

# Cultural and Heritage Sites Local Tour Incentive Scheme

## Deeper into Hong Kong: Creative Itinerary Design Competition

### Entry Guideline

#### Objectives

The Competition aims to encourage travel agents to design in-depth themed itineraries and tourism products that are unique and high-quality, so as to attract visitors to explore the unique charm of Hong Kong and its cultural diversity where East meets West, and to experience the city as never before; thereby enhancing the competitiveness and sustainable development of the Hong Kong travel industry.

#### Details of the Competition

##### 1. Eligibility

- Participants must be travel agents holding a valid travel agent's license issued by the Travel Industry Authority under the Travel Industry Ordinance (Cap. 634) in Hong Kong; this license must still be valid when receiving any awards or prizes.

##### 2. Themes of the Itinerary

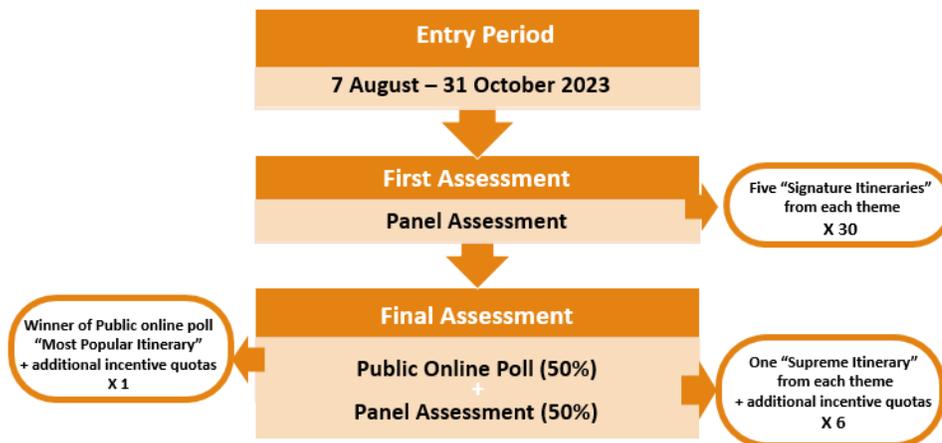
- Participants must design an itinerary around any of these 6 themes:

Themes	Aims	Examples
1. Great Green Escapes	To encourage the tourism industry to develop signature itineraries that make use of green elements and existing natural resources in high-quality and unique tourism products.	Hiking trails, eco-tours, landscape tours, visits to environmental protection facilities, and exploration of green elements in the city.
2. Fun Water Adventure	To encourage the tourism industry to develop signature itineraries that make use of water elements in high-quality and unique tourism products.	Sampan trips, boat trips, visiting to outer islands, water activities, and the culture of living on the sea.

Themes	Aims	Examples
3. Legacy of Joy	To encourage the tourism industry to develop signature itineraries with different cultural heritage elements, so as to let tourists have richer experiences of its traditional culture and authenticity through in-depth exploration.	Explore traditional arts, local foods, cultural origins, Chinese medicine, martial arts, and district-specific attractions.
4. HK Pop Culture	To encourage the tourism industry to develop signature itineraries with popular cultural elements that showcase Hong Kong's distinctive, diverse and inclusive creativity and charisma.	Explore modern architecture, experiencing pop culture, such as canton music, movie/TV dramas, performances, and urban sports.
5. Journey Through National History	To encourage the tourism industry to develop signature itineraries that incorporate national historical elements, so as to enhance tourists' understanding of our country and Hong Kong.	Visits to historic monuments, museums, attractions and relics related to Hong Kong's anti-war history and stories.
6. Unconventional Journey	To encourage the tourism industry to develop creative signature itineraries that provide tourists with a more captivating, deeper and high-quality travel experience.	Itinerary beyond the other 5 themes: e.g. night running tours, photo-taking tours at popular check-in spots, wellness travel, seasonal/limited period events, etc.

