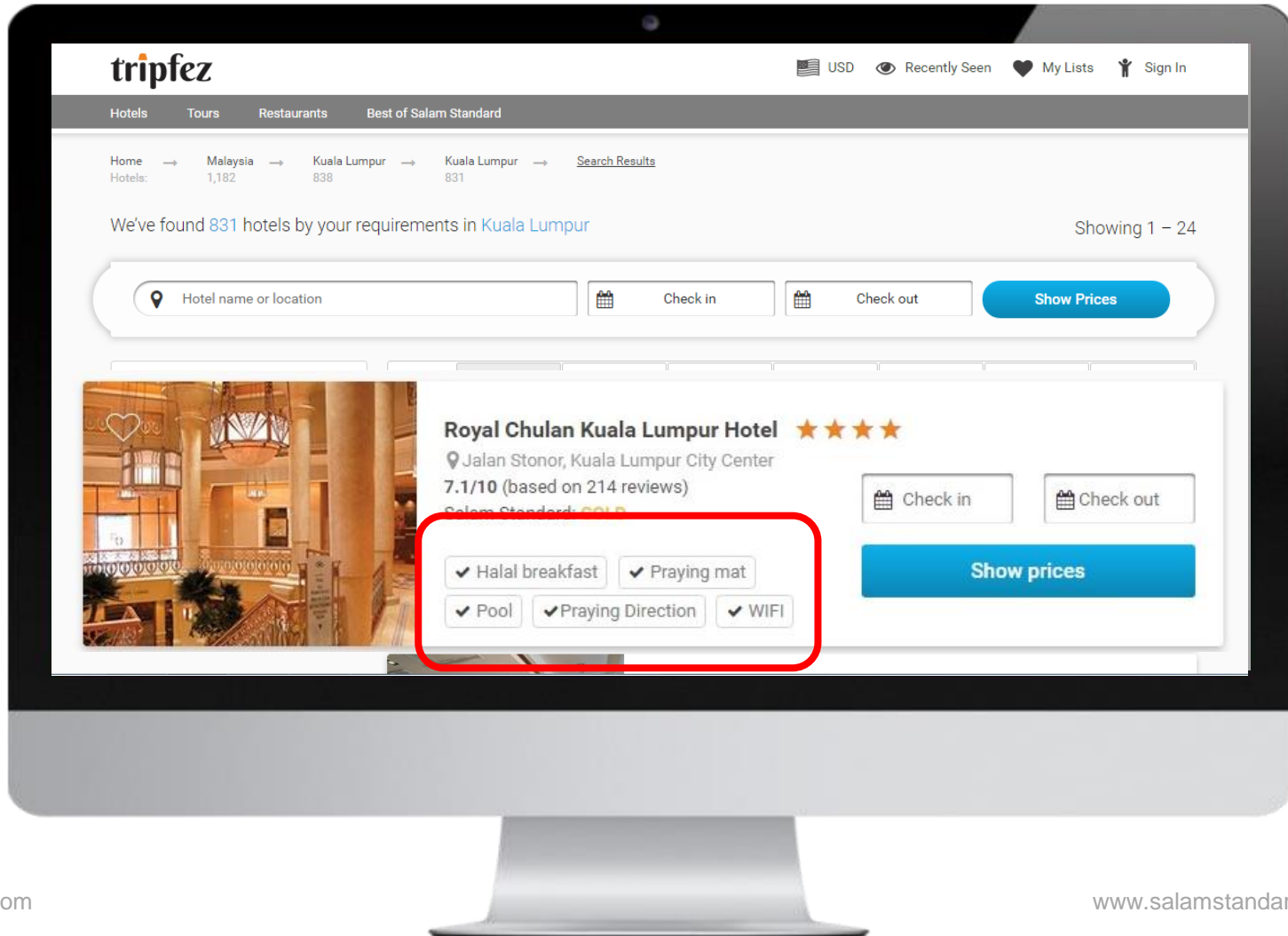
indexed across **50 countries**



Tools for Muslim travellers



For an equally good travel experience



Tools for hotels to serve Muslim travellers

Hotels can offer additional services to their Muslim guests, through a dedicated backend dashboard:

The dashboard is divided into two main sections: 'Praying Schedule' and 'Mosque Nearby'.

Praying Schedule: This section displays the location 'Kuala Lumpur, Malaysia' for the period '01 January, 2016 - 31 January, 2016'. It includes a compass rose and a table of prayer times for the week of January 6th (Wednesday).

