



# Launching Ceremony of



## ISLAMIC TOURISM MONTH 2023



Casuarina Convention Centre  
@Meru, Ipoh, Perak  
18 August 2023 / 1 Safar 1445H

# ABOUT ITM AND ITC

## ABOUT ISLAMIC TOURISM MONTH

Islamic Tourism Month (ITM) 2023 is an innovative event by Islamic Tourism Centre (ITC) that showcases Malaysia's diverse Islamic Tourism and Muslim-Friendly Tourism and Hospitality (MFTH) experiences to both local and international tourists.

The entire month, from 21 August to 17 September 2023, features a string of activities and promotions related to Islamic Tourism experiences for the public, tourists and entrepreneurs alike.



## ABOUT ISLAMIC TOURISM CENTRE

ITC is an agency under the Ministry Tourism, Arts and Culture (MOTAC) tasked to develop the Islamic tourism segment for Malaysia. It advocates for MFTH by offering research and market intelligence, training, industry development and consultation, MFTH service standards and certification, and information exchange.

Malaysia has continuously topped the MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2023 Muslim-Friendly Destination Ranking since its launch in 2015 until this year, 2023. It has also received awards for "Top Muslim-Friendly Destination of the Year (OIC)" and "Muslim Women-Friendly Destination of the Year" at the Halal in Travel Awards 2023.

These recognitions are an added motivation for ITC to continue strengthening its efforts to be a prime mover and leading institution to ensure Malaysia is at the forefront of MFTH.



# GUESTS OF HONOUR

OFFICIAL LAUNCH BY:

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**YAB Dato' Seri Haji Saarani Mohamad**  
*Menteri Besar of Perak*



WELCOME REMARKS BY:

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**YB Khairul Firdaus Akbar Khan**  
*Deputy Minister of  
Tourism, Arts and Culture*



# MESSAGE BY

## YAB MENTERI BESAR PERAK DARUL RIDZUAN



Assalamualaikum Warahmatullahi Wabarakatuh and greetings to all.

First of all, I would like to thank the Ministry of Tourism, Arts and Culture, and Islamic Tourism Centre (ITC) for selecting Perak Darul Ridzuan for the auspicious launch of Islamic Tourism Month 2023 (ITM 2023).

This month-long celebration is an important milestone that enhances Malaysia's position as a Muslim-friendly destination, specifically Perak as a state with diverse tourist attractions that invites travellers of all races and nationalities to experience our unique offerings within a safe, inclusive and welcoming environment.

Perak's tourism sector is one of the priorities identified in the Perak Sejahtera 2030 Blueprint with a focus on the Experience Economy, spotlighting its attractiveness for tourists, while bringing in economic prosperity for the rakyat and local communities.

In line with this, the 'Visit Perak Year 2024' campaign has been rolled out, aimed to bring 8 million domestic and 350,000 international tourists to Perak with a spillover of RM10 billion in tourism revenue.

Towards this end, ITM 2023 is the perfect start for our journey to showcase Perak as a world class Muslim-friendly destination. To further strengthen the existing Islamic tourist positioning in the State, Tourism Perak Management Berhad has been working closely with ITC on numerous initiatives.

Earlier this year, the Islamic Tourism Entrepreneurship and Leadership Seminar (ITELS) was held where the ecosystem players had a discourse on the future of the industry, as well as Let's Sembang Together on Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR) to put them on the right track and tap into the billion-dollar worth Muslim tourist market.

Perak offers an all-inclusive experience to Muslim tourists with our rich history, beautiful architecture and living traditions. While we're excited about accommodating the growing Muslim tourist market, we assure you that Perak can be enjoyed by all. It is my sincere belief that our unique social landscape of cultural harmony is a shining example of how well integrated we are as a nation, and this itself becomes a unique selling point for tourists from all corners of the world.

Lastly, I invite one and all to explore Perak's amazing appeal from nature attractions to historic sites, from hillside retreats to island destinations, whether during ITM 2023 or beyond.

