

To : Secretariat, Matching Fund for Overseas Tourism  
Promotion by Tourist Attractions  
Hong Kong Tourism Board,  
9<sup>th</sup> – 11<sup>th</sup> Floors, Citicorp Centre,  
18 Whitfield Road, North Point, Hong Kong

Email : [mfta@hktb.com](mailto:mfta@hktb.com)

(For Office Use)

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

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

**Application Form for  
Hong Kong Tourism Board  
“Matching Fund for Overseas Tourism Promotion  
by Tourist Attractions (MFTA)” Scheme**

(Application Period: 1 April 2023 – 11 March 2024)

1. Please read and comply with the provisions therein the **Guide to Application for “Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA)” Scheme** available at the Hong Kong Tourism Board’s PartnerNet website at <http://www.partnernet.hktb.com/> carefully before completing this application form.
2. Applicant refers to a company which directly operates a purpose-built attraction in Hong Kong or provides sightseeing transportation services. Nonetheless, please refer to the Guide to Application for the detailed description.
3. If the applicant has received or will receive any other funding support from the HKTB or HKSAR Government/semi-government organisations for any expenditure item(s) of its overseas and Mainland China promotions, it should not apply for a funding support from MFTA for the same funded expenditure item(s) under the same activity. The Secretariat reserves the right to decline applications should there be conflict with the above conditions.
4. To make an application, the application form should reach the Secretariat **at least 14 working days** before the commencement of the promotion(s). Late submissions will not be accepted.
5. 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.
6. Please attach supplementary sheet(s) if more space is required.
7. The personal data provided in the applications and related supporting documents and supplementary information will be used by the Hong Kong Tourism Board for the following purposes:
  - (a) processing and assessing the applications, conducting relevant checks, and authenticate the applications for the MFTA;
  - (b) payment of the MFTA 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 promotion plan;
  - (g) taking any remedial or follow-up action on the promotion plan; and
  - (h) purposes relating to the above.
8. 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, MFTA.
9. Wherever possible applicants should endeavour to provide all information requested in this form and attach relevant supporting documents to facilitate assessment of the applications.
10. Applicants should notify the Secretariat immediately in respect of any material variation or modification to the proposed 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 operation team.

Company Name (Eng)	
(Chi)	

## Section A – Particulars of the Applicant

### 1. Name and Details of the Contact Person

Name	(Eng)	
(Mr/Ms/Prof/Dr) <sup>#</sup>	(Chi)	
<i>#Please delete as appropriate</i>		
Position Title	(Eng)	
	(Chi)	
Address	(Eng)	
	(Chi)	
Tel No.		Fax No.
Email Address		

### 2. Registration Information (For first-time application ONLY)

*The status under which the Applicant is registered :  
(Please attach the related documentary proof, and provide photocopy of:*

- Business registration certificates;
- Memorandum and Articles of Association;
- Organisational chart)

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 organisation chart)</i>			

**Section B – Promotion Programme Details**

**1. Programme Name**

**2. Programme Type** *(Please tick as appropriate)*

Solo Programme

Joint Programme

**3. Co-op Partners Involved** *(Please tick as appropriate)*

Yes, Name of Co-op Partner(s): \_\_\_\_\_

No

**4. Promotion Launch Timing and Target Market(s)**

(a) Marketing Promotion Period *(day/month/year)* **\*All promotion must be completed by 31 March 2024**  
From        /        /        To        /        /        *(day/month/year)*

(b) Target Market(s):

**5. Marketing and Promotion Plan Summary**

(a) Please describe the channels / means for promotion

(b) Offer of this campaign

- Please provide travel period if applicable: From        /        /        to        /        /        *(day/month/year)*

(c) Sales and distribution methods (if any)

**Section C – Expenditure Details****1. Marketing and Promotion Plan<sup>1</sup> and Expenditure<sup>2</sup> (Value in HK\$)****(A) Trade / Consumer Advertisements<sup>3</sup>**

- Please indicate the target market and media to be employed.
- Please provide supporting documents, such as circulation of publication, media list, marketing proposals, official quotation from agency and expected results (KPI), etc.

**Detailed Explanation:**

Example:

- Digital: XX million impressions; XXX,XXX number of clicks
- Print ad: HK\$XXX,XXX,XXX in media value
- XX,XXX packages sold

<b>Item(s)</b> <i>(Please itemise, as appropriate)</i>	<b>Market(s)</b>	<b>Unit Cost</b> <i>(if applicable)</i>	<b>Quantity</b> <i>(if applicable)</i>	<b>Total Expenditure</b>
<b>Subtotal (A)</b>				

**(B) Product Seminars, Road Show, Consumer Travel Fairs (held overseas and Mainland China)<sup>4</sup>**

- Please indicate target number of participants, format, reason for venue selection etc.
- Please provide supporting documents, such as official quotation from venue / agency.

