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JNTO Kuala Lumpur Muslim Travelers Report FY2023

Consumer Survey

Conducted on

JNTO Muslim Travelers' Guide

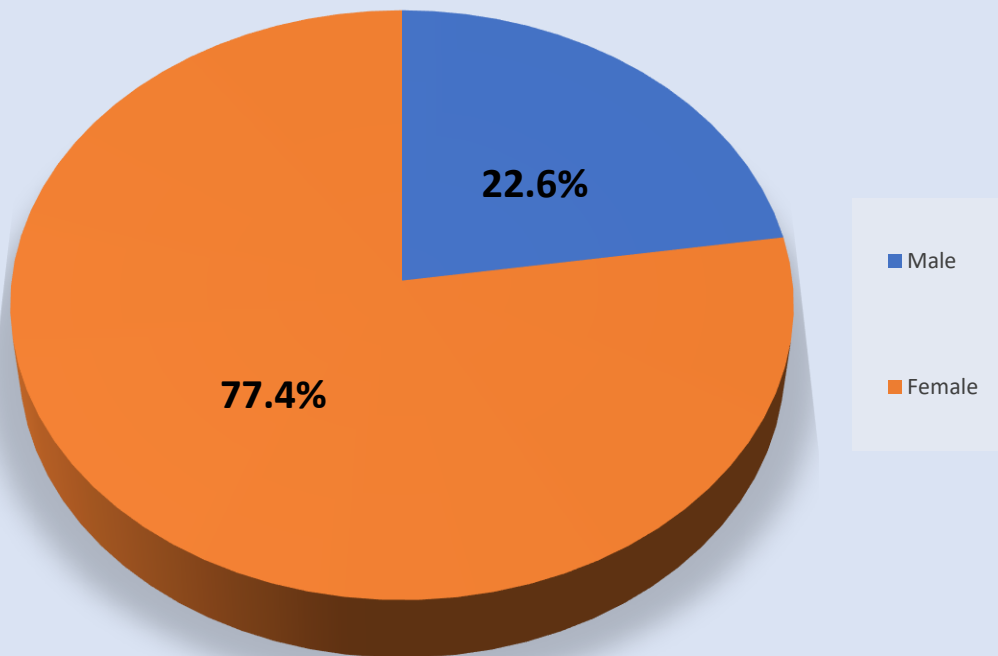
Read & Win Contest (Sep 2023)

& Read & Win Spring 2024 Contest (Jan 2024)

Muslim Travelers' Gender

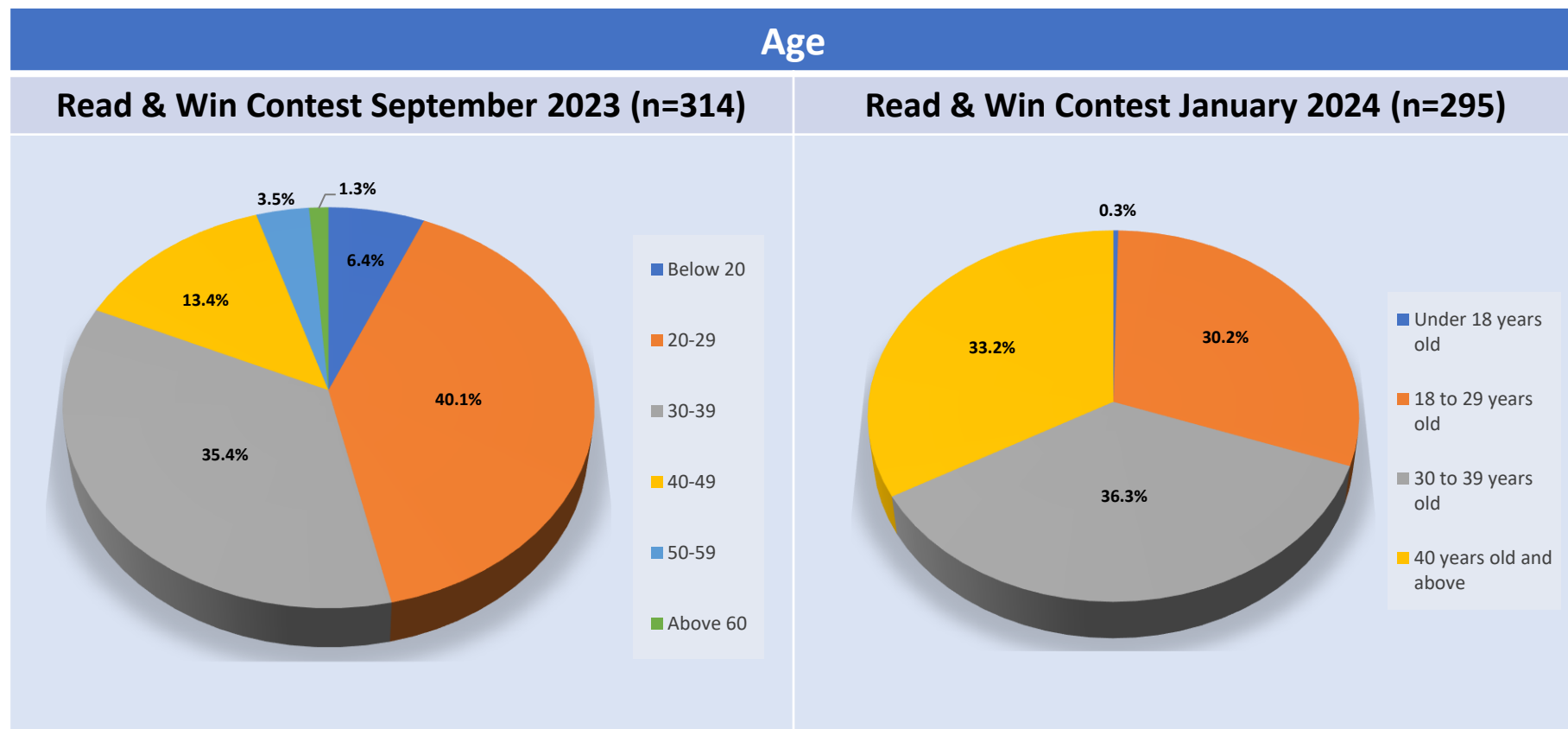
Read & Win Contest September 2023 (n=314)

