



# Travel Agents Incentive Scheme (Inbound)

## 旅行社鼓勵計劃(入境)

### Guide to Application

### 申請指引

**Notes 註:**

- This Guide should be read in conjunction with the Application Form.  
本指引應與申請表格一併閱讀。
- This Guide is in English and Chinese. In case of discrepancies or contradiction, the English version shall prevail.  
本指引有英文及中文版本。如有分歧，一概以英文版本為準。

## **Guide to Application for Travel Agents Incentive Scheme (Inbound)**

### **旅行社鼓勵計劃(入境)申請指引**

#### **1. Introduction 簡介**

- 1.1 The Travel Agents Incentive Scheme is funded by the HKSAR Government (“Government”) and comprises two parts, namely inbound travel (administered by the Hong Kong Tourism Board (HKTB)) and outbound travel (administered by the Travel Industry Council of Hong Kong (TIC)). It aims to provide cash incentives for travel agents based on the number of inbound and outbound overnight travellers they serve.
- 「旅行社鼓勵計劃」由香港特別行政區政府提供資助，分為入境旅遊(由香港旅遊發展局(旅發局)處理)和出境旅遊(由香港旅遊業議會(旅議會)處理)兩部分，旨在按旅行社接待入境及出境過夜旅客的數目，向旅行社提供現金鼓勵。
- 1.2 **(a) Applicable on or before 31 March 2023:** The maximum number of eligible travellers for which cash incentives can be disbursed to a travel agent is 1,000, which include inbound travellers (cash incentives of HK\$120 each) and outbound travellers (cash incentives of HK\$100 each).
- (b) Applicable after 31 March 2023:** The maximum number of eligible travellers for which cash incentives can be disbursed to a travel agent is 500 and cash incentive of HK\$100 for each inbound and outbound traveller.
- (a) 2023年3月31日或之前適用:** 每家旅行社可獲現金鼓勵的所涉合資格旅客數目上限為 1,000 人，當中包括入境旅客(現金鼓勵為每個 120 元)和出境旅客(現金鼓勵為每個 100 元)。
- (b) 2023年3月31日後適用:** 每家旅行社可獲現金鼓勵的所涉合資格旅客數目上限為 500 人，入境旅客和出境旅客的現金鼓勵為每個 100 元。
- 1.3 This Guide to Application is solely for the Travel Agents Incentive Scheme (Inbound). Applicants wishing to apply for the Travel Agents Incentive Scheme (Outbound) should refer to a separate Guide to Application provided by the TIC.
- 本申請指引只適用於旅行社鼓勵計劃(入境)。如申請旅行社鼓勵計劃(出境)，請參考旅議會的申請指引。
- 1.4 Applicants should read the following information carefully before submitting their applications.
- 提交申請之前，請先仔細閱讀以下內容。

## 2. Eligibility of Applicant 申請者資格

2.1 The Applicant must be a travel agent that fulfils the following two conditions concurrently:

申請者必須為同時符合以下兩項條件的旅行社:

- holding by 23 October 2019 (i.e. the date on which the HKSAR Government, jointly with the HKTB and the TIC, announced the Travel Agents Incentive Scheme) a valid travel agent's licence issued under the then Travel Agents Ordinance (applicable on or before 31 March 2023)/holding by 22 February 2023 a valid travel agents licence issued under the Travel Industry Ordinance (Cap. 634) (applicable after 31 March 2023); and

於 2019 年 10 月 23 日(即香港特別行政區政府聯同旅發局和旅議會宣布「旅行社鼓勵計劃」當日)持有按前《旅行代理商條例》(2023 年 3 月 31 日或之前適用)/於 2023 年 2 月 22 日持有按《旅遊業條例》(第 634 章)發出的有效旅行代理商牌照(2023 年 3 月 31 日後適用); 以及

- continuing to hold a valid travel agent's licence when cash incentives are disbursed by the HKTB to the travel agent.

