



香港旅遊業議會  
TRAVEL INDUSTRY COUNCIL  
OF HONG KONG

Incorporated with limited liability

DIRECTIVE

Issue Date: 13 July 2012

Ref: BOD207/13072012/O/JM

**Control on advertisement of air tickets (revised)**  
**Resolution No. 207**  
**(Directive category: Outbound → Advertising)**

The Board of Directors resolved at its meeting held on 10 July 2012 to amend the regulations governing advertisement of air tickets as follows:

- 1. Members shall ensure that all airfares advertised are true and based on adult fares.**
- 2. Members shall clearly indicate in their advertisements whether the airfares are one-way or round-trip, together with the full names, abbreviations or logos of the relevant carriers.**
- 3. If the advertised fares include adult fares and such other fares as student, foreign domestic helper, child and infant fares, the latter shall be clearly so indicated and placed alongside the corresponding adult fares (the font size for both kinds of fares shall be identical); if the advertised fares only include fares other than adult fares, they shall merely be clearly so indicated.**
- 4. All the wording and terms, with the exception of the destinations and abbreviations of the carriers, used in an advertisement relating to airfares shall be in the same language.**

This Directive supersedes Directive Nos. 57 and 70 and paragraphs B8, B9 and B10 of the Advertisement Control Regulations, and takes effect from 1 August 2012.

Violation of this directive will be subject to penalties laid down in Article 11 of the TIC's Articles of Association.

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

Joseph Tung  
Executive Director

IMPORTANT