Gender



- The majority of the contestants are female, as they are more keen on the idea of traveling, whether for leisure or to explore new places and cultures.

Muslim Travelers' Age

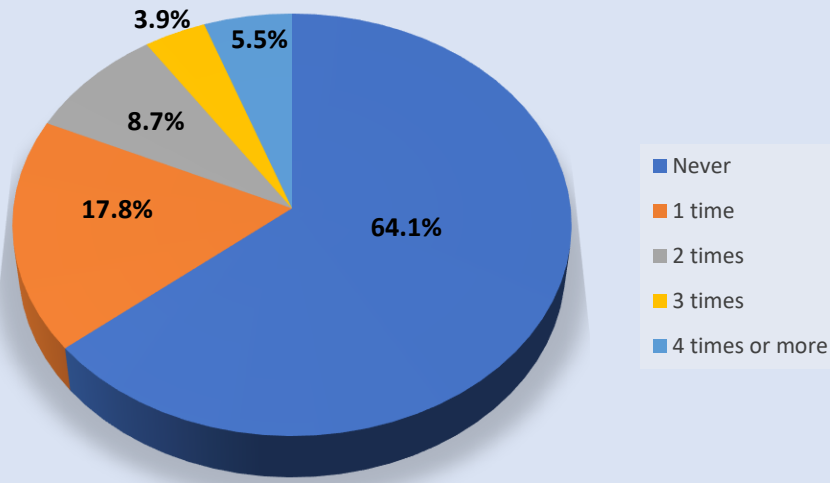


- In both campaigns, most of the contestants are in their 20s and 30s, as they are most likely to have a stable source of income and be more willing to travel abroad.
- However, there are more people over 40 years old participating in the second contest (January 2024) than in the first one (September 2023), with a 15% increase.

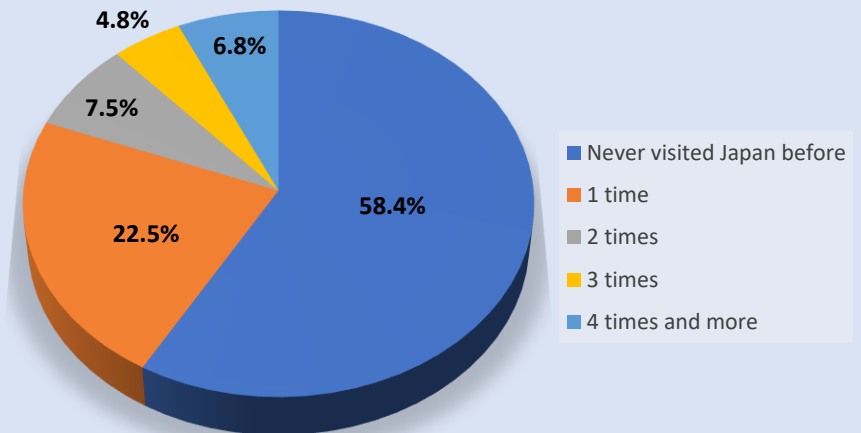
Muslim Travelers' Trips

How many times have you visited Japan?

