

遊客服務與休憩

Visitor Services and Recreation

遊客數及入園門票統計

本年度遊客量3,673,564人次，門票收入114,345,393元；特展館於98年1月26日（年初一）開展，本年度特展館入館參觀遊客3,056,275人次。

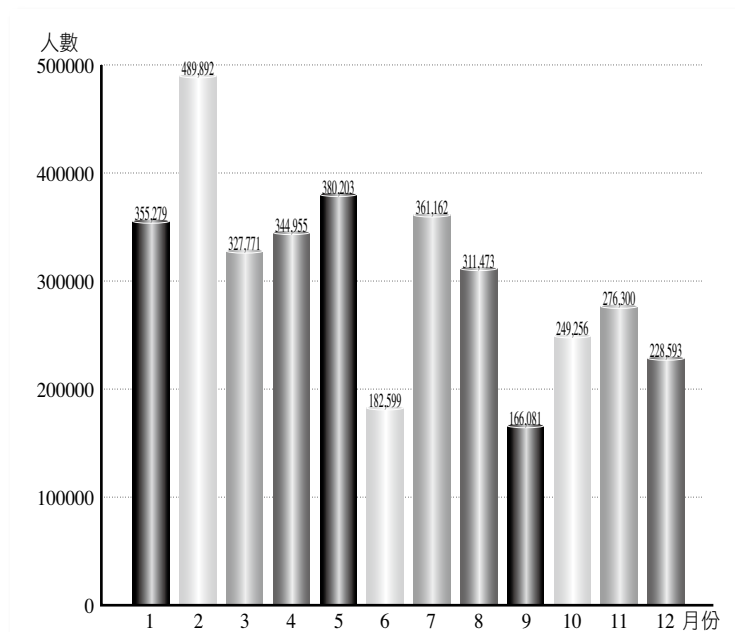
常態服務

1. 遊客服務中心提供之服務，包括播音15,492次、失物協尋880件、參觀諮詢電話110,936次及輔導國、高中生參加園區公共服務3,411人次。
2. 遊客列車服務：購票乘車人次達2,759,495人次。
3. 園區設置24處廁所，計240間廁間、25間多功能無障礙廁所，提供融合動物意象兼具美觀清潔與便利貼心的廁所環境。本園公廁經臺北市政府環境保護局稽查，本年度全年成績全數達86分（含）以上，計特優級230座次、優等級11座次。（97年度成績計特優級103座次、優等級7座次。）
4. 全年持續改善遊客參觀面遮蔭，加強景觀美化，全園共栽種草花及各種地被植物68,080株。
5. 園區廣闊，年度整修駱駝、非洲象及溫帶區梅花鹿展場旁涼亭4座，並調整園區遊客休憩座椅，總計新增座椅250張，提供遊客更便利優質之休憩空間。



■ 98年每月入園遊客統計表

月	人數
1	355,279
2	489,892
3	327,771
4	344,955
5	380,203
6	182,599
7	361,162
8	311,473
9	166,081
10	249,256
11	276,300
12	228,593
總計	3,673,564



Total Number of Visitors and Statistics on Admission Tickets

The total number of visitors was 3,673,564, revenue from admission tickets was NT\$ 114,345,393. The Special Exhibit House opened on January 26, 2009 (Lunar Chinese New Year's Day) and totaled 3,056,275 visitors for the year.

