



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

DIRECTIVE

Issue Date: 23rd December 1998

Ref: BOD70/15/12/98

***Re: Control on Advertisement of Airfares
Resolution No.70***

In order to uphold the principle of fair trade and a high standard of professional ethics, the Board of Directors of TIC decides to tighten regulations on the advertisement of airfares. The following rules are set in line with and as a supplement to Section 3.2 of the “Code of Advertising Practice for Travel Agents” which requires the advertisements must be factually true, shall not be misleading or contain any direct or implied exaggerated claim.

- 1. Members shall ensure that all ticket fares advertised must be true and available to all clients.**
- 2. An advertisement must specify clearly whether the airfare is for one way or round trip.**
- 3. All the wordings and terms used in an advertisement relating to airfares must be in the same language as the advertising media.**

This directive will take effect on **1st January 1999**. Violation of this directive may result in penalty to be imposed on the member according to Article 11(3)(a) and (b) of the Articles of Association of TIC.

Members are reminded to always refer to the “Code of Advertising Practice for Travel Agents” and Directive No.57 issued on 12th September 1997 before they place an advertisement on airfares.

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

Joseph Tung
Executive Director

IMPORTANT