ICON GUIDE
KOWLOON'S HIDDEN GEMS
HERITAGE • CULTURE • CUISINE
ICON GUIDE
KOWLOON’S HIDDEN GEMS
Hung Hom, Tsim Sha Tsui, Mong Kok, Sham Shui Po
Discover with us

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DISCOVER KOWLOON’S
Hidden Gems with Our Smart and Savvy Neighbourhood Guide

From inspiring museums and art centres to charming parks and historic sites to authentic Cantonese street food and local markets, Kowloon has something for every taste and budget.

Filled with insider’s picks and hidden hotspots, which have been personally tried and tested by our Concierge team, our cool, convenient guides will help you uncover the very best of four iconic districts of Kowloon – Hung Hom, Tsim Sha Tsui, Mong Kok and Sham Shui Po.

Read on for tips on where to have the best Hong Kong street food – from pineapple bun to claypot rice to snake soup – plus local insight into the most exciting markets, heritage centres, nightlife destinations, and much more.
HUNG HOM

Hop on over to this history-filled ‘hood for a classic cinema, a traditional temple, and authentic local restaurants where you will discover the true flavours of Hong Kong.

TIPS
Some restaurants will not have an English menu. Bring this guide with you and show the restaurant’s servers the names of these must-try dishes in Chinese to enjoy the most authentic local delights!
1. LAM CHEONG KEE
LOCAL STREET FOOD

Having a Ball - When in Hong Kong, eat as the locals do. In this case, that means digging in to freshly made fish balls with chilli sauce. Lam Cheong Kee is our favourite spot as they have held true to the tradition of making their own fish balls with fresh fish paste. The homemade chilli sauce adds a distinctive taste to this scrumptious snack.

Shop 108A, 1/F, New East Ocean Centre, 9 Science Museum Road, Tsim Sha Tsui
Mond to Sat 11:30am – 9:30pm
Sun 12:00pm – 8:00pm
Must-try: Fish Balls (魚球)
Below HK$20 (US$3)

2. JOCKEY CLUB INNOVATION TOWER
ARCHITECTURAL LANDMARK

Tower-tastic - Masterminded by Pritzker-prize-winning architect Zaha Hadid, Innovation Tower is the landmark of the Hong Kong Polytechnic University funded by the Hong Kong Jockey Club Charities. With careful blending of landscape, floor plates and towers, the seamlessly built tower draws in natural daylight and fresh air, and is a perfect place for a brief stroll with a cup of cha in hand.

School of Design
The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong
(852) 2766 5454

3. MEI WEI JIA
HONG KONG-STYLE DINER

On a Roll - This hole-in-the-wall is a local favourite for its signature Pan-fried Rice Noodle Rolls with Egg and freshly Barbequed Meats and Vegetables. Perfect for satiating late night cravings, the restaurant serves hot fresh food until 3:00am, but expect a fairly lengthy queue no matter what time you dine.

2 Bulkeley St, Hung Hom
11:00am - 03:00am
Close on Sundays
(852) 9235 7213
Must-try: Pan-fried Rice Noodle Rolls with Egg (炒粉面卷)
Below HK$50 (US$6)

4. HUNG HOM CAFE
HONG KONG-STYLE DINER

Tea-time - Go local at this authentic "Cha Chaan Teng" restaurant where you can indulge in delicious scrambled eggs, French toast, macaroni and classic milk tea any time of day.

B/F, 25 Ming On Street, Hung Hom
07:00am – 11:00pm
(852) 2364 8388
Must-try: Milk Tea (奶茶), Skiing Chicken Wings with Instant Noodles (瑞士汁烤翼翅仔粉)
Below HK$50 (US$6)

5. LUX THEATRE
HISTORICAL BUILDING

Silver Screen Fun - The 40-year-old Lux Theatre is the oldest cinema in Hong Kong and the only one that still uses traditional handwritten tickets. Without any computer ticketing system, all seats are allocated manually, and though the decor is still circa 1970, the movie selection has all the latest hits!

