

# **“Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA)” Scheme Guide to Application**

## **Note:**

This Guide should be read in conjunction with the “Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA)” Scheme Application Form.

Up-to-date version of this Guide is available at the Hong Kong Tourism Board’s PartnerNet website (<http://partnernet.hktb.com>).

## **I. Introduction**

### **1.1. Background**

1.1.1 This MFTA scheme aims at facilitating the tourist attractions’ promotional work in overseas from July 2017 to March 2018 to raise the awareness of overseas visitors towards Hong Kong attractions.

1.1.2 This Guide is to provide information to applications for funding support under MFTA. In this Guide, unless the context otherwise requires, terms defined and expressions used in this Guide shall bear the meanings set out in the MFTA Application Form.

### **1.2 Objectives of the Scheme**

With respect to approved application, the MFTA aims to provide marketing and promotion funding support to Hong Kong tourist attractions to develop marketing promotional activities in overseas source markets.

Applicants may develop promotion plans and activities that encompass other tourism and tourism-related industry partners, including but not limited to airlines, hotels, travel agencies, tour operators, retail, and catering partners.

## **II. Application for MFTA Funding Support**

### **2.1 Eligibility Criteria**

2.1.1 Eligibility of applicants:

- a) An ‘applicant’ refers to a company which directly operates a tourist attraction in Hong Kong, except facilities of the following categories:
  - i) Sightseeing tours and sightseeing transportation;
  - ii) Government wholly-owned and/or managed entities (e.g. LCSD’s facilities such as museums, the Hong Kong Zoological and Botanical Garden; AFCD’s facilities such as the Hong Kong Wetland Park, the Hong Kong Geopark; etc);

iii) Exhibitions and galleries or venues, including those where events are held on ad-hoc basis and/or not held year-round as tourist facilities.

#### 2.1.2 Application Eligibility:

- a) Each applicant may submit only one application; the application may contain multiple promotion projects covering different source markets.
- b) For applicants that plan to co-op with other eligible applicant(s) on the same promotional project, individual applicant(s) must submit separate applications highlighting respective applicant(s)' share of promotion investments in the joint project.

## 2.2 Application Procedures

2.2.1 Application opens from 10 May until 9 June 2017 (inclusive).

2.2.2 When applications for the MFTA are invited, it will be announced through the Hong Kong Tourism Board's PartnerNet website (<http://partnernet.hktb.com>)

2.2.3 The up-to-date Application Form can be downloaded from the Hong Kong Tourism Board's PartnerNet website.

2.2.4 This Guide to Application can be downloaded from the Hong Kong Tourism Board's PartnerNet website.

2.2.5 Applicants may write to the Secretariat to withdraw an application before the agreement (see section 4.2 below) is signed.

## 2.3. Deadline for Submission

2.3.1 The deadline for the application for the MFTA will be **on 9 June 2017**. Late application will not be considered under the Evaluation Panel review. Application with incomplete details will not be considered.

## 2.4 Methods of Submission of Application

2.4.1 To make an application, the following documents should reach the Secretariat at the following address: *Hong Kong Tourism Board, 9<sup>th</sup> – 11<sup>th</sup> Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong*, during ordinary business hours (9:00 a.m. to 5:30 p.m.) from Monday to Friday (other than a general holiday) on or before the application deadline:

- a) original completed Application Form plus two copies of the completed form;
- b) a disk copy of the completed Application Form (together with supporting documents / information)
- c) three copies of relevant registration documents;

- d) three copies of other supporting documents / information as required in the Application Form;
- e) declaration of interest; and
- f) any other additional information relevant to the application.

2.4.2. Applicant and its Associates who are involved in the Project shall each submit a declaration of potential conflict of interest to the EP upon submission of the application. Associates mean any person or corporation who has Control, directly or indirectly, over the applicant.

Control in relation to another person means the power to secure:

- (a) by means of the holding of shares or interests or the possession of voting power in or in relation to that or any other person; or
- (b) by virtue of any powers conferred by any constitution, memorandum or articles of association, partnership, agreement or arrangement (whether legally enforceable or not) affecting that or any other person; or
- (c) by virtue of holding office as a Director in that or any other person;

that the affairs of the first-mentioned person are conducted in accordance with the wishes of that other person.

