

Funding Support Scheme for Small-sized Meeting, Incentive & Convention (MIC) Groups 2025/26

(For Hong Kong Travel Agents)

Guide to Application

Application Period: 1 May 2025 – 31 March 2026

Supporting Partners:



Guide to Application (“Guide”)

The objective of this funding support scheme (“Scheme”) is to provide business development aid to inbound tour operators in Hong Kong, with the aim of strengthening their competitiveness in attracting small-sized meeting, incentive, and convention (MIC) businesses to Hong Kong.

Applicants should read this Guide carefully before submitting their application to this Scheme.

1. Scope and Eligibility

1.1 Eligibility of Applicant

- 1.1.1 The Applicant must be a Hong Kong licensed travel agent under the Travel Industry Ordinance (Cap. 634).
- 1.1.2 The Applicant must be the official Hong Kong inbound tour operator* appointed by the MIC event organiser or Mainland China/overseas travel agent to take up the following role(s):
 - a) hotel accommodation booking for the MIC group;
 - b) if the hotel booking is directly arranged by the event organiser or Mainland China/overseas travel agent, the Applicant must handle both local transportation and meal arrangements (at least one lunch or dinner) for the event.

**Only one official operator for each eligible MIC group.*

1.2 Eligibility of Meeting, Incentive or Convention (MIC) Group

- 1.2.1 The group size must be at least 10* physical **non-Hong Kong** participants, who are:
 - a) employees and invited guests of a corporation which organises a corporate meeting;
 - b) employees or business associates of a corporation which organises an incentive travel;
 - c) attendees of a convention

** If the actual number of physical non-Hong Kong participants in the applied event group exceeds four hundred (400), the maximum amount of funding is will be capped at four hundred (400) participants. If the event group has already received any other funding support from the Hong Kong Tourism Board or the Hong Kong Special Administrative Region Government/public organisation(s), to avoid duplicate disbursement, the event will not be eligible for this scheme. The Hong Kong Tourism Board reserves the sole and final discretion in determining the eligibility for this application.*

- 1.2.2 Physical non-Hong Kong participants are defined as event attendees who are not residing in Hong Kong, and have registered for participation with the organiser of a qualified MIC event. (Please refer clause 1.3)
- 1.2.3 For multiple MIC groups coming from the same commercial corporation, trade or professional association for the same visit purposes within any period of three consecutive months (counted from first arrival of first group), the Applicant shall consolidate these multiple groups into one single application for the same organiser with the accumulated total number of physical non-Hong Kong participants.

- 1.2.4 The MIC group should stay in Hong Kong for a **minimum of two (2)** nights at a licensed hotel, which is a member of the Hong Kong Hotels Association (HKHA) or the Federation of Hong Kong Hotel Owners (FHKHO)¹.
- 1.2.5 The arrival date of the eligible MIC group must fall between 16 May 2025 and 30 September 2026. (both dates inclusive).

1.3 Definition of a Qualified MIC Event

It is required that the MIC event has not been officially confirmed to be held in Hong Kong at the time of submitting this application.

Any one of the following three (3) types of events can be classified as a qualified MIC event under this Scheme at the absolute discretion of the Hong Kong Tourism Board (“HKTB”):

- 1.3.1 Corporate meeting event:
- a) Internal corporate meeting or product launch event organised by corporations for business purposes.
 - b) The event must comprise at least one half-day meeting proceedings (minimum four (4) consecutive hours) in the meeting programme.
 - c) Visitors shall be physical non-Hong Kong employees and invited guests of the corporation which organises the meeting event.
- 1.3.2 Incentive event:
- a) The trip must be paid or sponsored by corporations to reward their employees or business associates for performance recognition and team building
 - b) The incentive trip itinerary must comprise at least one special event for performance recognition or team building purposes.
 - c) Visitors shall be physical non-Hong Kong employees or business associates of the corporation which organises the incentive event.
- 1.3.3 Convention event:
- a) Conferences, congresses, seminars or forums organised by trade or professional associations.
 - b) The event must comprise at least one half-day meeting proceedings (minimum 4 consecutive hours) in the convention programme.
 - c) Visitors shall be physical non-Hong Kong attendees of the convention event.
- 1.3.4 For the main purpose in direct selling of products/ services during the event, for example trade fairs or pay courses hosted by the MC event organiser, it will not be eligible for any funding support.

