



Press release: 29 November 2010

Latest news from the Taiwan Tourism Bureau

Contents:

- 1. Taiwan launches 2011 campaign: Tour Taiwan 100**
- 2. Taiwan 2010 Hot Spring Carnival**
- 3. See in the New Year in Taipei**

1. Taiwan launches 2011 campaign: Tour Taiwan 100

The Taiwan Tourism Bureau has announced its 2011 marketing campaign, which will feature three key elements: Tour Taiwan 100, Authentic Taiwan and Great Service in Taiwan.

Tour Taiwan 100 sees the introduction of over 100 new tours and different experiences on the island. From celebrity spotting to Yulin Puppet Shows, the tours will fall into one of 10 themes: customs & religion, local culture, aboriginal tribes, hot-springs, innovation tours, contemporary culture, hiking, tracking celebrities, eco-touring and biking. The tours are designed to help visitors maximise their time and make the most of their experiences on the island.

Authentic Taiwan will promote the culture and traditions of Taiwan through four key events, one for each season: Taiwan Lantern Festival (Spring), Taiwan Cuisine Festival (Summer), Taiwan International Cycling Festival (Autumn) and the Taiwan Hot Springs and Fein Cuisine Carnival (Winter). In conjunction with these events, there will also be a number of new initiatives such as 'Taiwan Tea Adventure' and 'Taiwan Night Market Competitions' designed to promote the other aspects of culture on the island.

Finally, the great service initiative focuses on an even better hospitality on the island, before, during and after tourists' trips. There will be several new websites, offering more information and insight, as well as shuttle buses, tour coupons and special offers making getting around much easier.

Holidaymakers will also benefit from extra special treatment such as a free 'Easy Card' for the subways in Taipei and Kaohsiung, free half-day tours for transit tourists as well as prizes for the millionth tourist visiting the country.

For more information about the tours visit: <http://100.taiwan.net.tw>

2. Taiwan 2010 Hot Spring Carnival

Now is the perfect time of year to enjoy the hot springs in Taiwan, not just because of the cooler temperatures, but also because The Hot Spring and Fine Cuisine Carnival is now in full swing until January 31. This annual event is a celebration of the hot-spring culture in Taiwan and there will be plenty of events and activities taking place, from special hot-spring excursions to money saving offers on accommodation, transport and fine cuisine, where the emphasis is on healthy and delicious food.

Located on the 'Rim of Fire', Taiwan is blessed with over 100 magnificent hot-springs, most of which also boast breathtaking, mountainous backdrops. These hot-springs heavily populate the Jiaushi area, although they do exist in almost every county of Taiwan, making it understandable why the island has become known as 'The Hot-Spring Kingdom'.

The hot-springs are said to have medicinal and therapeutic properties, often having a positive effect on the nervous and digestive systems, as well as circulations and vital organs.

For more information visit:

www.taiwanhotspring.net/eng/00_home/00_home.asp

China Airlines offers flights from London Heathrow to Taipei, with prices starting from £604 per person, including tax. This price is based on a return journey in economy class, travelling in December. For more information visit: www.china-airlines.com

3. See in the New Year in Taipei

Done with Trafalgar Square, bored with Times Square? Why not head to Taipei to enjoy the huge party and special events that will be taking place? There will be parades, concerts and fireworks galore, as the streets burst with excitement and a party atmosphere takes over the whole city. Take in the fantastic sight of the world's second tallest building aglow, as Taipei 101 is lit by fireworks.

EVA Air offers daily flights from London Heathrow to Taipei via Bangkok. Return airfares in Economy class start from £585, while fares in Elite class start from £885. Both costs are inclusive of taxes. Book online at www.evaair.com or by telephone on 020 7380 8300.

Stay in the thick of the action at the Sheraton Taipei, located very close to the main station, with easy access to the metro and all main attractions. Prices start from £143 per double room per night including taxes. To book call 00800 325 35353 or visit www.sheraton.com/taipei.

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

For media information and images or if you're interested in visiting Taiwan on an individual or group press trip, please contact David Ezra or Samantha Crossfield at The Saltmarsh Partnership on 020 7902 1600 or email david@saltmarshpr.co.uk / samantha@saltmarshpr.co.uk.