

To : Secretariat, Hong Kong Transit Programme
Hong Kong Tourism Board,
9th – 11th Floors, Citicorp Centre,
18 Whitfield Road, North Point, Hong Kong

Email : fundingscheme@hktb.com

Fax : (852) 2807 6590

(Official Use Only)
Date of Receipt : _____
Reference No. : _____

Application Form for Hong Kong Tourism Board Hong Kong Transit Programme

1. Please read and comply with the provisions therein the Guide to Application for **Hong Kong Transit Programme** available at the Hong Kong Tourism Board's PartnerNet website at <http://www.partnernet.hktb.com/> carefully before completing this application form.
2. Applicants must hold a valid Travel Agents Licence issued by the Registrar of Travel Agents unless otherwise exempted under the Travel Agents Ordinance.
3. Please attach supplementary sheet(s) if more space is required.
4. Applicants wishing to apply for more than one transit activity should complete a separate application form for each individual activity.
5. The personal data provided in the applications and related supporting documents and supplementary information will be used by Hong Kong Tourism Board and the Evaluation Panel of the Fund for the following purposes:
 - a. processing and assessing the applications, conducting relevant checks, and authenticate the applications for the Hong Kong Transit Programme;
 - b. payment of the Hong Kong Transit Programme funding;
 - c. preparing statistics and research;
 - d. arranging public announcement and publicity;
 - e. meeting any disclosure requirements;
 - f. monitoring the performance of the agreement(s) and evaluating the funded activity;
 - g. taking any remedial or follow-up action on the funded activity; and
 - h. purposes relating to the above.
6. Your provision of all the personal data requested in the applications is obligatory. Your applications may not be considered if you fail to provide all information as requested. Subject to exemptions under the Personal Data (Privacy) Ordinance of the Laws of Hong Kong, you have the right of access and correction with respect to your personal data. If you wish to exercise such a right, please contact the Secretariat, Hong Kong Transit Programme.
7. Wherever possible applicants should provide all information requested in this form and attach relevant supporting documents to facilitate assessment of the applications.
8. Applicants should notify the Secretariat immediately in respect of any material variation or modification to the proposed activity including change of implementation timetable, project scope, target markets, contents or nature, or change of the key personnel of the product operation team.

Activity Title	(Eng)	
	(Chi)	
Applicant	(Eng)	
	(Chi)	

Updated in Jun 2017

Section A – Particulars of the Applicant**1. Information of the Company**

Company Name	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Travel Agent Licence No.			
Tel No.		Fax No.	
Email Address			
Website			

2. Name and Details of the Contact Person

Name	(Eng)		
(Mr/Ms/Miss/Prof/Dr) [#]	(Chi)		
Post Title	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			

3. Requirements for Co-op Partners' Booking System

Email for booking notification per passenger	
Dedicated point of contact for handling booking enquiries or amendments	Contact: (Mr/Ms/Miss/Prof/Dr) [#]
	Title:
	Tel:

4. Registration Information

The status under which the Applicant is registered :

(Please attach the related documentary proof(e.g. provide photocopy of relevant business registration certificates, the Company's Memorandum and Articles of Association, proof of travel agent's licence and Passenger Service Licence Certificate)

Date of establishment		Number of Staff	
History and background of the company			
Governance structure of the company <i>(with names of Directors, Key Shareholders, Senior Management, and an organization chart)</i>			
Experience(s) in running activities of similar scale (if any). Please state past booking record and elaborate how to support these products in human resources, financial and technical aspects.			

Updated in Jun 2017

5. Other applications submitted by the applicant in this round of Hong Kong Transit Programme application

- No
- Yes. *Please specify the activity name:* _____

6. The same activity is having sales or funding agreements with HKTB or other Government departments or is applying HKTB or other Government departments funding programme

- No
- Yes. *Please specify the activity/ funding name, corresponding association, MM/YY) :*

Section B – The Proposed Activity

1. Activity Name

(Eng)

(Chi)

2. Activity Summary

(Please state the scale, nature, status and significance of the activity)

- *Funding provided should solely be used to subsidise the approved activity/product cost with a maximum value at HK\$100 per eligible transit passenger actually joined the approved activity and capped at HK\$450,000 per application..*
- *If the transit passenger selects the offer with value more than HK\$100, the difference will have to be borne either by the applicant or the transit passenger concerned. If the balance of the cost shall be borne by the passenger, the applicant shall enter into separate and prior agreement with the transit passenger before the booking is confirmed.*
- *The Hong Kong Transit Programme will last for 9 months. The first 3 months of the Hong Kong Transit Programme is the trial period. Any approved applications will be subject to review after the trial period.*

2.1 Activity details:

(Assessment direction: Desirability of the activity, in terms of technical practicality, value for money and quality of the products or activities which do not require long traveling time but encourage transits visitors spending in town.)