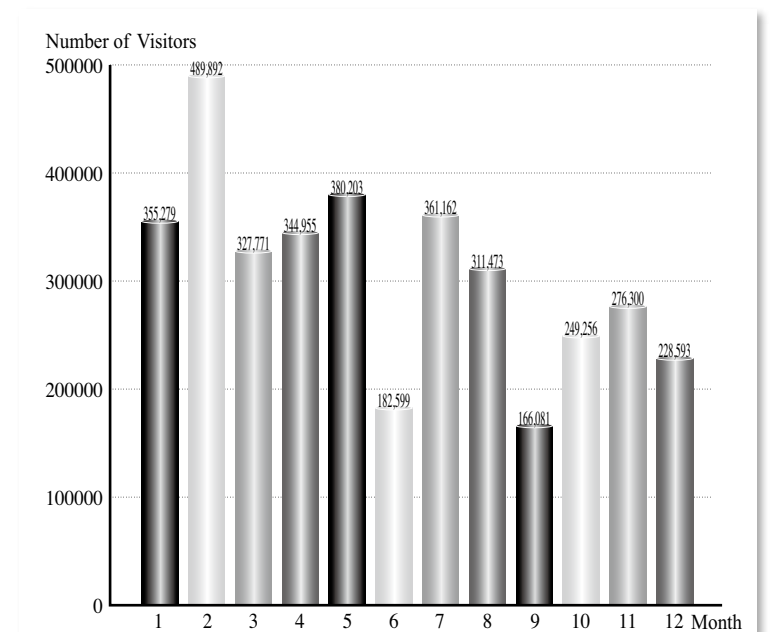
Regular Services

1. Services provided by the Visitor's Center included broadcasting announcements (15,492 broadcasts), lost and found (880 items), visitor telephone queries (110,936 calls), community service opportunities for middle and high school students inside the Zoo (3,411 persons).
2. Visitor's shuttle services: Number of shuttle tickets sold totaled 2,759,495 persons.
3. There are 24 restroom facilities in the Taipei Zoo totaling 240 toilets and 25 multi-functional disabled toilets for the public, each and everyone is conveniently clean and tidy and embedded with animal imageries. The entire restroom facilities received a score no less than 86 (inclusive) by the Department of Environmental Protection of Taipei City. In which, 230 facilities were rated extremely excellent and 11 rated excellent (compared to the 103 extremely excellent and 7 excellent awards received in 2008).
4. Efforts continued throughout the year improving shading for visitors as well as enhancing scenery. The total number of individual plants, flowers and ground cover plants in the Zoo was 68,080.
5. In the vast zoo compound 4 shady arbors adjacent to the Camel, African Elephant and the Formosan Sika Exhibit inside the Temperate Zone Animal Area were renovated within the year. Adjustments to visitor benches throughout the Zoo were also made, adding 250 new benches, so as to provide a more convenient and better recreational space.



■ Statistical Chart on the Number of Visitors per Month in 2009

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1	355,279
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創新遊憩體驗



一、遊客餐飲、紀念品等服務新面貌、轉型初體驗—販賣站規劃與推動

98年7月園內餐飲、紀念品服務全面公開招商委外經營，遊客服務據點也以搭配展示區特色的服務內容，提供遊客在遊園參觀過程更多元、舒適、優質之服務項目。全面委外經營之販賣站之特色有：

- 各販賣站依鄰近動物展區特性命名及布置，呈現沉浸式環境，販賣之紀念商品亦符合該動物展區特色。
- 博物館化的紀念品販賣站：位於特展館2樓之販賣站，以動物演化為主題進行場佈，牆面呈現教育解說資料，供服務人員及帶團教師作為現場即時解說之用。

- 另於特展館2樓設置精緻之餐廳，配置解說型餐桌及廚餘餐具回收設施，並引進公平交易咖啡飲品及簡餐，強化遊客行為與保育之連結。

二、建構臺北南區生態樂活中心

持續辦理收回園外服務中心鋪位使用權行政作業，截至98年11月25日，計121戶完成交回行政程序，14戶仍未辦理。年度內為廣續推動「生態樂活中心」綠色行動，以結合野生動物保育、環境關懷等體驗式之展示與公益性教育形態的經營模式，推廣民眾有責休閒活動，本園遂針對該中心的整體發展，提出「生命之河」的展示構想，並於98年底完成相關規劃報告，未來朝建構臺北南區生態樂活中心持續推動。

Creative Recreation Experience



1.Planning and implementations to update visitor's F&B and souvenir services via vending stations

Public merchant recruitment to outsource the entire food and beverage and concession operations took place in July 2009. Updates to visitor's service locations to feature unique characteristics of respective exhibit areas were also carried out so to bring more diverse, pleasant and improved service categories to the public. Vending stations outsourced for operation have the following features:

- Each vending station was named and decorated in accordance to the unique characteristics of nearby animal exhibition area, so as to present a put-together atmosphere. The concessions sold also carried the same unique characteristics.
- Museum-centric vending station: the vending station located on the 2nd floor of the Special Exhibit House was decorated to the theme of animal evolution, with walls displaying educational information, facilitating service attendants and teachers leading field trips to use as explanation materials.
- The beautifully decorated restaurant located on the 2nd floor of the Special Exhibit House has tables outfitted with explanations on tabletops, a section for bus-your-own-table, coffee and beverages tooting the Fair Trading label and simple meal selections, so as to reinforce the link between visitors and conservation.

2.Building the South Side ECO-LOHAS Center of Taipei

The administrative tasks to terminate the premise leasing-rights in the ex-situ service center continue. Ending as of November 25 2009, a total of 121 tenants have vacated their premises according to administrative procedures, 14 remained. We launched the green-concept "ECO-LOHAS Center" with the intent to show educational features such as wild animal conservation, energy conservation and carbon emission reduction and eco-conservation, and to provide/promote responsive public recreational services. The Zoo also proposed the "River of Life", an exhibition idea pertinent to the center's overall development, and finished the related planning report at the end of 2009, so as to continue the drive building the South Side ECO-LOHAS Center of Taipei.

