

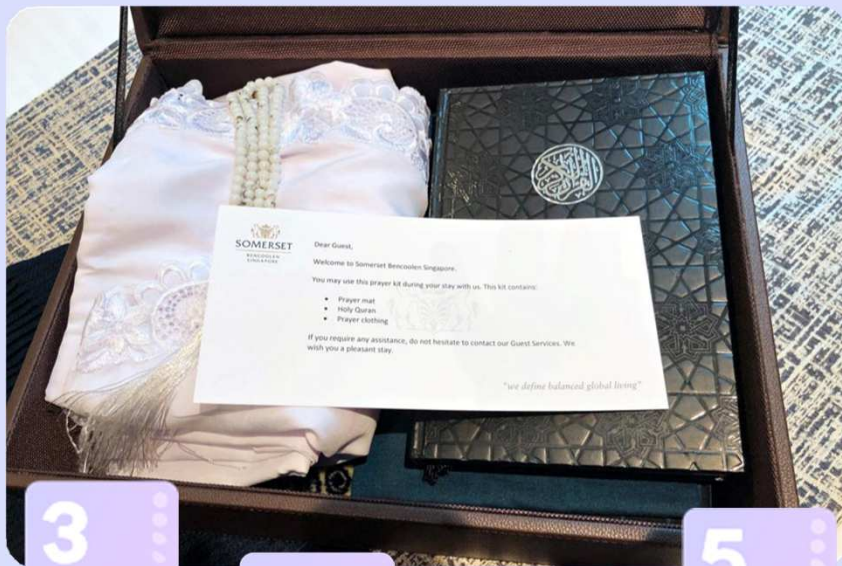


WORLD'S LEADING
AUTHORITY ON
HALAL TRAVEL

Rating

Services for the Halal/Muslim Travel, Tourism and Hospitality Segment

CRESCENT RATING OF FACILITIES



Ensure that hotels, restaurants, event venues and other service touch points are equipped to cater to Muslim travelers.

Get an independent audit of your services and facilities.

3

crescent rating

AA

crescent rating

A

crescent rating

5

crescent rating

WHY SHOULD YOU GET CRESCENT RATED?



Globally Recognized

Crescent Rating is a globally recognized independent rating and accreditation service for Muslim friendly travel services.



Trusted

Our ratings and accreditations are trusted by a growing audience of Halal conscious leisure and business travelers who rely on our insights to book establishments.



Autonomous

We help you evaluate your current offerings and provide unbiased strategic recommendations for improvements to better attract Halal conscious Muslim travelers to your establishment.



High Standards

Our policies conform and adhere to high standards. We have rating services for hotels, restaurants, attractions, spa and wellness, tour operators, travel packages, etc.

cr Hotel

cr Restaurants

cr Attractions, Shopping Malls, and MICEs

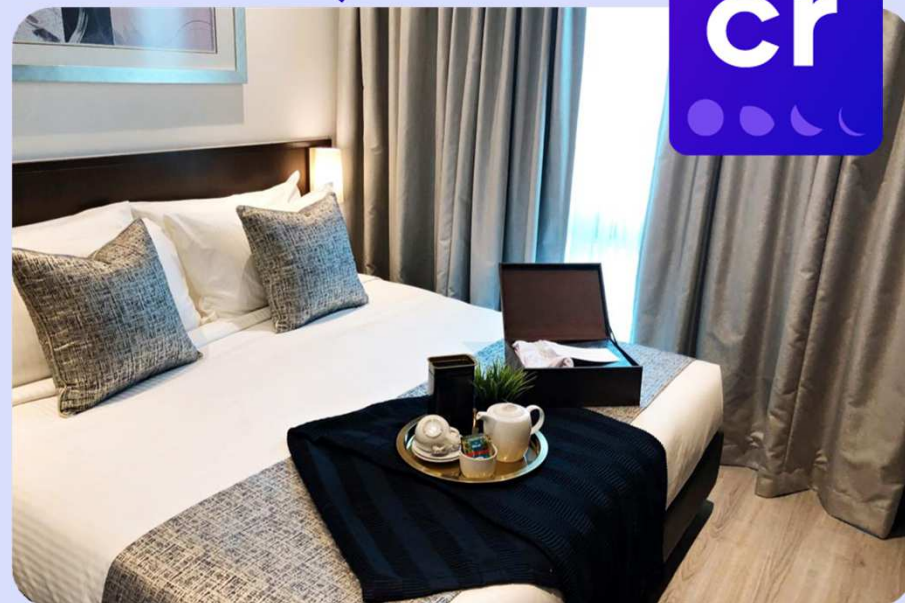
CRESCENT RATING

[Overview](#) | [Rates](#)




[Benefits](#) |

[Membership](#)

The Crescent Rating system rates the overall Halal-friendliness of hotels on a scale of one to seven - with one being the lowest rating and seven being the highest.



MINIMUM HOTEL RATING CRITERIA

	 3 crescent rating	 4 crescent rating	 5 crescent rating
Prayer Amenities	<ul style="list-style-type: none"> • Qibla direction marked in the rooms at least on one floor • List of nearby Mosques available 	<ul style="list-style-type: none"> • Qibla direction marked in the rooms at least on one floor • List of nearby Mosques available 	<ul style="list-style-type: none"> • Qibla direction marked in the rooms at least on one floor • List of nearby Mosques available • Prayer rugs available on request
Halal Food	<ul style="list-style-type: none"> • Halal breakfast corner 	<ul style="list-style-type: none"> • Halal-certified breakfast menu * • Room service Halal Menu 	<ul style="list-style-type: none"> • Halal-certified breakfast menu * • Room service Halal Menu • Halal-certified restaurant or kitchen
Water-friendly toilets		<ul style="list-style-type: none"> • Water-friendly toilets in the rooms at least on one floor 	<ul style="list-style-type: none"> • Water-friendly toilets in the rooms at least on one floor

