

Travel Advertising & Claims Compliance

Travel & Tourism

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Reviews travel advertising and claims against ASCI and consumer law — misleading pricing (per-couple vs per-person, hidden taxes), fake or non-representative images, guaranteed/best-price claims and influencer disclosure — so your marketing does not mislead or invite action. Use it before running campaigns. For consumer terms use the Traveller Consumer-Protection tool.

Purpose of this tool & output

Advertise trips honestly and safely

How the output is used

Use it to advertise trips honestly and safely — a travel advertising and claims compliance guide across honest pricing, images and disclosures.

Important cautions

Misleading from-prices and fake images are the top travel-ad complaints; disclose price basis clearly. Not legal advice.

Companion documents

- Tour GST & TCS Compliance
- Tour Operator Licensing & Compliance Overview
- Traveller Consumer-Protection & Grievance Compliance
- Data Privacy (DPDP) for Travel
- Adventure Tourism Safety Compliance
- Travel Business Labour & Statutory Compliance

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.