

Hong Kong Tourism Board drives Muslim-friendly tourism development

- A Monitor Desk Report

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Dhaka: Hong Kong Tourism Board (HKTb) has been making efforts in enhancing the Muslim travel experience.

HKTb is paving the way for Hong Kong to become a leading Muslim-friendly destination by collaborating with key industry players like CrescentRating.

From high-end restaurants to top-tier hotels, the city is actively improving its offerings.

Notably, 39 hotels have already received CrescentRating certifications, with renowned properties like Kowloon Shangri-La and Ocean Park Marriott earning Level 5 recognition.

Additionally, halal certifications for restaurants have seen a significant increase, with over 130 restaurants now offering Muslim-friendly

options

CrescentRating has been instrumental in conducting assessments for hotels, attractions and MICE venues across Hong Kong, ensuring they meet international standards while being mindful of the local context.

With a dedicated webpage for Muslim visitors and ongoing promotional efforts, HKTB continues to attract Muslim travellers from key markets such as Southeast Asia and the Middle East to Hong Kong.

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