¹ For the full lists of member hotels of HKHA and FHKHO, please visit: www.hkha.org and www.fedhotelowners.com.hk for an up-to-date information. For the full list of licensed hotels, please visit <https://www.hadla.gov.hk/en/hotels/index.html>.

2. Funding Support

- 2.1 Funding support will be offered to the successful Applicant for serving a MIC group(s) in Hong Kong according to the actual number of physical non-Hong Kong participants and on reimbursement basis subject to funding availability under the following tier structure:

Number of physical non-Hong Kong participants	Maximum amount of funding support from the HKTB (HK\$)
	2 nights stay or longer
10-19	5,000
20-50	10,000
51-75	15,000
76-100	20,000
101-200	30,000
>200	40,000

(Note: The maximum eligible funding will be reimbursed to the approved Applicant based on the actual number of physical non-Hong Kong participants who joined the eligible MIC event in Hong Kong. In case of any update on the actual group size, the Applicant should notify the HKTB within 20 working days of the completion of the MIC event.)

- 2.1.1. Applicants are not eligible to apply for this Scheme if they have used, or intend to use, the same handled MIC group for applying other funding support from the HKTB or HKSAR Government or public organisation(s). Duplicate funding application is not permitted and this restriction is intended to avoid duplicated funding. The HKTB has the sole and final discretion in respect of any matter under this clause 2.1.1 and the HKTB's determination shall be final and binding on the Applicant.
- 2.2 To provide business building assistance for Hong Kong inbound tour operators to attract small-sized MIC groups, the funding must be utilised for:
- a) Providing special hospitality offers for eligible MIC groups (please refer to clause 1.2) in the following areas: (please select single or multiple options)
 - i. Hotel accommodation
 - ii. Local transportation
 - iii. Meals
 - iv. Meeting packages
 - v. Special events
 - vi. Attraction admissions
 - vii. Cultural performances
 - viii. Greeting services
 - ix. Tour guide services
 - b) Offsetting the cost of pre-event site inspection visit* in Hong Kong for eligible MIC groups (please refer to clause 1.2) in the following areas:
 - i. Round-trip air tickets (economy class only)
 - ii. Hotel accommodation (the maximum room rate eligible for the support is HK\$1,500 per room per night inclusive of service charges)
- *The visit must be attended by the representative of overseas event organisers, event planners, travel agents or professional conference organisers (PCOs).*

- 2.3 The total cumulative amount of approved funding for each Applicant will not exceed five hundred

thousand Hong Kong dollars (**HK\$500,000**) under the entire Scheme.

- 2.4 Funding will be allocated to eligible Applicants on a reimbursement and first-come, first-served basis based on the actual group size of physical non-Hong Kong participants (upon receipt of a completed application with all required details and documentation), subject to the overall funding availability and approval of the HKTb. For the avoidance of doubt, HKTb reserves the right to approve or reject any application at any time in its absolute discretion without giving any reason or prior notice whatsoever.
- 2.5 If the total expenses under specific purposes (as specified in clause 2.2 above) exceed the maximum or eligible funding amount, the reimbursement of expenses for these specific purposes will be capped at the maximum or eligible funding amount as specified under clause 2.1.
- 2.6 If the total expenses under specific purposes (as specified in clause 2.2 above) are less than the maximum or eligible funding amount, HKTb's funding support will be capped at the total expenses as stated in the invoice(s) issued by third-party service suppliers, while non-utilised funding support cannot be transferred to any other events.
- 2.7 Applicants are not eligible to apply for this Scheme if they have used, or intend to use, the same handled MIC group for applying other funding support from the HKTb. Duplicate funding application is not permitted and this restriction is intended to avoid duplicated funding. The HKTb has the sole and final discretion in respect of any matter under this clause 2.7 and the HKTb's determination shall be final and binding on the Applicant.
- 2.8 Funding is granted to support the eligible event based on the actual expenses incurred for fulfilling the services for the specific purposes as set out in clause 2.2 above. The Applicant shall not claim reimbursement against the funding for any income, commission, rebate or interest chargeable by the Applicant or its service suppliers.

