

“Consumer Offer Campaign” (Phase 1 & Phase 2) (working title)

Phase 1: 2 December 2019 – 9 February 2020

Phase 2: 16 March – 24 May 2020

REPLY FORM

(For QTS-accredited retail and dining merchants)

Please complete and return this form **on or before 31 October 2019 (Thursday)**

To: QTS Marketing Team, Hong Kong Tourism Board
c/o DT Communications Asia Pacific
Mr Tony So (Tel.: 2116 5653 / e-mail: qts.offers@dt-asia.com)

1. Merchant Information

Company Name:	English:		
	Chinese:		
Contact Person:		Title:	
Contact Number:		E-mail:	

2. Merchant Participation

We are interested in participating in the “Consumer Offer Campaign” (Phase 1 & Phase 2).

Please the appropriate box:

The following offers are eligible for both local residents and bona fide visitors to Hong Kong.

The following offers are eligible for bona fide visitors to Hong Kong only.

Offer	Details
Offer Validity Period:	Phase 1: 2 December 2019 – 9 February 2020 Phase 2: 16 March 2020 – 24 May 2020
Selection Criteria:	<ul style="list-style-type: none">• Attractiveness of the offer• Completeness of information provided
Offer Type: Of the below three options, you may choose one or more than one by <input checked="" type="checkbox"/> the appropriate boxes. *Please delete where inappropriate.	
Option 1: <input type="checkbox"/> Buy-One-Get-One-Free	Buy-One-Get-One-Free on designated item / food / set menu / drink* Name (Eng): _____ Name (Chi): _____ Worth HK\$ _____ Offer Validity: <input type="checkbox"/> Phase 1: 2 December 2019 – 9 February 2020 <input type="checkbox"/> Phase 2: 16 March 2020 – 24 May 2020 <input type="checkbox"/> Both Phase 1 & Phase 2

Offer	Details
Option 2: <input type="checkbox"/> 50% Off	50% off on ALL items / regular-priced items / discounted items / designated item* Designated item (Eng): _____ Designated item (Chi): _____ Original Price HK\$ _____ Offer Validity: <input type="checkbox"/> Phase 1: 2 December 2019 – 9 February 2020 <input type="checkbox"/> Phase 2: 16 March 2020 – 24 May 2020 <input type="checkbox"/> Both Phase 1 & Phase 2
Additional Offers: <input type="checkbox"/> Additional Offers	Please specify the additional offers apart from the above offer: _____ _____ _____ Offer Validity: <input type="checkbox"/> Phase 1: 2 December 2019 – 9 February 2020 <input type="checkbox"/> Phase 2: 16 March 2020 – 24 May 2020 <input type="checkbox"/> Both Phase 1 & Phase 2
Pre-set Terms and Conditions (to be added to HKTB promotional media / materials):	<ol style="list-style-type: none"> 1. “Consumer Offer Campaign Phase 1 and Phase 2” (“the Programme”) are valid from 2 December 2019 to 9 February 2020 and 16 March 2020 to 24 May 2020 respectively, unless otherwise stated. 2. Participating merchants are solely responsible for all products, services, consultations and advice offered to eligible shoppers. HKTB is not the provider of any of these products and/or services herein and makes no representation or warranty in relation to the same. 3. Details and promotion period of the Programme are subject to the terms and conditions of participating merchants. HKTB and participating merchants reserve the right to amend, change or cancel any detail concerning the offers or these terms and conditions at any time without prior notice. 4. Offers are provided by participating merchants. HKTB shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss), or for personal injury which is suffered or sustained, as a result of taking up or using any of the offers. 5. In case of any dispute, the decision of HKTB and participating merchants shall remain final. 6. In case of any discrepancy between the English and Chinese versions of these terms and conditions, the English version shall prevail. <p>Please <input checked="" type="checkbox"/> the appropriate boxes</p> <input type="checkbox"/> Offers are eligible for both local residents and bona fide visitors to Hong Kong. <input type="checkbox"/> Offers are only eligible for bona fide visitors to Hong Kong. Passports or travel documents should be presented for identity verification if requested by participating merchants. <input type="checkbox"/> Offers cannot be exchanged for cash, other products or discounts and are not transferable. <input type="checkbox"/> Offers cannot be used in conjunction with other promotional offers, discounted items, fixed price items, coupons/vouchers, bonus point programmes, or merchant internal offers, unless otherwise stated. <input type="checkbox"/> Offers are available on a first-come-first-served basis while stocks last. <input type="checkbox"/> If the offers are sold out, alternate offers with equivalent or higher value will be available. <input type="checkbox"/> Only electronic payments are entitled to the offers if applicable. Octopus Card and cash payments are not eligible if applicable. <input type="checkbox"/> Offers may not be valid on blackout dates of participating merchants if applicable. Please check with participating merchants for details. <input type="checkbox"/> Dining offers are applicable to dine-in consumption only and not applicable to takeaway and tobacco items. Advance reservation is required if applicable and subject to seat availability.

