



IMPORTANT

**TRAVEL INDUSTRY COUNCIL
OF HONG KONG**

Incorporated with limited liability

DIRECTIVE

Issue Date: 2nd July 1998

Ref: BOD66/9/6/98

***Re: Registration of Outbound Package Tours
Resolution No. 66***

To accommodate the large variety of package tour products on the market and to allow members more flexibility in pricing these products, the TIC Board accepted the Outbound Committee's proposal to abolish the Cost of Comprehensive Services Index with effect from 15th July 1998. TIC shall continue to monitor the quality of tour products and regulate the conduct of members through the tour registration process, enforcement of the advertisement control regulations and investigation into consumer complaints.

Before promoting and selling any tours, members must submit the tour itineraries and prices to TIC for registration and approval. Members may be required to submit cost breakdown together with any such evidence relevant for justification. Please find in Appendix I a list of the lowest tour fares currently available on the market. Note that these prices are subject to market changes and are therefore for reference only.

Advertisement control regulations will still be in force. Members may refer to Appendix II for details.

Your co-operation is highly appreciated. Violations 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

Appendix I

<u>Destination</u>	<u>Duration (days)</u>	<u>Lowest tour fare available on the market (\$)</u>	<u>Extra day (\$)</u>
Thailand	3	990	100
Philippines	3	890	150
Singapore	3	2090	250
Malaysia	3	1590	150
Malaysia / Singapore	5	2390	200
Japan	4	3890	350
Korea	3	1690	150
Japan / Korea	6	5090	350
Taiwan	3	990	150
China / Beijing	3	2290	150
China / Guilin	4	1490	150
China / Hainan	4	1790	150

Advertisement Control Regulations

1. All advertisements inserted by members involving former CCS destinations must clearly specify whether they are meant for package tours or air passage fares.

Package Tour

If it is meant for package tour, the price, duration and the full or abbreviated name or the logo of the relevant carrier(s) should be clearly mentioned. The quoted tour price should always be based on adult half-twin and economy class passage.

Air Ticket

If the advertisement is meant for air passage sales, members must indicate whether the fare is for one way or round trip, together with the full or abbreviated name or the logo of the relevant carrier(s). All passage fares so advertised should be based on adult fares. Other fares, including child and infant fare, must be placed together with the corresponding adult fare, and clearly so indicated. Besides, the size of which should be identical throughout.

2. All advertisements which are misleading or confusing, whether intentional or unintentional, should also be subject to investigation, compliance and punitive action.
3. Prior approval must be obtained from the TIC Executive Office for any member claiming he is "the number one", "the best in Hong Kong", "the sole agent" or "the sole representative" etc... in such an advertisement. The claim must be substantiated with evidence.
4. Additional activities or programmes in connection with the content of the tour e.g. extra meals, sight-seeing etc. can be included or added in the tour package. However, the monetary value of the programme cannot be advertised and the advertisement concerned should not imply or mention that the programme therein advertised is "provided free of charge". Furthermore, wording or phrase with similar connotation e.g. "without additional charge" or "no extra cost" etc. cannot be used, otherwise it would be considered a violation.
5. Any gift or present including lucky draw prizes in connection with a tour package must not be advertised with the exception of free travelling bags, calendars, sun caps or travel accident insurance provided that the monetary value of these bags, calendars or caps are not mentioned.
6. The above-mentioned restrictions are applicable to advertisements in newspapers, magazines, TV and tour itineraries etc.
7. Only adult tour prices are allowed to be inserted into media advertisements.

8. The followings are not allowed to appear in media advertisements:
- a. Border formed by numbers
 - b. Tour codes
 - c. Slogan that includes numbers
 - d. Underlay made up of numbers