Date	Day	Fajr	Sunrise	Zohor	Asar	Maghrib	Ihya
1	Friday	06:04	07:19	13:17	16:41	19:16	20:26
2	Saturday	06:04	07:19	13:17	16:41	19:16	20:26
3	Sunday	06:04	07:19	13:17	16:41	19:16	20:26
4	Monday	06:05	07:19	13:18	16:42	19:16	20:26
5	Tuesday	06:05	07:20	13:18	16:42	19:17	20:27
6	Wednesday	06:06	07:20	13:19	16:43	19:17	20:27
7	Thursday	06:06	07:21	13:19	16:43	19:18	20:28

Mosque Nearby: This section features a map of Kuala Lumpur with several mosques highlighted in orange. Below the map is a table listing nearby mosques.

Mosque	Address
1. Jamek Mosque	Jalan Mankambah Persekutuan, City Centre, 50050 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia
2. National Mosque of Malaysia	Jalan Perdana, 50480 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia
3. Federal Territory Mosque	Kuala Lumpur, Selangor, Malaysia

Prayer Times in Kuala Lumpur: This section shows a table of prayer times for the Muslim World League (Shafi) in Kuala Lumpur for the month of February 2016. It includes a compass rose and a map of the region.

	Fajr	Sunrise	Dhuhr	Asr	Maghrib	Isha'a
Tue 21 Jan	06:15	07:27	13:27	16:49	19:26	20:34
Wed 1 Feb	06:15	07:27	13:27	16:49	19:26	20:34
Thu 2 Feb	06:15	07:27	13:27	16:49	19:26	20:34
Fri 3 Feb	06:15	07:27	13:27	16:49	19:27	20:34
Sat 4 Feb	06:16	07:27	13:27	16:49	19:27	20:34
Sun 5 Feb	06:16	07:27	13:27	16:49	19:27	20:34
Mon 6 Feb	06:16	07:27	13:27	16:49	19:27	20:34
Tue 7 Feb	06:16	07:27	13:27	16:49	19:27	20:34
Wed 8 Feb	06:16	07:27	13:27	16:49	19:27	20:34
Thu 9 Feb	06:16	07:27	13:27	16:49	19:28	20:34
Fri 10 Feb	06:16	07:27	13:27	16:48	19:28	20:34
Sat 11 Feb	06:16	07:27	13:27	16:48	19:28	20:34
Sun 12 Feb	06:16	07:27	13:27	16:48	19:28	20:34
Mon 13 Feb	06:16	07:27	13:27	16:48	19:28	20:34
Tue 14 Feb	06:16	07:27	13:27	16:48	19:28	20:34

→ Print Praying/Direction Schedule for Muslim Guests

→ Find a Mosque or Halal Restaurants nearby hotel

Empower other travel sites



- Display services and amenities for Muslim travellers
- Enable sites to understand Muslim's travellers needs and requirements
- Achieved through the Salam Standard API
- We work to empower other travel sites to help them serve Muslim travellers

Collaboration with NTOs


To educate hotels on how to become Muslim friendly

To encourage more hotels to attract Muslim travellers

To help NTOs understand the travel trends of Muslim travellers



Challenges / Lessons learnt

A circular inset image showing two people climbing a large, dark rock formation. One person in a red jacket is on top of the rock, reaching down to help another person in a red jacket who is climbing up. The background shows a cloudy sky and a mountain range.

Ask “real” and diverse Muslim travellers first before making any standard.

Work with the hospitality industry – practicability and future education

Make it easy for a hotel to become a member yet don't compromise quality.

In some countries reaction towards a Muslim standard can be negative (resentment) and/or knowledge of Islamic practices can be very limited. Education is important

Regional differences - be inclusive yet complete.

Participating Hotel Groups

The innovative hospitality standard dedicated to Muslim travellers.

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INTERNATIONAL
HOTELS, RESORTS & RESIDENCES


MÖVENPICK
Hotels & Resorts


ACCOR HOTELS

SOFITEL
LUXURY HOTELS


pullman
HOTELS AND RESORTS


TAUZIA


NOVOTEL
HOTELS

ASTON *Alana Kamuela* favehotel

Quest Hotel
BY ASTON

HOTEL
NEO


QUEST HOTEL

HARPER BY ASTON


Anantara
HOTELS • RESORTS • SPAS

روتانا
Rotana


HARRIS
HOTELS

THE
Royale
BINTANG


HOLIDAY VILLA

RIXOS
HOTELS


BERJAYA
Berjaya Hotels & Resorts

Example Display on Hotel Website



Hotel NEO+ Penang - Malaysia

Overview

Gallery

Room Types

Reviews

Map

Facilities & Se

Why choose Hotel NEO Penang - Malaysia?
Penang's newest hotel has 10 reasons for you to Try
Something NEO!

