



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

IMPORTANT

DIRECTIVE

Issue Date: 9th February 2000

Ref: BOD82/18/1/00

***Re: Advertisement Control Regulations
Resolution No. 82***

The Outbound Committee has held a meeting recently examining the existing advertisement control regulations for former AMPP destinations. As these regulations have facilitated healthy competition in the market, the Committee has recommended to the TIC Board to extend these regulations to **ALL DESTINATIONS**. The Board has accepted the recommendation and resolved that with effect from 1st April 2000, the attached advertisement control regulations shall apply to all destinations.

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

Advertisement Control Regulations

1. All advertisements inserted by members 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