



Press release: 27 September 2010

Latest news from the Taiwan Tourism Bureau

Contents:

- 1. In a Spin about the Taiwan Cup 2010**
- 2. Flower Power in Taipei**
- 3. Your taste of Taiwan starts early!**
- 4. Bradt Guides launches new Taiwan guidebook**

1. In a Spin about the Taiwan Cup 2010

16th-24th October 2010 sees Taiwan's inaugural cycling festival, the Taiwan Cup, taking place. Dubbed the 'Kingdom of Bicycles', Taiwan is taking this opportunity to show off the huge number and variety of trails and routes available throughout the island.

Hualien and Taitung counties are working in conjunction with Taiwan's Tourism Bureau to arrange a series of cycling events and competitions. These competitions will include world-renowned cycling teams competing in the 'International Route' and the 'Professional Races'. There will also be competitions for cycling rookies starting at 51km and for the Lance Armstrong wannabes there is an official the 'Iron Man 70.3' triathlon competition too.

For those that don't fancy getting saddle-sore there is much more to do and see, with folk music, cuisine, hot springs and cultural attractions all on offer with preferential prices throughout the Taiwan Cup.

2. Flower Power in Taipei

Taipei is in full bloom as it prepares for the International Flora Exposition, which launches on November 6 2010 and will continue into April 2011. This is the first exposition of its kind to take place in Taipei and the city is undergoing work to upgrade the city's infrastructure in order to create a 'city of gardens'.

There will be a total of 36 countries exhibiting, with the UK represented by a Royal Horticultural Society garden designed by landscaper Michael Balston, celebrating the 350th anniversary of the RHS.

Housed in 14 separate exhibition halls covering 91.8 hectares, Taipei International Flora Exposition will showcase the growth of floriculture in

Taiwan and drive economic and urban development. Each garden will be dedicated to celebrating notable achievements in horticulture, science and environmental protection of technology.

Taiwanese airline EVA Air has teamed up with specialist tour operator Ours Travel to offer two new packages to visit Taipei International Flora Exposition.

Seven and 14-day packages include a three-day ticket to the Taipei Flora Expo; five and 12 nights hotel accommodation in Taipei, including breakfast; all airport transfers; and return flights from London Heathrow to Taipei in EVA Air's Economy Class. The 14-day package also features a five-day tour to the popular tourist attractions of Tainan, Kaohsiung, Kenting National Park and Taroko Gorge.

Prices for the seven and 14-day packages start from £895 and £1,995 respectively. Travellers booking the 14-day itinerary will need to depart from London on the following dates: 10 November and 8 December 2010; and 12 January, 9 February, 9 March and 13 April 2011.

To book or for more information, please see: www.ourstravel.com
For more information on EVA Air, please visit: www.evaair.com

For more information about Taipei International Flora Exposition 2010, visit: <http://www.2010taipeiexpo.tw>

3. Your taste of Taiwan starts early!

Visitors to Taiwan can now enjoy an early taste of the country's cuisine before they even arrive! For one year only, China Airlines has teamed up with world-class champion Master Chef Wu Pao-chun to serve Chef Wu's award-winning Taiwanese Fermented Lychee and Rose Bread in CAL's First Class and Business Class.

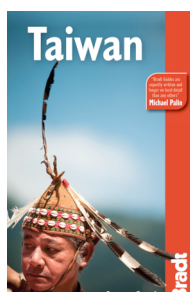
The airline is also working with Chef Wu Pao-chun to introduce three additional breads onboard, which will include Banana Cocoa Bread, using local Taiwanese bananas, and Basil French bread, using Taiwanese Basil. The third bread will be award-winning Walnut and Dried Longan bread.

Flights to Taipei from Heathrow start from £495 per person, travelling in economy class in October.

For more information visit: www.china-airlines.com

4. Bradt Guides launches new Taiwan guidebook

The highly-respected Bradt Guides series has unveiled its first-ever *Bradt Guide to Taiwan*.



Written by Englishman Steven Crook, who arrived in Taiwan as a backpacker in 1991 and has made the country his home ever since, the 346-page guidebook offers an in-depth insight into a

country which is fast redefining itself as a world-class tourism destination.

The guidebook is available at www.bradtguides.com, priced at £16.99.

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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.