

Date: 28 November 2024

Total pages: 4

Members of the media can download the photos and videos from the link below:

<https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1760&categoryTypeId=2&cachedCriteria=1>

HKTB Drives Development of Muslim-Friendly Tourism Facilities to Elevate Visitor Experiences on All Fronts

Hong Kong Sees a High-End Chinese Restaurant Certified as Halal-friendly for the First Time



The Hong Kong Tourism Board (HKTB) has been driving the development of Muslim-friendly tourism facilities with various trade partners to boost Muslim visitors' experience in Hong Kong. HKTB collaborates with leading certification authorities to encourage restaurants, hotels, attractions, MICE venues, and other establishments to review their Muslim-friendliness, while promoting the importance of Halal certification among the trade. Notably, **Chinesology**, a celebrated Chinese fine diner, is assessed to be “**Halal-Friendly**” by the **Incorporated Trustees of the Islamic Community Fund of Hong Kong (Board of Trustees, BOT)**. It has become the **first high-end Chinese catering establishment** to achieve similar certification in Hong Kong, allowing Muslim visitors to enjoy Hong Kong's fine dining scene, particularly in Chinese cuisines.



Ms Becky Ip, HKTB Deputy Executive Director, said, “The populations of countries in the Gulf Cooperation Council (GCC) and Southeast Asia, such as Indonesia and Malaysia, consist of a significant portion of Muslims. In recent years, Hong Kong has been dedicated to developing visitor sources in the Middle Eastern and ASEAN markets to capitalise on the vast potential and spending ability of the Muslim consumer segments. As such HKTB deploys a diverse strategy to make our city a Muslim-friendly tourism destination. At the same time, we have also stepped-up promotions in Muslim source markets to attract more visitors from the Southeast Asia and the Middle East to Hong Kong.”

Encouraging the industry to strengthen Muslim-friendly facilities and get certified

HKTB has commissioned the internationally recognised halal travel promotion company **CrescentRating** to carry out the following works: working jointly with local halal accreditation organisation, studying how Hong Kong can further develop as a “Muslim-friendly” destination, assessing local hotels, attractions and MICE venues based on categories and standards on par with international benchmarks while taking into account of Hong Kong’s actual situations, and providing training to the trade and conducting promotions in visitor source markets. For restaurants, HKTB works with local halal certification authority BOT to promote the existing accreditations in the city and encourages F&B establishments to apply for certification. In addition, large-scale trade seminars are held to educate the industry, with a view to motivating them to apply for certifications.

Categories/ Ratings for various tourism facilities

Facilities	Hotels	Attractions and MICE venues	Restaurants
Authority	CrescentRating		BOT
Cetegories/ Ratings	A scale of 1 to 7* (1: lowest; 7: highest)	Bronze, Silver and Gold (Gold: highest)	1. Halal Friendly Restaurant 2. Halal Kitchen Restaurant 3. Halal Certified Restaurant

*A minimum requirement of level 3 is required when certifying hotels in Hong Kong.

So far, a total of 39 hotels has successfully applied for and obtained certifications from CrescentRating, among which Kowloon Shangri-la and Hong Kong Ocean Park Marriott Hotel have obtained Level 5 rating. Four attractions and MICE venues have also been rated.

At the same time, HKTB also closely partners with BOT to encourage restaurants to obtain halal-related certification, with the number of certified restaurants increasing from about 100 at the beginning of the year to more than 130. **Mr Saeed Uddin, Chairman of BOT**, said, “With HKTB’s assistance and promotions, the number of restaurants applying for ‘Halal-friendly’ certification has shown a significant increase. As businesses in the F&B sector further deepen their understanding towards ‘Halal-friendly’ catering, it is expected that more restaurants will join the list of certified restaurants for Muslim consumers.”

More details are available in [Appendix I](#).

