

THE SALTMARSH PARTNERSHIP RETAINS TAIWAN IN THREE-WAY PITCH

Travel PR and representation specialist The Saltmarsh Partnership will work with the Taiwan Tourism Bureau for the sixth successive year in 2011/12, retaining the six-figure PR and marketing account after a three-way pitch process.

First appointed in April 2006, The Saltmarsh Partnership's activities have significantly raised the destination's profile in the UK market, with annual visitor numbers increasing by as much as 21 per cent.

2011 marks the 100th anniversary of the founding of the Republic of China, an event of huge significance in Taiwan. This is reflected in a new Tourism Bureau marketing campaign - *Tour Taiwan, Touch 100* - which has seen the introduction of 100 new cultural and activity tours across the island. A new tourism brand, 'Taiwan – The Heart of Asia', has also been launched.



Taiwan's spectacular Sun Moon Lake

"We are delighted to be continuing our successful relationship with the Taiwan Tourism Bureau," said The Saltmarsh Partnership managing director Geoff Saltmarsh.

"The *Tour Taiwan, Touch 100* campaign will underpin our activity, giving us a chance to focus on what makes Taiwan special - its combination of vibrant city experiences and spectacular countryside, its modern sophistication mixed with traditional lifestyles."

Taiwan lies off the southeastern coast of mainland Asia, between Japan and the Philippines and across the Taiwan Straits from China. Just 242 miles in length and 87 miles wide at its widest point, the island boasts a varied terrain of high mountains, rolling hills, fertile plains and basins and picturesque coastlines. There are six national parks and 13 designated national scenic areas.

Mr Saltmarsh added that key areas of PR activity will focus on outdoor adventures including hiking, biking and eco-touring, culinary Taiwan and the island's authentic local culture, in particular its Aboriginal tribes. PR activity will be supported by a high-profile advertising campaign encompassing print, outdoor and online media.

For more information on Taiwan, please see www.taiwan.net.tw or telephone The Saltmarsh Partnership on 020 7928 1600.

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The Saltmarsh Partnership

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