



Press release: 16th February 2010

Latest news from the Taiwan Tourism Bureau

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1. Taiwan Tourism Bureau launches UK advertising campaign

The Taiwan Tourism Bureau has launched a new high profile UK advertising campaign. The drive is designed to encourage even more British visitors to travel to the Asian island.

Creative Taiwan advertising can now be seen on the sides of London's black cabs, in Tube carriages, on animated displays in London's Underground and in key consumer publications, including *The Sunday Times Travel Magazine* and *The Daily Telegraph Magazine*.

There are now 75 taxis featuring Taiwan, which can be seen driving throughout London for the next three months. There will also be 1,000 Taiwan advertisements per week in London Underground carriages for the next six weeks. Animated display panels alongside escalators in selected London Underground stations are also included in the campaign.

Taiwan's UK PR and marketing consultancy, The Saltmarsh Partnership, created the campaign for the Taiwan Tourism Bureau in conjunction with CGA Creative, an advertising design company specialising in travel and tourism clients.

www.taiwan.net.tw

2. AirAsia launches Kota Kinabalu -Taipei flights

Asia's low-cost carrier, AirAsia, has launched direct flights between Kota Kinabalu in East Malaysia and Taiwan's capital, Taipei, from as little as £280 return. This new daily service will make it even easier for British travellers to twin a holiday in Taiwan with one in Malaysia.

AirAsia's new route will be operated by the airline's new 180-passenger Airbus A320 aircraft. Flights departing from Kota Kinabalu will depart daily at 06.00 and will arrive in Taipei at 09.20; while flights out of Taipei will leave at 09.50 and are scheduled to land at Kota Kinabalu at 13.10.

These new flights follow hot on the heels of the launch of AirAsia's first route connecting Taipei and Kuala Lumpur, which launched in July 2009. To date, AirAsia and AirAsiaX now fly direct to Taipei every day from Kuala Lumpur, Bangkok and Kota Kinabalu.

www.airasia.com

3. Adventure tours launched by Grasshopper Adventures

Specialist tour operator, Grasshopper Adventures, is now offering two regular tours to Taiwan taking in the sights of Taipei, Taroko Gorge, Sun Moon Lake, Kenting National Park and other impressive tourist destinations on the island.

Grasshopper Adventures' 13-day 'Bike Tour' of Taiwan visits some fantastic places for cycling on the island, including the Central Mountain Range, Green Island and Taiwan's oldest city, Tainan. Along the way, guests will tour through dramatic gorges, scenic paddy fields and along winding coastal paths. More adventurous cyclists can also traverse North East Asia's tallest mountain peaks. The next 'Bike Tour' of Taiwan starts in Taiwan on April 16 finishing on April 28.

As well as cycling, the company is also offering the chance for visitors to enjoy hiking, swimming, snorkelling and surfing opportunities during its 'Taiwan: The Other China' tour. The 15-day adventure tour will visit some of Taiwan's most popular tourist spots, such as Taipei, Alishan, Kenting National Park and Sun Moon Lake. The next 'Taiwan: The Other China' tour will begin in Taiwan on March 28 and finish on April 11.

Prices for the 'Bike Tour' start from £1,727 per person, with optional bike hire rates from £96. Costs for 'Taiwan: The Other China' tour start from £1,921 per person. Both prices include private transport and guide, accommodation, entry fees, most meals and all boat and train travel on the island. Prices exclude international flights.

www.grasshopperadventures.com

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

For media information and image or if you're interested in visiting Taiwan on an individual or group press trip, please contact Sarah Habicht at The Saltmarsh Partnership on 020 7902 2792 or email sarah@saltmarshpr.co.uk.