

“Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA)” Scheme Guide to Application

Note:

This Guide should be read in conjunction with the “Matching Fund for Overseas Tourism Promotion by Tourist Attractions (MFTA)” Scheme Application Form.

Up-to-date version of this Guide and application form are available at the Hong Kong Tourism Board’s PartnerNet website (<http://partnernet.hktb.com>).

This guide is written in English and Chinese. In case of discrepancies, the English version shall prevail.

I. Introduction

1.1. Background

1.1.1 This MFTA scheme aims at facilitating the tourist attractions’ promotional work in Mainland China and overseas from 23 April 2024 to 31 March 2025 to raise the awareness of Mainland China and overseas visitors towards Hong Kong attractions.

1.1.2 This Guide is to provide information to applications for funding support under MFTA. In this Guide, unless the context otherwise requires, terms defined and expressions used in this Guide shall bear the meanings set out in the MFTA Application Form.

1.2 Objectives of the Scheme

The MFTA aims to provide marketing and promotion funding support to Hong Kong tourist attractions to develop marketing promotional activities in Mainland China and overseas markets.

Applicants may develop promotion plans and activities that encompass other tourism and tourism-related industry partners, including but not limited to airlines, hotels, travel agencies, tour operators, retail, and catering partners.

II. Application for MFTA Funding Support

2.1 Eligibility Criteria

2.1.1 Eligibility of applicants:

An ‘applicant’ refers to a company which:

- (a) directly operates a purpose-built attraction in Hong Kong, except facilities of the following categories:
 - i. Government wholly-owned and/or managed entities (e.g. LCSD’s facilities such as museums, the Hong Kong Zoological and Botanical Garden; AFCD’s facilities such as the Hong Kong Wetland Park, the Hong Kong Geopark; etc);
 - ii. Exhibitions and galleries or venues, including those where events are held on ad-hoc basis and/or not held year-round as tourist facilities;
 - iii. Shopping malls.

- (b) provides sightseeing transportation which carries distinctive Hong Kong’s character or history and is designed or promoted purely as a tourism product.

2.1.2 If an 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 Mainland China and overseas 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.

2.1.3 Application Eligibility:

- a) Applicant should submit one application for each promotion programme; the application may contain multiple promotion projects covering different source markets.
- b) 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.
- c) For applicants that plan to co-op with other eligible applicant(s) on the same promotional project, individual applicant(s) must submit separate applications highlighting respective applicant(s)' share of promotion investments in the joint project.

2.2 Application Procedures

2.2.1 Application opens from 1 April 2024 to 11 March 2025 (inclusive).

2.2.2 The up-to-date Application Form can be downloaded from the Hong Kong Tourism Board's PartnerNet website (<http://partnet.hktb.com>).

2.2.3 This Guide to Application can be downloaded from the Hong Kong Tourism Board's PartnerNet website.

2.2.4 Applicants may write to the Secretariat to withdraw an application before the agreement (see section 4.2 below) is signed.

2.3. Deadline for Submission

2.3.1 The deadline for the application for the MFTA will be on 11 March 2025. Late submissions will not be accepted. Application with incomplete details will not be considered.

2.4 Methods of Submission of Application

- 2.4.1 To make an application, the following documents should reach the Secretariat at the following e-mail address: mfta@hktb.com at least 14 working days before the commencement of the promotion(s):
- a) the completed Application Form (with signature and company chop);
 - b) a copy of relevant registration documents (for first time applications);
 - c) a copy of other supporting documents / information as required in the application form;
 - d) completed Declaration of Conflict of Interest Form (appendix 1 of Application Form); and
 - e) any other additional information relevant to the application.
- 2.4.2. Applicant and its Associates who are involved in the Project shall each submit a declaration of potential conflict of interest to Hong Kong Tourism Board upon submission of each application.

Associates mean any person or corporation who has Control, directly or indirectly, over the applicant.