IMPORTANT: *Please ensure a reminder at booking that transit passengers shall ensure they have sufficient lead time to join the booked activity.*

Item	Place to go	Activities	Duration (inclusive of travelling time to and from pick up and activity venue)
<i>e.g Seat-in-coach tour</i>	<i>Lantau Island</i>	<i>Visit Big Buddha, Po Lin Monastery, Tai O Fishing Village</i>	<i>3 Hours</i>

2.2 Redemption details:

(Assessment direction: Target at transit passengers who are to stay in Hong Kong for more than 6 hours but less than 24 hours and drive them to explore Hong Kong beyond airport.)

Venue for redemption <i>(e.g.: airport or downtown counter)</i>	
Service hours:	
Proof of redemption <i>(e.g.: printed or digital)</i>	
Redemption terms & conditions:	

2.3 Operation schedule of activity (please tick the appropriate)

Day: Daily/ Monday/ Tuesday/ Wednesday/ Thursday/ Friday/ Saturday/ Sunday

Frequency per day: _____

Please specify the schedule of the tours/ activities: _____

2.4 Face value of the activity (per pax):

2.5 Activity capacity:

Min: pax

Max: pax

2.6 Activity language(s) (please tick the appropriate)

- English
- Mandarin/ Putonghua
- Cantonese
- Others: Please specify _____

Section D – Declaration

- (a) We certify that all information provided in this application, the accompanying information, and the information provided in the future (including all annexes, attachments, supplementary information and revisions) are true and accurate. We understand that giving any false or inaccurate information or withholding any material information will render the application null and void. We undertake to inform the Secretariat immediately if there are any subsequent changes to the above information.
- (b) We declare that if the application is approved, utmost dedication and determination will be given to complete and monitor the operation plan according to the proposal stated in this application.
- (c) We certify that the organisation and implementation of the proposed plan, and the use of possession by the Hong Kong Tourism Board and its authorized users, assigns and successors-in-title of any materials provided by us does not and will not infringe any intellectual property rights of any party.
- (d) We agree that information provided in this application will be used by the HKTB to process this application and related purposes. We authorize the Secretariat to handle the personal data/information provided in this application for these purposes.
- (e) We agree that information contained in this application and subsequent submissions (including all its appendices, attachments, supplements and revisions) may be used or disclosed for public announcement and publicity.
- (f) We have read the Guide to Application for the Hong Kong Transit Programme and will comply with the provisions therein.
- (g) We understand that any false declaration in this application form would lead to termination of funding agreement under the Hong Kong Transit Programme, refund of any funds given, and the possibility of criminal charges.

Authorized signature with organisation chop
(For and on behalf of the Applicant
Organisation)

Name of signatory
(in block letter)

Name of Applicant Organisation

Position Title

Date

Checklist for Eligible Applicant

- The applicant must hold a valid Travel Agents Licence issued by the Registrar of Travel Agents unless otherwise exempted under the Travel Agents Ordinance.
- The Applicants may develop activities that encompass other tourism and tourism-related industry partners, including but not limited to hotels, attractions, retail and catering partners.
- The application is target at transit passengers who are to stay in Hong Kong for more than 6 hours but less than 24 hours and drive them to explore Hong Kong beyond airport.
- The application is a regular experience based activity with fixed schedule or any transportation means offer for inbound visitors in Hong Kong for at least 9 months during the promotion period.
- The application fulfill the requirement of co-op partners' online booking platform:
 - i. to enable receipt of booking by notification email per passenger;
 - ii. to provide a dedicated point of contact for handling booking enquiries or amendments;
 - iii. to allow rescheduling of booking due to disruption;
 - iv. to specify the duration of the activity inclusive of travelling time to and from pick up and the activity venue and a reminder that transit passengers shall ensure that they have sufficient lead time to participate in the activity before they book.

Checklist for Submission of Application

- The original completed Application Form plus 3 copies of the completed form.
- Provision of documentary proof on commitment of the applicant's contribution required
- 4 copies of relevant registration documents.
- 4 copies of other supporting documents / information as required in the Application Form.
- Completed Declaration of Conflict of Interest Form.
- Any other additional information relevant to the application.
- A disk copy of the completed Application Form (together with supporting documents / information).

Methods of Submission of Application

The original completed application form together with the above documents, copies and disk copy should reach the Secretariat, Hong Kong Transit Programme by post or in person at *Hong Kong Tourism Board, 9th – 11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong* by **17 July 2017**.

Please put a tick in the appropriate box(es). - END -