2 J. Bulkeley St, Hung Hom
(852) 2365 7116
Below HK$55 (US$7)

6. AH YUK BEAN CURD DESSERT
LOCAL STREET FOOD

Something Sweet - Ah Yuk is home to traditional soy milk and bean curd, from healthy black bean to simple silky white varieties. Sweeten yours with a selection of syrup, ginger juice and yellow sugar for a classic Hong Kong treat.

Shop B, G/F, Yuen Fu Building, 99 Dock Street, Hung Hom
10:00am – 00:00 midnight
Must-try: Soy Bean Curd (黃豆腐花)
Below HK$20 (US$3)

7. HUNG HOM KWUN YAM TEMPLE
CHINESE TEMPLE

Temple Time - Built in 1873, The Hung Hom Kwun Yam Temple is one of the most famous shrines in Hong Kong, honouring The Goddess of Mercy. Every year on 26 January of the Lunar calendar, hundreds of people line-up to wait for The Goddess of Mercy to open her treasury, but regular visitors are welcome anytime.

15 Station Lane, Hung Hom
08:00am – 05:45pm
(852) 2363 4930
Free Entrance
TSIM SHA TSUI

Skip the tourist traps and uncover the serene side of bright and bustling Tsim Sha Tsui.

TIPS
Take Hotel ICON’s electric shuttle bus and hop off at the second stop, The Sun Arcade. You will be within a five-minute walk from our first recommended spot, Kowloon Park.
1. HONG KONG HERITAGE DISCOVERY CENTRE

Looking Back - Once the Whitfield Barracks, the buildings reopened in 2005 after a massive restoration and are now used for heritage education. Pottery, glassware, ceramics and other artifacts are displayed in the permanent exhibition gallery on the first floor, while the second floor is a thematic gallery for temporary exhibitions.

Kowloon Park, Haiphong Road, Tsim Sha Tsui
MON to WED 10:00am - 6:00pm
Weekends & Public Holidays 10:00am - 7:00pm
Christmas & Chinese New Year 10:00am - 5:00pm
(852) 2208 4400
Free Entrance

2. ST ANDREW’S CHURCH

Going to the Chapel - The architectural style of this church is a rare-find in Hong Kong - cruciform in shape with touches of Victorian-gothic elegance. The original stained glass presented by Sir Paul Chater in the east window has been well preserved since the day the church first opened.

138 Nathan Road, Tsim Sha Tsui, Kowloon
07:30am - 10:30pm Daily
(852) 2367 1478
Free Entrance

3. KNUTSFORD TERRACE

Night Life in Kowloon

Raising the Bar - Home to vibrant pubs, bars and restaurants, Knutsford Terrace is the entertainment hub of Kowloon. Located just a stone’s throw away from the main artery of shopping along Nathan Road, this hussy nightlife destination is perfect for casual dining and drinks.

Knutsford Terrace, Tsim Sha Tsui
Recommended Bars: Assembly, All Night Long
HK$150 - HK$400 (US$19 - US$51)

4. KIMBERLEY ROAD

“KOREAN TOWN”

Kimchi Wow - Often referred to as a mini “Korea Town”, a tightly knit community of Koreans has lived in Kimberley Road since the 1960s and transformed the area into a foodie haven filled with delicious authentic Korean restaurants.

Kimberley Road, Tsim Sha Tsui
Recommended Restaurants: Lee Family Chicken
hok & soju, Red Chicken
HK$100 - HK$200 (US$13 - US$26)

5. SUN KEE CHEESE NOODLE

HONG KONG-STYLE DINER

Easy Deling Cheesy - Famous among locals for its instant noodles topped with a generous serving of cheese sauce, this eatery is also a firm celebrity favourite, as evidenced by the pictures plastering its windows.

