

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

Application period: 1 April 2024 to 11 March 2025

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

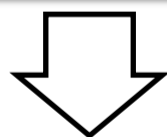
An agreement will be signed with the applicant for the first application.

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



Implementation of Promotion Plan

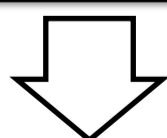
All promotion(s) shall commence from 23 April 2024 and must be completed by 31 March 2025.



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