**Detailed Explanation:**

<b>Item(s)</b> <i>(Please itemise, as appropriate)</i>	<b>Market(s)</b>	<b>Unit Cost</b> <i>(if applicable)</i>	<b>Quantity</b> <i>(if applicable)</i>	<b>Total Expenditure</b>
<b>Subtotal (B)</b>				

**(C) Marketing Giveaway Items (for overseas and Mainland China distribution)**

- Please indicate the production of giveaway items, including the usage and targeted distribution quantity.

- Production and printing of flyers are not eligible for funding.

**Detailed Explanation:**

<b>Item(s)</b> <i>(Please itemise, as appropriate)</i>	<b>Market(s)</b>	<b>Unit Cost</b> <i>(if applicable)</i>	<b>Quantity</b> <i>(if applicable)</i>	<b>Total Expenditure</b>
<b>Subtotal (C)</b>				

<b>Total Promotion Cost (A) + (B) + (C)</b>	
<b>Contribution by the applicant (30% of the total promotion cost)</b>	
<b>Total funding requested from HKTB (70% of the total promotion cost)</b>	

<sup>1</sup> Product marketing and promotion targeting markets outside Hong Kong include but not limited to above-the-line marketing, consumer travel fairs and/or other consumer promotion channels and/or via travel trade, such as product seminars or other events which introduce the product to overseas and Mainland China travel trade partners.

<sup>2</sup> The total marketing and promotion costs per application is set at minimum HK\$ 100,000. The Hong Kong Tourism Board's total funding to each application shall be capped at 70% of the total marketing and promotion costs as outlined in Application Form. The applicant will be required to provide funding from their own sources which will amount to at least 30% of the total marketing and promotion costs per application. Please note the total cumulative amount of funding for each Applicant will not exceed HK\$2,000,000 in respect of applications starting from 1 April 2023 to 11 March 2024.

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

<sup>4</sup> Product Seminars are activities initiated by the applicant to introduce the promotion to overseas and Mainland China travel trade partners. Only the costs associated with organizing the event, including but not limited to venue rental and set up costs, venue food and beverage costs shall be included in your application. Overhead cost such as delivery/ courier services, seminar prizes and personal expenses including flight, accommodation or entertainment cost shall not be included.

## 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 promotional plan and his/her qualifications, experience and track record)*

### Checklist for Submission of Application

The completed Application Form (with signature and company chop)

A copy of relevant registration documents (For first time applications ONLY)

A copy of other supporting documents stated in Section C/ information as required in the Application Form

Completed Declaration of Conflict of Interest Form (Appendix 1)

Any other additional information relevant to the application

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

## 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 accepted, utmost dedication and determination will be given to complete and monitor the promotional plan according to the proposal stated in this application.
- (c) We certify that the organisation and implementation of the proposed plan, and the use of possession by the HKTB 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 understand if we have received or will receive any other funding support from the HKTB or HKSAR Government/semi-government organisations for any expenditure item(s) of our overseas and Mainland China promotions, we should not apply for a funding support from MFTA for the same funded expenditure item(s) under the same activity.
- (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 MFTA 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 MFTA Scheme's support, 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 (Manager or above)

\_\_\_\_\_  
Date

- END -

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

**Declaration of Conflict of Interest**

Declaration (To be completed by Declaring Person)

To : MFTA Secretariat

In respect of Applicant: \_\_\_\_\_

To the best of my knowledge and belief, I declare below the personal and financial interests, direct or indirect, which myself [or members of my immediate family] have in the MFTA Applicant and the Project of the Applicant:-

Name and address of Company/ Organisation	Relationship with the MFTA Applicant having the “Control” over the Applicant or the Project of the Applicant (see the application guideline for definition of Control)	Nature of Interests (see <u>Note</u> below)

*Please put “Nil” if you declare no conflict of interest*

**Note:-**

Examples of Nature of Interests include:

- members of immediate family i.e. spouse, parent, children, sister and brother
- proprietorship, partnership or directorship of companies, public or private
- remunerated employment, office, trade, profession or vocation
- shares held in companies, public or private
- other declarable conflict of interest likely to lead an objective observer to believe the Applicant or the Applicant’s project is under direct or indirect control of the declarant

Signature of declarant:  
(for company, with  
company chop)

Name:

Company / Title:

Date:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_