Read & Win Contest September 2023 (n=309)



Read & Win Contest January 2024 (n=293)

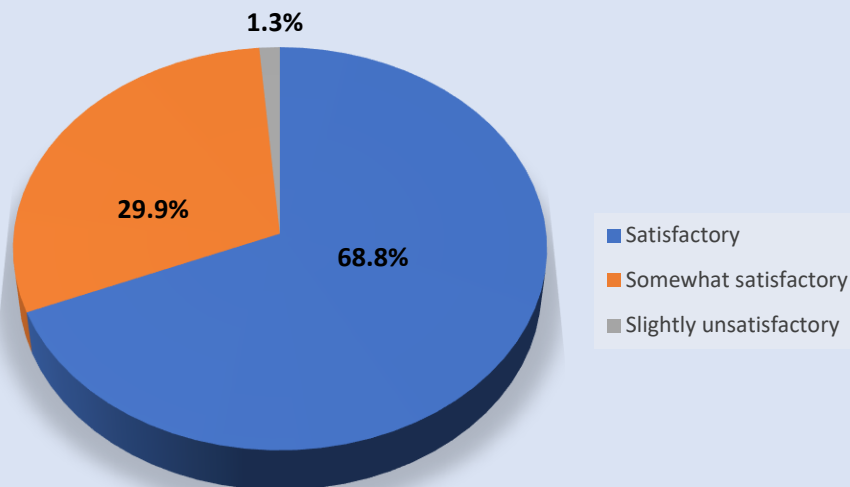


- There are around 60% contestants who never visited Japan before.
- Although the samples in January 2024 is slightly lesser than September 2024, more contestants in January 2024 have been to Japan at least once, assuming there was a rise in awareness among Muslim community for Japan being a travel destination.

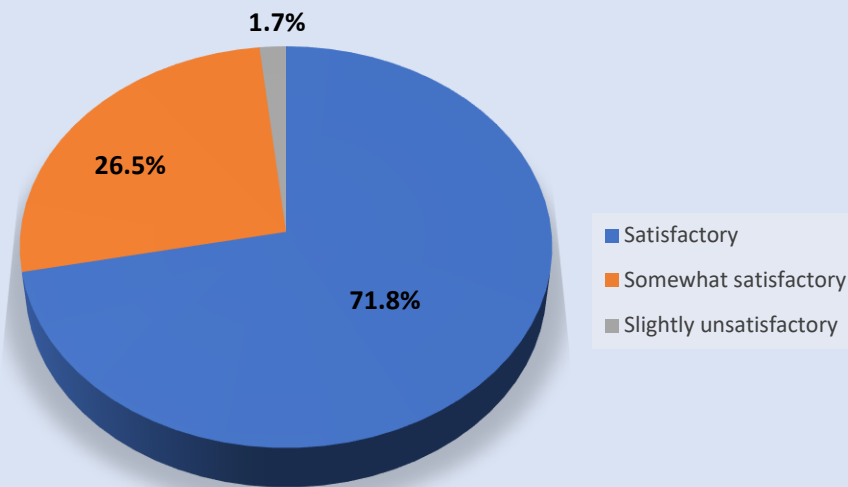
Muslim Travelers' Impressions

What are your impressions of Japan's Muslim-friendly facilities and services?

Read & Win Contest September 2023 (n=301)



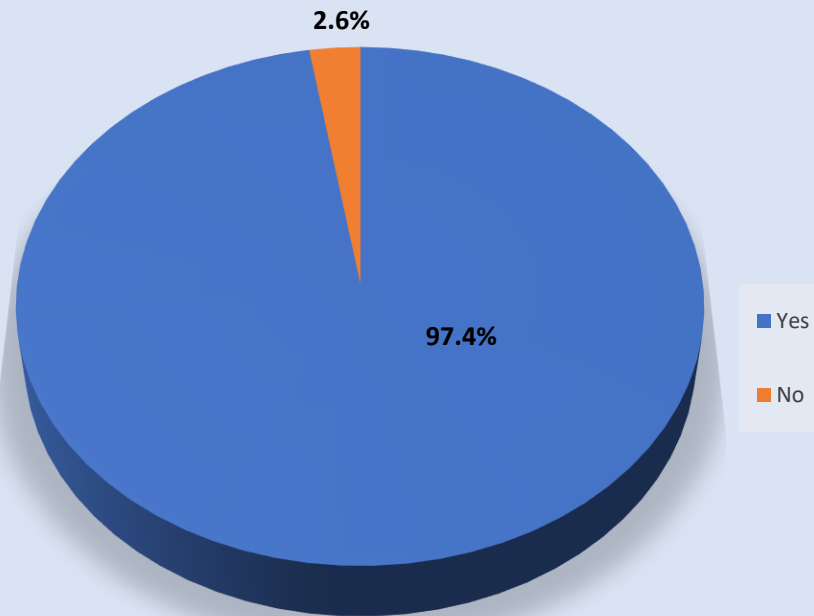
Read & Win Contest January 2024 (n=291)



