

B To : Secretariat, New Tour Product Development Scheme  
Hong Kong Tourism Board,  
9<sup>th</sup> – 11<sup>th</sup> Floors, Citicorp Centre,  
18 Whitfield Road, North Point, Hong Kong

Email : apply\_ntpds@hktb.com

Fax : (852) 2807 6590

(Official Use Only)

Date of Receipt : \_\_\_\_\_

Reference No. : \_\_\_\_\_

## Application Form for Hong Kong Tourism Board New Tour Product Development Scheme (NTPDS) Funded Application

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1. Please read and comply with the provisions therein the **Guide to Application for New Tour Product Development Scheme** 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. The applicant must be the organizer of the tour product.
3. Please attach supplementary sheet(s) if more space is required.
4. Applicants wishing to apply for the Fund for more than one tour product should complete a separate application form for each individual product.
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 NTPDS;
  - (b) payment of the NTPDS 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 tour products;
  - (g) taking any remedial or follow-up action on the funded tour products; 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, New Tour Product Development Scheme.
7. Wherever possible applicants should endeavour to 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 tour product including change of implementation timetable, project scope, target markets, contents or nature, or change to the approved budget, or change of the key personnel of the product operation team.

Product Title (Eng)	
	(Chi)
Applicant(s) (Eng)	
	(Chi)

**Section A – Particulars of the Applicant**

<b>1. Information of the Company</b>			
Name	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Travel Agent Licence No.			
Tel No.		Fax No.	
Email Address			
Website			
<b>Name and Details of the Contact Person</b>			
Name	(Eng)		
(Mr/Ms/Prof/Dr) <sup>#</sup>	(Chi)		
Post Title	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			
<b>3. Registration Information</b>			
The status under which the Applicant is registered : <i>(Please attach the related documentary proof, and provide photocopy of relevant business registration certificates, the Company's Memorandum and Articles of Association, and proof of travel agent's licence.)</i>			
Date of establishment		Number of Staff	
History and background of the company			

<p>Governance structure of the company <i>(with names of Directors, Key Shareholders, Senior Management, and an organization chart)</i></p>	
<p>Experience(s) in running tour programmes of similar scale (if any). Please state past booking record and elaborate how to support these products in human resources, financial and technical aspects.</p>	
<p><b>4. Other applications submitted by the applicant in this round of application or in the last 12 months</b></p>	
<p><input type="checkbox"/> No  <input type="checkbox"/> Yes <i>(please specify the tour product name and application date) :</i></p>	

## Section B – The Proposed Tour Product

### 1. Tour Product Name

(Eng)

(Chi)

### 2. Product Nature

- |  |   |
|--|---|
| <input type="checkbox"/> Food and Wine                     | <input type="checkbox"/> Mega Events Promotion  |
| <input type="checkbox"/> Multi-destination                 | <input type="checkbox"/> Cruise Excursion       |
| <input type="checkbox"/> Specialised Tours for New Markets | <input type="checkbox"/> Arts and Culture       |
| <input type="checkbox"/> Heritage                          | <input type="checkbox"/> Luxury                 |
| <input type="checkbox"/> Living Culture                    | <input type="checkbox"/> Nature/ Great Outdoors |
| <input type="checkbox"/> Others : _____                    |   |

### 3. Product Launch Timing and Targeted Market(s)

(a) Product Launch Date (*day/month/year*)

/ /

(b) Marketing Period (*day/month/year*)

From / / To / /

(c) Target Launch Market(s): (Please state the countries)

### 4. Product Summary

*(Please state the scale, nature, status and significance of the product. Kindly attach the product itinerary with package selling price.)*

**5. Tourism Merit of the Product**

*(Please state concisely, preferably in point form, the objectives that the product aims to achieve from a tourism appeal perspective.)*

**6. Operational and Business Plan – Implementation Plan**

(a) Please describe the implementation plan in detail.

(b) Key Implementation Stages

<b>Stage</b> <i>(please name or number the stage(s))</i>	<b>Period</b> <i>(day/month/year)</i>	<b>Key Milestones / Key Deliverables</b>
	/ / to / /	

**7. Marketing and Promotion Strategy of the Product**

(a) Please describe the channels / means for promotion

(b) Sales and distribution methods.

(c) Others (if applicable).

**8. Description of Product Deliverables**

*(Please provide details for product deliverables e.g. total number of visitors generated, their expected length of stay, economic and tourism benefits to be generated for Hong Kong, promotion plan, frequency of media coverage etc.)*

Source Markets (Please state the countries)	Number of Visitors per year	Expected Length of Stay
<b>Total</b>		

(1) What are the economic and tourism benefits to be generated for Hong Kong by the tour product?

(2) How can the tour product attract overseas participants?

(3) If there are similar tour products that you have organized in the past, please illustrate the edges of the proposed product.

(4) Other justifications:

**9. Evaluation Method(s)**

(a) Please state (a minimum of 3) proposed performance indicators of the tour product.

(b) Please state the evaluation methods (e.g. scoring of feedback survey(s), number of overseas travel trade co-op etc.) to be used for assessing the effectiveness of the tour product. Evaluation in relation to each performance indicator, deliverable/target and/or key milestone is preferred.

**10. Staffing / Key personnel for organizing and implementing the tour product**

Please give details on the key personnel for organizing and implementing the tour product.