13-14 Champagne Court, Kimberley Rd, Tsim Sha Tsui
12:00noon - 00:30midnight
(852) 2722 4555
Must-try: Instant Noodles with Pork Collar in Cheesy Sauce
Below HK$50 (US$6)

6. MUI KEE COOKFOOD STALL

HONG KONG-STYLE DINER

Street Cuis - The essence of “Dai Pai Dong” or street food stalls in Hong Kong lies in the delicious Cantonese style dishes served in a lively environment filled with clutter of plates, sizzling aromas and the buzzing laughter and conversations of the crowds. Mui Kee is no exception. If you are looking for a quick bite, this stall is a great option.

1/F, Carnarvon Plaza, 20 Carnarvon Road, Tsim Sha Tsui
11:00am - 11:00pm
(852) 2721 2123
Must-try: Chinese Twisted Crouler Stuffed with Cuttlefish, Fried Pork with Preserved Bean Curd, Fried Chicken with Braised Preserved Bean Curd
HK$50 - HK$100 (US$6 - US$13)

7. MAMMY PANCAKE

LOCAL STREET FOOD

Waffle On - Like macarons to Parisians and shortbreads to Brits, Bubble Waffles (Eggettes) are a staple snack for locals in Hong Kong. Crispy on the outside and chewy on the inside, the waffle batter consists of eggs, sugar, flour and evaporated milk, pressed to perfection in a classic waffle maker - so simple, yet so delicious.

6/F, Carnarvon Mansion, 8-12 Carnarvon Road, Tsim Sha Tsui
HK$30 - HK$50 (US$4 - US$6)

8. HONG KONG MUSEUM OF HISTORY

MUSEUM

Back in Time - This museum takes visitors through Hong Kong’s past to the territory’s return to China in 1997 and the formation of the Hong Kong Special Administrative Region. Highlights include a beautiful recreation of a century-old Hong Kong street and stunning photo exhibits illustrating the transformation of the city.

100 Chatham Road South, Tsim Sha Tsui
MON to WED 10:00am - 06:00pm
Weekends & Public Holidays 10:00am - 07:00pm
Christmas & Chinese New Year 10:00am - 05:00pm
(852) 2724 9042
Below HK$20 (US$3)
MONG KOK

Everything imaginable is sold in this high-energy shopping area, from the hottest new electronics to handmade jewellery and kitschy souvenirs.

TIPS

Most markets are not shaded so bring along your hats and sunblock.
1. BIRD GARDEN
LOCAL MARKET | SONGBIRDS
Tweet Tweet - Designed in the style of a traditional Chinese garden, the Yuen Po Street Bird Garden is known for its dozens of stalls selling hundreds of songbirds and exquisitely crafted bamboo cages.
③ Yuen Po Street, Prince Edward
④ 07:00am - 08:00pm

2. FLOWER MARKET
LOCAL MARKET | EXOTIC FLOWERS
Flower Power - Hong Kong’s flower market is an oasis of fragrant blooms, complete with an assortment of exported and locally grown flowers, plants, shrubs, herbs, and even bonsai trees. The market is especially popular among locals during Chinese New Year when large crowds visit to buy auspicious flowers, wishing to usher the greatest luck into the next year.
③ Flower Market Road, Prince Edward
④ 09:30am - 07:30pm

3. GOLDFISH MARKET
LOCAL MARKET | PETS
Striking Gold - The goldfish market is like an aquarium in the streets where a great variety of fish in all colours, shapes and sizes imaginable can be found. Some shops display the fish for sale in small bags as there’s a traditional auspicious belief that buying goldfish in bags means “you’ll take a bag of gold home”.
③ Tung Choi Street North, Mong Kok
④ 10:00am - after 08:00pm

4. LADIES MARKET
LOCAL MARKET | ACCESSORIES | CLOTHING
To Market, To Market - Gentlemen, don’t be misled by the name of this market. A wide variety of discounted clothing, handbags, travel goods, accessories, toys and electronics that will interest both men and women are available here. Prices are not set in stone and negotiating is half the fun!
③ Tung Choi Street, Mong Kok
④ 11:00am - 11:30pm