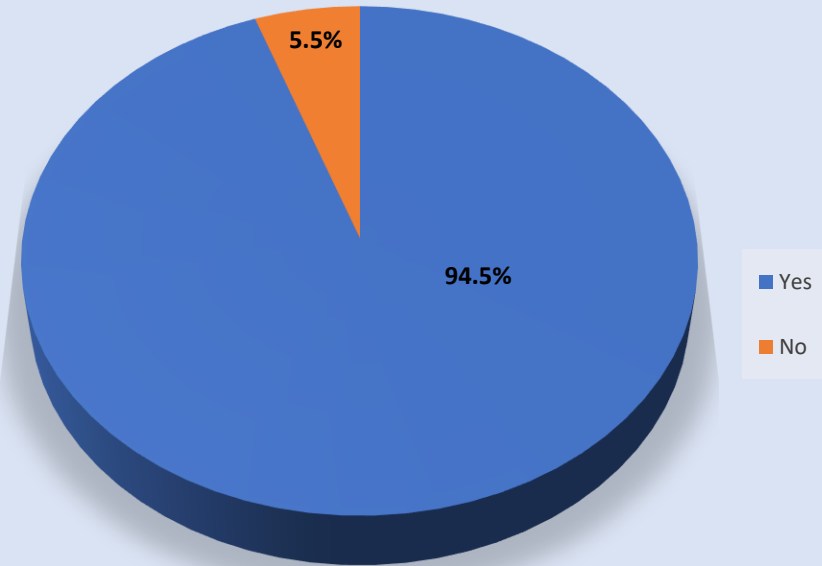
- As there are more Muslim-friendly facilities and services in Japan, more people become satisfied with the hospitality provided when traveling there.
- With more Muslim-related content being spread through social media, such as Facebook and Instagram, more people have become aware of the Muslim-friendly facilities and services in Japan.

Would you use the JNTO Muslim Travelers' Guide when travelling to Japan?

Read & Win Contest September 2023 (n=308)



Read & Win Contest January 2024 (n=292)

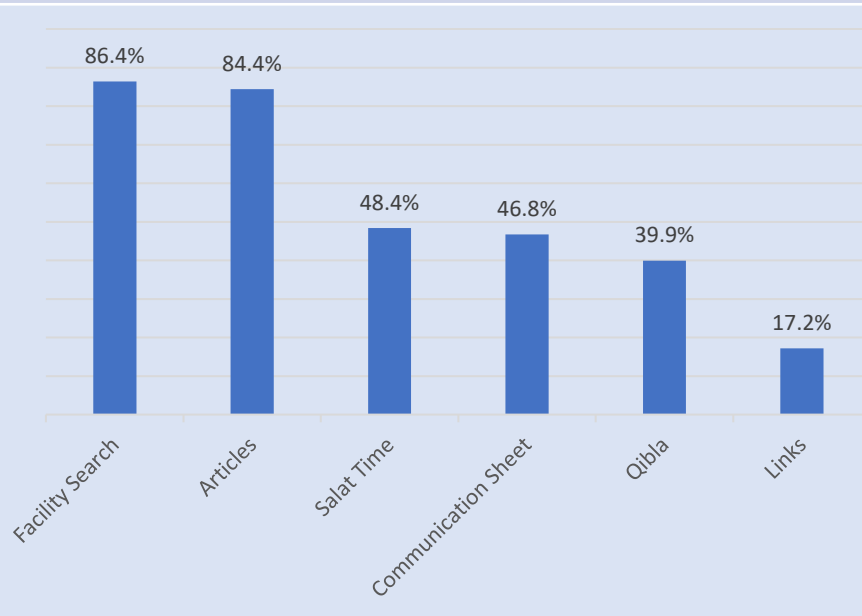


- For both campaigns, more than 94% of the contestants would like to refer to JNTO Muslim Travelers' Guide website for Muslim-related information in Japan.
- The possible reason is people are more confident on the information published by official tourism organization.

