

## New York City Tourism + Conventions Relaunches NYC Halal Travel Guide, Marking the City's Readiness for the 2026 World Cup

*Updated Guide Equips Muslim Travelers with Comprehensive Resources Across All Five Boroughs as New York City Prepares to Host Eight World Cup Matches, Including the Final*



**Singapore, 4 June 2026** – As New York City prepares to welcome an influx of international visitors during the run of the 2026 World Cup tournament, **New York City Tourism + Conventions**, in partnership with **CrescentRating** and **HalalTrip**, have launched the **2026 edition** of the **New York City Halal Travel Guide**. The guide arrives ahead of the **2026 World Cup 2026**. The guide serves as the definitive resource for Muslim travelers navigating the city's Muslim-friendly ecosystem, from the Bronx to Staten Island, with confidence and ease.

### A Trusted Resource

First launched in 2022, the NYC Halal Travel Guide has become a cornerstone resource for Muslim visitors to one of the world's most visited cities. The 2026 edition bridges the assurance gap for faith-conscious travelers by providing verified, actionable information across the five boroughs: the Bronx, Brooklyn, Manhattan, Queens and Staten Island.

The guide covers halal dining, accessible prayer spaces, culturally significant landmarks, and a hotel directory with options across price points. This edition also uniquely features dedicated event information for the World Cup, including official fan event locations across all boroughs and a five-day itinerary designed specifically for Muslim visitors attending the tournament.

### Engineering a Zero-Friction World Cup Experience for Muslim Visitors

The global Muslim travel market has never been more relevant to major sporting events. According to the *Mastercard-CrescentRating Sports Tourism 2026* report, **87% of Muslim sports visitors** consider efficient public transport to and from venues a crucial factor in their travel planning, while **48% cite a lack of prayer rooms** and **28% struggle to find halal food** at major events. The 2026 NYC Halal Travel Guide addresses each of these concerns directly, from transit corridors to the stadium to halal vendors.

## Documenting Heritage and Hospitality Across the Five Boroughs

Beyond the World Cup, the guide serves Muslim visitors to New York City to explore its unmatched cultural and historical depth. The 2026 edition includes documentation of the City's Islamic heritage; from 17th-century colonial history to Harlem's Black Muslim intellectual movements, alongside curated directories of must-visit attractions, halal dining experiences, retail zones, and community hubs across the boroughs.

**“New York City is proud to welcome Muslim travelers from around the world with resources that reflect the diversity, inclusivity and hospitality that define our city,” said Julie Coker. “As we prepare to host eight matches during the 2026 FIFA World Cup, including the final, the relaunch of our NYC Halal Travel Guide ensures visitors can easily access halal dining, prayer spaces, culturally rich experiences and accommodations across all five boroughs. This guide is an important part of our commitment to creating a seamless and welcoming experience for every traveler who chooses New York City.”**

**“New York City has long been a Muslim-friendly destination, and this guide reflects the city's genuine commitment to welcoming them. With the World Cup drawing fans from across the world, destinations that invest in verified resources will be the ones that earn lasting loyalty. This guide sets a strong benchmark for what Muslim-friendly hospitality looks like at scale.” Raudha Zaini, Head of Operations, CrescentRating and HalalTrip**

## A Market on the Move

International Muslim arrivals reached **176 million in 2024**, up 25% year-on-year, with total Muslim travel expenditure projected to reach **USD 235 billion by 2030** (Mastercard-CrescentRating GMTI 2025). The Football World Cup 2026 represents a landmark moment for North American destinations to demonstrate their readiness to serve Muslim visitors at scale.

## Accessing the Guide

The New York City Halal Travel Guide 2026 is available online at [nyctourism.com/worldcup26](https://nyctourism.com/worldcup26) and [HalalTrip.com](https://HalalTrip.com). For destinations seeking to develop their own Muslim-friendly travel resources, visit [crescentrating.com](https://crescentrating.com).

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## About CrescentRating

CrescentRating (Crescentrating Pte. Ltd.) is the leading authority on Halal travel and tourism. Founded in December 2008, the company uses insights, industry intelligence, lifestyle, behavior and research on the needs of the Muslim traveler to deliver authoritative guidance on all aspects of Halal travel to organisations across the globe. CrescentRating services are used by every tier of the tourism industry, from government bodies and tourism agencies to hospitality service providers. Products and services include rating & accreditation, research & consultancy, training and certification (CR Academy), industry reports, Halal-In-Travel conferences, and destination marketing.

Website: [crescentrating.com](https://crescentrating.com) | LinkedIn: [linkedin.com/company/crescentrating](https://linkedin.com/company/crescentrating)

## About HalalTrip

HalalTrip (HalalTrip Pte. Ltd.) is a leading online consumer platform and mobile application dedicated to serving the unique needs of Muslim travelers worldwide. From halal-friendly accommodations and dining options to prayer times and Qibla direction, HalalTrip ensures that Muslim travelers can embark on their journeys with confidence and peace of mind.

Website: [halaltrip.com](http://halaltrip.com) | LinkedIn: [linkedin.com/company/halaltrip](https://www.linkedin.com/company/halaltrip)

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### **About New York City Tourism + Conventions**

New York City Tourism + Conventions is the official destination marketing organization (DMO) and convention and visitors bureau (CVB) for the five boroughs of New York City. Our mission is to invite the world and energize the City, building equitable, sustainable economic prosperity and community through tourism for the mutual benefit of residents, businesses and visitors. For all there is to do and see in New York City, visit [nyctourism.com](http://nyctourism.com).

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