Chinesology certified as Hong Kong’s first halal-friendly high-end Chinese restaurant

Most Muslim visitors choose to eat at restaurants with halal or halal-friendly certifications. Chinesology, a renowned local Chinese fine diner and a certified merchant of the Quality Tourism Services Scheme, is recently certified as a “halal-friendly” restaurant by BOT, becoming the first halal-friendly high-end Chinese restaurant in Hong Kong. This marks a milestone development of Hong Kong’s F&B sector in terms of expanding its target market segment to Muslim consumers.

Mr Saito Chau, Culinary Director of Chinesology, shared his experience, “Muslim diners do not know much about Chinese cuisines, many of which have never tried Chinese cuisine before. This inspires us to offer a culinary experience to Muslim visitors that allows them to explore the sophistication of the Chinese culinary culture by getting to taste the dishes themselves. The accreditation not only marks Chinesology’s breakthrough in serving Muslim diners, but also demonstrated our brand’s innovative spirits in expanding its markets to more diverse segments. We will continue to share our quality Chinese dining experience with Muslim consumers and promote the art and culture of the Cantonese cuisine.”

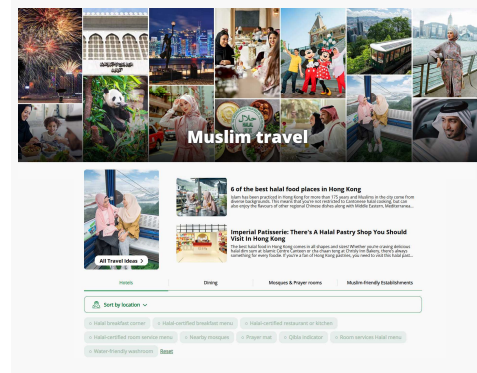
Mr Chau added that the certification procedure is highly meticulous. From menu design, procurement of cutleries and cooking utensils, to identifying suitable ingredients, the Chinesology team has been working closely with HKTB, while BOT has provided extensive professional advice.

Chinesology offers 20 halal-certified Chinese dishes (see **Appendix II**) to allow Muslim diners to enjoy authentic Chinese tastes. The restaurant also offers flexible set menus for Muslim consumers’ customisation. A 6-dish lunch menu is about HK\$600-800 per head; while an 8-dish dinner menu costs about HK\$1,200-1,500. Reservations are required with advance notice of three days or more.



HKTB Strengthens promotions in Muslim visitor source markets Dedicated webpage for Muslim tourists launched

HKTB also leverage different channels to attract Muslim visitors to Hong Kong, including a **webpage dedicated to Muslim visitors** (<https://www.discoverhongkong.com/eng/explore/muslim-travel.html>) on **DiscoverHongKong** which consolidates travel information on food, accommodation, prayer facilities, cultural experiences and activities suitable for Muslim visitors. The webpage is available in 4 languages and is constantly updated with the latest information to ensure visitors and the trade can keep abreast of Hong Kong’s latest offerings. Besides, HKTB continues to step up promotions in Muslim visitor source markets, visiting the Middle East and Indonesia, and to strengthen promotions on social media. HKTB also invites the Muslim travel trade and media to visit the city in person, promoting Hong Kong tourism through their networks and showcasing Hong Kong as a Muslim-friendly travel destination.



– Ends –

Members of the media can download the press release from the following link:
<https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