May our efforts be blessed by Allah, and may ITM 2023 be a memorable and spiritually enriching experience for all.

Wa Billahi Taufiq Walhidayah, Wassalamualaikum Warahmatullahi Wabarakatuh.

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**Dato' Seri Haji Saarani Bin Mohamad**

Menteri Besar,  
Perak Darul Ridzuan

**2030**  
**PERAK**  
**SEJAHTERA**

# MESSAGE BY

## YB DEPUTY MINISTER OF TOURISM, ARTS AND CULTURE



Assalamualaikum Warahmatullahi Wabarakatuh and greetings to all.

Welcome to Malaysia and welcome to Islamic Tourism Month 2023 (ITM 2023).

The celebration of Malaysia's rich Islamic heritage and values, with a view to creating a welcoming environment that reflects the spirit of Islam and Malaysian hospitality, is the atmosphere that we would like to create for everyone, regardless of their race and faith, during ITM 2023.

In order to deliver this experience, the Ministry of Tourism, Arts and Culture (MOTAC), through its dedicated agency, Islamic Tourism Centre (ITC), had invested in the development of a vibrant and robust Muslim-friendly tourism industry – a space where hotels, wellness centres, and tourist attractions, as well as our frontliners and tourist guides are prepared to receive and welcome the growing Muslim tourist market.

Our efforts in providing the best Islamic Tourism experience for our visitors have not gone unnoticed. Over the years, Malaysia received numerous accolades and world recognitions as a Muslim-friendly tourism destination, including being named the top Muslim-friendly Destination of the Year (OIC) and Muslim Women-friendly Destination of the Year at the Halal in Travel Awards 2023.

The Muslim tourist market continues to be strong. In 2022, 110 million Muslim tourist arrivals were recorded globally, contributing to destinations' economic, social and environmental sustainable growth. It is anticipated that by 2028, Muslim tourist arrivals would grow to reach 230 million globally.

Domestically, Muslim tourists accounted for 2.12 million out of the 10.07 million tourist arrivals to

Malaysia last year after our borders were reopened in April 2022, with a total expenditure amounting to RM5.37 billion.

This is a great testament to the collaboration among industry players aligning themselves with the National Tourism Policy 2020-2030 to ensure the continuity of Malaysia's tourism industry.

As part of the continuity plan and to build the momentum for tourism recovery, I would like to encourage the industry players to join hands with ITC to build an agile and robust Muslim-Friendly Tourism and Hospitality ecosystem that eventually will spur the domestic economy and strengthen Malaysia's position as a leader in this segment.

I also wish to encourage all travelers, both Muslim and non-Muslim, to take on the opportunity to grab some of the best travel package deals, discounts and vouchers on hotel rates and other attractions during this month-long ITM celebration. This is the time for you to explore Malaysia!

We at MOTAC would like to thank the public and private partners, Perak State Government and stakeholders for their continuous support in making ITM 2023 a memorable event for all. Thanks to ITC for curating such a spectacular showcase of Muslim-Friendly Malaysia!

Wa Billahi Taufiq Walhidayah,  
Wassalamualaikum Warahmatullahi  
Wabarakatuh.

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**Khairul Firdaus bin Akhbar Khan**

Deputy Minister  
Ministry of Tourism, Arts and  
Culture (MOTAC)

# We are already No.1, are you?

Since 2015, Malaysia has been ranked the best Muslim-Friendly destination in the world.

It's time for all tourism industry players to strengthen their Muslim-Friendly positioning by adopting the Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR) standard developed by Islamic Tourism Centre (ITC).

Whether you're in the hotel line, health and wellness, retail industry, or other tourism and hospitality related business, it's time to think about the Muslim travellers and how you can bring value to them and your business.

The market is growing, and Malaysia is a firm favourite. It's time you win their hearts too.