(A) Tour Co-ordinator		(B) Deputy Tour Co-ordinator	
Name (Eng) (Mr/Ms/Prof/Dr)#		Name (Eng) (Mr/Ms/Prof/Dr)#	
Name (Chi)		Name (Chi)	
Post Title		Post Title	
Organization		Organization	
Address		Address	
Tel No.		Tel No.	
Fax No.		Fax No.	
Email Address		Email Address	
Website		Website	



Please describe the experience, expertise and track record of the Tour Co-ordinator and Deputy Tour Co-ordinator.

## Section C – Financial Details

### Funding Tiers based on target number of participants:

Targeted Pax Number	The Funding Ceiling
1 – 500 pax	HK\$100,000
501 – 1,000 pax	HK\$200,000
1,001 – 3,000 pax	HK\$300,000
3,001 – 5,000 pax	HK\$400,000
5,001 pax or above	HK\$500,000 or 50% of actual marketing & promotion cost, whichever is the lower

### 1. Marketing and Promotion Budget of the Product

#### Expenditure<sup>1</sup> (Value in HK\$)

Item(s) <i>(Please itemize, as appropriate)</i>	First 12 months	Remaining period	Total	Remarks
	/ to / (mm/yy)	/ to / (mm/yy)		
<b>(A) Marketing Items - Collaterals<sup>2</sup></b>				
Subtotal (A)				
<b>(B) Trade / Consumer Advertisements<sup>3</sup> <i>(Please indicate the target market and media to be employed)</i></b>				
Subtotal (B)				

<sup>1</sup> Applicant is required to provide matching marketing and promotion funding for at least 50% of the total marketing and promotion cost from their own sources to meet the NTPDS' funding on the tour product's marketing and promotion cost. Please provide documentary proof of commitment and contribution by the Applicant. Please note that the Hong Kong Tourism Board's total contribution per application approved must not exceed HKD 500,000 or 50 percent of the actual cost of marketing and promotion of the tour product, whichever is the lower.

<sup>2</sup> Only the expenditures on developing and/or printing of the marketing collaterals for the tour product should be included. Please state clearly the type of collaterals and number of each collateral item to be produced for the tour product.

<sup>3</sup> Only the cost of developing the advertisement creative and/or procuring the advertisement insertions on selected media for promoting the tour product should be included in the budget. Please list the respective markets to be targeted and trade/consumer media to be targeted.

<b>(C) Participation Fees for Attendance of HKTB Organized Travel Trade Activities<sup>4</sup></b>				
<b>Subtotal (C)</b>				
<b>(D) Product Seminars<sup>5</sup></b>				
<b>Subtotal (D)</b>				
<b>Total Product Cost<sup>6</sup></b> (A) + (B) + (C) + (D)				
<b>Detailed Explanation</b> (Please provide justifications and breakdown for each expenditure item.)				
<b>(A) Marketing Items - Collaterals</b>				
<b>(B) Trade / Consumer Advertisements</b>				

<sup>4</sup> This includes only the participation fees in attending HKTB organized trade events, such as participation in overseas trade shows, travel missions, or local events such as Contract Hong Kong.

<sup>5</sup> Product Seminars are activities initiated by the applicant to introduce the tour product to overseas and local travel trade partners. Only the costs associated with organizing the event, including but not limited to venue rental costs, venue food and beverage costs; shall be included in your application.

<sup>6</sup> The maximum amount of NTPDS funding to be provided will be capped at HKD 500,000 (or 50% of actual Marketing & Promotion cost, whichever is the lower).

<sup>7</sup> Change on the utilization of expenditure items is not allowed without the prior approval of Hong Kong Tourism Board.

**(C) Participation Fees for Attendance of HKTB Organized Travel Trade Activities**  
*(Please list out events to attend separately)*

**(D) Product Seminars / Trade Familiarizations**

**2. Control**

**Please list out measures of cost/budget control.** *(Please also state who will be responsible for carrying out the cost control measures of the tour product and his/her qualifications, experience and track record.)*

## 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 tour product development according to the proposal stated in this application.
- (c) We certify that the organization and implementation of the proposed tour product, 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 New Tour Product Development Scheme 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 New Tour Product Development Scheme's support, refund of any funds given, and the possibility of criminal charges.

\_\_\_\_\_  
Authorized signature with organization chop  
(For and on behalf of the Applicant Organization)

\_\_\_\_\_  
Name of signatory  
(in block letter)

\_\_\_\_\_  
Name of Applicant Organization

\_\_\_\_\_  
Position / Post Title

\_\_\_\_\_  
Date

### Checklist for Submission of Application

- The original application form has been completed and duly signed by the applicant.
- Provision of documentary proof of the registration information of the applicant (with relevant registration certificates and related documents, including the Registration Certificates, Company's Memorandum and Articles of Association, and proof of travel agent's licence).
- Provision of the list of the Directors, Key Shareholders, Senior Management, and organization chart of the applicant; and declaration of potential conflict of interest by them and any other associates having control over the applicant.
- Provision of documentary proof on commitment of the applicant's contribution required under the Marketing and Promotion Budget of the Product (Page [    ]).
- 4 copies of the completed application forms (1 in original + 3 in photo copies), plus 4 copies each of the above supporting documents / information are attached.
- 1 disk copy of the completed application form (together with supporting documents / information) is attached.

### Methods of Submission of Application

The original completed application form together with the above documents, copies and disk copy should reach the Secretariat, New Tour Product Development Scheme by post or in person at *Hong Kong Tourism Board, 9<sup>th</sup> – 11<sup>th</sup> Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong* by **14 November 2016**.

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