3. Application and Funding Procedures

3.1 Application Period

- 3.1.1 All applications must be submitted by the Applicant to the HKTb's appointed Secretariat ("the Secretariat") during the period of 1 May 2025 to 31 March 2026 for processing. (Note: The arrival date of eligible MIC groups in Hong Kong must fall between 16 May 2025 and 30 September 2026. Both dates inclusive).

3.2 Application Procedures

- 3.2.1 The Applicant must submit the fully completed online Application Form (Form A) at least ten (10) working days (Monday to Friday, excluding public holidays) prior to the arrival date of the eligible MIC group in Hong Kong to the Secretariat by email. Late submissions will not be accepted; the HKTb reserves the right to accept them at its discretion.
- 3.2.2 Together with the Application Form, the Applicant is required to submit the event programme/itinerary (which should include activities outline with dates, time, venue and rundown) for HKTb's review.
- 3.2.3 Within twenty (20) working days (Monday to Friday, excluding public holidays) of the completion of the MIC event, the Applicant is required to submit the following supporting documents to the Secretariat:

- a) **Letter of Appointment (Form B) to be signed and stamped by the event organiser or Mainland China/overseas travel agent,**

Specifying:

- i. the appointment of the Applicant as the official Hong Kong inbound tour operator for the MIC group; and
- ii. name of the event organiser, event name, travel period, number of physical non-Hong Kong participants, main event venue and hotel for group accommodation, etc.

Note to clause 3.2.3 (a):

- As an alternative to the Letter of Appointment (Form B), the Applicant can submit an appointment proof, e.g. copy of the service agreement counter-signed by the Applicant and the event organiser or Mainland China/overseas travel agent with their respective company chops. The agreement should clearly state all the required details as specified in Form B.
 - While the agreement copy will be kept by the HKTb for internal checking and record purposes only in accordance with the HKTb's Personal Information Collection Statement (please refer to Annex 1), the Applicant should ensure that the disclosure of its content to the Secretariat does not violate any confidentiality terms between the Applicant and the event organiser or Mainland China/overseas travel agent.
 - The HKTb reserves the right to accept the agreement copy as an alternative to Form B, subject to the completeness of all the required details as specified in points (i) and (ii) above. The Secretariat may request additional supporting documents or information as it deems appropriate.
- b) **Letter of Confirmation of Hotel Stay (Form C) signed and stamped by the director of hotel /sales/ marketing/ finance (equivalent or above)** to confirm the stay of the group. The letter should list out details¹ of the MIC group (including event name, travel period, number of physical non-Hong Kong participants, meeting/convention venue and hotel booking details¹, etc). The eligible hotel booking must be confirmed after the date of submitting Application Form (Form A) for this Scheme.
- c) **Copy of invoice(s) or receipt(s) under specific purpose** related special hospitality offers and/or site inspection visit expenses issued by third-party service supplier(s) as supporting documents*.
- d) **Proof of completion of MIC event:**

The copy(ies) of photos, videos or other materials showing that the MIC event(s) occurred as applied. The HKTb reserves the right to refuse any supporting proof(s) that have been post-processed, composited, or generated by artificial intelligence.

