



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

**DIRECTIVE**

Issue Date: 19th January 1998

Ref: BOD62/13/01/98

***Re: Code of Advertising Practice for Travel Agents  
Resolution No.62***

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As an additional safeguard against advertising activities or practices which are contrary to the interests of the travel industry as a whole, the Board of Directors of TIC resolved that with immediate effect,

**“A member shall not publicize the validity period of its travel agent’s licence in any of its advertising materials.”**

Moreover, as a further step to avoid advertisements which may unfairly attack or discredit other competitors whether directly or by implication, the Board also resolved the with immediate effect,

**“A member shall not include the name of another member in any of its advertising materials unless prior consent from that other member has been obtained.”**

Members who violate any of the above regulations will be subject to penalties stipulated in Article 11(3)(a) & (b) of the Articles of Association of TIC.

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

Joseph Tung  
Executive Director

**IMPORTANT**