5. FEI JIE
LOCAL STREET FOOD
Stick To It - Although there is always a line at Fei Jie, it moves quite quickly so you won’t need to wait long for a taste of these scrumptious skewers. Pork gizzards and intestines are the most popular choices among HK locals, but for those with slightly less adventurous palates, we recommend the sausage and octopus.
③ Shop 4A, 55 Dundas Street, Mong Kok
④ 02:00pm - 11:00pm
⑤ (852) 916 7673
⑥ Must Try: Pork Gizzard, Pork Tongue, Sausage, Octopus
⑦ Below HK$50 (US$6)

6. FOUR SEASONS POT RICE
HONG KONG-STYLE DINNER
Fired Up - With crispy rice and over 32 combinations of tender meat and savoury pieces of “Lup Mei” (Chinese sausage) as toppings, clay pot rice is a hearty Hong Kong classic that is hard to resist. This much-adored street stall always has a long queue but it’s worth the wait!
③ 46-58 Arthur Street, Yau Ma Tei
④ 06:00pm - 10:00pm
⑤ Must Try: Deep Fried Oyster Cake, Chicken Feet and Pork Chop with Rice
⑥ HK$50 - HK$100 (US$6 - US$13)

7. JADE MARKET
LOCAL MARKET | JEWELRY
Green with Envy - The Jade Market is a collection of hundreds of stands selling a wide variety of jade, pearls, and precious stones. Jade is considered a sacred stone, which is associated with health and long life in Chinese culture, so it could be a good choice if you are looking for a souvenir. Bargaining is a must at this market.
③ Junction of Kansu Street and Battery Street, Yau Ma Tei
④ 10:00am - 06:30pm

8. TEMPLE STREET NIGHT MARKET
LOCAL MARKET | SOUVENIRS
After Dark - Late night shopping is a Hong Kong tradition and the Temple Street Night Market is the perfect spot to find clothing, souvenirs, jade and antiques till well after the sun goes down. You may also discover fortune tellers, herbalists, and, on the odd occasion, some free open-air Cantonese opera.
③ Temple Street, Yau Ma Tei
④ 02:00pm - 02:00am
SHAM SHUI PO

Explore historic Sham Shui Po to witness the dramatic transformations that have characterised the history of Kowloon, plus, discover some fantastic local food spots and the most beautiful beads, fabrics and ribbons in town.

TIPS
To start your journey, take the MTR to Sham Shui Po Station.
1. **Jockey Club Creative Arts Centre**
   **Art Exhibition | Gallery | Local Designers**
   Arty Party - An arts village providing studio facilities for more than 140 local designers. JCCAC holds various art festivals, crafts fairs, themed exhibitions, stage performances, and cultural workshops all year round.
   30 Pak Tin Street, Shek Kip Mei
   10:00am - 10:00pm
   (852) 2323 1311

2. **Heritage of Mei Ho House**
   **Historical Building | Oldest Public Housing Estate**
   House and Home - Formerly part of Shek Kip Mei Estate, the Heritage of Mei Ho House gives visitors insight into the history of Hong Kong’s public housing developments. The donated exhibits and first-hand anecdotes shared by former residents will take you through Shek Kip Mei’s history from the 1950s to 1970s.
   Block 41, Shek Kip Mei Estate, Sham Shui Po
   TUE to SUN 09:30am - 05:00pm
   Closed on Mondays (except public holidays)
   (852) 3778 3500
   Public Guide Tours:
   Cantonese: 02:30pm - 03:15pm Daily
   English: 11:30am - 12:15pm on Alt. Sundays

3. **Lau Sum Kee Noodle**
   **Hong Kong-Style Diner**
   Bowled Over - Carrying on a sixty-year tradition, the noodle master at Lau Sum Kee continues to make traditional Cantonese noodles with his own body weight and a 6-foot bamboo stick to retain the authentic flavour and springy texture. The restaurant’s homemade pickled radish is a delicious treat while waiting for the noodle dishes to be served.
   6/F, 48 Kwelin Street, Sham Shui Po
   12:00noon - 10:00pm
   Must Try: Shrimp Roe Noodles with Benton, Pickled Radish
   Below HK$50 (US$6)