If the Applicant or any Associates involved in the Project commit any offence under the Prevention of Bribery Ordinance (Cap. 201) or under any law of a similar nature in relation to the application or the agreement, the Hong Kong Tourism Board shall be entitled to reject the application, terminate the agreement if entered and demand return of funding in full immediately.

2.4.3 Applicant is required to provide all relevant financial and related information of the Applicant and in respect of the planning, budgeting, operation and promotion of the product to the EP, for the purpose of assessing the application.

2.4.4 Applicant may be required to submit additional or supplementary information to support its application. Applicant should provide the Secretariat with the requested clarification, information and documents from time to time.

## **2.5. Enquiries during the Application Period**

2.5.1 Applicants may contact the Secretariat at telephone no. 2807 6231, fax no. 2807 6590 or email address: [mfta@hktb.com](mailto:mfta@hktb.com) for enquiries and assistance.

- 2.5.2 Information provided in response to enquiries received by the Secretariat may be shared without notice to the applicants with other individuals or organisations as the Secretariat considers necessary.

### **III. Assessment of Applications**

#### **3.1 Evaluation Panel (EP)**

- a) The Hong Kong Tourism Board (HKTb) will invite selected Board Members (no more than 8) to assume the role as Chairman and Members of the EP to consider and approve the applications.
- b) To avoid conflict of interest, all members of the EP need to comply with the Guidelines of declaration of interests issued by the Independent Commission Against Corruption (ICAC) of Hong Kong.
- c) The offer of advantage to any public officers in members of the EP with a view of influencing the outcome of an application is an offence under the Prevention of Bribery Ordinance (Cap. 201). Any such offer by an applicant or his employee(s) or agent(s) will also render the application null and void and agreement signed rescinded. The related applicant will be required to return the funding in full immediately upon demand by the EP.
- d) The HKTb will provide meeting management and secretariat support.
- e) Applications will be reviewed by the Evaluation Panel during the week of 3 July 2017.

#### **3.2 Assessment Procedures and Criteria**

- 3.2.1 The EP will convene a meeting in the week of 3 July 2017 to assess the applications. Each application shall be presented to the EP by the HKTb as scheme secretariat. The EP will consider the applications based on the below criteria:

- 3.2.1.1 Product marketing and promotion in key markets via consumer marketing channels include but not limited to above-the-line marketing, consumer travel fairs and/or other consumer promotion channels and/or via travel trade, such as product seminars, trade shows or other events which introduce the product to overseas travel trade partners.
- 3.2.1.2 Market coverage of the applications must include, but not limited to one or more of the following key markets:
  - a) Mainland China
  - b) Taiwan
  - c) Japan
  - d) South Korea
  - e) Singapore
  - f) Malaysia
  - g) Indonesia
  - h) Thailand

- i) Philippines
- j) India

- 3.2.1.3 The following will also be taken into consideration in evaluating an application:
- a) Ability of the promotion plan to uplift and enhance Hong Kong's image as a "value for money destination" to raise awareness of Hong Kong and the attraction's visibility in overseas markets
  - b) Soundness of the promotion plan in reaching out to the overseas consumers in target markets and raising their interests to visit to Hong Kong
  - c) Practicability of the means of the promotion plan via consumer marketing and travel trade channels, and the frequency and duration for the promotion;
  - d) Value-added efforts of the promotion plan on top of existing promotion and that the funding will be spent on such efforts;
  - e) Joint promotions involving more than one applicant will be given priority;
  - f) Other factors as considered relevant by the EP.
- 3.2.2 Applicant may apply for funding for more than one promotion program targeting more than one single source market under one single application, but funding for each application is capped as set out in Section IV.
- 3.2.2 All promotions shall commence from July 2017 onwards and must be completed by 31 March 2018 unless otherwise approved by the EP.