For media inquiries, please call

Ms Winky Chan

Tel: 2807 6526

Email: winky.chan@hktb.com

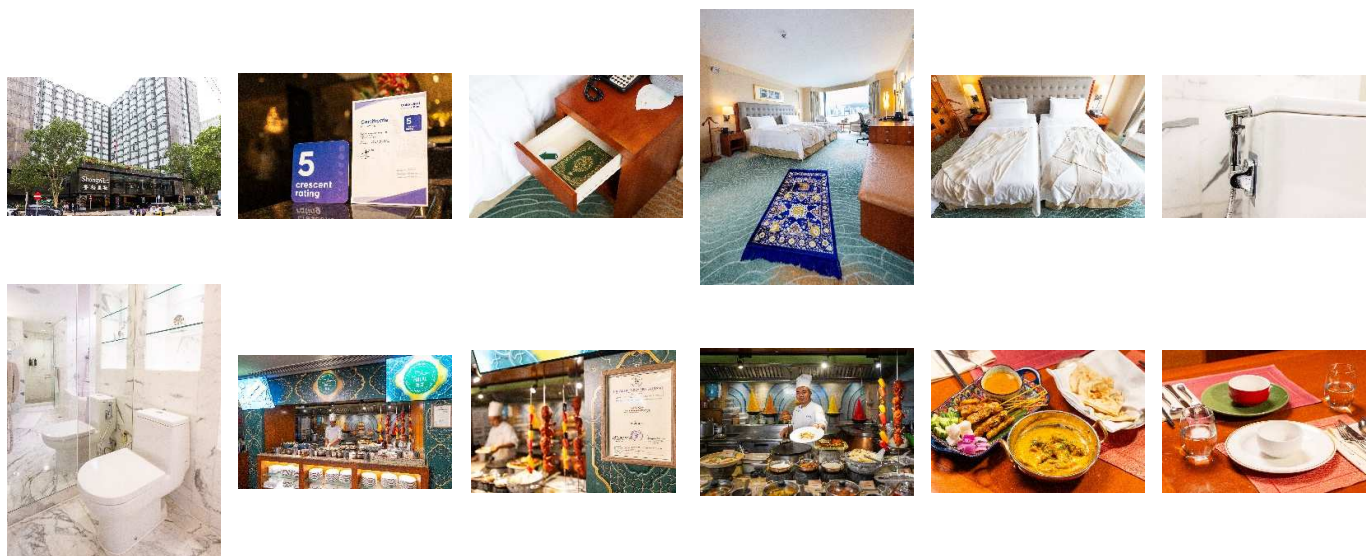
Mr Leung Ho-yin

Tel: 2807 6358

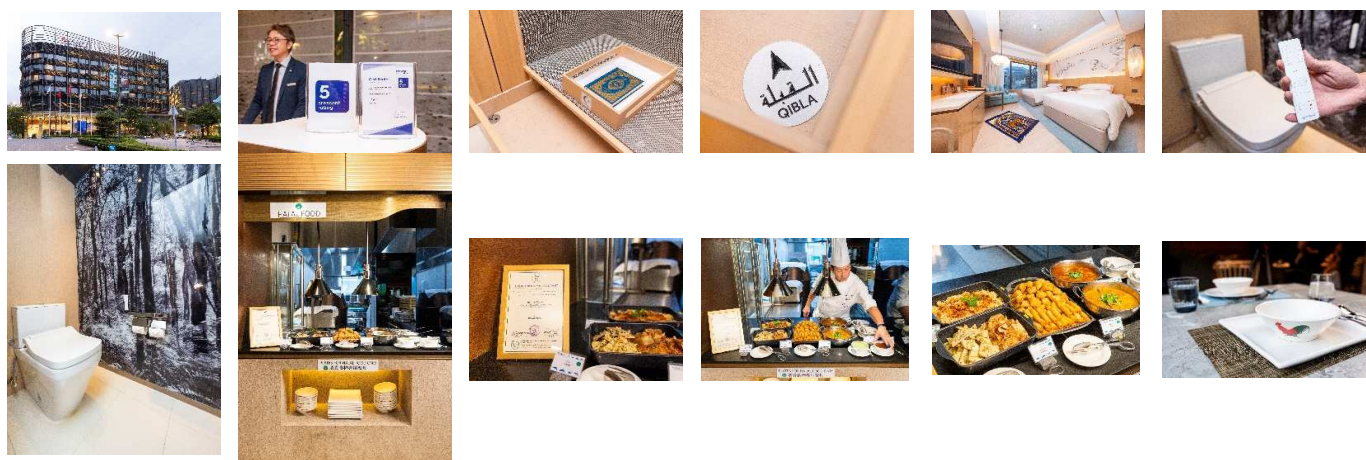
Email: ho-yin.leung@hktb.com

During non-office hours, please call 8200 7860.

