

To : Secretariat, Explore Greater Bay Area Tours Scheme
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 Explore Greater Bay Area Tours Scheme Application

1. Please read and comply with the provisions therein the **Guide to Application for Explore Greater Bay Area Tours 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. 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 scheme;
 - (b) payment of the 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.
5. 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, Explore Greater Bay Area Tours Scheme.
6. Wherever possible applicants should endeavour to provide all information requested in this form and attach relevant supporting documents to facilitate assessment of the applications.
7. 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.

Section A – Particulars of the Applicant**1. Information of the 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/Prof/Dr) [#]	(Chi)		
Post Title	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			

3. Other applications submitted by the applicant in this round of Explore Greater Bay Area Tours Scheme?

- No
 Yes (please specify the tour product name and application date) :

4. The same product(s) had sales or funding agreement with HKTB or other Government departments for the past 2 years or is applying HKTB or other Government departments funding programme

- No
 Yes (please specify product and funding name, corresponding association, MM/YY) :

5. 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.			

Section B – The Proposed Greater Bay Area Tour Itineraries

- Each company could propose more than one itinerary within same marketing plan
- The proposed Greater Bay Area tour itinerary must:
 - include a minimum of 2 nights stay in Hong Kong;
 - include to visit to at least one Guangdong city within the Greater Bay Area;
 - priority will be given to tour itineraries with Hong Kong-Zhuhai-Macao Bridge (HZMB) or High Speed Rail (HSR)
- The tour product should focus on overseas markets outside of PRC/Macao

Tour Itinerary Examples:

Hong Kong (HSR) – Shenzhen – Zhuhai – Macao (HZMB) – Hong Kong

Hong Kong (Ferry) – Zhongshan – Zhuhai (HZMB) – Hong Kong

Hong Kong (coach via Lo Wu) – Shenzhen – Guangzhou (HSR) – Hong Kong

Hong Kong (Ferry) – Jiangmen – Zhaoqing – Shenzhen (via EastRail train) – Hong Kong

Proposed Tour Product 1:

Length of the tour product	Days
Length of stay in Hong Kong	Nights

Covered cities in Greater Bay Area (Please put a tick in the appropriate box(es))

- Macao
 Donghuan Foshan Guangzhou Huizhou Shenzhen
 Jiangmen Zhaoqing Zhongshan Zhuhai

Mode of Transportation to other Greater Bay Area cities via Hong Kong

- High Speed Rail
 Coach/Car via Hong Kong-Zhuhai-Macao Bridge
 Others: _____

Tour Itinerary (Please state full itinerary with mode of transportation):

Proposed Tour Product 2: (if applicable)	
Length of the tour product	Days
Length of stay in Hong Kong	Nights
Covered cities in Greater Bay Area (Please put a tick in the appropriate box(es)) <input type="checkbox"/> Macao <input type="checkbox"/> Donghuan <input type="checkbox"/> Foshan <input type="checkbox"/> Guangzhou <input type="checkbox"/> Huizhou <input type="checkbox"/> Shenzhen <input type="checkbox"/> Jiangmen <input type="checkbox"/> Zhaoqing <input type="checkbox"/> Zhongshan <input type="checkbox"/> Zhuhai	
Mode of Transportation to other Greater Bay Area cities via Hong Kong <input type="checkbox"/> High Speed Rail <input type="checkbox"/> Coach/Car via Hong Kong-Zhuhai-Macao Bridge <input type="checkbox"/> Others: _____	
Tour Itinerary (<i>Please state full itinerary with mode of transportation</i>): 	
Proposed Tour Product 3: (if applicable)	
Length of the tour product	Days
Length of stay in Hong Kong	Nights
Covered cities in Greater Bay Area (Please put a tick in the appropriate box(es)) <input type="checkbox"/> Macao <input type="checkbox"/> Donghuan <input type="checkbox"/> Foshan <input type="checkbox"/> Guangzhou <input type="checkbox"/> Huizhou <input type="checkbox"/> Shenzhen <input type="checkbox"/> Jiangmen <input type="checkbox"/> Zhaoqing <input type="checkbox"/> Zhongshan <input type="checkbox"/> Zhuhai	
Mode of Transportation to other Greater Bay Area cities via Hong Kong <input type="checkbox"/> High Speed Rail <input type="checkbox"/> Coach/Car via Hong Kong-Zhuhai-Macao Bridge <input type="checkbox"/> Others: _____	
Tour Itinerary (<i>Please state full itinerary with mode of transportation</i>): 	

Proposed Tour Product 4: (if applicable)	
Length of the tour product	Days
Length of stay in Hong Kong	Nights
Covered cities in Greater Bay Area (Please put a tick in the appropriate box(es))	
<input type="checkbox"/> Macao <input type="checkbox"/> Donghuan <input type="checkbox"/> Foshan <input type="checkbox"/> Guangzhou <input type="checkbox"/> Huizhou <input type="checkbox"/> Shenzhen <input type="checkbox"/> Jiangmen <input type="checkbox"/> Zhaoqing <input type="checkbox"/> Zhongshan <input type="checkbox"/> Zhuhai	
Mode of Transportation to other Greater Bay Area cities via Hong Kong	
<input type="checkbox"/> High Speed Rail <input type="checkbox"/> Coach/Car via Hong Kong-Zhuhai-Macao Bridge <input type="checkbox"/> Others: _____	
Tour Itinerary (<i>Please state full itinerary with mode of transportation</i>):	
Proposed Tour Product 5: (if applicable)	
Length of the tour product	Days
Length of stay in Hong Kong	Nights
Covered cities in Greater Bay Area (Please put a tick in the appropriate box(es))	
<input type="checkbox"/> Macao <input type="checkbox"/> Donghuan <input type="checkbox"/> Foshan <input type="checkbox"/> Guangzhou <input type="checkbox"/> Huizhou <input type="checkbox"/> Shenzhen <input type="checkbox"/> Jiangmen <input type="checkbox"/> Zhaoqing <input type="checkbox"/> Zhongshan <input type="checkbox"/> Zhuhai	
Mode of Transportation to other Greater Bay Area cities via Hong Kong	
<input type="checkbox"/> High Speed Rail <input type="checkbox"/> Coach/Car via Hong Kong-Zhuhai-Macao Bridge <input type="checkbox"/> Others: _____	
Tour Itinerary (<i>Please state full itinerary with mode of transportation</i>):	