3. Entry Deadline  
31 October (17:00) 2023

4. Competition Format  
The competition is divided into two stages of assessment:



## **First Assessment**

### (I) First Assessment Process

- Participants can submit **no more than five (5) itineraries for each theme, i.e. no more than thirty (30) itineraries in total;**
- Each entry should be under one of the six (6) themes above, and offer visitors an in-depth, authentic experience of Hong Kong; participants can include additional elements of any themes above to enrich the tourist experience;
- The Judging Panel will select five (5) itineraries for each theme to award as Signature Itineraries; there will be a total of thirty (30) Signature Itineraries to enter the second round of assessment.

### (II) Itinerary Requirements for Each Entry

- The itinerary can be designed as a day tour or overnight tour (e.g. 2D1N, 3D2N, with at least one night staying in Hong Kong);
- Itineraries must be submitted via the [online form](#). Each form should include one itinerary only to facilitate the assessment;
- Fill in all required fields and upload a detailed itinerary plan with the following information:
  - i. Content:
    - (a) Tour name;
    - (b) Concept/Origin of the idea for the proposed itinerary;
    - (c) Description/ stories of featured attractions;

- (d) Detailed itinerary and tour arrangements:
  - Daily itinerary of activities/visits
  - Meal arrangements
  - Transportation arrangements
  - Accommodation arrangements (optional)(Please provide photos/pictures to illustrate and explain);
- (e) Selling price and budget of the itinerary;
- (f) Target audience and market segment (e.g. luxury travellers from North Asia, bleisure (duty travel with leisure) travellers from long-haul markets);
- (g) Profile of participating travel agent(s)<sup>1</sup> (including travel agent name(s), trade name(s), license numbers, year(s) of establishment, etc.)

- ii. Format: PDF, PPT, Word
- iii. Language: Chinese or English

- Video/audio introduction (Optional)
  - i. Present itinerary overview and key highlights in the form of a short video or audio clip
  - ii. Specifications:
    - Video must be in MP4 format (resolution: 1920x1080) / Audio must be in MP3 format
    - The length of the video/audio cannot exceed 120 seconds
    - The file size cannot exceed 1GB
  - iii. Language: Chinese or English
- Provide other relevant information as appropriate (Optional)

### (III) Judging Criteria of First Assessment

- The Judging Panel will evaluate valid entries according to the judging criteria and select five (5) itineraries for each theme to award Signature Itineraries, which will then advance to the final assessment. Criteria are as follows:

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<sup>1</sup> Itineraries co-developed by multiple agents are allowed and profiles of all the related travel agents are required.

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|------|--|-----|
| i.   | Design concept of the itinerary and its relevance to the selected theme  | 20% |
|      | - While creating an itinerary, the composition of the theme-related elements should be 70%, providing visitors with a more captivating and deeper travel experience of the theme |     |
| ii.  | Itinerary Design   |     |
|      | (a) Creativity – think outside the box and/or include a discovery of the city’s hidden gems  | 20% |
|      | (b) Originality – develop a totally new travel experience or redesign a conventional itinerary in a new or different way   | 20% |
|      | (c) Practicability – how viable the itinerary is and the extent to which it delivers on what it promises   | 20% |
|      | (d) Attractiveness and Marketability – appealing to visitors and creating truly memorable experiences  | 20% |
| iii. | Additional points (up to 10%) will be awarded if the entered itinerary:  |     |
|      | (a) Includes at least one night’s stay in Hong Kong;   |     |
|      | (b) Includes any tourism events subsidised by the government.  |     |

### **Final Assessment**

#### (I) Final Assessment Process

- Phase 1 – Online Poll (50%)
  - i. All the thirty (30) Signature Itineraries must participate in the online poll for public voting;
  - ii. The two (2) Signature Itineraries from each theme with the highest number of votes will enter Phase 2, there will be a total of twelve (12) Signature Itineraries;
  - iii. The Signature Itinerary with the highest number of votes will win the Most Popular Itinerary Award.
- Phase 2 – Panel Assessment (50%)
  - i. The final twelve (12) Signature Itineraries advancing to the Phase 2 will be invited to present their itinerary in person to the Judging Panel and answer questions based on the itinerary’s content;
  - ii. The itinerary with highest score under each theme will win the competition and award the Supreme Itinerary Award. There will be a total of six (6) Supreme Itineraries.

