

Dear Airline Company / Travel Agency

Media Advisory on the Disclosure of Full Prices in Advertisements (Revised)

The Advertising Standards Authority of Singapore (ASAS) has updated the media advisory of 20 Oct 2008, following observations and feedback from travel agencies and changes in the industry.

The fundamental guideline contemplated in the 2008 Advisory is to ensure that all prices advertised should be the complete prices that consumers would be paying, so that there are no hidden costs or fees that they may end up paying.

Since 2008, there have been many changes in the travel industry, especially with the introduction of various components of costs, fees and taxes to be added to the fare price. ASAS understands that it could be difficult for travel and airfare advertisements to carry the monetary value of airport taxes, insurance and administrative charges, and fuel surcharges with the fare price, as a single price. This is in view of the frequent fluctuations of taxes and surcharges, as well as the variations depending on the airline and destination.

However the basic principle requiring transparent publication of all pricing, in the earlier Advisory, remains relevant.

Accordingly, one of two approaches should be adopted:

- a. To advertise the actual prices for all destinations with all costs, surcharges, fees and taxes added in [see Example 1]; OR
- b. To display fare prices with clear reference to a range of fees for taxes and surcharges in the advertisements. The range of fees should show the minimum and the maximum. The price finally charged should however not be more than the highest price quoted in the range [see Example 2].

In either of the above, there should also be a disclaimer that the prices are subject to changes, as there may be fluctuations of the airport taxes, insurance and administrative charges and fuel charges.

The disclaimer and the range of prices must be clearly indicated, in the minimum font size of “6” for Classified advertisements and in a minimum font size of “8” for other forms of printed advertisements. For advertising on broadcast, interactive and social media, the font size of “14” applies.

Example 1:

*Airfare - \$700 **

** Price includes air ticket (\$500), all airport taxes (\$60), fuel surcharges (\$80) and fees (\$60).*

Example 2:

*Airfare - \$500**

** Price does not include airport taxes and fuel surcharges (between \$100 and \$300).*

The revisions are to take effect immediately.

This circular supersedes the circular dated 20 Oct 2008.

Issued by
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