



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

IMPORTANT

DIRECTIVE

Issue Date: 11 November 2016

Ref: BOD228/11112016/O/JM

**Registration of outbound package tour brochures
Resolution No. 228
(Directive category: Outbound → Package Tour)**

At its 8 November 2016 meeting, the Board of Directors adopted the Outbound Committee's proposal and resolved to amend regulations governing registration of package tour brochures as follows:

1. **Package tour brochures refer to any physical or electronic documents prepared by members which explain to consumers the transport, accommodation and/or itinerary arrangements of package tours and which are intended to be used by members for advertising purposes, such as itineraries or leaflets of package tours.**
2. **All package tour brochures shall contain clear, comprehensive and accurate information to enable consumers to make an informed decision in their choice of suitable package tours.**
3. **A package tour brochure shall include the following information, which shall be provided to consumers before they sign up for the package tour (for items (4), and (7) to (10) below, if the information concerned is not included in the brochure but stated in other documents about the tour or on the member's website, the brochure shall clearly specify where it can be found):**
 - (1) **the product name, and the company name and the licence number of the member (the licence number shall not be smaller than the smallest print of the brochure);**
 - (2) **the major modes of transport between the place of departure and the destination (such as ship, coach, train, aircraft, etc; if air transport is involved, the name, logo or abbreviation of the carrier and whether the tour group will travel on direct, non-direct or one-way direct flights shall be specified) and whether they are chartered, scheduled or non-scheduled;**
 - (3) **the destination and the itinerary;**

- (4) the date and place of departure, the places of return and dismissal, and the activities for the package tour including self-pay activities (if any);
 - (5) the type and name of accommodation and the arrangements for meals;
 - (6) any additionally provided facilities or special arrangements;
 - (7) the procedures for booking, the contractual conditions for making and cancelling bookings, and the responsibilities of the member and its customers;
 - (8) the tour fare and other related charges (such as taxes, fuel surcharges, handling fees, etc);
 - (9) the conditions for adjusting the tour fare and other related charges, the provisions relating to the deadline and methods of payment, and the consequences for not making payment in accordance with such provisions;
 - (10) information on travel insurance if it is included in the tour fare;
 - (11) the package tour service charges (if applicable);
 - (12) arrangements of the accompanying tour escort (if applicable); and
 - (13) any other information as required by rules of the TIC.
4. All package tour brochures shall be registered with the TIC two working days before their dispatch or dissemination, or the promotion or sale of the tours therein, for which members, if requested, shall provide relevant supporting documents as proof. Members shall not dispatch or disseminate the brochures, or promote or sell the tours therein until the registration is completed.
5. After registration of package tour brochures, if the dates and places of departure, the places of return and dismissal, the major modes of transport between the places of departure and the destinations, carriers, accommodation, itineraries, activities (self-pay or not), attractions, arrangements for meals or any other items (except for the tour fares) relating to the package tours are to be changed, then members shall re-register such information with the TIC, and shall not dispatch or disseminate the revised brochures, or promote or sell the tours therein until the registration is completed.

“Package tours” in this Directive include ordinary package tours, air-plus-hotel packages, cruise products, etc.

For the definition of “advertisement”, please refer to Directive No. 128 (“Amendment to the definition of ‘advertisement’”).

For registration of charter tours, free outbound package tours and study tours, please refer to Directive No. 129 (“Exemption of charter tours from registration”), Directive No. 204 (“Free outbound package tours (revised)”), and the Code of Business Practice on Study Tours.

For “Conditions of Tour Booking and Responsibilities” and “Surcharges”, please refer to paragraphs 3(3) and 3(5) of the Code of Business Practice on Outbound Package Tours.

This Directive supersedes Directive No. 217, and is applicable to package tour brochures submitted to the TIC for registration on or after 1 March 2017. Violation of this directive will be subject to penalties laid down in Article 11 of the TIC’s Articles of Association.

For latest information on rules of the TIC, please visit the TIC website (<www.tichk.org> → “Codes and Regulations”).

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



Joseph Tung
Executive Director

Attachment

Guidelines for registration of outbound package tour brochures

1. Members may download the “Registration form for outbound package tour brochures” from the TIC website (<www.tichk.org> → “Forms”), or call the TIC hotline on 2969-8188 to obtain the form by fax.
2. The completed registration form, together with one original copy or one clearly legible photocopy of each brochure (including information on self-pay activities) and the necessary documents, shall be sent to the Outbound Department of the TIC Executive Office by post, fax, email or hand.
3. The TIC Executive Office will only examine the following four items included in brochures:
 - (1) the validity periods of the brochures (based on the dates of departure);
 - (2) the places of departure, return and dismissal;
 - (3) the major modes of transport between the places of departure and the destinations (such as ship, coach, train, aircraft, etc; if air transport is involved, the names, logos or abbreviations of the carriers and whether the tour groups will travel on direct, non-direct or one-way direct flights shall be specified); and
 - (4) the package tour service charges (if applicable).
4. When processing applications for registration of package tour brochures, the TIC may require members to provide supporting documents as proof. If members do not submit the necessary information for registration, and fail to provide such information two working days before they intend to dispatch or disseminate the brochures, or advertise or sell the package tours therein, then such applications for registration will be considered to have been automatically withdrawn. Since such applications for registration of the package tour brochures have not been completed, the members are not allowed to dispatch or disseminate the brochures, or advertise or sell the package tours therein.
5. If members wish to enquire about whether a brochure to be registered contains any information likely to be deemed a prima facie violation of rules of the TIC, they should, before dispatching or disseminating the brochure or advertising or selling the package tour therein, submit one original copy or one clearly legible photocopy of the brochure to the TIC Executive Office as early as possible (not less than two working days in advance) and specify the point(s) they wish to enquire about in the space provided for “Notes” on the first page of the “Registration form for outbound package tour brochures”.
6. The TIC’s decisions on registration of package tour brochures are final. A “Confirmation of registration” will be issued to members to confirm the completion of their registration of package tour brochures.
7. Members shall not dispatch or disseminate any brochures, or advertise or sell any

package tours therein unless they have received the “Confirmation of registration” of such package tour brochures.

8. Members are obliged to ensure that all the information contained in brochures is accurate and accords with rules of the TIC, and to print in the brochures such information as is required by the TIC. Even if the registration of package tour brochures is completed, the TIC may submit any cases where the brochures are later suspected of having violated its rules to the Compliance Committee for deliberation. Information provided by members in the process of registration may be used by the TIC to handle complaints or suspected violations.