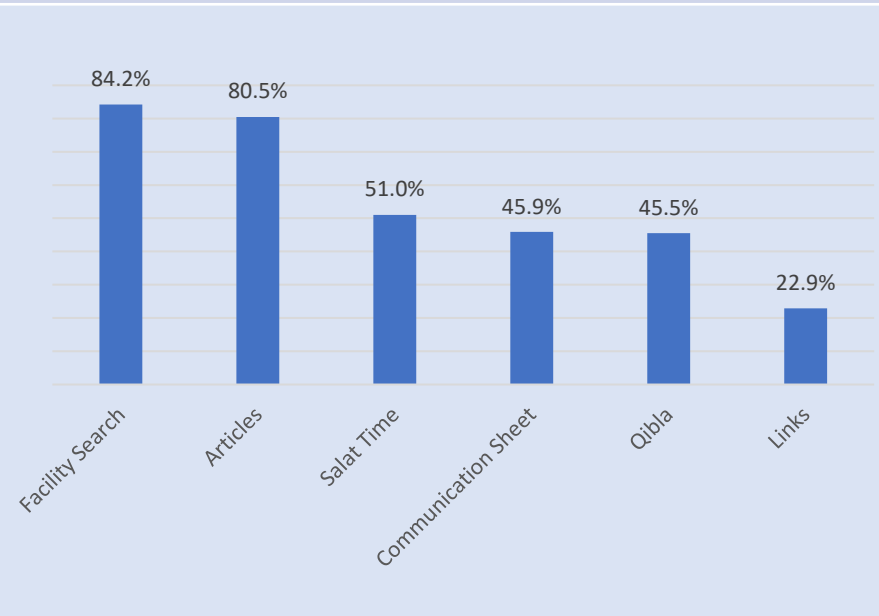
Preferred Muslim Contents

What type of content would you wish to have on a site such as JNTO Muslim Travelers' Guide to better help you prepare for your trip to Japan?

Read & Win Contest September 2023 (n=308)



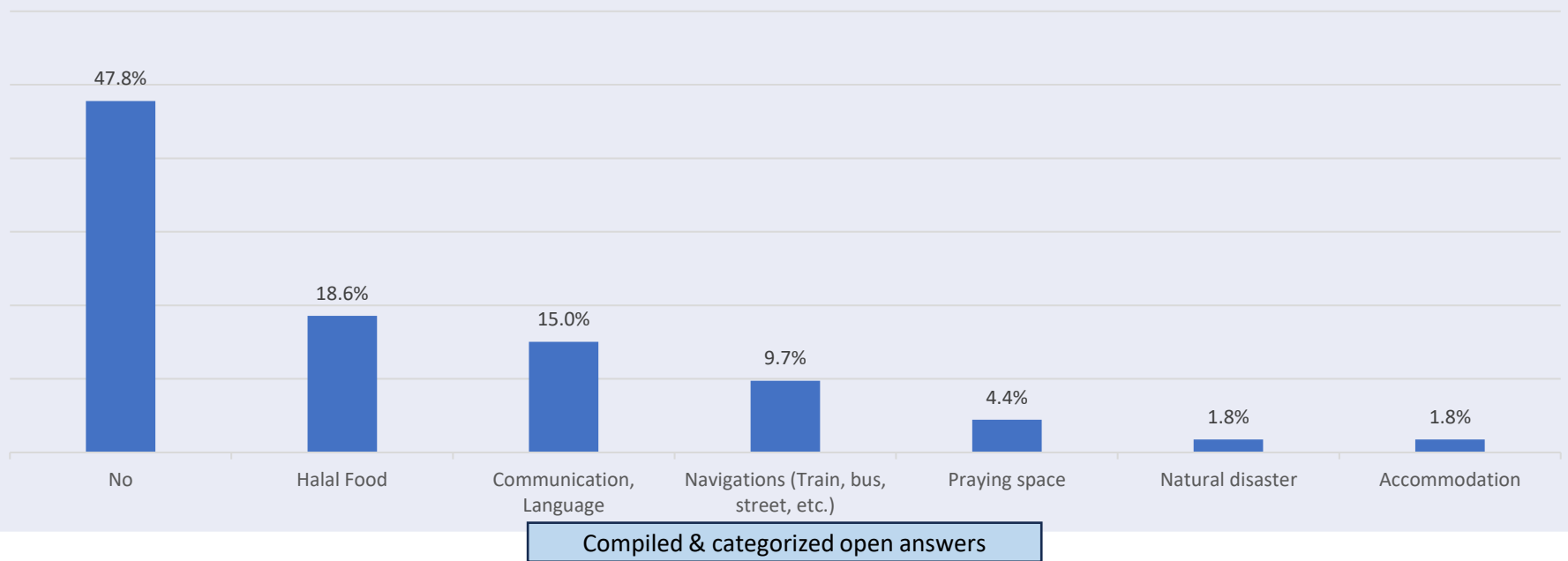
Read & Win Contest January 2024 (n=292)



- For both campaigns, the type of content that is preferred by Muslim travelers is the facility search, where they can find out more about restaurants, accommodations, and prayer spaces when they are in Japan.
- Articles that focus on the travel tips recommendation plan are also preferred by Muslim travelers when planning their travel to Japan.