Photos of Muslim-friendly facilities in Kowloon Shangri-la




Photos of Muslim-friendly facilities in Hong Kong Ocean Park Marriott






Appendix I

1. Criteria of Hotel Rating of CrescentRating



Rated based on Muslim-friendliness on a scale of 1 to 7 (Level 7 being the highest)

Muslim-friendly Facilities				
Prayer Amenities	Qibla direction marked in the rooms at least on one floor	✓	✓	✓
	List of nearby Mosques available	✓	✓	✓
	Prayer rugs available on request		✓	✓
Halal Food	Halal breakfast corner	✓	✓	✓
	Halal menu for room service		✓	✓
	Halal certified restaurant or kitchen			✓
Toilets	Water-friendly toilets in the rooms at least on one floor		✓	✓

Remarks: In rating hotels, CrescentRating has a minimum requirement of level 3.


A total of 39 hotels have obtained the rating

2. Hotels that have successfully applied for and obtained certification from CrescentRating

酒店 Hotels	評級 Rating
香港海洋公園萬豪酒店 Hong Kong Ocean Park Marriott Hotel	
九龍香格里拉 Kowloon Shangri-La, Hong Kong	
香港四季酒店 Four Seasons Hotel Hong Kong	
美麗華酒店 The Mira Hong Kong	
香港明怡美憬閣精選酒店 AKI Hong Kong - MGallery	
香港港威酒店 Gateway Hotel	
香港君悅酒店 Grand Hyatt Hong Kong	
港島海逸君綽酒店 Harbour Grand Hong Kong	
九龍海逸君綽酒店 Harbour Grand Kowloon	
8度海逸酒店 Harbour Plaza 8 Degrees	
北角海逸酒店 Harbour Plaza North Point	
香港黃金海岸酒店	

Hong Kong Gold Coast Hotel
歷山酒店 Hotel Alexandra
香港維港凱悅尚萃酒店 Hyatt Centric Victoria Harbour Hong Kong
香港沙田凱悅酒店 Hyatt Regency Hong Kong, Sha Tin
港島香格里拉 Island Shangri-La, Hong Kong
香港 JW 萬豪酒店 JW Marriott Hotel Hong Kong
香港嘉里酒店 Kerry Hotel, Hong Kong
香港文華東方酒店 Mandarin Oriental, Hong Kong
馬哥孛羅香港酒店 Marco Polo Hongkong Hotel
千禧新世界香港酒店 New World Millennium Hong Kong Hotel
南灣如心酒店 Nina Hotel Island South
九龍東如心酒店 Nina Hotel Kowloon East
荃灣西如心酒店 Nina Hotel Tsuen Wan West
香港諾富特世紀酒店 Novotel Century Hong Kong
香港太子酒店 Prince Hotel
富豪機場酒店 Regal Airport Hotel
富豪香港酒店 Regal Hongkong Hotel
富豪九龍酒店 Regal Kowloon Hotel
麗豪酒店 Regal Riverside Hotel
麗豪航天城酒店 Regala Skycity Hotel
香港萬麗海景酒店 Renaissance Harbour View Hotel Hong Kong
帝都酒店 Royal Park Hotel
香港富麗敦海洋公園酒店 The Fullerton Ocean Park Hotel Hong Kong
九龍酒店 The Kowloon Hotel
香港朗廷酒店 The Langham, Hong Kong






香港美利酒店 The Murray, Hong Kong, a Niccolo Hotel	
柏寧酒店 The Park Lane Hong Kong	
奕居 The Upper House	




3. Criteria of attractions and MICE venues Rating of CrescentRating

crescent
rating

Classified into Gold, Silver and Bronze (Gold being the highest)