- ✓ Brand New - open February 2015
- ✓ Ideal Location - in the heart of Penang
- ✓ Unique Design - where Eastern esthetics meet contemporary design
- ✓ Special Rates - Starting from MYR 208, include breakfast for 2 persons
- ✓ 24 hour front desk & security
- ✓ 3 meeting rooms and 2 function room
- ✓ Rooftop swimming pool
- ✓ International quality - managed by Archipelago International
- ✓ Best Price Guarantee
- ✓ Free WiFi in rooms and public area



Free WiFi in all hotel area including in the room.



Pick Your Room

Example Display in Hotel Brochure



The InterContinental Davos is a certified member of Salam Standard, a new online hotel reference tool dedicated to Muslim travellers.

MUSLIM PRAYING CARPET IS AVAILABLE OR CAN BE REQUESTED

QIBLA DIRECTION IS AVAILABLE OR CAN BE OBTAINED

QURAN IS AVAILABLE

LOCAL PRAYING TIMES

LIST OF HALAL RESTAURANTS IN THE VICINITY IS AVAILABLE OR CAN BE REQUESTED

NO ALCOHOL IN THE MINI-BAR OF THE HOTEL ROOM

Global Accolades

Awards:

- WIT Best Startup of the Year Award 2013
- NEF Awani Best Startup Award
- NEF Awani Best Technopreneur Award
- TravelMole Award
- TTG Companies to watch for 2016
- Forbes 30 under 30



Faez Fadhillah
A first-class honors graduate, Faez Fadhillah is currently CEO and co-founder of Tripfez, an innovative travel portal dedicated to the rise of Muslim travellers. Awarded Malaysia's Young Technopreneur in 2013, he is an avid international speaker who was listed in *Forbes 30 under 30 Asia 2016*. Constantly working closely with a number of Destination Marketing Organizations (DMO), he chairs the R&D committee of the Malaysian Association of Tour & Travel Agents (MATTA) and was elected to serve from 2015-2017 as Vice President of MATTA.



Navigating the growing Muslim travel market
Wednesday, 7 Sep 2016 | 10:55 PM ET
Faez Fadhillah, CEO of Tripfez, talks about how his business integrates Salam Standard benchmarks to ensure that Muslim travelers' needs are met.

TRIPFEZ: MUSLIM TRAVEL MARKET WAS WORTH \$145 BN IN 2015

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The business of 'Muslim friendly' travel
28 September 2016 Last updated at 01:43 BST

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Muslim travel market growing faster than global average

Tuesday, 13 Dec 2016 | 8:44 PM ET

Faez Fadhillah, CEO of Tripfez, talks about the potential of the growing Muslim travel market.

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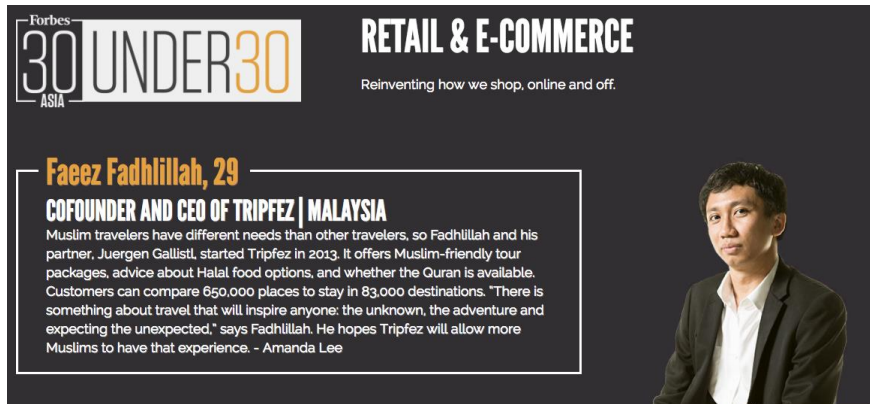
Business Market Data Markets Economy Companies Ent

The business of 'Muslim friendly' travel

28 September 2016 Last updated at 01:43 BST

The Malaysian firm TripFez is a little like TripAdvisor - except it is focussing on serving global Muslim travellers.

It provides links, suggestions, and booking facilities for Muslim



Forbes **30 UNDER 30** ASIA

RETAIL & E-COMMERCE

Reinventing how we shop, online and off.

Faez Fadhillah, 29

COFOUNDER AND CEO OF TRIPFEZ | MALAYSIA

Muslim travelers have different needs than other travelers, so Fadhillah and his partner, Juergen Gallistl, started Tripfez in 2013. It offers Muslim-friendly tour packages, advice about Halal food options, and whether the Quran is available. Customers can compare 650,000 places to stay in 83,000 destinations. "There is something about travel that will inspire anyone: the unknown, the adventure and expecting the unexpected," says Fadhillah. He hopes Tripfez will allow more Muslims to have that experience. - Amanda Lee

Salam Standard (by Tripfez) in the media like **BBC, CNBC, Forbes, TTG**

Thank You!



tripfezTM

For more information, look us up at:
www.salamstandard.org