¹ Applicant must redact or mask the names and personal information of MIC group participants on the documents before submission. If otherwise, the Secretariat will destroy those documents and will not process the application until the redacted documents are received.

3.3 Funding Support Provision

- 3.3.1 Under normal circumstances, the HKTb will complete the processing of a valid application within thirty (30) working days from the date of receipt of the duly completed application, upon completion of the eligible MIC event (as specified in clause 3.2 above). The Applicant will be notified of the application result (successful or otherwise) by the Secretariat in writing by email.
- 3.3.2 The successful Applicant is then required to issue an invoice for the eligible funding support to the HKTb for funding provision. The eligible funding will be disbursed to the corporate bank account of the successful Applicant within forty-five (45) working days under normal circumstances.

4. Enquiry

For enquiries, please contact the HKTb office with details below:

The Secretariat, Funding Support Scheme for Small-sized Meeting, Incentive & Convention (MIC)

Groups Telephone: 8120 0056

Email: SMGsupport@hktb.com

Address: 9-11/F, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

5. Important Notes

- 5.1 The acceptance of this funding scheme application shall not be construed as an endorsement or approval by the Hong Kong Tourism Board ("HKTb") of any products, services or opinions presented by the applicant. The applicant is strictly prohibited from using the HKTb's logo, name or trademark for publicity, promotion or any other purposes without obtaining prior written consent from the HKTb.
- 5.2 If the inbound tour operator is only responsible for receiving partial physical non-Hong Kong delegation(s) to participate in a confirmed event in Hong Kong, it will not be eligible for any funding support.
- 5.3 Owing to privacy concern, please do not send participants' names and personal information to HKTb and the Secretariat unless such information is specifically required.
- 5.4 The personal data provided in the application and related supporting documents [including but not limited to Form A, Form B, Form C, copy of invoice(s)] and supplementary information will be used by HKTb and the Secretariat in accordance with the Personal Information Collection Statement (Annex 1). Details of HKTb's applicable privacy policy is found at <https://www.mehongkong.com/eng/home/privacy-policy.html>. The HKTb reserves the right to not process an application if the Applicant fails to provide the required information.
- 5.5 The HKTb has the right to send staff or agents to the MIC event venue for inspection and sample checks.
- 5.6 The Secretariat may request additional supporting documents or information as it deems appropriate.
- 5.7 In any event of change or cancellation of the event, the Applicant must notify the Secretariat as soon as possible prior to the event commencement. Otherwise, the application will be considered invalid and thus funding will not be approved. In case of MIC event cancellation, the application must be deemed cancelled.
- 5.8 The Applicant must complete the application form and provide all supporting documents in a timely and truthful manner. Inaccurate and incomplete information may affect the processing and approval of the

applications by the HKTb. Moreover, any false, misrepresented or omitted information may lead to the rejection of applications and/or full recovery of any funding already granted.

- 5.9 To apply for funding support under this Scheme, the Applicant must in its application use a MIC group that meets all the eligibility requirements outlined in the Guide.

If the Secretariat identifies that the application does not meet any of the eligibility requirements of a qualified MIC Event, HKTb reserves the right to reject the application in question and any other application(s) submitted by the Applicant under this Scheme, for a period of three (3) months from a date on which HKTb rejects the application in question (“Ineligible Period”). HKTb also reserves the rights to reject application(s) submitted under other funding scheme(s) administered by the HKTb during the Ineligible Period.

