

2021 Major Events, Department of Information and Tourism, Taipei City Government

<i>Date</i>	<i>Event</i>
2/4	The Taipei City Government joined the World Travel & Tourism Council's (WTTC) Safe Travels Stamp program and helped 55 exhibition operators acquire a stamp. The program creates a safe reception service chain for Taipei's meetings, incentives, conferences, and exhibitions (MICE) industry.
3/14	The Department of Information and Tourism, Taipei City Government held a series of activities for the 2021 Taipei Azalea Festival, including the 2021 Taipei Azalea Music Festival, which was held outdoors at Daan Park on March 21 st . The festival attracted 32,172 visitors between March 14 th and 31 st .
5/14	The enhanced quarantine hotels guided by the Taipei City Government were in service until July 13 rd ; the government also offered subsidies for the enhanced quarantine hotel workers and quarantine referrals.
6/7	The Taipei City Government successfully joined the Hybrid City Alliance (HCA), becoming the third Asian city to join after Seoul and Fukuoka.
6/11	The Department of Information and Tourism, Taipei City Government introduced the "Taipei Travel Warning Signal System" to alert potential tourists of crowds at popular tourist destinations.
6/30	The Taipei City Government cooperated with the International Congress and Convention Association (ICCA) to hold the ICCA Global Think Tank Forum to discuss digital transformation of conferences and exhibitions in a post-pandemic era. A total of 118 people from 37 countries attended.
7/1	The Department of Information and Tourism, Taipei City Government provided free accommodation for qualifying health professionals in partner hotels. Through August 31 st the offer was used 9,190 times.
7/1	The Department of Information and Tourism, Taipei City Government released the "Overlooking Taipei at the Top of Xiangshan – 4K Live Streaming" video.
7/23	The Department of Information and Tourism, Taipei City Government provided a program for free stays at quarantine hotels for people subject to home quarantine. The program ended on November 1 st . The city also introduced subsidies for quarantine hotels that specialized in accepting people subject to home quarantine.
8/3	Taipei Mayor Wen-Je Ko and Taitung Magistrate Ching-Ling Yao signed a tourism memorandum of cooperation at the news conference for the "Taipei x TRA Future Express x Taitung x Hot Air Balloons" cooperation plan.

8/14	Taipei Mayor Wen-Je Ko led a city government group to attend the opening ceremony of the 2021 Taiwan International Balloon Festival. A balloon of Taipei mascot Bravo Bear debuted and made a total of 44 appearances through September 12 th .
9/8	Launch of the Taipei Bravo vouchers (Taipei digital stimulus vouchers) activity. Through the end of 2021 over 300 hotels participated.
9/25	At the 56 th Golden Bell Awards the Taipei Broadcasting Station program <i>His Books</i> (Yang Zhao) won the award for Educational and Cultural Program Host.
10/2	As part of the Taipei Grand Trail serial activities, the Department of Information and Tourism, Taipei City Government planned a children's cosplay activity featuring three of the most popular creatures from Fuyang Eco Park. The activity took place four times in partnership with local travel agencies and a total of 128 people participated.
10/15	<i>Taipei Pictorial</i> was recommended in the government publications, magazines category of the 45 th Golden Tripod Awards for Publications.
10/16	The Department of Information and Tourism, Taipei City Government held the 2021 Taipei Valentine's Day event. Because of the pandemic, for the first time visitors needed to use the TaipeiPASS app to register for an entry pass drawing. A total of 84,618 people registered, with 1,500 lucky couples chosen. The event featured a 480-second fireworks show and stage performance.
10/16	The Department of Information and Tourism, Taipei City Government cooperated with six travel agencies and 12 gay-friendly hotels to launch 2021 Color Taipei Micro-trips and Rainbow Sightseeing Tour Bus Journeys. Through November 6 th a total of 1,000 people participated.
10/28	The Department of Information and Tourism, Taipei City Government held the 2021 Color Taipei light show and outdoor fair. Through November 6 th more than 10,000 people attended.
11/13	As part of the Taipei Grand Trail hike, the Department of Information and Tourism, Taipei City Government held an activity that encouraged people to visit lesser known volcanos. The initiative included five events held with local travel agencies, in which a total of 100 people explored the ecological and geologic beauty of the Taipei Grand Trail's third section.

11/26	The Department of Information and Tourism, Taipei City Government held the Undiscovered Taipei Brand Identity Promotional Event & Post-Event Exhibition at the Shin Kong Mitsukoshi Xinyi Plaza. Cobranded items were on sale and displays showed how various government agencies use the Undiscovered Taipei brand. A total of 144,000 people visited through November 28 th .
11/27	The Department of Information and Tourism, Taipei City Government held the 2022 Taipei New Year's Eve Countdown Party. Starting from November 27 th the city displayed lantern installations in six administrative districts and held five pre-party activities ahead of the big weekend. On December 31 st popular entertainers held a concert that culminated with the countdown and the Taipei 101 fireworks show, in which all those gathered welcomed 2022.
11/30	The Department of Information and Tourism, Taipei City Government held a reopening celebration for the Dadaocheng Visitor Center. The center added handicap-accessible features and more family-oriented facilities. It incorporated a retro settings and provided retro-style costumes that visitors could try on for free.
12/9	The Department of Information and Tourism, Taipei City Government and the operator of the Taipei Sightseeing Bus held a news conference for the launch of the Taipei Restaurant Bus. The service officially kicked off on December 14 th .
12/14	The Department of Information and Tourism, Taipei City Government held a special event to announce 2021 achievements relating to Muslim-friendly destinations and hotels in the city. In 2021, the city provided guidance to seven destinations and eight hotels on attaining Muslim-friendly accreditation.
12/17	Because of the ongoing COVID-19 pandemic, the Department of Information and Tourism, Taipei City Government postponed the 2021 Taipei Lantern Festival to December 17 th while turning the event into a hybrid online and offline event. Before the event ended on December 26 th close to 1.18 million people attended and another 460,000 participated online.
12/17	The Department of Information and Tourism, Taipei City Government announced incentives to support microhotels with fewer than 16 rooms that are located in commercial zones. The program provides guidance on installing handicap-accessible facilities to microhotel operators that complete legal registration before the end of 2022.