Control in relation to another person means the power to secure:

- (a) by means of the holding of shares or interests or the possession of voting power in or in relation to that or any other person; or
- (b) by virtue of any powers conferred by any constitution, memorandum or articles of association, partnership, agreement or arrangement (whether legally enforceable or not) affecting that or any other person; or
- (c) by virtue of holding office as a Director in that or any other person;

that the affairs of the first-mentioned person are conducted in accordance with the wishes of that other person.

If the Applicant or any Associates involved in the Project commit any offence under the Prevention of Bribery Ordinance (Cap. 201) or under any law of a similar nature in relation to the application or the agreement, the Hong Kong Tourism Board shall be entitled to reject the application, terminate the agreement if entered and demand return of funding in full immediately.

- 2.4.3 Applicant is required to provide all relevant financial and related information of the Applicant and in respect of the planning, budgeting, operation and promotion of the product to Hong Kong Tourism Board, for the purpose of assessing the application.
- 2.4.4 Applicant may be required to submit additional or supplementary information to support its application. Applicant should provide the Secretariat with the requested clarification, information and documents from time to time.

2.5. Enquiries during the Application Period

- 2.5.1 Applicants may contact the Secretariat at telephone no. 8120 0060, or email address: mfta@hktb.com for enquiries and assistance.
- 2.5.2 Information provided in response to enquiries received by the Secretariat may be shared without notice to the applicants with other individuals or organisations as the Secretariat considers necessary.

III. Assessment of Applications

3.1 Assessment Procedures and Criteria

- 3.1.1 Hong Kong Tourism Board will accept the applications based on the below criteria:
- A minimum amount of HK\$100,000 for the total expenditure of each submitted marketing programme
 - 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 Mainland China and overseas travel trade partners. Printing of marketing collaterals are not eligible for this funding.
 - A media plan must be included for each marketing programme where applicable (include publicity and media value of the promotion channels)
 - KPIs and expected results must be provided (The KPIs are for HKTB's reference only, there will be no penalty on funding reimbursement)
- 3.1.2 Applicant may apply for funding for more than one promotion program targeting more than one single source market under one single application, but funding for each application is capped as set out in Section IV.
- 3.1.3 Applicant must provide the name and details of co-op partner(s) (where applicable) in the application form if the marketing programme(s) involve other tourism and tourism-related industry partner(s), including but not limited to airlines, hotels, travel agencies, tour operators, retail, and catering partners.
- 3.1.4 Hong Kong Tourism Board will ONLY accept applications within 3 months from the official opening date of the applicant's new attraction.
- 3.1.5 All promotion(s) shall commence from 23 April 2024 onwards and must be completed by 31 March 2025.

3.2 Notification of Results and Offer Letter

- 3.2.1 Under normal circumstances, provided that all information (including any supplementary information) required is submitted, applicants will be notified of the acceptance of the application in writing within 7 working days after submission of the application to Hong Kong Tourism Board.
- 3.2.2 If an application is rejected, the decision is final and absolute. There is no appeal mechanism.

- 3.2.3 Subject to the satisfaction of the conditions set out in the written notification, the HKTb may, in its sole discretion and without prior notice to the applicant, announce the details of the funded MFTA promotion plans and the identity of the applicant(s) publicly and prepare the agreement(s) for execution by relevant parties.
- 3.2.4 In the event that the proposed promotional plan requires compliance with certain statutory requirements or other permission, approvals or requirements of the relevant bodies or authorities under the Law of Hong Kong or overseas jurisdiction, it is the responsibility of the relevant applicant to submit the necessary application and obtain the required approval from the relevant bodies or authorities.
- 3.2.5 Under no circumstances will the HKTb accept liabilities for the product or the promotion plan of the applicants or for any compensation to the applicants or their collaborative trade partners (as joint applicants or otherwise) and the targeted customers at large.
- 3.2.6 Hong Kong Tourism Board is not bounded to accept or support any application submitted.

