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Hong Kong is Named the “Most Promising Muslim-Friendly Destination of the Year” by World’s Leading Authoritative Organisation on Halal Travel
Award Testifies Hong Kong’s Efforts in Promoting Muslim-Friendly Tourism in the City



Representative from HKTB’s Southeast Asia office (Center) receives awards on the “The Halal in Travel Awards 2025”.



Representative from HKTB’s Southeast Asia office and awarded Hong Kong’s tourism trade pose for a group photo at the “The Halal in Travel Awards 2025”.

CrescentRating, a world’s leading authoritative organisation on Halal travel, and Mastercard have announced the Global Muslim Travel Index (GMTI) 2025. In the category of **“Muslim-friendly Destinations (non-Organisation of Islamic Cooperation)”**, Hong Kong has risen from fourth place last year to third place this year and has also been named the **“Most Promising Muslim-friendly Destination of the Year”**. In addition, various hotels, attractions and conventions and exhibition venues were awarded, testifying Hong Kong’s efforts in promoting Muslim-friendly tourism.

Responding to the accolades, **Chairman of Hong Kong Tourism Board (HKTB) Dr Peter Lam** said, “HKTB has joined hands with the Hong Kong SAR Government and trade partners in the tourism industry and related sectors to drive Hong Kong’s development as a Muslim-friendly destination. We have done this through a **three-pronged approach of accreditation, education, and promotion** to diversify the city’s visitor source markets and visitor segments. We have also facilitated the fostering of closer ties between Hong Kong, the Middle East, and ASEAN countries in recent years. HKTB thanks the Government for its full support and our trade partners for their efforts in elevating the city’s Muslim-friendly tourism facilities. We are excited about the awards and extend our heartfelt congratulations to the winning establishments.”

CrescentRating specialises in halal tourism studies, accreditation, and promotion, and is the world’s leading authority on Muslim-friendly travel. The GMTI, developed through a collaboration between CrescentRating and Mastercard, covers 153 destinations worldwide and examines aspects including halal food supply, accommodation, Muslim-friendly facilities, and other travel-related factors to assess how welcoming destinations are to Muslim visitors.

Hong Kong ranks third among non-OIC Muslim-friendly destinations

In its 2025 index, Hong Kong's ranking among **"Muslim-friendly Destinations (non-OIC)"** rose from the fourth in 2024 to third, making the city a top three destination in the index for the first time. Among the non-OIC destinations, Hong Kong also ranked first in CrescentRating's new **"Muslim-friendly Accessible Travel Destination (non-OIC)"** category and second in the **"Muslim Women Friendly Travel Destination (non-OIC)"** category.

In the annual **"The Halal in Travel Awards 2025"** by CrescentRating, Hong Kong was named the **"Most Promising Muslim-friendly Destination of the Year"**. Various hotels, attractions and venues also won awards in different categories (see table below for details), underscoring the collective efforts of the HKTb and various sectors in promoting Muslim-friendly tourism.



Winning establishment and award category

Winning establishment	Award category
The Mira Hong Kong	Muslim-friendly Hotel of the Year
Kowloon Shangri-La, Hong Kong	Muslim-friendly Hotel of the Year
Ngong Ping 360	Muslim-friendly Attraction of the Year
Hong Kong Convention and Exhibition Centre	Muslim-friendly Convention and Exhibition Centre of the Year

HKTb's three-pronged approach to promote Muslim-friendly tourism

HKTb has been driving Hong Kong's development as a Muslim-friendly destination through a three-pronged approach of accreditation, education, and promotion. In cooperation with credible accreditation organisations, HKTb educates restaurants, hotels, attractions, and MICE event venues on Muslim-friendly tourism and encourages them to apply for accreditation. So far, about 190 eateries have been certified, compared with around 100 in early 2024. These certified establishments offer multifarious choices, ranging from high-end Chinese cuisine to local noodles, as well as baked goods and edible souvenirs. Meanwhile, more than 60 hotels, attractions, and convention and exhibition venues have been rated as Muslim-friendly.

HKTb also promotes Hong Kong as a Muslim-friendly destination by marketing through a variety of channels, including a **dedicated Muslim tourism page** on its **one-stop travel portal DiscoverHongKong.com** (<https://www.discoverhongkong.com/eng/explore/muslim-travel.html>), and targeted marketing in Muslim visitor source markets. HKTb also invites Muslim trade and media representatives to come to Hong Kong in person to experience the city for themselves and use their networks to showcase Hong Kong to international audiences as a Muslim-friendly destination.

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