



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

IMPORTANT

DIRECTIVE

Issue Date: 17 March 2017

Ref: BOD230/17032017/O/JM

Control on advertisement of package tours (revised)
Resolution No. 230
(Directive category: Outbound → Advertising)

The Board of Directors resolved at its meeting held on 14 March 2017 to amend Directive No. 208 as follows:

Members shall clearly mention in their advertisements for package tours the prices and duration of the tours, together with the full names, abbreviations or logos of the relevant carriers. The tour prices shall be based on half of a twin room for adults and an economy-class seat. Any alterations to this standard, such as a business-class / first-class seat, or a single / ocean-view room or suite, shall be clearly stated. If discounted tour prices with conditions attached are advertised, such prices shall be placed alongside their corresponding non-discounted tour prices (the font size for both kinds of prices shall be identical), and the conditions for the discounts shall be clearly stated.

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

This Directive supersedes Directive No. 208 and takes immediate effect. 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