Muslim-friendly  
Tourism and Hospitality  
Assurance and  
Recognition

## SECTORS COVERED:



Tourist  
Accommodations



Spa and wellness



Medical facilities



Travel agencies



Transportation  
hubs



Shopping malls



Amusement parks



Rest service areas



Tourism products



Convention and  
trade centres



CONTACT ISLAMIC TOURISM CENTRE FOR FURTHER ENQUIRIES

Tel : 603-8891 7177  
Fax : 603-8881 0686



Web : [www.itc.gov.my](http://www.itc.gov.my)  
Email : [itc@itc.gov.my](mailto:itc@itc.gov.my)



Islamic Tourism Centre



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## ISLAMIC TOURISM CENTRE

(Ministry of Tourism, Arts and Culture)  
Level 13, No. 2, Tower 1, Jalan P5/6, Presint 5  
62200 Putrajaya, Malaysia

# MESSAGE BY

## DIRECTOR-GENERAL, ISLAMIC TOURISM CENTRE



Assalamualaikum Warahmatullahi Wabarakatuh and greetings to all.

It is with great pleasure that I extend my warmest welcome to all participants, partners, and visitors to the Islamic Tourism Month 2023 (ITM 2023) in Malaysia. This extraordinary event marks a momentous occasion as we come together to celebrate the rich heritage, diverse culture, and profound beauty of Islamic Tourism that unites us across geographical, social, and economic backgrounds.

This month-long celebration has been thoughtfully curated to highlight the inherent connection between Malaysia's Islamic traditions and its breathtaking landscapes, iconic landmarks, and cultural diversity. Through various events and activities, we hope to provide an immersive experience that not only captivates the senses but also touches the hearts of our esteemed guests.

ITM 2023 serves as a platform to create immense value for the industry, the public, and tourists alike. For tourism industry players, it's an opportunity for them to offer products and services in high demand by the Muslim tourist market. At the same time, the domestic tourists and international travellers get to experience Malaysia's multi-cultural diversity and moderate Islamic lifestyle in a safe and welcoming environment. Overall, it fosters mutual understanding and promotes Islamic lifestyles and heritage, nurturing stronger bonds of friendship and harmony among people from different walks of life.

Among the many objectives of ITM 2023 is to further promote the Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR) programme. The MFAR standards and framework are designed to guide tourism businesses to meet the specific needs and preferences of Muslim travelers. Subsequently, it's a branding that positions these businesses to be more

appealing to the burgeoning Muslim tourist market, while enhancing the overall travel experience for Muslim travelers.

In line with our commitment to sustainability and responsible tourism, we aim to provide an inclusive and eco-conscious experience during this month-long journey, fueled by digital technology. As such, Islamic Tourism Month has been enhanced this year with the adoption of technology – using just your everyday mobile phone and a simple QR code, the public and tourists can gain access to the many special ITM promotions offered by our industry partners. To spread the excitement even more, we also have an ITM TikTok Challenge with great prizes in store.

We extend our heartfelt gratitude to all our esteemed partners whose unwavering support and collaboration have played an instrumental role in making this event a resounding success.

Finally, I express my deepest gratitude to our beloved guests and visitors who have chosen to be a part of this significant event. Your presence and enthusiasm truly make this celebration even more special.

May the ITM 2023 in Malaysia be a transformative and unforgettable experience for each one of you. Let us continue to foster a world where love, compassion, and understanding reign supreme, transcending all boundaries.

Once again, thank you, and may Allah's blessings be upon all of us.

Wa Billahi Taufiq Walhidayah, Wassalamualaikum Warahmatullahi Wabarakatuh.