於旅發局向該旅行社發放現金鼓勵時, 仍繼續持有有效的旅行代理商牌照。

### 3. Cash Incentives for Hong Kong Inbound Travel Agents 香港入境旅行社的現金鼓勵

- 3.1 The Applicant is eligible to a cash incentive of HK\$120 (on or before 31 March 2023) or HK\$100 (after 31 March 2023) for each inbound traveller whose hotel accommodation at a licensed Hong Kong hotel is arranged by the Applicant within the eligible period (i.e. between 23 October 2019 and 30 June 2023 (both dates inclusive)), and who lodges in that hotel within the aforesaid eligible period.  
申請者為每個入境旅客於合資格期間(即由 2019 年 10 月 23 日起, 至 2023 年 6 月 30 日為止(首尾兩天包括在內))預訂香港持牌酒店住宿, 而該旅客於該合資格期間入住該酒店, 可獲得港幣 120 元(2023 年 3 月 31 日或之前)或 100 元(2023 年 3 月 31 日之後)的現金鼓勵。
- 3.2 Licensed Hong Kong hotels refer to those on the list published on the Home Affairs Department's official website at the time of the inbound traveller's stay in Hong Kong. For a full list of licensed hotels in Hong Kong, please visit: [https://www.hadla.gov.hk/en/licensing\\_matters/hotels/search.php](https://www.hadla.gov.hk/en/licensing_matters/hotels/search.php)  
香港持牌酒店以旅客訪港期間在民政事務總署官方網站上公佈的名單為準。有關香港持牌酒店的整份名單, 請參閱: [https://www.hadla.gov.hk/tc/licensing\\_matters/hotels/search.php](https://www.hadla.gov.hk/tc/licensing_matters/hotels/search.php)
- 3.3 Applications must not be submitted until after the lodging of inbound travellers in licensed Hong Kong hotels.  
申請者須在入境旅客入住香港持牌酒店後, 才可提出申請。
- 3.4 Applicants are not eligible to apply for the Travel Agents Incentive Scheme (Inbound) if they have used or intend to use the same inbound trip for application for other funding support from the HKTB or HKSAR Government/semi-government organisations.  
申請者如果已使用或打算使用同一入境旅程來申請旅發局或香港特別行政區政府/半政府機構所提供的任何其他資助, 將不符合申請旅行社鼓勵計劃(入境)的資格。

### 4. Application Period and Procedures 申請期限及手續

#### 4.1 Application Period 申請期限

- 4.1.1 According to the check-out date of eligible hotel stay by an inbound traveller, all applications must be submitted to the HKTB on or before the following relevant application deadline in accordance with the steps below. Late submissions will not be accepted.  
以入境旅客合資格酒店住宿的退房日期計算, 申請者必須於下列相關期限之前按以下步驟提交申請給旅發局。逾期提交的申請恕不受理。

Eligible hotel check-out date 合資格酒店退房日期	Relevant application deadline for cash incentives 相關申請鼓勵金的期限
1-28 February 2023 2023 年 2 月 1-28 日	31 March 2023 2023 年 3 月 31 日
1-31 March 2023 2023 年 3 月 1-31 日	30 April 2023 2023 年 4 月 30 日
1-30 April 2023 2023 年 4 月 1-30 日	31 May 2023 2023 年 5 月 31 日
1-31 May 2023 2023 年 5 月 1-31 日	30 June 2023 2023 年 6 月 30 日
1-30 June 2023 2023 年 6 月 1-30 日	31 July 2023 2023 年 7 月 31 日

- 4.1.2 The date of submission of an application means the time when all the documents required in clause 4.2 of application procedures below are submitted to the HKTB.  
提交申請的日期, 將以旅發局收齊所有以下申請手續第 4.2 項所需文件的日期為準。

## 4.2 Application Procedures 申請手續

- 4.2.1 The Applicant must send the fully completed Application Form and supporting documents to the HKTB by post or in person.  
申請者須以郵寄或親身向旅發局提交填妥的申請表格及證明文件。

### **Address of the HKTB 旅發局地址:**

11th Floor, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

香港北角威非路道 18 號萬國寶通中心 11 樓

Reference: Travel Agents Incentive Scheme (Inbound)

註明: 旅行社鼓勵計劃(入境)

(Office hours: Mondays to Fridays, 09:00 to 18:00 辦公時間: 星期一至五, 早上 9 時至下午 6 時)

- 4.2.2 Please submit the following documents to the HKTB:  
請把下列文件提交給旅發局:

- A completed Application Form;  
填妥的申請表;
- A copy of the business registration and travel agent's licence of the Applicant for first-time applications; and  
首次申請時須提供申請者的商業登記證及旅行代理商牌照副本; 及
- Supporting documents:  
證明文件:

(A) **If the Applicant (i.e. travel agent) can provide the Hotel Room Confirmation Number(s):**  
如果申請者(即旅行社)能夠提供酒店房間確認號碼:

**Hotel Reservation Order (RO)\*** containing the following information:

載有以下資料的**酒店預訂單\***:

- Hotel Room Confirmation Number(s) issued by the hotel lodged by inbound traveller(s)  
由入境旅客入住的酒店提供的酒店房間確認號碼
- Name of the Applicant (i.e. travel agent) and (if applicable) name of the wholesaler\*  
申請者(即旅行社)及(如適用)批發商的名稱\*
- Name of the hotel lodged by inbound traveller(s) 入境旅客入住的酒店名稱
- Check-in and check-out dates 入住及退房日期
- No. of inbound traveller(s) involved 所涉入境旅客人數
- Booking confirmation date 確定預訂日期

