



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

DIRECTIVE

Issue Date: 5th October 2001

Ref: BOD95/11/9/01

***Re: Advertisement Control Regulations
Resolution No. 95***

In a recent exercise of the Outbound Committee to review the current set of Advertisement Control Regulations, it was proposed and accepted by the Board that the third point of Resolution No. 25 be replaced by the following with effect from 10th October 2001:

"Prior approval must be obtained from the TIC Executive Office for any member claiming he is 'the number one', 'the best in Hong Kong', 'the sole agent' or 'the sole representative' etc ... in such an advertisement. The claim must be substantiated with evidence. **Members shall state clearly in the same position where the receipt of an award is advertised the name of the awarding institution and the adjudication period, using a font size not smaller than 50 per cent of that used for the title of the award.**"

Your co-operation is highly appreciated.

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

Joseph Tung
Executive Director

IMPORTANT