	<input type="checkbox"/> 10% service charge applies on dining offers and will be calculated based on original price if applicable.
	<input type="checkbox"/> Offers can only be redeemed once per eligible shopper per visit. Splitting of table or bill is not allowed for the purpose of enjoying the offers.
	<input type="checkbox"/> Additional Terms & Conditions, if any (Please note that the more the terms and conditions there are, the lower the chance that your offer will be selected).
	English, in 30 words _____ _____ _____
	Chinese, in 30 words _____ _____ _____

3. Participating Outlet(s)

Name of Participating Merchant:	English	
	Chinese	
Number of Participating Outlet(s):	<input type="checkbox"/> All outlets (no. of outlets _____)	<input type="checkbox"/> Partial outlet(s) (no. of outlet(s) _____)
Address of Participating Outlets:	Please attach a full list of address in both English and Chinese, telephone number and opening hours of your participating outlets in the separate excel file provided by the HKTB.	
General Customer Services Hotline:		
Shop Website (if any):		

4. Request of POP

POP (where appropriate):	Decal: _____ pcs Tent Card: _____ pcs Note: <ul style="list-style-type: none"> • Can select more than one POP • Participating merchants must display the POPs in prominent locations
POP Delivery Address:	
Contact Person:	
Contact Number:	

5. Company Logo and Product Shot

We agree to provide HKTB with one company logo (300 x 300 px in png format) and max 3 photos for shop front or product shot (748 x 490 px in jpg format) for the purpose of “Consumer Offer Campaign” (Phase 1 and Phase 2) publicity as appropriate. Please email the photos to gts.offers@dt-asia.com.

Contact Person:		Title:	
Company Name:			
Authorised Signature:		Company Chop:	
Date:			

Terms and Conditions for Participation in the “Consumer Offer Campaign” (“The Programme”)

By participating in The Programme, the participating merchant is deemed to have agreed with the following terms and conditions:

1. We understand that The Programme will be launched in four phases. We are interested in participating in the following promotional period of The Programme and understand that HKTB may vary or extend or delay or cancel the promotional period. DT Communication Asia Pacific will contact the participating merchant for details in due course.

Promotional Period (Please the appropriate boxes to indicate your interest):

- Phase 1: 2 December 2019 – 9 February 2020
- Phase 2: 16 March 2020 – 24 May 2020
- Phase 3: 22 June 2020 – 30 August 2020 (promotional theme to be confirmed)
- Phase 4: 14 December 2020 – 21 February 2021 (promotional theme to be confirmed)

2. Only the Quality Tourism Services (QTS) Scheme accredited retail and dining merchants are eligible to participate in The Programme.
3. The information submitted to the HKTB is true and correct and such information can be used by or transferred between HKTB and its worldwide offices for research, processing, data storage and marketing and promotional purposes where applicable.
4. HKTB may transfer the information under this reply form to DT Communications Asia Pacific and Hong Kong Productivity Council for information consolidation and fulfilment purpose.
5. HKTB retains the sole and final decision on accepting or rejecting any offers by participating merchants at their absolute discretion.
6. HKTB retains the sole and final decision on the design of all marketing materials at their absolute discretion. While every effort has been made to ensure the accuracy of this information, HKTB accepts no responsibility for any errors or omission.
7. Participating merchant undertakes to provide HKTB with all information and documents in relation to this application as and when required by HKTB, failing which will result in this application being rejected.
8. Participating merchant who wishes to withdraw from The Programme must notify DT Communications Asia Pacific in writing at least 10 working days in advance.
9. Participating merchant undertakes to comply with these terms and conditions, and the rules, regulations and guidelines as set by HKTB in relation to any promotional activities of The Programme and give full cooperation.
10. Participating merchant hereby grants HKTB the right to use, print, publicise or picture the name, logo, trademark, people, products, shops, buildings or any artworks of the merchant (and its outlet) for the purpose of the promotion of The Programme in such media and manner as HKTB may deem fit.
11. Participating merchant warrants that it is duly registered, incorporated or otherwise validly existing under the laws of Hong Kong and holds all necessary and valid licenses and permits for the operation of its business.
12. Neither party shall be liable to the other party (whether by way of indemnity or contribution or otherwise) for any claim whatsoever arising from or in connection with The Programme whether for property damage, personal injury or death or of any other nature unless the same is caused by the wilful default or gross negligence of the party.
13. HKTB reserves the right to vary or extend or delay the promotional period of The Programme or cancel The Programme without any compensation to the participating merchants.
14. These terms and conditions are governed by and shall be construed in accordance with the laws of the Hong Kong Special Administrative Region.

Name:		Title:	
Company Name:			
Authorised Signature:		Company Chop:	
Date:			