



Press release: 21st October 2009

Latest news from the Taiwan Tourism Bureau

Contents:

- 1. Win flights and holidays to Taiwan at WTM Happy Hour!**
- 2. Taiwan promotion at Bluewater, Kent, 10th-13th November 2009**
- 3. Witchcraft school launched by Taiwan aborigines**

1. Win flights and holidays to Taiwan at WTM Happy Hour!

Join the Taiwan Tourism Bureau's Happy Hour during World Travel Market (WTM) to be in with a chance of winning flights and holidays to Taiwan. Happy Hour will take place on Tuesday 10th November 2009 on the Taiwan stand (AS6100) between 4pm and 6pm.

Along with the Taiwan Tourism Bureau and trade delegation, who will man the stand, Taiwanese aboriginal dancers in traditional costume will also be on hand to distribute information on the island and to promote Taiwan's culture.

Visitors to the stand for the Happy Hour will be able to enter into a prize draw to win one of four holidays to Taiwan with flights provided by EVA Air and China Airlines. Prizes include accommodation at some of Taiwan's most prestigious hotels, including the five-star Landis Taipei, as well as the island's most luxurious boutique hotel, The Lalu, which overlooks Sun Moon Lake.

Champagne, soft drinks and nibbles, as well as traditional Taiwanese snacks, will be available for media, operators and other colleagues in the travel industry.

RSVP is essential for entry. If you would like to attend, please email: sarah@saltmarshpr.co.uk or phone 020 7902 2792.

www.wtmlondon.com

2. Taiwan promotion at Bluewater, Kent, 10th-13th November 2009

To coincide with the week of WTM, the Taiwan Tourism Bureau is staging a high profile consumer event at one of the UK's largest shopping centres to

showcase all that the country has to offer. The event will take place at Bluewater in Kent from 10th-13th November 2009.

Over the course of the four-day promotion, a group of Taiwanese aborigine dancers will be on hand to provide entertainment and to promote Taiwan's aboriginal culture. The dancers will perform traditional dance routines in the afternoon of Tuesday 10th, Wednesday 11th, Thursday 12th and all day on Friday 13th November 2009.

There will also be a number of Taiwanese prizes on offer, including the chance to win flights to Taiwan with EVA Air and China Airlines, as well as tours of Taipei with Emerald Tours and Funway Travel. Prize winners will be selected from a lucky draw on Wednesday 11th and Thursday 12th November 2009.

Taiwan's consumer promotion will take place at Bluewater site E13, which is located on the Rose Gallery. This event is free and open to consumers and travel industry professionals. If you would like to attend, please contact Sarah Habicht at sarah@saltmarshpr.co.uk or phone 020 7902 2792.

www.bluewater.co.uk

3. Witchcraft school launched by Taiwan aborigines

Tribal elders from Taiwan's indigenous Paiwan tribe have launched a class to train students in the ancient skills of witchcraft. The class is designed to bring back centuries-old traditions that have diminished due to modernisation and the influence of western society.

Witchcraft, which is an important tradition for the Paiwan tribe, is used to help treat diseases, bless hunters, pray for a good harvest and offer protection from evil. Lessons involve teaching students how to seek guidance from the gods and communicate with the souls of deceased ancestors. This is achieved through chanting and leaves, which are believed to help aboriginal witches connect with the other world.

The witchcraft class has opened in a Paiwan village in Pingtung county, where most of the Paiwan tribe live. It is taught by local elders who want to pass on their skills to students, who must have either had witches or shamans in their bloodline or be descended from village chiefs. The class has received funding from the government's Council of Indigenous Peoples.

The Paiwan is one of 14 aboriginal tribes that have lived in Taiwan for thousands of years. Two per cent's of Taiwan's population is made up of 12 indigenous tribes, who each have their own languages, traditions and tribal structures.

www.taiwan.net.tw

- Ends -

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 Susie Tempest or Sarah Habicht at the Saltmarsh Partnership on 020 7928 1600 or email susie@saltmarshpr.co.uk / sarah@saltmarshpr.co.uk.