

To : Secretariat, Green Tourism Pilot Scheme  
Hong Kong Tourism Board,  
9<sup>th</sup> – 11<sup>th</sup> 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 Green Tourism Pilot Scheme

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1. Please read and comply with the provisions therein the Guide to Application for **Green Tourism Pilot 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.
3. Please attach supplementary sheet(s) if more space is required.
4. Applicants wishing to apply for more than one green 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 **Green Tourism Pilot Scheme** ;
  - b. payment of the **Green Tourism Pilot Scheme**;
  - 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, **Green Tourism Pilot Scheme**.
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.

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

**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) <sup>#</sup>	(Chi)		
Post Title	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			

**3. 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 Sep 2017

**4. Other applications submitted by the applicant in this round of Green Tourism Pilot Scheme application**

- No
- Yes. *Please specify the activity name:* \_\_\_\_\_

**5. The same product 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) :*

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**Section B – The Proposed Product****1. Product Name**

(Eng)

(Chi)

**2. Product Launch Date (dd/mm/yy)**

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**3. Target Launch Market(s):****4. Product Summary***(Please state the scale, nature, status and significance of the activity)*

- *Funding provided should solely be used to support the approved product's operation cost.*
- *The Green Tourism Pilot Scheme will last for at least 6 months.*
- *Funding payment will be made on reimbursement basis against proofs (as set out herein) of eligible green tour product actually run with maximum amount to be supported as:*

<b>Per tour per day</b>	<b>\$2,100</b>
<b>Per week</b>	<b>\$10,500 ( i.e. \$2,100 x 5 days)</b>
<b>Per application</b>	<b>\$273,000 (i.e. 10,500 x 26 weeks, 6 months)</b>

**4.1 Tourism Merit of the Product**

#### 4.2 Itinerary

Itinerary (spots)	Commentary
1	
2	
3	
4	
5	
6	

Tour duration: \_\_\_\_\_ Hours

4.3 Transportation arrangement:

4.4 Portfolio of tour guide:

4.5 Operation schedule of activity (please tick the appropriate)

a) Day : Daily/

Monday/Tuesday/ Wednesday/ Thursday/Friday/Saturday/ Sunday

b) Frequency per day: \_\_\_\_\_

c) Please specify the schedule of the tours/ activities:\_\_\_\_\_

4.6 Tour Selling Price (per pax)

4.7 Proposed Operation Cost

	Amount in HK\$
a) Tour guide per tour (in average)	\$
b) Transportation arrangement per tour (in average)	\$
<b>Total</b>	\$

4.8 Activity capacity:

Min:            pax;

Max:            pax

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

- English
- Mandarin/ Putonghua
- Cantonese
- Others: Please specify \_\_\_\_\_

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

5.1 Key Implementation Stages

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



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

6.1 Please describe the channels / means for promotion includes but does not limited to media exposure and public relations promotions

6.2 Sales and distribution methods

**7. Description of Product Deliverables**

Source Markets	Number of visitors per year	Expected length of stay
<i>Total</i>		

**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 certify that we have not been suspended from application for any funding from the Hong Kong Tourism Board or other Government Departments.
- (c) 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.
- (d) 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.
- (e) 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.
- (f) 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.
- (g) We have read the Guide to Application for the Green Tourism Pilot Scheme and will comply with the provisions therein.
- (h) We understand that any false declaration in this application form would lead to termination of funding agreement under the Green Tourism Pilot Scheme, 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 Submission of Application**

- The original completed Application Form plus 3 copies of the completed form.
- 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, Green Tourism Pilot 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 **28 Sep2017**.

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