Bronze	Silver	Gold
 <ul style="list-style-type: none"> ✓ Prayer space with basic prayer amenities (i.e. prayer mats) 	 <ul style="list-style-type: none"> ✓ Separate male and female prayer space with prayer amenities (i.e. prayer mats, prayer garments for ladies, tasbih, Quran, etc.) ✓ Availability of Halal food 	 <ul style="list-style-type: none"> ✓ Separate male and female prayer space with prayer amenities (i.e. prayer mats, prayer garment for ladies, tasbih, Quran, etc.) ✓ Availability of Halal food ✓ Ablution facilities ✓ Water-friendly toilets

4. Attractions and MICE venues that have successfully applied for and obtained certification from CrescentRating

景點/場地 Attractions/Venues	評級 Rating
昂坪 360 有限公司 Ngong Ping 360 Limited	
香港海洋公園 Ocean Park Hong Kong	
亞洲國際博覽館 AsiaWorld-Expo	
天際 100 香港觀景台 sky100 Hong Kong Observation Deck	

5. 3-Tier Halal-certified Restaurants in Hong Kong (under the responsibility of BOT)



Halal Friendly Restaurants	Halal Kitchen Restaurants	Halal Restaurants
✓ Even when non-halal ingredients or alcohol are used in restaurant kitchens, appropriate measures are implemented to prevent cross-contamination between halal and non-halal food items. Alcohol service is permitted in serving areas.	✓ Restaurant kitchens do not use any non-halal ingredients or alcohol in cooking, but alcohol service is permitted in serving areas.	✓ Restaurant kitchens do not use any non-halal food items or alcohol in cooking, and no non-halal food or alcohol is served in dining areas.

A total of over **130** restaurants in Hong Kong have obtained certification

6. Halal-certified restaurants in Hong Kong: 132 restaurants in total, excluding food factories

食肆 Restaurants	菜系 Cuisine	清真類別 Halal Category
阿拉丁咖喱屋 Aladin Mess	巴基斯坦, 印度 Pakistani, Indian	清真餐廳 Halal Restaurant
Ali 爸爸餐廳 Ali Baba Restaurant	巴基斯坦, 印度 Pakistani, Indian	
一念素食 Bijas Vegetarian Restaurant	中菜 Chinese	
海洋公園 - 海洋冰室 Café Ocean Restaurant	東南亞 Southeast Asian	
海洋公園 - 動感美食坊公園小食亭 38 號 Clown Corner (Halal Section)	東南亞 Southeast Asian	
Cravings	中東, 土耳其 Middle Eastern, Turkish	
德克士 Dicos	中菜 Chinese	
海洋公園 - 泡泡曲公園小食亭 15 號 Dive Into A Float	東南亞 Southeast Asian	
屏山咖喱屋 Halal Care House	巴基斯坦, 印度 Pakistani, Indian	
海洋公園水上樂園 - 洞天美食 Horizon Grill	環球 International	
House Of Curry	印度 Indian	
伊斯蘭中心餐廳 Islamic Centre Canteen	中菜 Chinese	