### **3.3 Notification of Results and Offer Letter**

- 3.3.1 Under normal circumstances, provided that all information (including any supplementary information) required for assessment of the applications is submitted, applicants will be notified of the result of the application in writing within 1 week after the evaluation panel meeting.
- 3.3.2 If an application is rejected, the decision is final and absolute. There is no appeal mechanism.
- 3.3.3 A written notification will be sent to the successful applicant. The written notification will set out the maximum amount of MFTA funding to be offered and the major terms and conditions of the proposed funding.
- 3.3.4 Subject to the satisfaction of the conditions set out in the written notification, the HKTb may, in its sole discretion and without prior notice to the successful applicant, announce the details of the funded MFTA promotion plans and the identity of the successful applicant(s) publicly and prepare the agreement(s) for execution by relevant parties.
- 3.3.5 In the event that the proposed promotional plan requires compliance with certain statutory requirements or other permission, approvals or requirements of the relevant bodies or authorities under the Law of Hong Kong or overseas jurisdiction, it is the responsibility of the relevant applicant to submit the necessary application and obtain the required approval from the relevant bodies or authorities.

3.3.6 Under no circumstances will the HKTb or EP accept liabilities for the product or the promotion plan of the applicants or for any compensation to the applicants or their collaborative trade partners (as joint applicants or otherwise) and the targeted customers at large.

3.3.7 Neither the HKTb nor EP is bound to accept or support any application submitted.

## **IV. Funding Support**

### **4.1 Scope of Funding**

4.1.1 The MFTA funding provided should solely be used to support marketing and promotion of attractions in overseas markets.

4.1.2 The total funding contribution to each applicant shall be capped at HKD 2,000,000 or 50% of the total marketing and promotion costs of each application, whichever is the lower. The applicant will be required to provide funding from their own sources and/or other sources which will amount to at least 50% of the total marketing and promotion costs per application.

4.1.3 The MFTA's total contribution per applicant approved is set at minimum HKD 100,000 and must not exceed HKD 2,000,000 or 50% of the actual cost of marketing and promotion of the plan, whichever is lower.

4.1.4 The EP has the final decision on the funding level for each and every application and reserves the right to reject an application if deemed not up to the prescribed evaluation criteria.

4.1.5 The amount of funding support sought should be justified by a prudent and realistic promotion plan with justification for each of the proposed expenditure items.

### **4.2 Contractual Requirements with HKTb**

4.2.1 The terms and conditions approved by the MBD will be set out in the agreement(s) (which will be prepared and approved by the HKTb) to be signed by the HKTb with the successful applicant. The agreement(s) will prescribe in detail the rights and obligations of the successful applicant.

### **4.3 Payment arrangements for each successful application**

- a) The funding will only be disbursed after the agreement has been duly executed by all parties and will only be paid to the applicant on reimbursement basis against proof of relevant invoices, receipts and agreed deliverable(s).

- b) The applicant must submit invoices and receipts from the relevant suppliers within 60 days after completion of promotion activities or no later than 31 May 2018 whichever is earlier.
- c) The successful applicant will also be required to maintain the invoices or bills for a period of seven years after completion of the approved promotion(s) and produce them for inspection without delay as and when required by the Secretariat.
- d) Under no circumstances will the EP and the HKTB accept liabilities for any deficits arising from the promotion.

#### **4.4 Intellectual Property Rights and Personal Data**

- 4.4.1 It is the responsibility of the successful applicant to ensure that they comply with the provisions of the intellectual property laws of Hong Kong. Under no circumstances should the HKTB or the EP be held liable for any breaches of Intellectual Property Rights<sup>1</sup> caused by the implementation of the product.
- 4.4.2 The HKTB and the EP shall be entitled to use the promotion materials of the Applicant, free of charge, for the purposes of tourism promotion. The successful applicant will be required to grant for the benefit of the HKTB, its authorized users, assigns and successors-in-title an unconditional, irrevocable, non-exclusive, perpetual, royalty-free and world-wide licence to use the project materials for the benefit of the HKTB, its authorized users, assigns and successor-in-title, for the above purposes and by any means and in any manner.
- 4.4.3 The “Personal Information Collection Statement” as stated in the Application Form will apply to the personal data provided by the applicants in connection with the applications. Before the applicants supply any personal data to the EP in connection with their applications, they must ensure that the relevant data subjects have read the statement.

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<sup>1</sup> Intellectual Property Rights (IPRs) means “patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights (of whatever nature and wheresoever arising, whether now known or hereafter created) and in each case whether registered or unregistered and including applications for the grant of any such rights.”