IV. Funding Support

4.1 Scope of Funding

- 4.1.1 The MFTA funding provided should solely be used to support marketing and promotion of attractions in Mainland China and overseas.
- 4.1.2 The total marketing and promotion costs per application is set at a minimum of HK\$100,000.
- 4.1.3 The Hong Kong Tourism Board's total financial contribution 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 (any form of in-kind support will not be accepted).
- 4.1.4 The total cumulative amount of funding for each Applicant will not exceed HK\$2,000,000 in respect of applications starting from 1 April 2024 to 11 March 2025.
- 4.1.5 Hong Kong Tourism Board has the final decision on the funding level for each and every application and reserves the right to reject an application if deemed not up to the prescribed evaluation criteria.
- 4.1.6 The amount of funding support sought should be justified by a prudent and realistic promotion plan with justification for each of the proposed expenditure items.
- 4.1.7 In any event of change or cancellation of the promotion programme, the Applicant should notify the HKTb as soon as possible prior to the commencement of the promotion. Otherwise, the application will be considered invalid and thus funding will not be approved. In case of promotion activities cancellation, the application should be deemed cancelled.

4.2 Contractual Requirements with HKTB

- 4.2.1 An agreement will be signed with the applicant for the first application. The terms and conditions of the signed agreement will be applied to all individual accepted application thereafter.
- 4.2.2 The terms and conditions approved by the MBD will be set out in the agreement(s) (which will be prepared and approved by the HKTB) to be signed by the HKTB with the applicant. The agreement(s) will prescribe in detail the rights and obligations of the applicant.

4.3 Payment arrangements for each successful application

- 4.3.1 The funding will only be disbursed after the promotion programme has been duly executed and will only be paid to the applicant on reimbursement basis against proof of relevant invoices, receipts and agreed deliverable(s).
- 4.3.2 The applicant is required to use a competitive procurement method for the expenditure items over HK\$200,000 if applicable.
- 4.3.3 The applicant must submit report, invoices and receipts from the relevant suppliers within 90 days after completion of promotion activities or no later than 30 June 2025 whichever is earlier.
- 4.3.4 Under normal circumstances, the HKTB will complete the processing of funding reimbursement within 30 working days from the date of receipt of all necessary supporting documentation, The Applicant will be notified of the application result (successful or otherwise) by the HKTB in writing by email.
- 4.3.5 The applicant will also be required to maintain the invoices or bills for a period of seven years after completion of the approved promotion(s) and produce them for inspection without delay as and when required by the Secretariat.
- 4.3.6 Under no circumstances will the HKTB accept liabilities for any deficits arising from the promotion.

4.4 Intellectual Property Rights and Personal Data

- 4.4.1 It is the responsibility of the applicant to ensure that they comply with the provisions of the intellectual property laws of Hong Kong. Under no circumstances should the HKTB be held liable for any breaches of Intellectual Property Rights¹ caused by the implementation of the product.
- 4.4.2 The HKTB shall be entitled to use the promotion materials of the Applicant, free of charge, for the purposes of tourism promotion. The applicant will be required to grant for the benefit of the HKTB, its authorized users, assigns and successors-in-title an unconditional, irrevocable, non-exclusive, perpetual, royalty-free and world-wide licence to use the project materials for the benefit of the HKTB, its authorized users, assigns and successor-in-title, for the above purposes and by any means and in any manner.
- 4.4.3 The “Personal Information Collection Statement” as stated in the Application Form will apply to the personal data provided by the applicants in connection with the applications. Before the applicants supply any personal data to the HKTB in connection with their applications, they must ensure that the relevant data subjects have read the statement.

¹ Intellectual Property Rights (IPRs) means “patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights (of whatever nature and wheresoever arising, whether now known or hereafter created) and in each case whether registered or unregistered and including applications for the grant of any such rights.”