

Hong Kong Industrial Brand Tourism Guided Tours

Guide to Application (for Inbound Tour Groups)

1. Introduction

- 1.1. In May 2025, the Government's Working Group on Developing Tourist Hotspots announced 9 tourism hotspot projects.
- 1.2. Hong Kong's industrial story fully embodies the spirit of the Lion Rock. The tourism industry will be forming groups to develop "Made in Hong Kong" industrial tourism, creating hotspots for visitors to tour, experience and shop and manifesting the concept "Tourism is everywhere in Hong Kong".

2. Eligibility of Applicants

- 2.1. The Applicant must fulfil the following conditions concurrently:
 - 2.1.1. Holding a valid travel agent's licence issued under the Travel Industry Ordinance (Cap. 634) at the time when making an application and operating the related inbound tour; and
 - 2.1.2. Must operate inbound travel business; and
 - 2.1.3. Participants of tour groups must be inbound travellers.

3. Rules for Application

- 3.1. Only booking for inbound tour groups will be accepted. The group size should not be less than 15 participants¹;
- 3.2. Applications should be submitted in 30 and 90 days prior to the date of visit through "Greater Go" online booking system. Visiting sessions (quota) of the guided tours in about 3 months will be published and opened for booking, and these will be updated on the first working day of each month. All applications will be processed on a first come, first-served basis;
- 3.3. Each application form should include a booking of guided tour(s) for ONE tour group;

¹Limit of group size may be adjusted according to the requirement of different industrial brands.

- 3.4. Under normal circumstances, each travel agent shall be able to submit bookings for **not more than 6 quota in 2 consecutive months²**, with no restrictions on the selected industrial brands. Bookings exceeding this limit will be deemed invalid;
- 3.5. The quota of guided tours may be adjusted according to the production schedule of the respective industrial brand in order to minimise interruption to their daily operations;
- 3.6. Any insufficient, incorrect, or incomplete information submitted may affect the processing time and the outcome of a booking;
- 3.7. All bookings are non-transferable.

4. Booking Procedure, Terms and Conditions

4.1. Booking procedure

4.1.1. Pre-registration and deposit payment

- (i) Travel agents wishing to submit booking(s) for the guided tours through the Travel Industry Council of Hong Kong (TIC) must complete the '[**Group Booking System Registration Form**](#)' and pay a HK\$1,000 deposit before submitting bookings;
- (ii) After validation of the submitted form by the TIC, the applicant will receive a payment link via the email. The applicant shall settle the payment of deposit within 3 working days. Upon successful receipt of payment, the TIC will notify the applicant via email about their successful registration and the right to submit bookings;
- (iii) The deposit mechanism aims to make the optimal use of quota and reduce wastage or abuse. This deposit shall be refunded within 3 months of receiving a written request for the suspension of the use of the booking system or upon completion of the relevant project.
- (iv) If the deposit be forfeited due to cancellation or no-show (Please refer to Clause 4.2 'Terms and Conditions'), the travel agent must ensure sufficient deposit, i.e. HK\$1,000 is repaid before making a further booking;

² The counting of quota starts from the month in which the travel agent has confirmed its first approved booking. For example: If travel agent A's first approved booking date is 23 December 2025, they will be allocated with a maximum of 6 quotas by 31 January 2026.

4.1.2. Booking Method

- (i) Travel agents which have completed the pre-registration process can submit booking(s) for the guided tours within the specified booking period (Please refer to paragraph 3.2). Booking shall be submitted online through the GreaterGo's '[Hong Kong Industrial Brand Tourism - Inbound Tour Group Reservation Form](#)' along with the tour itinerary;
- (ii) The booking result will be notified to the travel agent by email within 5 working days given that the application information is sufficient and correct, regardless of whether the application is successful or rejected;
- (iii) The TIC will further issue a final confirmation to travel agents via email 7 days prior to the visit date. Travel agents must reply to the email within 2 days to confirm the number of tour participants;
- (iv) For visit arrangements of the industrial brands, please refer to Appendix I.

