

PRESS RELEASE

ISLAMIC TOURISM MONTH 2026: FRESH LOOK, SMOOTHER EXPERIENCE, MORE DEALS



KUALA LUMPUR, 27 AUGUST 2026: The Islamic Tourism Centre (ITC) today launched the fifth edition of Islamic Tourism Month (ITM) 2026, unveiling a refreshed identity and a new-look digital experience for this year's campaign.

The refreshed ITM 2026 includes a new logo and visual identity, an enhanced official website with online booking and payment capabilities, as well as new strategic partnerships aimed at providing diverse Muslim-friendly tourism offerings to domestic and international travellers.

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The media launch was officiated by YBhg. Dato' Shaharuddin Abu Sohoh, Secretary General of the Ministry of Tourism, Arts and Culture, at Hemisfera Luxury Sky Hall, Kuala Lumpur Tower.

Running from 1 to 30 September 2026, ITM 2026 brings together tourism and hospitality industry players, government agencies, communities and strategic partners to showcase Muslim-friendly products, services and experiences on a single platform at www.itm.itc.gov.my.

A MORE SEAMLESS DIGITAL EXPERIENCE

The ITM 2026 website brings participating partners' promotions, packages, activities and offerings together in one place, giving visitors a simpler way to discover and access Muslim-friendly tourism experiences throughout Malaysia.

For the first time, the platform also enables online booking, purchasing and payment, supported by a new payment gateway. This allows visitors to move from discovering an offer to completing a transaction through the same platform.

The platform will also provide ITC and participating partners with better insights into consumer engagement and sales performance, helping them understand the reach and impact of their offerings.

NEW STRATEGIC PARTNERSHIPS

The launch also saw three strategic partnerships sealed between ITC and industry partners namely AirAsia MOVE, MNet Technologies and Incentiv5.

AirAsia MOVE was announced as the anchor online travel agency for ITM 2026, extending the campaign's reach to a wider pool of domestic and

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international travellers. Through a dedicated microsite accessible via the ITM website, travellers can discover and book relevant travel offerings, making it easier to explore Muslim-friendly tourism products and experiences.

Meanwhile, Incentiv5 came onboard to offer ITM users access to a wider pool of travel and lifestyle offerings, with MNet Technologies powering the payment gateway.

Together, these partnerships strengthen ITC's industry network while creating greater value for both travellers and tourism businesses, giving consumers easier access to relevant travel options, while providing businesses with more opportunities to reach and engage with potential visitors.

A COMBINATION OF DIGITAL AND PHYSICAL EXPERIENCES

ITM 2026 is being implemented through a combination of online promotions and offerings via the ITM digital platform, alongside physical programmes and activities.

Throughout September, visitors will be able to discover a range of special offers, packages, activities and experiences from participating partners, in the following categories:

- Hotels and accommodation
- Travel agencies
- Spa and wellness
- Food and beverage
- Shopping and retail
- Tourist attractions
- Special programmes and events
- Community activities and Mosque Open Days

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ITM 2026 will also involve collaborations and programmes held in conjunction with the campaign, including the Global Halal Summit (GHaS) organised by JAKIM, Malaysia International Halal Showcase (MIHAS) organised by MATRADE, and Mosque Open Day involving selected mosques across Malaysia.

These collaborations bring together tourism, halal, cultural, heritage and community elements, offering visitors more opportunities to experience Malaysia through different perspectives.

A GLIMPSE OF ITM 2026

Following the ITM 2026 media briefing, guests were shown the ITM 2026 campaign video before proceeding to a merchant showcase featuring selected participating partners.

The showcase provided a preview of some of the products and experiences available during ITM 2026, including a traditional massage by Nur Taj Spa, an encounter with a variety of reptiles, including lizards and snakes, at Farm in the City, and i-City's popular AI dog, as well as chocolate tasting by Ryverra.

The showcase highlighted the range of Muslim-friendly tourism offerings available through ITM, spanning accommodation, travel, food and beverage, wellness, retail, attractions and community-based experiences.

For more information on ITM 2026, participating partners, promotions and activities, visit the **official ITM 2026 website at www.itm.itc.gov.my**.

 **ITM 2026 DIGITAL PRESS KIT**

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Background on Islamic Tourism Month

The ITM initiative began in 2022 as Islamic Tourism Week (ITW) before being expanded into Islamic Tourism Month in 2023, following an encouraging response from the public and industry.

Since then, ITM has continued to provide a platform for industry players to promote their products and services, with participation from hotels, travel agencies, spa and wellness providers, food and beverage operators, shopping centres, tourist attractions, mosques and community organisations.

ITM generated RM2,588,084 in sales and promotional value in 2024, increasing to RM2,642,131 in 2025.

About Islamic Tourism Centre

Islamic Tourism Centre (ITC) is an entity under the Ministry of Tourism, Arts and Culture, Malaysia, tasked to develop the Islamic Tourism segment for Malaysia. It advocates for Muslim-friendly tourism and hospitality (MFTH) by offering research and market intelligence, training, industry development consultation, services standards and recognition, and information exchange.

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