- 5.10 By submitting the application, the Applicant is deemed to have accepted and agreed to be bound by the Terms and Conditions stipulated therein.
- 5.11 The HKTb reserves the final discretion and right to amend the Terms and Conditions without prior notice.
- 5.12 In the event that the Applicant is subjected to prosecution or discipline by the Travel Industry Authority, and this MIC Group or MIC Event is involved in such proceedings, the HKTb reserves the right to reject the application or seek full recovery of any funding that has already been granted.
- 5.13 The HKTb’s decision on accepting or rejecting any application shall be final.
- 5.14 The Applicant undertakes that the Applicant and the Event shall comply with all applicable laws in Hong Kong, including but not limited to, the Law of the People’s Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region, Prevention of Bribery Ordinance (as defined below) and Competition Ordinance.
- 5.15 The Applicant shall observe the relevant provisions of the Prevention of Bribery Ordinance (Cap 201 of the Laws of Hong Kong) (“PBO”). The Applicant shall prohibit its affiliated companies and their respective employees, the directors, contractors, agents, sub-contractors and other personnel of the Applicant from offering, soliciting or accepting any advantage (as defined in the PBO) or excessive entertainment in connection with the funding support by the Tourism Board. If the Applicant or its affiliated companies or their respective employees, the directors, contractor, agents, sub-contractors and other personnel of the Applicant commit any offence under the PBO (including offering of any advantages to any members or employees of the Tourism Board), the Tourism Board may terminate this Agreement and demand return of the funding support by the Tourism Board in full immediately and hold the Applicant liable for any loss or damage which the Tourism Board may sustain, and suspend the Applicant from applying any Tourism Board funding in the future.
- 5.16 These Terms and Conditions are written in English and Chinese. In case of discrepancies, the English version will prevail.
- 5.17 This guide to application is subject to change at any time without prior notice.

**Application for the Funding Support Scheme for
Small-sized Meeting, Incentive & Convention (MIC) Groups
("the SMG Scheme")**

**Hong Kong Tourism Board
Personal Information Collection Statement (PICS)**

Hong Kong Tourism Board ("**HKT**B") respects the personal data privacy of all individuals. HKT**B** is committed to ensuring that all personal data collected under Small-sized Meeting, Incentive & Convention (MIC) Groups ("**the SMG Scheme**") ("**Programme**") are handled according to the relevant provisions of the Personal Data (Privacy) Ordinance (Cap. 486) ("**PDPO**") or any applicable laws. A copy of HKT**B**'s Privacy Policy Statement may be found at https://partnetnet.hktb.com/en/privacy_policy/index.html

Providing personal data to HKT**B** is voluntary. However, if you do not provide HKT**B** with the required personal data, HKT**B** will be unable to process the registration for the Programme.

Purpose of Collecting Personal Data

HKT**B** will collect and use your personal data for facilitating your application, registration, participation and/or evaluation relating to the Programme only. HKT**B** will also take photos and videos and in most situations, these will be taken randomly throughout the Programme for non-commercial promotion, marketing and publicity of HKT**B** so your image may be so captured in which case, HKT**B** may not be able to identify you specifically nor will HKT**B** be able to obtain or store a record of your personal data in such situation.

Disclosure and Transfer of Personal Data

HKT**B** will keep your personal data confidential. Only authorised personnel will have access to and handle your personal data.

HKT**B** may transfer your personal data to third parties, including advisers, agents, contractors, sub-contractors, data processors, business partners, third-party service providers and/or merchants engaged by HKT**B** in carrying out the Programme.

HKT**B** will disclose your personal data when required to do so by law. HKT**B** may also disclose your personal data in response to requests from law enforcement agencies or regulatory authorities.

Security and Retention

HKT**B** will securely store your personal data according to prevailing information security practices. Appropriate technical and organisational measures will be in place to protect the personal data against unauthorised or accidental access, processing, erasure, loss or use.

HKT**B** will retain your personal data for 1 May 2025 – 31 March 2026 and destroy your personal data on or before 31 March 2033.

Access to Personal Data

You may access and/or correct your personal data in the records of HKT**B**. You may contact Programme Secretariat SMGSupport@hktb.com.

Consent (Please complete through online form)

☐ I have read the above PICS and understand its contents. I agree that HKT**B** can handle and use my personal data for the purpose(s) set out above.

Any person who registers on others' behalf must obtain the prior consent of the concerned individual before using his or her personal data in this registration.