\* For booking of hotel room(s) with the **hotel direct**, please provide the RO issued by hotel to the Applicant (i.e. travel agent)

如直接向**酒店**預訂酒店房間, 請提供由酒店向申請者(即旅行社)發出的預訂單

\* For booking of hotel room(s) with the **wholesaler**, please provide the RO issued by the wholesaler to the Applicant (i.e. travel agent)

如向**批發商**預訂酒店房間，請提供由批發商向申請者(即旅行社)發出的預訂單

**(B) If the Applicant (i.e. travel agent) cannot provide the Hotel Room Confirmation Number(s):**

如果申請者(即旅行社)無法提供酒店房間確認號碼:

(i) For booking of hotel room(s) with the **hotel direct**, please provide:

如直接向**酒店**預訂酒店房間，請提供:

**Hotel Stay Confirmation Letter** signed by the hotel director of sales/director of marketing (or a hotel manager of the equivalent or a higher authority) of the hotel lodged by inbound traveller(s) with a company chop **to the Applicant (i.e. travel agent)**

經有關入境旅客入住的酒店之營業總監或市場總監(或同等/以上職銜的酒店經理)簽署及公司蓋印、**提供給申請者(即旅行社)的酒店住宿確認書**

(ii) For booking of hotel room(s) with the **wholesaler**, please provide:

如向**批發商**預訂酒店房間，請提供:

1) **Hotel Stay Confirmation Letter** signed by the hotel director of sales/director of marketing (or a hotel manager of the equivalent or a higher authority) of the hotel lodged by inbound traveller(s) with a company chop **to the wholesaler**; and

經有關入境旅客入住的酒店之營業總監或市場總監(或同等/以上職銜的酒店經理)簽署及公司蓋印、**提供給批發商的酒店住宿確認書**，及

2) **Transaction record proof** between the wholesaler and the Applicant (i.e. travel agent) containing the following information:

批發商和申請者(即旅行社)之間載有以下資料的**交易紀錄證明**:

- Names of the Applicant (i.e. travel agent) and name of the wholesaler 申請者(即旅行社)及批發商的名稱
- Name of the hotel lodged by inbound traveller(s) 入境旅客入住的酒店名稱
- Check-in and check-out dates 入住及退房日期
- No. of inbound traveller(s) involved 所涉入境旅客人數
- Booking confirmation date 確定預訂日期

4.2.3 Owing to privacy concern, please do not send travellers' names and personal information to the HKTB.

基於私隱考慮，請勿將旅客名字及其個人資料以任何形式發送至旅發局。

4.2.4 Applicants may be required to provide additional or supplementary information to support their applications. The HKTB reserves the right to not further process an application if the Applicant fails to provide the required information.

旅發局在處理申請時，可能要求申請者提交額外或補充資料以支持其申請。如申請者無法提供所需資料，旅發局有權終止處理有關申請。

### **4.3 Assessment of Applications and Disbursement of Cash Incentives 申請審核及現金鼓勵發放**

4.3.1 Applications will be assessed by the HKTB on a monthly basis. The Applicant will be notified of the application result (successful or otherwise) by the HKTB by email. For successful applications as received in a monthly application period, the HKTB will disburse cash incentive(s) to successful Applicants directly into the bank account provided by the Applicant within one month counting from the last day of that monthly application period.

旅發局將按月審核申請。旅發局會以電郵形式將申請結果(成功或否)通知申請者。就每月申請期收到並審核成功的申請，旅發局會於該月申請期最後一天起計的一個月內，將鼓勵款項直接存入成功申請者提供的銀行戶口。

## **5. Enquiry 查詢**

5.1 For enquiries, please contact the HKTB:

如有查詢，請聯絡旅發局，詳情如下：

Telephone 電話: 2807 6407

Email 電郵: [Inbound@hktb.com](mailto:Inbound@hktb.com)

## **6. Important Notes 重要事項**

6.1 The source of business for the booking(s) should originate from non-Hong Kong travel agents.

預訂的業務來源應來自非香港旅行代理商。

6.2 The HKTB reserves the rights to validate information directly with hotels for audit purposes.

旅發局保留權利直接聯絡酒店作資料審核。

6.3 The Applicant should complete the Application Form and provide all supporting documents in a timely and truthful manner.

申請者必須適時及如實填妥申請表格及提供所有證明文件。

6.4 The HKTB reserves the final discretion and right to amend this “Guide to Application” without prior notice.

旅發局有權修改本指引的內容而無須事先通知，並保留最終決定權。

6.5 The HKTB’s decision on accepting or rejecting any application is final.

旅發局擁有接納或拒絕任何申請的最終決定權。