



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

DIRECTIVE

Issue Date: 17 October 2005

Ref: BOD141/17/10/05

Provision of information about shopping special offers on members' websites
Resolution No. 141
(Category: Outbound → Advertising)

The TIC Board accepted the Outbound Committee's proposal at its meeting on 12 October 2005 to amend paragraph 3.5 of the Code of Advertising Practice for TIC Members as follows:

Member agents' advertisements shall contain only information of package tours, or travel-related products or services. However, they may provide information about shopping special offers in the member-restricted areas of their websites or allow other companies or institutions to provide such information for visitors to their websites through hyperlinks, banner ads, icons, pop-up windows, flashes, etc.

Please take note of the following:

1. Apart from the relaxation stipulated in the above, the TIC Advertisement Control Regulations are still applicable to all of members' advertisements on their websites or on the Internet.
2. According to TIC rules, members shall not conduct business unrelated to travel or tourism, and their websites shall only carry out transactions of travel products or services.
3. All the tour prices advertised in member agents' websites, including those in member-restricted areas, shall be registered with the TIC. Members shall not make use of such tactics as offering gifts or cutting prices to below-cost level in order to lure travellers to join package tours.

This Directive takes immediate effect.

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

Joseph Tung
Executive Director

IMPORTANT