



香港旅遊業議會
**TRAVEL INDUSTRY COUNCIL
OF HONG KONG**
Incorporated with limited liability

IMPORTANT

DIRECTIVE

Issue Date: 12th September 1997

Ref: BOD57/10/09/97

***Re: Advertisement Control on Sale of Tickets
Resolution No. 57***

In order to deter members from advertising unrealistic or non-existent air fares, the Board of Directors resolved at its 120th meeting that it is mandatory for member agents to indicate the carrier of each air fare listed in their advertisements with effect from 1st October 1997.

All air fares so advertised must clearly indicate the **full / abbreviated name or the logo of the relevant carriers**. If the advertisement is meant for air passage sales, members must indicate whether the fare is for one way or round trip. All passage fares so advertised should also be based on adult fares. Any advertisement which is misleading or confusing, whether intentional or unintentional, will be considered a violation.

Violations of the above will be subject to penalties in accordance with TIC M&A Article 11 (3) (a) and (b).

BY ORDER OF THE BOARD OF DIRECTORS
TRAVEL INDUSTRY COUNCIL OF HONG KONG

Joseph Tung
Executive Director