

# Ministry to promote Iftar@KL as key tourism event

**KUALA LUMPUR:** The Tourism, Arts and Culture Ministry will position Iftar@KL as a signature tourism event for Visit Malaysia 2026, highlighting Malaysia's unique Ramadan traditions to domestic and international visitors.

Deputy Minister Khairul Firdaus Akbar Khan said the event is an important attraction as it showcases the variety of Ramadan delicacies and the country's vibrant festive atmosphere.

"Ramadan and Syawal in Malaysia have a distinct charm compared with other countries. The celebrations are not limited to the Muslim community but are embraced by individuals of all religions, races and backgrounds.

"This is a strength we should highlight as it not only reflects the beauty of Malaysia's cultural diversity but also reinforces the country's image

as a Muslim-friendly tourism destination," he said at the Iftar@KL press conference at Dataran Merdeka on Saturday.

He added that the ministry would work with Kuala Lumpur City Hall to develop a contingency plan to ensure the smooth running of the event and enhance visitor experience.

On whether the ministry plans to offer incentives to social media influencers to promote Malaysia's Ramadan delicacies and traditions for Visit Malaysia 2026, Khairul Firdaus said the proposal would be studied further.

"The ministry will take steps to showcase our food, especially from Ramadan bazaars, so that it gains global recognition."

Regarding Iftar@KL, he said more than 35,000 visitors participated despite unfavourable

weather conditions.

The event, organised at Dataran Merdeka on March 15, 16, 22 and 23, aims to enliven the spirit of Ramadan, foster unity and tolerance among communities, and promote Malaysia's Islamic heritage to tourists.

Event highlights include mass *iftar* gatherings, Ramadan talks, food truck offerings, congregational prayers, Tarawih prayers, and donations to *asnaf* and those in need.

Visitor Nur Annisa Nabila Mohd Norman, 26, described Iftar@KL as a memorable experience since it was her first time attending the event.

"Although it rained heavily during *iftar*, the atmosphere remained vibrant and full of spirit. I hope this event continues and improves in the future." – Bernama