MACAU PLANS TO LURE MORE MUSLIM TRAVELERS



Macau, on the southern shores of China, is beginning to introduce services to encourage more Muslim travelers to visit. The Chinese special administrative region wants to increase its diversity of tourists, particularly those from Indonesia, Malaysia, and the Middle East.

Macau is well known for its casino scene, but it also has a rich culture of Chinese and Portuguese history. **The historic center has been designated a UNESCO World Heritage Site with many attractions including Senado Square, the iconic Ruins of St. Paul's and the A-Ma Temple.** There are plenty of cultural sites to discover within the alleys, museums and unique architecture.

The destination is currently promoting halal restaurants, with a helpful guide for visitors. There is also a guide to places to pray for Muslim travelers. It also explains which restaurants are fully halal and which have halal food available but may also have alcohol.

There are some challenges for local facilities including staff training and the development of prayer areas to improve the overall reception for Muslim travelers.

In 2025 there were 196 million international Muslim travelers visiting the destination, this is a year on year increase of 11.3% (Global Muslim Travel Index 2026, Mastercard and CrescentRating). This is projected to increase to 208 million in 2026 and 262 million in 2030. With tourists spending $310 billion per year. These figures include all international travel by Muslims.

Macau also appeals to French Muslim travelers and Muslims from other western countries who are interested in Chinese culture and the history of Asian and European interaction. A short cultural break for a few days could be a realistic option for these travelers to visit, however, it is unclear how much they contribute to the overall numbers.

To turn this into actual numbers, Macau will need to provide quality services alongside its tourist attractions to ensure Muslim travelers can fully enjoy the destination whilst keeping up with their religion.

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