

# “Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA)” Scheme

**Application period: 1 April 2023 to 11 March 2024**

Important Notes:

- The total marketing and promotion costs per application is set at a minimum of HK\$100,000
- Applicant may apply for more than one promotion programme, and in that case, a separate application form should be completed for each individual promotion programme.
- The total cumulative amount of funding for each Applicant must not exceed HK\$2,000,000

## Submit Application Form

At least **14 working days** before the commencement of the promotion(s).

Late submissions will not be accepted



## Receive Acceptance of Application

HKTB will notify the acceptance of the submitted application via e-mail within **7 working days** upon receipt of application

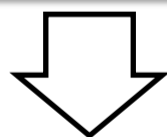
*An agreement will be signed with the applicant for the first application.*

*The terms and conditions of the signed agreement will apply to all individual application thereafter.*



## Implementation of Promotion Plan

All promotion(s) shall commence from 26 April 2023 and must be completed by 31 March 2024.



## Reimbursement

Please submit the completion report and all necessary supporting documents to the HKTB **within 90 days** after the completion of the promotion activities

*Funding will only be disbursed after the promotion programme has been duly executed and all supporting documents have been reviewed by the HKTB*



## Payment Arrangement

The HKTB will notify the reimbursement result **within 30 working days** from the date of receipt of all necessary documentation