



Hong Kong Association of Travel Agents

Units 502-4, 5/F., Skyway House, North Block, 3 Sham Mong Road., Tai Kok Tsui,
Kowloon, Hong Kong

Tel: 2869 8624

Website : www.hata.org.hk

Fax: 2525 0986

Email: manager@hata.org.hk

02 Sep 2014

Dear Members,

42nd HATA Annual Overseas Convention, 31 October - 02 November 2014, Tainan, Taiwan

I am pleased to inform you that we have finalized the programme for HATA's most important business and social event of the year – the 42nd HATA Annual Overseas Convention to be held in Tainan, Taiwan, 31 October - 02 November 2014.

At the affordable price of HK\$ 1,988 (on share twin basis) exclusively for HATA members, the offer includes roundtrip airfare by two airlines, namely Dragonair and China Airlines, 2 nights' accommodation at the 5-star Tayihlandis hotel and hosted transfers, sightseeing and meals as indicated in the attached programme outline. The convention package is at truly amazing price, an offer definitely not to be missed!

The theme of this year's convention will be "**Socially Yours**" which addresses the importance of social media in this constantly evolving travel industry.

Enclosed please find an outline of the convention programme together with the applicable registration forms.

So don't miss this fantastic opportunity to network with your industry colleagues and learn how your business can take advantage of social media. Kindly register your participation **before (Friday) 26 September 2014** as soon as possible due to limited capacity.

Meantime, I look forward to welcoming you to Tainan.

Yours sincerely
HONG KONG ASSOCIATION OF TRAVEL AGENTS

Jason Wong

Jason Wong
Convention Chairman

**OUTLINE OF THE 42ND HATA CONVENTION
TAINAN, TAIWAN 31 OCTOBER – 02 NOVEMBER 2014**

FRI - 31 OCT - HONG KONG / TAINAN / KAOHSIUNG

- Check-in at Hong Kong International Airport
Package A: HKG/KHH - KA432 0855/1020 HRS
Package B&C: HKG/TNN - CI7868 1140/1300 HRS
- Transfer to Tayihlandis hotel immediately upon arrival
- Welcome dinner at Tayihlandis hotel hosted by Tainan City Government

SAT - 01 NOV - TAINAN

- Breakfast at hotel, transfer to convention venue

BUSINESS SESSION (STARTING AT 0900 HRS SHARP)

- Inauguration
 - Welcome addresses (Convention Chairman/HATA Chairman)
 - Keynote speeches by distinguished speakers
 - Panel discussion and open forum moderated by HATA Vice Chairman
- Lunch followed by afternoon sightseeing tour
- Farewell dinner
- Night market tour

SUN - 02 NOV - TAINAN / KAOHSIUNG / HONG KONG OR POST CONVENTION TOUR

- Breakfast at hotel
- Morning at leisure / Check-out Hotel
- **Package A** - Transfer to Kaohsiung International airport
KHH/HKG- KA457 2120/2250 hrs
- **Package B** - Transfer to Tainan Airport
TNN/HKG - CI7867 1410/1540 hrs
- **Package C** - Sightseeing at Tainan, transfer to Shangri-La Far Eastern Plaza Hotel
Dinner and accommodation at Shangri-La Far Eastern Plaza Hotel

MON - 03 NOV - TAINAN / HONG KONG

- Breakfast at hotel
- Sightseeing at Tainan
- Check-out hotel and transfer to Tainan Airport
TNN/HKG CI7867 1410/1540 hrs

Dress Code: Smart Casual

**42nd HATA Annual Overseas Convention, Post Tour Package
(31 OCT - 02 NOV 2014 TAINAN, TAIWAN)**

Registration Form (Please fax to HATA 2525-0986)

Delegate

Name as in Passport ↓ (Name on Convention Badge)

Surname	Given Name(s)	Title Mr/Mrs/Ms	Passport Number
Type of Travel Document	Date of Birth	Date of Issue	
Expiry Date	Name of Company	Title/Position	
Address of Company:			
Telephone No.	Fax No.	Email Address	

Accompanying Person/Spouse

Name as in Passport ↓ (Name on Convention Badge)

Surname	Given Name(s)	Title Mr/Mrs/Ms	Passport Number
Type of Travel Document	Date of Birth	Date of Issue	
Expiry Date	Name of Company	Title/Position	

Single Twin Double

Share with _____

Flight Preference:

- Convention Package A - 31 Oct HKG/KHH KA432 0855/1020, 02 Nov KHH/HKG KA457 2120/2250
- Convention Package B - 31 Oct HKG/TNN CI7868 1140/1300, 02 Nov TNN/HKG CI7867 1410/1540
- Convention Package C - 31 Oct HKG/TNN CI7868 1140/1300, 03 Nov TNN/HKG CI7867 1410/1540

Package Preference (price per person twin sharing, please tick as appropriate):

<input type="checkbox"/> Convention Package A & B (31 Oct- 02 Nov) For 1st & 2nd HATA member of the same Company	HK\$1,988	X	=	HK\$
<input type="checkbox"/> Convention Package C (31 Oct -03 Nov) For 1st & 2nd HATA member of the same Company	HK\$2,588	X	=	HK\$
Additional charges :				
<input type="checkbox"/> For 3 rd & 4 th HATA members / Non - HATA members	HK\$300	X	=	HK\$
<input type="checkbox"/> Single room supplement for convention package A / B	HK\$800	X	=	HK\$
<input type="checkbox"/> Package A/B/C- Ancillary charges : fuel surcharge, airport taxes, & TIC levy	HK\$650	X	=	HK\$
<input type="checkbox"/> Land only for convention package (without air transportation)	HK\$1,600	X	=	HK\$
<input type="checkbox"/> Single room supplement for post tour Package C	HK\$1,200	X	=	HK\$
TOTAL				= <u>HK\$</u>

Important Notes:

- ❖ Use of personal data provided will be limited to this event only.
- ❖ First priority to be given for HATA members.
- ❖ **Please fax or email your company name card(s) together with registration form.**
- ❖ **3rd & 4th HATA members, Non-HATA members are subject to availability.**
- ❖ Visa application on your own arrangement.
- ❖ Cheque should be made payable to HONG KONG ASSOCIATION OF TRAVEL AGENTS LTD.
- ❖ Deadline for registration **26 Sep 2014**. A late registration surcharge of HK\$200 is applicable for registration after the deadline.
- ❖ A surcharge of HK\$1,000 is applicable for any cancellation after the deadline for registration.
- ❖ A handling charge of HK\$100 is applicable to each change after registration has been made.



Please complete and fax back to the HATA Secretariat Fax: 2525-0986 or
Email to manager@hata.org.hk

42ND HATA ANNUAL OVERSEAS CONVENTION
31 OCT – 02 NOV 2014, TAINAN, TAIWAN

We wish to place our advertisement in the 42nd HATA Annual Overseas Convention Program Book. (Please tick as appropriate)

Advertising Rates:

Back Cover	Colour	HK\$9,800	<input type="checkbox"/>
Inside Cover - Front/Back:	Colour	HK\$6,000	<input type="checkbox"/>
Inside Pages - Full page:	Colour	HK\$4,000	<input type="checkbox"/>
Half page:	Colour	HK\$2,200	<input type="checkbox"/>

Actual Size: 210 mm width x 297 mm height for full page
210 mm width x 148.5 mm height for half page

Bleeding Size: 5 mm margin all round

Deadline for artwork submission: 26 Sept 2014

Name of Company : _____

Person to Contact : _____ Tel : _____

Email : _____ Fax : _____

Signature : _____ Date : _____