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**Nizran bin Noordin**  
Director-General,  
Islamic Tourism Centre (ITC)



# ISLAMIC TOURISM MONTH 2023

Experience Exclusive  
Offers on Malaysia's  
**Muslim-Friendly**  
**Tourism** Products  
and Services

**21 AUGUST -  
17 SEPTEMBER  
2023**



ACCOMMODATION



TRAVEL  
PACKAGES



SPA AND  
WELLNESS



SHOPPING  
AND RETAIL



FOOD AND  
BEVERAGES



EVENTS AND  
EXHIBITIONS



MOSQUE  
TOURISM



SEMINARS  
AND TRAINING



Muslim-friendly  
Tourism and Hospitality  
Assurance and  
Recognition



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#ITM2023 #IslamicTourismMonth #myITM2023 #ExperienceITM2023  
#IslamicTourismCentre #MuslimfriendlyMalaysia #Malaysiaemesramuslim



# PROGRAMME

**2.30 pm**

Arrival of Guests and Members of Media

**3.00 pm**

Arrival of Director-General of ITC

**3.15 pm**

Arrival of YB Khairul Firdaus Akbar Khan  
Deputy Minister of Tourism, Arts and Culture

**3.20 pm**

Arrival of YAB Dato' Seri Haji Saarani Mohamad  
Menteri Besar of Perak

**3.30 pm**

Negaraku, Lagu Kebesaran Negeri Perak & Doa Recital

**3.40 pm**

Welcome remarks by YB Khairul Firdaus Akbar Khan  
Deputy Minister of Tourism, Arts and Culture

**3.50 pm**

Speech and Official Launch of Islamic Tourism Month (ITM) 2023  
by YAB Dato' Seri Haji Saarani Mohamad, Menteri Besar of Perak

**4.00 pm**

Launching of ITM 2023

**4.15 pm**

Presentation by Nizran Noordin, Director-General of ITC

**4.30 pm**

High Tea  
Press Conference  
End of Programme



# ISLAMIC TOURISM MONTH 2023

21 AUGUST - 17 SEPTEMBER 2023



## DISCOVER THE BEAUTY OF MALAYSIA'S ENCHANTING MOSQUES

Join us on a transformative journey of beauty, serenity, and spirituality at Mosque Open Day throughout Malaysia!



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Islamic Tourism Month 2023  
Brought to you by  
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**Top Muslim-friendly Destination of The Year (OIC)**

Malaysia



**Muslim Women-friendly Destination of Year**

Malaysia



Muslim-friendly  
Tourism and Hospitality  
Assurance and  
Recognition





**ISLAMIC TOURISM  
MONTH 2023**

**21 AUGUST - 17 SEPTEMBER 2023**



# UNWIND WITH BIG SAVINGS ON MUSLIM-FRIENDLY ACCOMMODATION DEALS

Enjoy big discounts and  
worry-free stays that cater  
to your needs and preferences!



**Top Muslim-friendly Destination  
of The Year (OIC)**  
Malaysia



**Muslim Women-friendly  
Destination of Year**  
Malaysia



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Assurance and  
Recognition





**ISLAMIC TOURISM  
MONTH 2023**

**21 AUGUST - 17 SEPTEMBER 2023**



# GET ZEN DEALS THAT ARE GENTLE ON YOUR BODY, MIND AND POCKET

Treat yourself to Muslim-friendly spa treatments that rejuvenate your mind, body, and soul. Explore soul-soothing experiences with good offers now!



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**Top Muslim-friendly Destination  
of The Year (OIC)**

Malaysia



**Muslim Women-friendly  
Destination of Year**

Malaysia

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Tourism and Hospitality  
Assurance and  
Recognition





# ISLAMIC TOURISM MONTH 2023

21 AUGUST - 17 SEPTEMBER 2023



## CREATE LASTING MEMORIES IN MALAYSIA WITH OUR DIVERSE MUSLIM-FRIENDLY TRAVEL PACKAGES

Let us take care of the details, while you focus on creating unforgettable memories. Pick your dream travel package now!



