



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

DIRECTIVE

Issue Date: 27th December 2001

Ref: BOD101/11/12/01

***Re: Advertisement Control Regulations
Resolution No. 101***

To accommodate comments from members regarding the newly reviewed set of Advertisement Control Regulations, it was proposed and accepted by the Board that Resolution No. 96 be replaced by the following with effect from 10th January 2002:

“A member shall clearly indicate in his advertisement the city from which the flight first departs for outbound package tours using non-direct flights. He shall also clearly indicate in his advertisement the mode of transportation for outbound package tours not involving air transportation. **If the outbound package tour is not departing from Hong Kong, member shall state clearly the point of departure.**”

Your co-operation is highly appreciated.

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

Joseph Tung
Executive Director

IMPORTANT

Advertisement Control Regulations

The following regulations are Board Directives currently in effect with respect to members' placing advertisements. The definition of "advertisement" can be found in paragraph 2.4 of the Code of Advertising Practice for TIC Members.

"2.4 The word 'advertisement' means either paid or unpaid for communication, whether in cash or in kind, addressed to the public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed with a view to advancing the sale of any particular product or service of any member."

A. General

1. Any member who wishes to publish the name or logo of TIC must obtain prior approval from the Council by submitting written application to the Executive Office, with the only exception of using the name or logo of TIC solely for the purpose of reflecting the membership of TIC.
2. A member shall not publicize the validity period of its travel agent's licence in any of its advertising materials.
3. 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.
4. All advertisements which are misleading or confusing, whether intentional or unintentional, should also be subject to investigation, compliance and punitive action.
5. 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.
6. All advertisements inserted by members must clearly specify whether they are meant for package tours or air passage fares.

B. Ticket

7. If the advertisement is meant for air passage sales, members must indicate whether the fare is for one way or round trip, together with the full or abbreviated name or the logo of the relevant carrier(s). All passage fares so advertised should be based on adult fares. Other fares, including child and infant fare, must be placed together with the corresponding adult fare, and clearly so indicated. Besides, the size of which should be identical throughout.
8. Members shall ensure that all ticket fares advertised must be true and available to all clients.
9. All the wording and terms used in an advertisement relating to airfares must be in the same language as the advertising media.

C. Package Tour

10. If the advertisement is meant for package tour, the price, duration and the full or abbreviated name or the logo of the relevant carrier(s) should be clearly mentioned. The quoted tour price should always be based on adult half-twin and economy class passage. If the tour price includes contents above this standard, for example business class / first class passage, single room, ocean view room or suite etc, it should be clearly stated.
11. A member shall clearly indicate in his advertisement the city from which the flight first departs for outbound package tours using non-direct flights. He shall also clearly indicate in his advertisement the mode of transportation for outbound package tours not involving air transportation. If the outbound package tour is not departing from Hong Kong, member shall state clearly the point of departure.
12. Under no circumstances shall a member advertise the offer of any form of compensation.
13. Members shall not be allowed to advertise or promote solely or jointly with other company/companies/firm(s) to sell package tours below the prices registered with the Council, notwithstanding that any discount is borne by the other parties of the joint promotion.
14. Additional activities or programmes in connection with the content of the tour e.g. extra meals, sight-seeing etc. can be included or added in the tour package. However, the monetary value of the programme cannot be advertised and the

advertisement concerned should not imply or mention that the programme therein advertised is “provided free of charge”. Furthermore, wording or phrase with similar connotation e.g. “without additional charge” or “no extra cost” etc. cannot be used, otherwise it would be considered a violation.

15. Any gift or present including lucky draw prizes in connection with a tour package must not be advertised with the exception of free travelling bags, calendars, sun caps or travel accident insurance provided that the monetary value of these bags, calendars or caps are not mentioned.
16. Only adult tour prices are allowed to be inserted into media advertisements.
17. The followings are not allowed to appear in media advertisements:
 - a. Border formed by numbers
 - b. Slogan that includes numbers
 - c. Underlay made up of numbers.

(10/1/2002)