1. Operational and Business Plan – Implementation Plan		
Key Implementation Stages		
Stage <i>(please name or number the stage(s))</i>	Period <i>(day/month/year)</i>	Key Milestones / Key Deliverables
	/ / to / /	
2. Marketing and Promotion Strategy of the Product		
(a) Please describe the channels / means for promotion		
(b) Sales and distribution methods.		
3. Description of Product Deliverables		
Target Markets (Please state the countries)	Number of Visitors per year	Expected Length of Stay
Total		

Section C – Marketing and Promotion Budget of the Proposed Tour Products

- Each application should cover the below expenditure items only, the funding support can be up to 18 months.
- HKTB's total financial contribution to the marketing and promotion of the tour product shall be capped at 50% of the total marketing and promotion costs
- The maximum amount of the total marketing and promotion budget may exceed HK\$1,000,000 but the funding to be provided will be capped at HK\$500,000 (or 50% of below proposed Marketing & Promotion cost, whichever is the lower)
- Change on the utilization of expenditure items is not allowed without the prior approval of Hong Kong Tourism Board.¹

1. Marketing and Promotion Expenditure Items²

Item(s)	Maximum Expenditure from each application	Please Tick If applicable
(A) Trade / Consumer Advertisements <i>*please fill in page 9 in this section</i>	HK\$500,000.00	<input type="checkbox"/>
(B) Product Seminars / Road shows / Familiarization Tours <i>*please fill in page 10 in this section</i>	HK\$400,000.00	<input type="checkbox"/>
(C) Participation Fees for Attendance of HKTB Organized Travel Trade Activities <i>*please fill in page 11 in this section</i>	HK\$100,000.00	<input type="checkbox"/>
(D) Marketing Collaterals <i>*please fill in page 12 in this section</i>	HK\$100,000.00	<input type="checkbox"/>

¹ A buffer (+/-10%) for the change of expenses mix against the agreed amount finalized in the agreement is allowed, provided that there is no change to the total sum of approved budget of the project.

² 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 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.

2. Budget of the Project with Detailed Explanation				
(A) Trade / Consumer Advertisements³				
(i) Procurement of advertisement insertions				
Distribution channel	No. of insertion(s)	Target Market(s)	Duration	Expenditure HK\$
(ii) Social Media Placement				
Distribution channel	No. of issue(s)	Target market(s)	Duration	Expenditure HK\$
(iii) Development of Creative (video, banner, layout etc)				
Type of creative	No. of creative(s)	Target Distribution Channel(s)	Expenditure HK\$	
Subtotal				HK\$
(cannot exceed maximum cap of HKD500,000)				

³ 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) Product Seminars / Road Shows / Familiarization Tour⁴			
(i) Product Seminars			
Location Venue	Target no. of participant(s)	Co-host partner(s) (if any)	Expenditure HK\$
(ii) Road Shows			
Location Venue	Target no. of participant(s)	Co-host partner(s) (if any)	Expenditure HK\$
(iii) Familiarization of the applied tour product			
Target Market(s)	Target no. of participants	Type of participant(s) e.g. KOL, travel trade partners media, etc	Expenditure HK\$
Subtotal HK\$			
(cannot exceed maximum cap of HKD400,000)			

⁴ Product Seminars/Road Shows/Familiarization tours are activities initiated by the applicant to introduce the tour product to overseas and local travel trade partners. For Product Seminars or Roadshows, 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.

(C) Participation Fees for Attendance of HKTB Organized Travel Trade Activities⁵		
Type of activities: e.g. trade shows, travel missions, Connect Hong Kong)	Target Market(s)	Expenditure HK\$
Subtotal		HK\$
(cannot exceed maximum cap of HKD100,000)		

⁵ 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 Connect Hong Kong.

(D) Marketing Collaterals⁶				
(i) Development of Collaterals				
Type of collateral	Target Market(s)	Language version(s)	Expenditure HK\$	
(ii) Printing of Collaterals				
Type of collateral(s)	Printing quantities	Target Market(s)	Language version(s)	Expenditure HK\$
Subtotal				HK\$
(cannot exceed maximum cap of HKD100,000)				

Total Marketing and Promotion Expenditure	(A)+(B)+(C)+(D) HK\$
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⁶ 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.

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 tour product development according to the proposal stated in this application.
- (d) 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.
- (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 Explore Greater Bay Area Tours 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 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.
- 3 copies of the completed application form plus 3 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, Explore Greater Bay Area Tours Scheme by post or in person at *Hong Kong Tourism Board, 9th – 11th Floors, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong* by **23 August 2019**.

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