4. **Kwan Kee Store**
   **Local Street Food**
   Let Them Eat Cake - Cantonese sponge cake is a childhood favourite for most Hong Kongers and this neighborhood stall has some of the best in town. Now running for more than 50 years, Kwan Kee’s secret snack recipes have been passed down for three generations.
   Shop 10, 115-117 Fuk Wah Street, Sham Shui Po
   08:00am - 11:00pm
   (852) 2360 0328
   Must Try: White Sugar Sponge Cake, Black Sesame Pudding, Red Bean Pudding
   Below HK$20 (US$3)

5. **Sher Wong Yip**
   **Hong Kong-Style Diner**
   Snaking Around - In Chinese culture, snake meat is believed to be a “warming” food that adds “yang” energy to a person’s physical makeup. A taste of Sher Wong Yip’s delicious snake soup will certainly add a sizzling “kick” to your visit to Hong Kong.
   6/F, 139 Nam Cheong Street, Sham Shui Po
   11:00am - 10:00pm
   (852) 2728 5600
   Must Try: Snake Soup
   Below HK$50 (US$6)

6. **Appliu Street Flea Market**
   **Local Market | Electronic Components**
   What Goes Around - Do you love “treasure hunting”? Unearth bargain-priced new and second-hand products at the open air Appliu Street Flea Market including video and audio equipment, vinyl records and electronic components.
   Appliu Street, Sham Shui Po
   11:00am - 08:00pm

7. **Yu Chau Street**
   **Local Market | Accessories | Beads**
   Buttoned Up - A haven for craft lovers and a must-visit for fashion and jewelry designers, Yu Chau Street offers a kaleidoscope of colourful buttons, ribbons, beads, and fabrics.
   Yu Chau Street, Sham Shui Po
   10:00am - 05:00pm

8. **Tin Hau Temple**
   **Chinese Temple**
   Sight to Sea - Built in the Qing Dynasty, this beautiful temple was created as a place of worship for Matsu, the Chinese mythology sea Goddess known for protecting fishermen and coastal citizens.
   180-184 Yee Kuk Street, Sham Shui Po
   08:00am - 05:00pm
PRACTICAL TRAVEL TIPS

✅ CASH IN HAND
Since many neighbourhood restaurants and local markets accept cash only, remember to bring some cash on your journey.

✅ WIFI ON THE GO
You don’t need a local SIM card to stay connected during your visit. Bring along the Handy phone from your room and use the free hotspot to connect your own cellular phone.

✅ SHOPPING WITH RECYCLABLE BAGS
A small fee for plastic shopping bags will be charged at all retail outlets due to the environmental levy scheme by the government. Feel free to bring the reusable shopping bags in your room for your treasure hunt in town!

✅ NEED SOME HELP?
Emergencies: 999
Hotel ICON: +852 3400 1000
HOW TO REACH US

⚠ Shuttle Services
Complimentary downtown electric shuttle bus service is available to/from Tsim Sha Tsui every 20 minutes.
First Bus: 08:00am (from Hotel)
Last Bus: 10:00pm (from The Sun Arcade)

⚠ From MTR Stations
5-10 minutes’ walk from Hung Hom Station Exit D1.
10-15 minutes’ walk from Tsim Sha Tsui East Exit P2.

⚠ From Airport
Airport Express train from Hong Kong International Airport to Kowloon Station in just 21 minutes.
Trains depart every 12 minutes from 05:50am until 01:15am daily.
A complimentary Airport Express Shuttle Bus (Route number K3) then takes you to the hotel every 12 minutes, departing from 06:12am until 11:12pm daily.

⚠ The USD pricing
It is based on HSBC’s January 2018 average exchange rate.