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Islamic Tourism Month 2026 Strengthens Malaysia's Position as the World's Leading Muslim-Friendly Tourism Destination

KUALA LUMPUR: Islamic Tourism Month (ITM) 2026 returns this September, bringing together travel deals and experiences from **tourism industry players** nationwide as Malaysia continues to strengthen its position as the world's leading Muslim-friendly tourism destination.

Now in its fifth edition, the month-long campaign organised by the **Islamic Tourism Centre (ITC)** aims to raise awareness of Malaysia's diverse Muslim-friendly tourism offerings while encouraging both domestic travellers and visitors in Malaysia to explore a wide range of destinations, accommodation, travel packages, attractions and tourism experiences.

ITM 2026 comes on the back of Malaysia's continued success in retaining its position as the **World's No. 1 Muslim-Friendly Destination in the Global Muslim Travel Index (GMTI) 2026** for the 11th consecutive year.

According to the **Ministry of Tourism, Arts and Culture (MOTAC)**, the achievement reflects Malaysia's long-term commitment to strengthening the **Muslim-Friendly Tourism and Hospitality (MFTH)** ecosystem through close collaboration with industry players and the development of internationally recognised standards.

To date, more than 100 hotels, accommodation providers, theme parks, convention centres and tourism products have received recognition under ITC's **Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR)** programme, reinforcing travellers' confidence in Malaysia's Muslim-friendly tourism offerings.

This year's campaign also introduces an enhanced digital experience through the refreshed ITM portal, which now enables users to search, book and pay for travel products and services online via a single integrated platform, making travel planning more seamless and convenient.

To further expand the campaign's reach, ITC has established strategic collaborations with **AirAsia MOVE** as its official online travel agency partner, **MNet Technologies** as the digital payment gateway provider, and **Incentiv5** to broaden the campaign's travel and lifestyle offerings.

Director General of the Islamic Tourism Centre (ITC), Encik Mohammad Faisal Abu Suaib Khan, said Islamic Tourism Month is more than just a promotional campaign, but a platform that brings together industry players, government agencies and consumers to strengthen Malaysia's Muslim-friendly tourism ecosystem.

"Through ITM 2026, we aim to provide greater access to Malaysia's diverse Muslim-friendly tourism products and services while creating more opportunities for micro, small and medium enterprises (MSMEs) to increase their visibility and expand their market reach. At the same time, we want to reinforce the understanding that Muslim-friendly tourism is about delivering quality, comfortable and inclusive travel experiences that can be enjoyed by everyone."

He added that ITM 2026 also supports the objectives of **Visit Malaysia 2026-2027** and the aspirations of **Malaysia MADANI** by strengthening tourism as a key driver of economic growth.

Beyond digital promotions, ITM 2026 is further enhanced through collaborations with the **Global Halal Summit (GHaS)**, the **Malaysia International Halal Showcase (MIHAS)** and the nationwide **Mosque Open Day** programme, offering visitors a unique blend of tourism, culture, halal and community experiences.

Since its introduction in 2022, ITM has continued to gain momentum, with total sales and promotional value increasing from **RM2.59 million in 2024** to **RM2.64 million in 2025**, underscoring the growing contribution of Muslim-friendly tourism to Malaysia's tourism industry.

Members of the public can visit www.itm.itc.gov.my to explore the latest travel promotions, accommodation offers, tourism products and Muslim-friendly travel experiences available throughout September 2026.

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About Islamic Tourism Centre (ITC)

The Islamic Tourism Centre (ITC) is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) responsible for developing Malaysia's Islamic tourism segment. ITC champions the growth of Muslim-Friendly Tourism and Hospitality (MFTH) through research and market intelligence, training, industry development and consultancy, standards and recognition programmes, as well as knowledge sharing to strengthen the Muslim-friendly tourism ecosystem both domestically and internationally.

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