(II) Requirements for Advancement to Final Assessment

- Participants who enter the final assessment (twelve (12) Signature Itineraries) must produce a short video for the entered itinerary (The TIC will provide assistance for the shooting and production), which will be displayed on the “Greater Go” online platform for public online polling;
- The video must be shot from the perspective of tourists, with at least one tour guide to conduct the tour and provide information on the itinerary;
- Details of the video requirements and shooting arrangements will be announced later.

(III) Judging Mechanism and Criteria

- Online Poll (50%) + Panel Assessment (50%)
- Judging Criteria
  - i. Ability to help the Judging Panel understand the creative idea behind the itinerary and its relevance to the selected theme(s) 40%
  - ii. Ability to present engaging content to inspire enthusiasm for their work 40%
  - iii. Clarity and comprehension 20%

5. Judging Panel

The Panel will comprise representatives from trade and professional associations and industry experts. (Panel members to be announced later.)

**Awards and Prizes**

1. Award categories:

Awards	Prize*	No. of winner
<b>Signature Itineraries (Highest Scores from the first assessment)</b>	\$100,000 Cash Prize	Thirty (30) winners in the First Assessment (i.e. five (5) from each theme)
<b>Supreme Itineraries</b>	\$200,000 Cash Prize Plus extra quota of the Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS)**	Six (6) winners in the Final Assessment (i.e. one (1) from each theme)
<b>Most Popular Itinerary (Through the online poll)</b>	\$100,000 Cash Prize Plus extra quota of the Cultural and Heritage Sites Local Tour Incentive Scheme (CHIS)**	One (1) winner with the highest number of votes from the online poll

Notes:

\* All cash prizes are in Hong Kong Dollars.

\*\* The CHIS extra quotas are the subsidised quota added to the existing Scheme, which will be awarded to "Supreme Itineraries" and "Most Popular Itinerary" winners. Details of the application and the assessment criteria will be announced later in due course.

2. Announcement of Results

- Signature Itinerary winners will be released on the Greater Go website in December 2023. Winners will also be notified by email.
- Supreme Itinerary winners and Most Popular Itinerary will be announced in January 2024.

**Enquiries**

Phone: (852) 2969 8149

Email: [competition@tichk.org](mailto:competition@tichk.org)

Website: [Greater Go](http://GreaterGo.com)

**Terms and Conditions**

1. Participants must carefully read all the entry guidelines, and terms and conditions of the Competition. By submitting the entry form, the participant agrees to observe and accept all the terms and conditions of the "Deeper into Hong Kong : Creative Itinerary Design Competition" (the "Competition").
2. Participants can submit no more than 5 itineraries for each theme (i.e. each eligible travel agent can submit 30 itineraries at most). Each itinerary must be submitted on a separate form for assessment.
3. An entry must be the original work of the participant and must not infringe any intellectual property rights of any other parties or relevant copyright laws. Participants are legally responsible for their entries. Any copyright / legal dispute is the sole responsibility of the participant. The Organiser reserves the right to disqualify the application.

4. The submitted itinerary proposal, videos and digital files must not contain any violent, obscene or indecent contents.
5. If the entry is incomplete or if the information is incorrect or overdue, the Organiser reserves the right to disqualify the application without any explanation or notification.
6. The Organiser has the unrestricted, unreserved, and irrevocable rights to keep and use the entries and descriptions of submissions, and can freely reproduce, photograph, copy, use, display, publish or issue on websites and/or social media platforms to promote the Competition, without the need for prior consent or monetary payment to participants.
7. The Assessment Panel reserves the right of final decision of the awards and prizes. Objections and appeals against, and disputes over the final results delivered by the Assessment Panel will not be entertained.
8. To be eligible for the prizes, winners of the "Signature Itinerary" must organise tours in the first quarter of 2024 and receive a total of 10 visitors or more; while winners of the "Supreme Itinerary" and the "Most Popular Itinerary" must organise tours and receive a total of 20 visitors or more during the first half of 2024.
9. The Organiser reserves the right to disqualify any participant who violates the terms and conditions, and withdraw or revoke awards that have been presented to disqualified participants without providing compensation.
10. The Organiser has the rights to amend, interpret, revise, and supplement the rules at any time without prior notice.
11. In the event of inconsistency between English and Chinese version of the relevant rules and descriptions, the Chinese version shall prevail.
12. In case of any disputes, the decision of the TIC shall be final.