



NOTE TO EDITOR

INVITATION TO THE ISLAMIC TOURISM MONTH 2026 MEDIA LAUNCH

Assalamualaikum W.B.T dan Salam Sejahtera,

Dear Editor,

We are pleased to invite your **journalist and photographer/videographer** to the Islamic Tourism Month (ITM) 2026 Media Launch, organised by the Islamic Tourism Centre (ITC).

ITM 2026 also marks a refreshed identity for the campaign, with a new logo and official website introduced as part of this year's edition.

The launch will officially mark the return of Islamic Tourism Month 2026, a nationwide online campaign showcasing Malaysia's Muslim-Friendly Tourism and Hospitality (MFTH) offerings across tourism, hospitality, culture, wellness, culinary and community experiences.

As Visit Malaysia 2026 takes centre stage, ITM 2026 provides a timely platform to highlight Malaysia's readiness as a Muslim-friendly and inclusive tourism destination, while showcasing the growing range of experiences and services available to Muslim travellers.

We welcome your newsroom to join us at the media launch and explore key stories and media angles surrounding Muslim-friendly tourism, industry opportunities, cultural experiences and Malaysia's position in the global Muslim travel market.



The event details are as follows:

- **Date** : 27 August 2026 / 14 Rabiulawal 1448H
- **Day** : Thursday
- **Time** : 10:00 am to 1:00 pm (Registration at 10:00 am)
- **Venue** : HEMISFERA Luxury Sky Hall, Kuala Lumpur Tower

We would appreciate your **confirmation of attendance by 25 August**. Kindly complete the RSVP Form via the following link:

<https://forms.gle/FdGGMq9EbHh6zvgBA>

Note: Due to space limitations, attendance is limited to two representatives.

For media enquiries, please contact:

Aliya Syazwanie at 014 236 0038

Email: comms@itc.gov.my

Your kind cooperation and presence would be greatly appreciated.

Thank you.

YOU ARE INVITED TO



Media Launch

***Big News From Above :
Experience the Launch from the Top
of KL Tower***

Calling All Media, Storytellers, Leaders & Partners!

27 August 2026? Swap your usual office view for the sky high view of Kuala Lumpur!

Join us for the Islamic Tourism Month 2026 Media Launch. We're opening our doors to our closest media allies and strategic partners for an exclusive first look at what's in store for ITM 2026!

Let's meet at the highest banquet hall in Southeast Asia!

For enquiries, contact:
Alya - 011 1070 2307
Syaz - 014 236 0038



Scan to RSVP



Media Launch

27 August 2026 | 14 Rabi'ulawal 1448 Hijri
10.00 am - 1.00 pm
HEMISFERA Luxury Sky Hall , Kuala Lumpur Tower
Dress code : Batik Kebangsaan

Programme

- ✻ 10.00 am : Arrival of Guests
Registration at Hemisfera Hall, Kuala Lumpur Tower
- ✻ 10.20 am : Arrival of VIPs
- ✻ 10.30 am : Welcome by emcee and du'a recitation
- ✻ 10.40 am : Welcome remarks
YBhg. Dato' Shaharuddin Abu Sohot
Secretary General, Ministry of Tourism, Arts and Culture
- ✻ 10.50 am : MOU exchange ceremony
- ✻ 11.00 am : ITM 2026 media briefing
Mr. Mahathir Amin, Director of Industry Development
- ✻ 11.10 am : ITM 2026 video presentation
- ✻ 11.15 am : Walkabout to the ITM merchant showcase
- ✻ 11.45 am : Photo opportunity at ITM Photo Wall
- ✻ 11.55 am : Q&A Session
- ✻ 12.10 pm : Lunch
- ✻ 1.00 pm : Programme Ends / Guests Depart