Read & Win Contest September 2023

If you have visited Japan before, did you encounter any problems during your trip? (n=113)



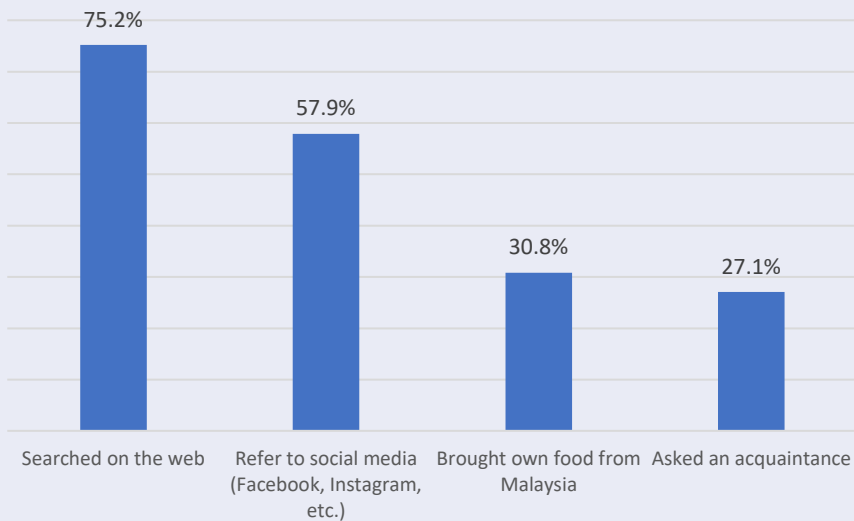
- For Muslims who have visited Japan, about 47% of them do not encounter any problems when travelling there.
- However, many Muslims are experiencing difficulties finding Halal food because of concerns about the ingredients, restaurants, and prepared utensils.
- Besides that, they are also having problems with the language barrier, where they are afraid of not being able to communicate with the people there in times of need.



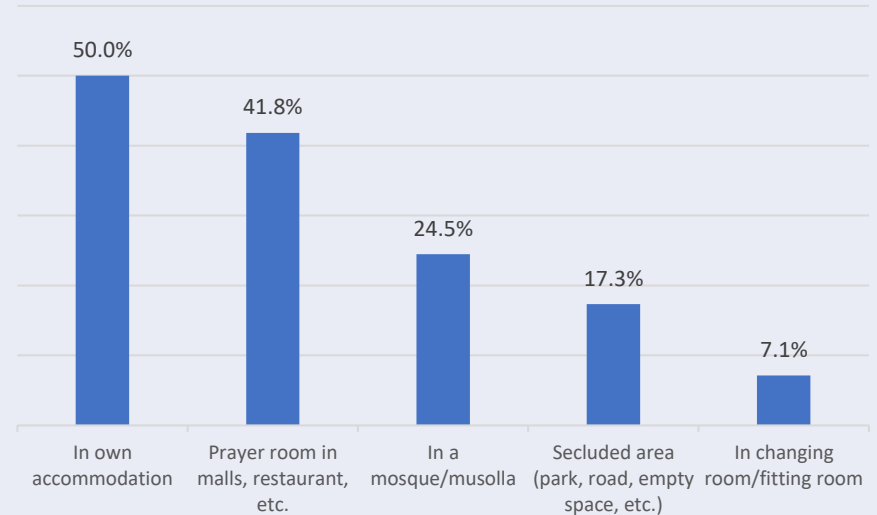
Muslim Travel in Japan

Read & Win Contest January 2024

If you have visited Japan before, how did you find a place to eat? (n=133)



If you have visited Japan before, where did you do your prayer? (n=98)

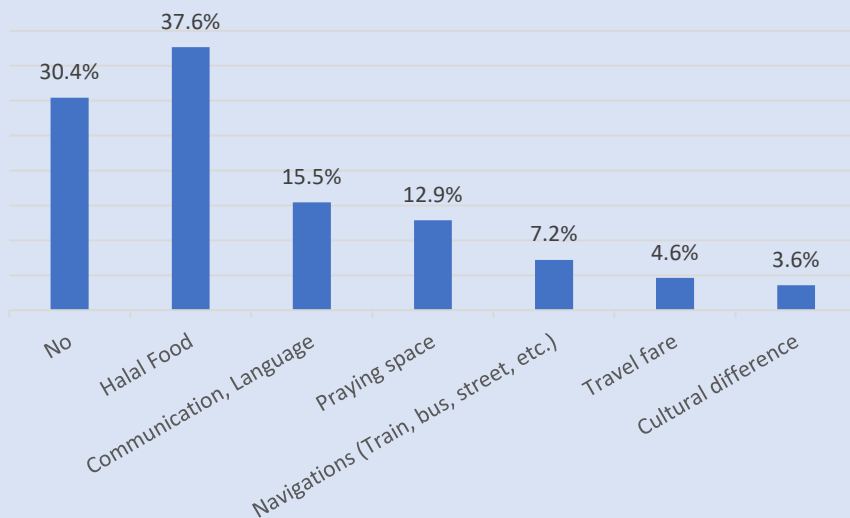


- When traveling to Japan, most Muslims search for places to eat through web searches. They are also using social media, such as Facebook and Instagram, as references to find Halal food in Japan.
- Half of Muslim travelers preferred to do prayers in their own accommodations, while others preferred prayer rooms, which are available in malls or restaurants, or went to mosques in Japan.