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**Top Muslim-friendly Destination of The Year (OIC)**

Malaysia



**Muslim Women-friendly Destination of Year**

Malaysia



Muslim-friendly  
Tourism and Hospitality  
Assurance and  
Recognition





# ISLAMIC TOURISM MONTH 2023

21 AUGUST - 17 SEPTEMBER 2023



## HALAL GASTRONOMICAL ADVENTURES UP FOR GRABS

Indulge in a variety of halal-certified delicious cuisines, blending traditional and modern influences!



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Top Muslim-friendly Destination of The Year (OIC)

Malaysia



Muslim Women-friendly Destination of Year

Malaysia



Muslim-friendly Tourism and Hospitality Assurance and Recognition





# ISLAMIC TOURISM MONTH 2023

21 AUGUST - 17 SEPTEMBER 2023



## ENGAGE AND CONNECT WITH NEW PEOPLE, ALL MONTH-LONG

Join us at these exceptional events and exhibitions for unforgettable moments of discovery and celebration!



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**Top Muslim-friendly Destination of The Year (OIC)**

Malaysia



**Muslim Women-friendly Destination of Year**

Malaysia



Muslim-friendly  
Tourism and Hospitality  
Assurance and  
Recognition





# ISLAMIC TOURISM MONTH 2023

21 AUGUST - 17 SEPTEMBER 2023



## ENJOY SWEETER SHOPPING DEALS THIS MONTH!

Retail therapy gets more rewarding during the Islamic Tourism Month with great offers from our shopping and retail partners!



**Top Muslim-friendly Destination of The Year (OIC)**

Malaysia



**Muslim Women-friendly Destination of Year**

Malaysia

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# ISLAMIC TOURISM MONTH 2023

21 AUGUST - 17 SEPTEMBER 2023



## ENRICH YOUR KNOWLEDGE, PURSUE YOUR PASSION

Whether you're interested in spirituality, business within the Islamic Tourism ecosystem or just to empower yourself with more knowledge, browse our list exciting events!



**Top Muslim-friendly Destination of The Year (OIC)**

Malaysia



**Muslim Women-friendly Destination of Year**

Malaysia

**Islamic Tourism Month 2023**

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SUPPORTED BY

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MEDIA

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# ITM 2023 TikTok CHALLENGE

21 August - 17 September 2023

**Join our  
TikTok Challenge!  
Great prizes to be won!**

Redeem Islamic Tourism Month's amazing offers  
and participate in the TikTok Challenge.  
It's easy, it's fun, it's rewarding!

In-conjunction with:



**ISLAMIC TOURISM  
MONTH 2023**

#ExperienceITM2023

#DiscoverMFAR



ISLAMIC TOURISM  
MONTH 2023

Experience Exclusive  
Offers on Malaysia's  
**Muslim-Friendly Tourism**  
Products and Services



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# ACKNOWLEDGEMENTS

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ITC wishes to thank all our partners and friends  
for their unending support towards  
Islamic Tourism Month 2023



Ministry of Tourism, Arts and Culture (MOTAC)  
and its agencies



Menteri Besar Perak's Office



Partners of Islamic Tourism Month 2023



All tourism and hospitality industry players



Members of the media

# THE BEST HOLIDAYS COME WITH TOTAL PEACE OF MIND



LANGKAWI ISLAND, KEDAH  
MALAYSIA

**VISIT MALAYSIA,  
RANKED TOP MUSLIM-FRIENDLY DESTINATION  
FOR THE 8<sup>TH</sup> CONSECUTIVE YEAR IN THE  
MASTERCARD-CRESCENTRATING  
GLOBAL MUSLIM TRAVEL INDEX AND AWARDED  
MUSLIM WOMEN-FRIENDLY DESTINATION  
OF THE YEAR 2023 AT HALAL IN TRAVEL AWARDS.**



Islamic Tourism Centre  
(Ministry of Tourism, Arts and Culture)  
Putrajaya, Malaysia

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Recognition



ISLAMIC TOURISM  
MONTH 2023 | 21 AUGUST -  
17 SEPTEMBER