Marouf & Puff Bake	西餐 Western	清真餐廳 Halal Restaurant
Mecca Restaurant	中東、巴基斯坦 Middle Eastern, Pakistani	
My Kitchen	西藏 Tibetan	
New Chettinad	印度 Indian	
舊街場白咖啡 Old Town White Coffee	東南亞 Southeast Asian	
Pakeeza Food Restaurant	巴基斯坦 Pakistani	
海洋公園 - 大熊貓小廚公園小食亭 3 號 Panda Café Food To Go	東南亞 Southeast Asian	
海洋公園 - 爆谷車公園小食亭 28 號 Popcorn Cart	東南亞 Southeast Asian	
Saffron	波斯 Persian	
石崗咖喱屋 Shaffi's Indian Restaurant	印度 Indian	
香港迪士尼樂園 - 碧林餐廳 Tahitian Terrace	東南亞 Southeast Asian	
土司工坊 Toast Box	新加坡 Singaporean	
Turkish Kebab	土耳其 Turkish	
Warung Malang	印尼 Indonesian	
五指間蘭州牛肉麵 (2 間分店) Wu Zhi Jian Beef Noodles (2 branches)	中菜 Chinese	清真廚房餐廳 Halal Kitchen Restaurant
27 Kebab House (4 間分店) (4 branches)	土耳其、印度、意大利 Turkish, Indian, Italian	
Ali Baba	巴基斯坦、印度 Pakistani, Indian	
Anjappar	南印度 South Indian	
Aroma	印度 Indian	
印度皇 Basmati	印度 Indian	
Big Pizza	意大利 Italian	
Bombay Dreams	印度 Indian	
Bushra	中東 Middle Eastern	
Cappadocia Turkish Kebab	印尼 Turkish	
CARAT	印度	

(2 間分店) (2 branches)	Indian	清真廚房餐廳 Halal Kitchen Restaurant
Cheeky Buns	快餐 Fast Food	
Curry & Kabab Hut	土耳其、印度 Turkish, Indian	
咖哩葉 Curry Leaf Indian Cuisine	印度 Indian	
Curry Republic Indian Restaurant	印度 Indian	
Ebeneezer's Kebab & Pizzeria (14 間分店) (14 branches)	印度、中東 Indian, Italian, Middle Eastern	
Flaming Frango	葡萄牙 Portuguese	
爵樂印度餐廳 Gaylord Indian Restaurant & Bar	印度 Indian	
極品泰國菜館 Great Thai Food	泰國 Thai	
浪谷 Groundswell	泰國 Thai	
哈比斯燒肉串和咖哩 (3 間分店) Habib's (3 branches)	印度、中東 Indian, Middle Eastern	
Hello India Restaurant	印度 Indian	
喜瑪拉雅餐廳 Himalaya Restaurant	印度、尼泊爾 Indian, Nepalese	
印度菜館及酒吧 India Restaurant & Bar	印度 Indian	
伊斯坦堡特色轉燒肉餐廳 Istanbul Turkish Kebabs & Grills	土耳其 Turkish	
Jashan	印度 Indian	
JOJO	印度 Indian	
Kimchi Korean Fusion	韓國 Korean	
小印度餐廳 Little Indian Restaurant	印度 Indian	
Mamtom	東南亞 Southeast Asian	
天湖印度餐廳 Mansarover International Cuisine	印度 Indian	
珍珠皇宮印度餐廳 Moti Palace	印度 Indian	
PASTEAKO	西餐 Western	
大力水手炸雞 Popeyes	快餐 Fast Food	
沙拉姆咖喱屋	印度	

