



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

IMPORTANT

DIRECTIVE

Issue Date: 16 September 2005

Ref: BOD138/16/09/05

**Amendment to Advertisement Control Regulations
Resolution No. 138
(Category: Outbound → Advertising)**

The TIC Board accepted the Outbound Committee's proposal at its meeting on 13 September to amend paragraph 15 of the Advertisement Control Regulations as follows:

Members may include in a package tour articles or services which are directly related to the tour and which can be used during the journey, but shall not advertise their monetary value.

To help members grasp the meaning of this amendment, the following are some articles or services that can be included in package tours:

1. Travel-related articles: travel-sized products such as shampoos, body washes and skin care products, suntan oils, tissues, travel books, etc.
2. Tickets / coupons or services to be used in the destination: food coupons, souvenir coupons, admission tickets, shopping discount vouchers, SIM cards, free rental of mobile phones, etc.
3. Articles or services related to themed tours: golf accessories for golf tours, skiing accessories for skiing tours, etc.

Should there be a need, members may be required to submit a breakdown of the costs of those articles or services included in their package tours in order to prove that they are not selling package tours at below-cost prices. Members are not allowed to promote or sell their tours unless they have received approval from the TIC.

This Directive supersedes paragraph 14 of the Advertisement Control Regulations as stipulated in Directive No. 120 (Ref: BOD120/11/2/04) and takes immediate effect.

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

Joseph Tung
Executive Director