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## Andalusia for Muslim Travelers: Spain Launches New Halal Tourism Travel Guide

**Singapore – August 14**, Spain launches a new one-stop travel guide for Muslim Travelers planning to explore its southern region, Andalusia, making it easier to find reference on what to see, what to visit, where to stay, as well recommendations of Muslim-friendly restaurants.

The initiative is a part of Spain's goal to reinforce awareness of its efforts to expand services that attends to the needs of Muslim travelers in the country.

"We are very excited about the Guide," said Spain's Tourism Counsellor in Singapore, Monica Sanchez. "We believe it is a promotional tool that we have been missing, especially given Andalusia's rich Islamic history and heritage. Andalusia is a popular destination for Muslim travelers, but its halal offer is still largely unknown in South East Asia.

The guide provides a valuable resource to raise awareness of all the practical elements that make a destination like Andalusia, more appealing to visitors who seek halal travel experiences.

Our strategy goes beyond simply offering Muslim travelers halal food and places of worship. We recognize and have taken into account their cultural practices, traditions and sensitivities.

In fact, the content of the guide has been produced by Let's Go Halal, a Spanish Muslim company specializing in Halal Tourism and manager of the online platform www.letsgohalal.com.

The guide is accompanied by a promotional campaign that includes publications on Southeast Asian platforms in English and Bahasa Indonesia, social media postings and six videos that will be gradually released in <u>Spain Tourism Board's official YouTube channel</u>.

**Andalusia for Muslim Travelers,** features an extensive list of places with halal options in Andalucía, which besides for its food, is also known for its mosques as well as rich Islamic heritage. This is a land of culture, history, fiestas, natural landscapes and outstanding monuments such as the beautifully preserved Moorish architecture, the Alhambra Palace.

Discover the splendor of Al-Andalus and take inspiration from the unparalleled Islamic heritage and beauty of Andalusia. Bookmark this new *Halal and Muslim-Friendly Travel Guide* now!

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