Salaam Namaste	Indian	清真友善餐廳 Halal Friendly Restaurant
Tagline	印度 Indian	
Tandoori Bites	印度 Indian	
正宗印度餐廳及酒吧(2間分店) Tandoori Junction (2 branches)	印度 Indian	
Turkeyano	土耳其 Turkish	
亞谷特蘭州牛肉麵 Yaqut's Lanzhou Beef Noodles	中菜 Chinese	
8度海逸酒店 - 8度餐廳 Harbour Plaza 8 Degrees - Café 8 Degrees	環球 International	
歷山酒店 - 歷山餐廳 Hotel Alexandra - Café A	環球 International	
九龍香格里拉 - Café Kool Kowloon Shangri-La, Hong Kong - Café Kool	環球 International	
富豪香港酒店 - 御花園咖啡室 Regal Hongkong Hotel - Café Rivoli	環球 International	
唐述 Chinesology	中菜 Chinese	
廚尊 Dignity Kitchen	新加坡 Singaporean	
北角海逸酒店 - 綠怡咖啡廳 Harbour Plaza North Point - Greens Café	環球 International	
洋紫荊維港遊 Harbour Cruise - Bauhinia	環球 International	
港島海逸君綽酒店 - 咖啡廳 Harbour Grand Hong Kong - Harbour Grand Café	環球 International	
南灣如心酒店 - I-O-N Nina Hotel Island South - I-O-N	環球 International	
九龍東如心酒店 - I-O-N Nina Hotel Kowloon East - I-O-N	快餐 Fast Food	
肯德基家鄉雞 KFC (20間分店) (20 branches)	環球 International	
麗豪酒店 - 濠餐廳 Regal Riverside Hotel - L'Eau	環球 International	
香港海洋公園萬豪酒店 - 海灣餐廳 Hong Kong Ocean Park Marriott Hotel - Marina Kitchen	環球 International	
麗豪航天城酒店 - 磊 Regala Skycity Hotel - Petra	環球 International	
皇家太平洋酒店 - 堤岸 Royal Pacific Hotel - Pierside	環球 International	
環亞機場貴賓室 Plaza Premium Lounge (2間分店) (2 branches)	環球 International	
富豪機場酒店 - Regala Café & Dessert Bar	中菜	

Regal Airport Hotel - Regala Café & Dessert Bar	Chinese	清真友善餐廳 Halal Friendly Restaurant
阿順茶檔 Shun's Milk Tea	環球 International	
悅來酒店 - 簡 • 味 Panda Hotel - Simplicity	環球 International	
香港天際萬豪酒店 - 天際咖啡室 Hong Kong SkyCity Marriot Hotel - SkyCity Bistro	環球 International	
柏寧酒店 - SKYE The Park Lane Hong Kong - SKYE	環球 International	
香港四季酒店 - The Lounge Four Seasons Hotel Hong Kong - The Lounge	環球 International	
香港東涌福朋喜來登酒店 - 御廚 Four Point by Sheraton Hong Kong Tung Chung - Tung Chung Kitchen	環球 International	

Appendix II

20 halal-certified Chinese dishes offered by Chinesology

1. 燈影蓮藕 Caramelized Lotus Root
2. 慢煮泡椒蜆子皇 Chilled Jumbo Razor Clam With Chili Sauce
3. 苔菜豆腐 Golden Beancurd With Seaweed
4. 金匙一口脆 Assorted Mushrooms With Golden Spoon
5. 蜜汁牛肉叉燒 Roasted Beef With 20-years Tangerine Peel, Honey And Peanut
6. 金沙奶黃蝦 Fried Tiger Prawn with Salty Egg Yolk and Barley Crisp
7. 太子玉枕 Sauteed Jumbo Scallop with Crab and Tofu
8. 龍袍玉枕 Sauteed Lobster with Crab Cream and Tofu
9. 珍菌豆腐 Braised Bamboo Pith With Beancurd
10. 蔥燒脆皮霸王雞 Deep-Fried Free Range Chicken with Ginger And Assorted Scallion
11. 桂花烏龍茶煙燻脆皮雞 Smoked Free Range Chicken with Osmanthus And Oolong Tea Leaf
12. 竹筴雪燕松茸湯 Yunna Wild Matsutake Mushroom Soup with Bamboo Fungus And Gum Tragacanth
13. 竹筴珍菌浸菠菜苗 Poached Spinach With Bamboo Fungus And Wild Mushrooms
14. 乾燒菜苗 Stir-Fried Seasonal Vegetable With Chili
15. 棉花泡飯 Rice in Fish Broth With Scallop Marshmallow
16. 紅露素瑤 Beetroot And Mushrooms Fried Rice
17. 鮮蝦蟹肉瑤柱蛋白炒飯 Fried Rice With Shrimp, Crabmeat And Conpoy
18. 薑汁奶凍 Ginger Panna Cotta
19. 椰皇凍 Young coconut Jelly
20. 珠光寶盒 Secret Jewelry Box

###