Muslim Travel Concerns

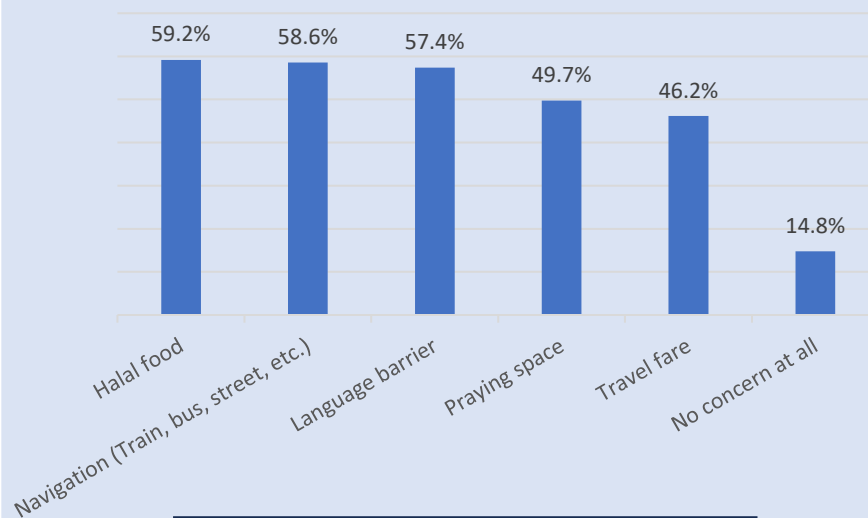
If you have not visited Japan yet, do you have any concerns about visiting?

Read & Win Contest September 2023 (n=194)



Compiled & categorized open answers

Read & Win Contest January 2024 (n=169)



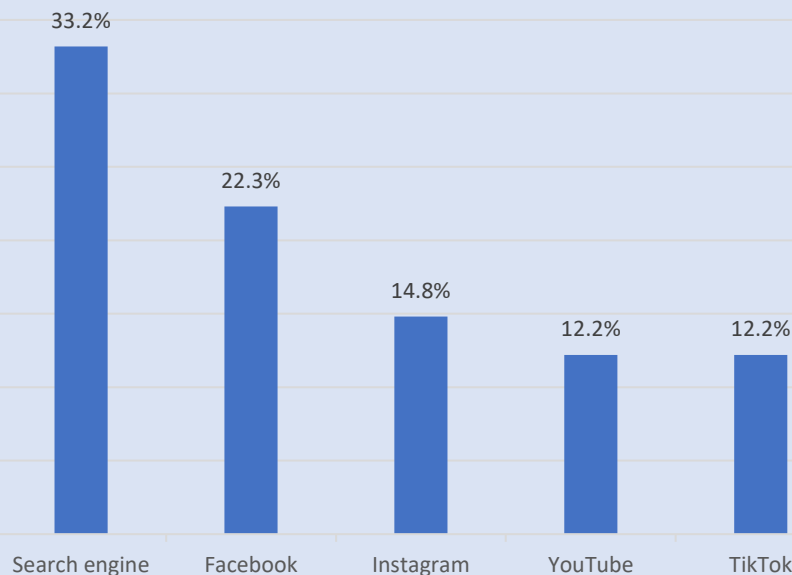
Multiple selection answers

- Similar to the Muslims who have visited Japan, for people who haven't visited yet, their main concern is about Halal food and the language barrier.
- Aside from that, they are worried about praying spaces, as it will be difficult for them to find the places and facilities to do the prayers.
- They are also concerned about the route navigation in Japan, as they are not familiar with the trains, buses, and streets in Japan.

