

## Crescentrating - Halal Friendly Travel

Crescentrating is a pioneer in the development of the Halal Friendly Travel & Tourism sector and launched the world's first Halal Friendly Rating standard for Travel and Tourism services & facilities at ITB Asia Travel show in October 2009. Its Hotel Crescentrating program has already attracted many Hotels from Asia and Middle East.

Crescentrating.com website allows online booking of Crescentrated Halal friendly hotels & tours, provides destination guides, airport guides, restaurant guides etc to cater to the unique needs of the Muslim traveller. The website also provides information and tools for the Muslim travellers like the Qiblah locator, prayer time calculator, etc. It plans to expand this to include many other useful information, advice and opinion for the Halal conscious travellers.

While it focussed its marketing efforts on the Asian market in 2009, in 2010, Crescentrating is planning to take its products and services worldwide. After a successful presence at ITB Berlin Travel show last month, Crescentrating will be at ATM Dubai 2010 for the first time. Already having hotels from UAE, Qatar and Bahrain joining Crescentrating, according to the Founder and CEO, Fazal Bahardeen, they are in discussion with many other Hotels in the region to join the program of Crescentrated Hotels.

“Our Vision is to be the Global leader in the development of Halal Friendly Travel and Tourism facilities and services to benefit both the travellers and the service providers. Through the Crescentrating standard and our website, Travel and Tourism service providers will be able to highlight their Halal friendly services and facilities and the Halal conscious consumers in turn will be able to make educated choices based on information provided” says Fazal

According to Fazal, this will be the next big Halal Industry, and will follow the same growth patterns seen in the Halal Food as well as the Islamic Banking and Finance Industry.

Crescentrating is a Singapore based company with Board of Directors and Board of Advisers coming from diverse backgrounds, bringing unique skills and knowledge from Islamic banking industry, Halal Food Industry, Research and Consultancy, Islamic Scholarship and Corporate experience. All of them are well-established individuals with International and pioneering experience in their chosen fields.

Hoteliers who wish to promote their facilities to the Halal conscious travellers can get in touch with Andac Erkek, Business Development Manager for discussions and appointments at ATM Dubai (Tel.: +65 6255 2896, during ATM +971 (0)557101475, E-Mail: [andac@crescentrating.com](mailto:andac@crescentrating.com), web: [www.crescentrating.com](http://www.crescentrating.com))