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HKTB Joins Hands with Guangdong and Macao Tourism Offices and Hong Kong Travel Trade to Promote GBA Tourism and “Only in Hong Kong” Experiences in Malaysia



The tourism offices of Hong Kong, Guangdong and Macao jointly held the "Greater Bay Area – Connecting Great Experiences" promotion event in Kuala Lumpur, Malaysia.



HKTB held a large-scale travel mission in Kuala Lumpur, Malaysia.

The **Hong Kong Tourism Board (HKTB)** is actively developing the Southeast Asian source markets. Yesterday (12 August), HKTB joined hands with the Department of Culture and Tourism of Guangdong Province and the Macao Government Tourism Office (MGTO) to organise **“Greater Bay Area – Connecting Great Experiences”**, a **Greater Bay Area (GBA) tourism brand promotion event** in **Kuala Lumpur, Malaysia**, highlighting the rich and diverse tourism resources of the GBA to the Malaysian travel trade and media. HKTB also **led a delegation of Hong Kong travel trade representatives to Malaysia for exchanges and business matching**, with a view to further attracting visitors to Hong Kong.

Mr Anthony Lau, HKTB Executive Director, said, “Southeast Asia has always been a key source market for Hong Kong. We are delighted to have joined hands with the Department of Culture and Tourism of Guangdong Province and the MGTO this year to bring the GBA tourism promotion event to Malaysia. We are also taking this opportunity to introduce our new global campaign ‘Only in Hong Kong’, bringing to the market the culinary delights of Hong Kong’s first Halal-certified fine-dining Chinese restaurant and the unique experience of the ‘World’s No. 1 Bar’. Together with Hong Kong’s travel trade, we are holding exchanges with our Malaysian counterparts to jointly explore business opportunities and attract more visitors to Hong Kong.”



Chinesology and Bar Leone Take Centre Stage in the “Only in Hong Kong” Culinary Showcase

In Kuala Lumpur, HKTB also presented the dining culture that can be found “Only in Hong Kong”, showcasing Hong Kong’s appeal as an international culinary capital to the Malaysian travel trade and media through its unique food and bar culture. **Chinesology**, Hong Kong’s first Halal-certified fine-dining Chinese restaurant, prepared a selection of innovative Cantonese dishes, including braised abalone with a molten centre and “Assorted Mushrooms with Golden Spoon”, a crispy vegetarian snack of vegetables wrapped in spring roll pastry. Blending the essence of traditional Chinese cuisine with modern culinary concepts, the dishes demonstrated Hong Kong’s achievements and strengths in Muslim-friendly dining in recent years. **Bar Leone**, the Hong Kong bar ranked No. 1 in The World’s 50 Best Bars 2025, also created non-alcoholic signature cocktails specially for guests, presenting Hong Kong’s world-class bar culture and creative dining experiences.



Chinesology, Hong Kong’s first Halal-certified fine-dining Chinese restaurant, prepared innovative Cantonese dishes that showcase the achievements of Hong Kong’s Halal dining sector.



Bar Leone from Hong Kong, crowned number one in the “World’s 50 Best Bars”, presented non-alcoholic specialities at the event.



Three Destinations Present the New Face of GBA Tourism

The GBA tourism brand promotion event “Greater Bay Area – Connecting Great Experiences” attracted more than 100 Malaysian travel trade representatives and media. Representatives of HKTB and the tourism offices of Guangdong Province and Macao shared the distinctive cultures, culinary experiences and tourism resources of the three destinations, showcased the latest developments in GBA tourism and gave a special introduction to information relevant to Muslim travellers, deepening participants’ understanding and helping them design more itineraries for visitors to explore different destinations in one journey.



Representative of HKTB introduced Hong Kong’s rich and diverse tourism resources.



KOLs from Malaysia shared their travel experiences in the GBA.



HKTB also established strategic partnerships with AirAsia and seven travel agencies to jointly launch GBA travel packages and offers, making it easier for Malaysian travellers to plan their trips to the GBA and explore a range of exciting destinations.

HKTB Connects the Hong Kong and Malaysian Travel Trade to Tap Business Opportunities Together

At the same time, HKTB held a large-scale travel mission in Kuala Lumpur. A number of travel trade representatives from Hong Kong’s hotels, travel agencies, attractions and visitor facilities travelled to Malaysia to meet and connect with their Malaysian counterparts, discuss business opportunities and develop more Hong Kong tourism products tailored to this source market, with the aim of encouraging more

Malaysian residents to visit Hong Kong. The venue also featured “Only in Hong Kong” promotional content and videos to promote Hong Kong’s diverse and unique appeal and deepen the Malaysian travel trade’s understanding of Hong Kong tourism.



The travel mission fostered exchanges and business connection between the Hong Kong and Malaysian travel trade, opening up new business opportunities.

HKTb will continue to work closely with the travel trade and partners to drive more innovative “multi-destination” travel products, attract international visitors, further realise the synergies and development potential of GBA tourism, and welcome more Malaysian travellers to experience the unique appeal of GBA tourism in person.

HKTb’s one-stop Greater Bay Area travel website:

<https://www.discovergreaterbayarea.com/eng/index.html>

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Members of the media can download the press release from the HKTb website:

<https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

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