



MEDIA RELEASE THE MINISTRY OF TOURISM, ARTS AND CULTURE

ISLAMIC TOURISM MONTH 2025 LAUNCHES TO BRING OUT THE HEART OF MALAYSIA'S MUSLIM-FRIENDLY SPIRIT

KUALA LUMPUR, 26 AUGUST 2025 – Malaysia's vibrant fusion of faith, culture and commerce takes centre stage once again as **Islamic Tourism Month (ITM) 2025** officially kicks off. Running from **18 August to 30 September**, this nationwide campaign invites locals and global travellers to rediscover Malaysia through the dynamic lens of Muslim-Friendly Tourism and Hospitality (MFTH). Anchored by the values of **Malaysia MADANI**, ITM 2025 is not only about promoting tourism but also about strengthening unity, inclusivity, and shared prosperity through meaningful experiences that connect people, culture, and community.

Now in its fourth year, ITM 2025 is more than a celebration, it is a strategic showcase of experiences, values, and opportunities. From mosque tours to halal travel packages, spa wellness to retail offerings, eight (8) diverse categories reflect the rich traditions and modern lifestyle Malaysia is proud to offer.

The campaign was launched today at a glittering ceremony at TGV Suria KLCC, officiated by the Deputy Minister of Tourism, Arts and Culture, Datuk Khairul Firdaus Akbar Khan.

"ITM 2025 could not have arrived at a more opportune time," Khairul Firdaus declared.

"Malaysia just recently bagged the most honourable positions in the Global Muslim Travel Index (GMTI) 2025 and the State of the Global Islamic Economy 2024/2025 Report, topping the rankings for Top Muslim-Friendly Destination (OIC) and Muslim-Friendly Travel, respectively.

"With a strong Muslim-Friendly Tourism and Hospitality (MFTH) ecosystem in place, we are creating meaningful tourism experiences that open doors for local businesses while sharing our vibrant heritage and traditions, especially as we build momentum towards Visit Malaysia 2026 (VM2026)," he added.

For added context, Malaysia once again clinched the top position in the GMTI by CrescentRating, earning the title of 'Top Muslim-Friendly Destination of the Year', an achievement the nation has proudly upheld for a remarkable ten consecutive years since the index's inception in 2015.

DEALS, EXPERIENCES & CULTURE: ALL IN ONE CAMPAIGN

ITM 2025 invites the public to explore a month-long calendar of deals, promotions and packages, on Muslim-friendly products and experiences across Malaysia. Whether local or international visitor, travelling with family, solo, as a female traveller, or even as an entrepreneur or tourism enthusiast, there is something for everyone, all available at www.itm.itc.gov.my, covering eight (8) categories, including:

- Mosque Open Day
- Accommodation
- Travel Packages
- Spa, Wellness & Healthcare
- Food & Beverages
- Events & Exhibitions
- Shopping & Retail
- Tourist Attractions & Theme Parks

BACK BY POPULAR DEMAND: THE ITM TIKTOK CHALLENGE

One of ITM's biggest crowd-pullers is back! The ITM TikTok Challenge invites content creators to **Visit, Video and Viral**. The challenge invites participants to express their creativity by sharing videos of their experiences at ITM strategic partner premises, using the hashtag **#ExperienceITM2025**. They stand a chance to win exciting prizes worth more than RM50,000, including an amazing holiday to **Xi'an, China**, and an exclusive sailing getaway with **Aroya Cruises**. It's engaging, accessible, and celebrates authentic discovery, just as ITM was originally designed to do when it first launched in 2022.

ITC: CHARTING THE COURSE FOR MUSLIM-FRIENDLY TRAVEL

"The seeds planted in 2022 have blossomed into an event that celebrates the richness of Malaysia's Muslim-friendly appeal, a tribute to our sound and growing MFTH ecosystem," said the Acting Director-General of ITC, Nur Alyssa Coraline Yussin.

"With VM2026 around the corner, we aim to share the beauty of Malaysian culture with the world. Muslim-friendly tourism in Malaysia offers experiences that are authentic, accessible, and reflective of our way of life. We invite both domestic and international tourists to check out what is on offer throughout ITM, and to make the most out of the promotions available," she added.

Since its inception, ITM has welcomed over 300 industry partners, collectively generating over RM5 million in value while expanding access to Muslim-friendly tourism offerings across the country.

ITM 2025 ANCHORED BY ASEAN LEADERSHIP AND RISING ARRIVALS

ITM aligns with Malaysia's Chairmanship of ASEAN, making it a timely platform to advance inclusive and Muslim-friendly regional tourism. According to Tourism Malaysia, three ASEAN countries rank among the top sources of international arrivals to Malaysia from January to April 2025:

- Singapore (6,526,262 visitors; 28.5% growth same period year to year),
- Indonesia (1,466,923 visitors; 11.6% growth), and
- Thailand (833,610 visitors; 3.4% growth)

These figures underscore the immense potential to attract more ASEAN travellers to ITM 2025. From ITC perspective, this convergence of regional momentum and rising travel interest is expected to make this year's edition more impactful than ever, reinforcing Malaysia's position as a leading Muslim-friendly tourism hub in Southeast Asia.

EXPERIENCE MALAYSIA ANEW WITH ITM 2025

From unforgettable encounters to irresistible deals, ITM 2025 is an invitation for all to see Malaysia differently. Explore what is on offer and be part of this nationwide celebration at www.itm.itc.gov.my. Follow the journey on Instagram (@itm_itc) and Facebook (Islamic Tourism Month) for the latest updates.

At its core, ITM 2025 embodies the aspirations of Malaysia MADANI — where tourism goes beyond destinations to embrace values that bind us together. It reflects sustainability through responsible travel, care and compassion in creating experiences accessible for all, inclusivity and respect for diversity by welcoming travellers of every background, and innovation through creative engagement like the ITM TikTok Challenge. Above all, ITM 2025 is about shared prosperity, where communities, businesses, and visitors alike benefit from meaningful connections that strengthen unity, celebrate culture, and bring people closer together.

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