



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

**DIRECTIVE**

Issue Date: 15 November 2004

Ref: BOD128/15/11/04

**Amendment to the definition of “advertisement”  
Resolution No. 128**

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The Board accepted, during a meeting held on 9 November, the proposal put forward by the Outbound Committee to amend the definition of “advertisement” set out in paragraph 2.4 of the Code of Advertising Practice for TIC Members and the Advertisement Control Regulations as follows:

The word “advertisement” means either paid or unpaid for communication, whether in cash or in kind, addressed to the public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed with a view to advancing the sale of any particular product or service of any member, **and which includes information accessed via electronic means by the public or a section of it (including Internet users).**

This Directive is to take effect from 1 January 2005.

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

Joseph Tung  
Executive Director

IMPORTANT