* CrescentRating can facilitate hoteliers to apply for Islamic Board of Trustee's Halal certification for the Breakfast Menu if hoteliers wish to.

cr Hotel

cr Restaurants

cr Attractions, Shopping Malls, and MICEs

RATING COLLATERALS



HalalTrip Decal



Rating Icon



Rating Decal



Rating Certificate

cr Hotel

cr Restaurants

cr Attractions, Shopping Malls, and MICEs

CRESCENT RATING

[Overview](#)

[Benefits](#)

[Membership Rates](#)

Promotion on CrescentRating and HalalTrip

Throughout the entire validity period of your rating, we will design **campaigns** that will be promoted across a range of HalalTrip and CrescentRating platforms.

 Blog Article

 Instagram

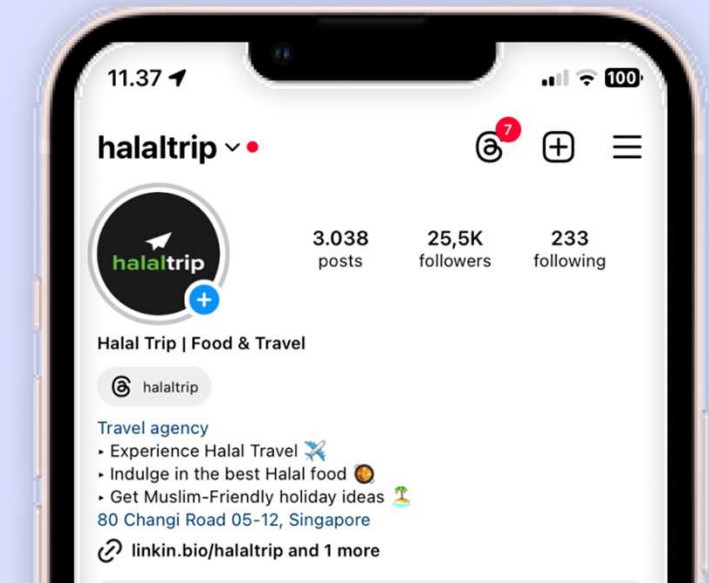
 Facebook

 Newsletter

 TikTok

 X

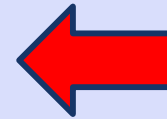
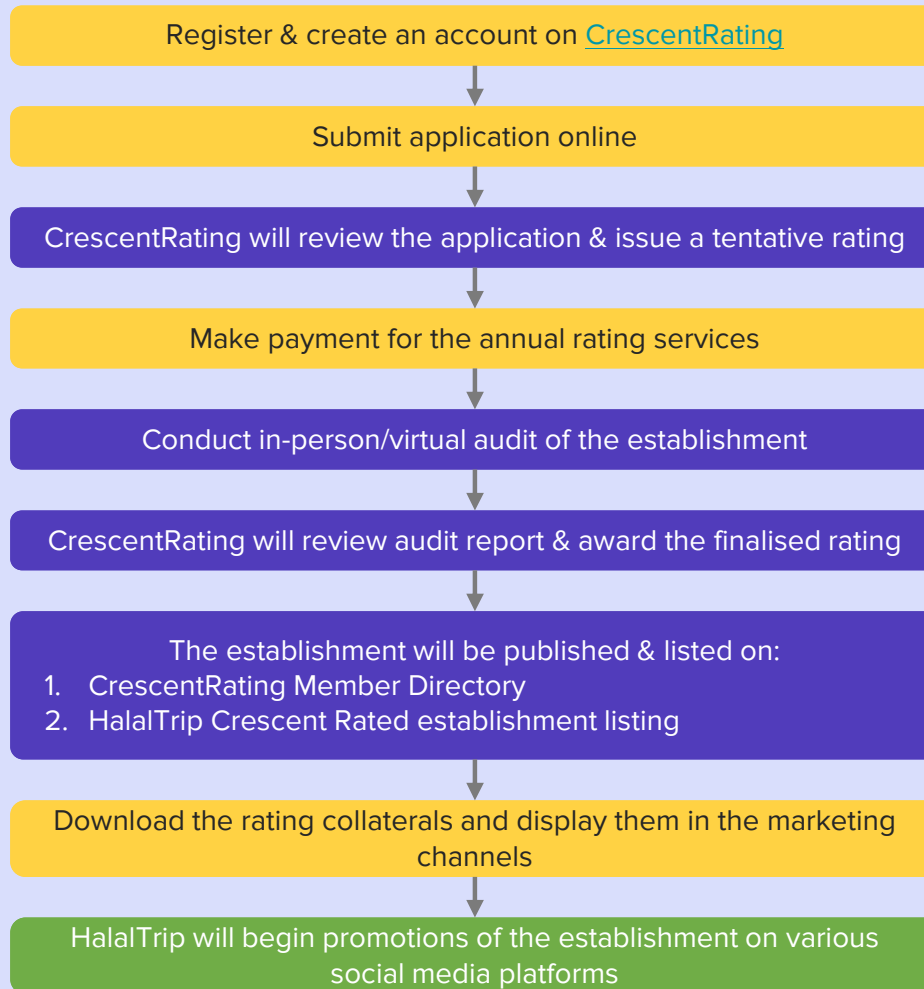
 LinkedIn



Promotion Cycle

1 year

HOW TO GET CRESCENT RATED



HKTB will provide support to cover the rating fees (USD 750 or above) if the tentative rating is 3 or above. The final rating valid for 1 year.

LEGEND

ESTABLISHMENT

CRESCENTRATING

HALALTRIP

THANK YOU