Muslim Travel Concerns

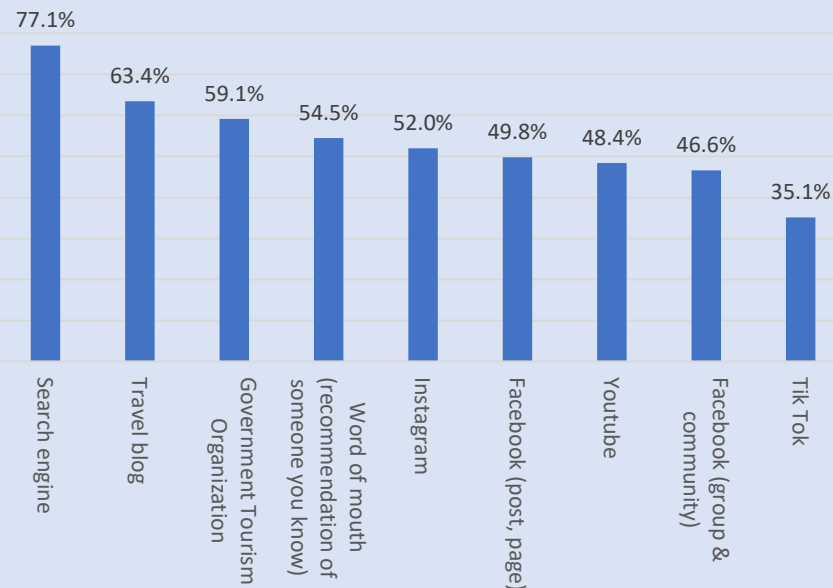
When you travel to Japan, how do you gather information?

Read & Win Contest September 2023 (n=229)



Compiled & categorized open answers

Read & Win Contest January 2024 (n=279)



Multiple selection answers

- For both campaigns, most of the respondents gather information about traveling in Japan through search engines, whether it is about tourism spots, travel tips, transportation, restaurants, or others.
- They also collect information through different alternatives, such as social media, travel blogs, government tourism organisations, and recommendations from other people.

Please let us know the names of specific sites, media or influencers.

Read & Win Contest September 2023 (n=229)		Read & Win Contest January 2024 (n=145)	
<ul style="list-style-type: none"> Websites <ul style="list-style-type: none"> JNTO websites 13.5% Have Halal, Will Travel (HHWT) 3.9% ...and others (<i>japan-guide.com, Halal Media Japan, etc.</i>) Facebook <ul style="list-style-type: none"> Road TO Japan 13.5% Japan Tour Team 0.9% ...and others (<i>Japan Backpackers Trip, Zunita Ramli, etc.</i>) Instagram <ul style="list-style-type: none"> @zunitaramli 2.6% @yoshito_japan 1.8% ...and others (<i>@navito_halal, @nazayazulaikha, etc.</i>) YouTube <ul style="list-style-type: none"> Paolo from TOKYO 1.3% Abroad in Japan 0.9% ...and others (<i>Tokyo Kenchan, Solo Travel Japan, etc.</i>) TikTok <ul style="list-style-type: none"> navito_halal 0.9% Halalkeharamjepun 0.4% ...and others (<i>jepunmudah, thattravelguy, etc.</i>) 		<ul style="list-style-type: none"> Websites <ul style="list-style-type: none"> JNTO websites 10.3% Have Halal, Will Travel (HHWT) 4.1% ...and others (<i>japan-guide.com, Halal Media Japan, etc.</i>) Facebook <ul style="list-style-type: none"> Road TO Japan 12.4% Zunita Ramli 4.8% ...and others (<i>JIHAN MUSE, Only in Japan, etc.</i>) Instagram <ul style="list-style-type: none"> @navito_halal 15.2% @yoshito_japan 4.8% ...and others (<i>@_nobujapan_, @japan.explores, etc.</i>) YouTube <ul style="list-style-type: none"> TAKASHii from Japan 1.4% Tokyo Lens 0.7% ...and others (<i>Rion Ishida, Kuga's Travel, etc.</i>) TikTok <ul style="list-style-type: none"> @sugalenin 0.7% @matcha_samurai 0.7% ...and others (<i>@halalfoodinjapan, @takashiifromjapan, etc.</i>) 	

- For the websites, most Muslim travelers used JNTO websites for information gathering and preparation to travel to Japan, while the most popular group on Facebook for Muslim travelers to obtain information is Road TO Japan.

General

- Muslims in their 20s and 30s have more interest in traveling as they have stable monthly incomes and good disposable incomes.
- While the majority of Muslims have never been to Japan before, the number of people travelling to Japan is increasing.
- Most of them are satisfied with the Muslim facilities and services that Japan has, and interested in using the JNTO Muslim Travelers' Guide when traveling to Japan.

Muslim Content

- Muslim travelers prefer the information on the facility search and the articles on the travel tips recommendation plan.
- Muslim travelers in Japan find Halal food by searching on the web or through social media. They are also preferred to do their prayers in their own accommodations.
- For Muslims who haven't been to Japan yet, their main concern when traveling to Japan is the accessibility to Halal food.
- Most Muslims gather information about traveling in Japan through search engines, travel blogs, and government tourism organizations.
- They also refer to a few accounts or groups on social media, such as Facebook and Instagram, to learn about tourism spots in Japan.