4.2. Terms and Conditions

Table 1 – Rules for Cancellation of Booking and No-show

Cancellation made prior to the scheduled visit / No-show	Forfeit of deposit of HK\$1,000*	Suspension of booking eligibility
45 days or above	N/A	N/A
15- 44 days	Yes	N/A
0-14 days / No-show	Yes	Suspend for six months, effective from the concerned date of visit

**The above arrangements apply to any tour group or travel agent that have reserved for more than one guided tour on the same day and subsequently cancels or fails to attend one of them.

- 4.2.1. If the applicant wants to cancel a booking, the cancellation request must be made at least 45 days prior to the date of visit by email to avoid wastage;
- 4.2.2. For cancellation of a scheduled booking made within 15 - 44 days prior to the date of visit, the deposit of HK\$1,000 will be forfeited. The travel agent is required to ensure sufficient amount of the deposit, i.e. HK\$1,000 is repaid before continuing to use the quota and/or making further bookings;

- 4.2.3. For cancellation of a booking made less than 15 days prior to the date of visit or failure to show up on the date of visit, the deposit of HK\$1,000 will be forfeited and the unused quota thereafter will be cancelled. In addition, the eligibility of the travel agent booking for future guided tours shall be suspended for six months, effective from the concerned date of visit.

5. Notes to Visit

- 5.1. Tour group shall arrive at venue at least 15 minutes before the scheduled visit time to avoid any impact on the visiting schedule and other programmes on the day. Late arrival for more than 30 may result in the cancellation of booking and be deemed as no-show;
- 5.2. Travel agents are required to present the email confirmation or identity proof (e.g. valid tour guide license) to the staff upon arrival;
- 5.3. Tour groups must be accompanied by at least one licensed tour guide during visits, and all tour participants have taken out travel insurance;
- 5.4. Parking spaces for tour buses will be determined by the availability offered by the industrial brand (Please refer to Appendix 1 for details). Travel agents are responsible for arranging own transportation and maintaining group safety;
- 5.5. Tour participants must comply with the rules of the visiting venue and follow instructions from on-site staff, and do not enter any restricted areas. Unauthorised activities (including photo taking and recording), speeches, or other public performances are prohibited within the premises.

6. Enquiry

For enquiries, please contact TIC through the following channels:

- Website : www.tichk.org
- Telephone : 2969 8149
- Email : special_projects@tichk.org
- Address : Travel Industry Council of Hong Kong Rooms 1706-1709,
Fortress Tower, 250 King's Road, North Point, Hong Kong

7. Important Notice

- 7.1. The TIC is the implementation agent for the Hong Kong Industrial Brand Tourism Hotspot Project. It reserves the final discretion and right to amend this Guide to Application without prior notice and make final decision.
- 7.2. Industrial brands reserve the right to cancel any guided tour arrangements due to unforeseeable circumstances (such as inclement weather, facility malfunctions, etc.), and shall not be liable for any compensation or other liability arising from such cancellations. The TIC shall make the best endeavour to notify the concerned travel agents upon becoming aware of such circumstances.
- 7.3. The TIC is solely responsible for coordination and communication between the industrial brands and travel agents, and shall not be involved in, nor assume any liability for, disputes or responsibilities arising between individual travel agents and their tour participants.
- 7.4. The TIC's decision on accepting or rejecting any booking is final.
- 7.5. The Chinese version shall prevail in case of any discrepancy or inconsistency between the Chinese version and English version.

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Appendix 1 - Visit Arrangements of The Industrial Brands

Brand	Visit Sessions	Duration	Max no. of Participants	Languages	Parking Space
Kee Wah Bakery	Every Tuesdays and Thursdays 11:30 am	About 90 minutes	24	Cantonese / Putonghua	Yes
Lee Kum Kee	Every Tuesdays 10 am or 2 pm	About 45 minutes	60	Cantonese / Putonghua / English / Japanese / Korean	No
Yakult	Specific Tuesday 11 am or 3 pm	About 60 minutes	60	Cantonese / Putonghua / English / Japanese	No