

Tourism: In love with Taipei

Tourism is an encounter with different cultures, a process where people get to understand each other, and get to see and know themselves; this is the charm of tourism.

To attain real growth in tourism, Taipei City Government will target key tourist groups, and centralize its resources to improve the tourism environment and build the City's character. Taipei City's tourism development strategies include:

1. Build a city brand and target the right market:

- (1) London boasts a rich musical culture, while Paris exudes a romantic atmosphere. Taipei should also actively build its own city brand: an image which the world will perceive, a name card that we present to introduce ourselves to the world. Taipei City has friendly residents, proud citizen standard, the most convenient living environment, and rich and diverse cultures. With these, Taipei can definitely build a city brand to call its own. Hence, we use "Taipei, Always more Delights" as Taipei's tourism theme, and make it appear in multiple channels, as well as local and overseas travel fairs, to strengthen Taipei City's brand image, and make the world fall in love with Taipei.
- (2) In addition, to increase tourism investment returns, the City Government will target "Asian tourists" as well as "business travelers" from Europe and America. Pertaining to these tourist groups, we will build up marketing resources and adjust hardware and software investments on tourism services to create a friendly environment.
 1. For "Asian tourists", we will adopt "expanding FIT (free independent travel) tourism; stopping monopolized service" strategy, to encourage tourists to spend across various industries in the private sector:

Tourists from China make up the bulk of tourists in Taipei City at present. This high number of tourists pays relatively low tour fares, and the operation is usually a monopolized mode of service which only benefits a few organizations, resulting in fierce price

competition. On the other hand, FIT tourists who come to Taiwan spend directly in various shops, which will truly energize our tourism industry. Hence, Asian FIT tourists are tourists that we strive to win over. We also recommend FIT tourists to stay in Taipei's featured hotels, average hotels, youth hostels, etc., to obtain a more in-depth experience of the diverse beauty of Taipei City.

2. As for "business travelers", we will encourage them to "bring family members, stay longer and spend more."

To encourage companies to hold international conferences, exhibitions and incentive travels (MICE: meetings, incentives, conventions, exhibitions) in Taipei City, expand the scale of the MICE industry, and take the opportunity to promote tourism, the City Government has been providing various types of assistance for MICE. In the future, the City Government will strengthen marketing and operation, effectively expand the market, and actively coordinate with the central government and the NGOs to encourage and facilitate more international conferences and exhibitions to be held in Taipei City. We will also market suitable sightseeing itineraries for business travelers who come to attend the meetings and exhibitions, in the hope that they will "bring family members along, stay longer and spend more".

2. Adjust organizational structure, and invest to build "Taipei Tourism ABC"

- 1) Tourism is a type of experience economy, and the key is to allow tourists to experience new things which they have never seen before in their life. Tourism is an important industry of Taipei City. Hence, the City Government will strengthen the functions of the Tourism Council, gather ideas from the industry, government and academia, and integrate the resources from various units, to more effectively promote the development of Taipei City's tourism.

- 2) Invest to build "Taipei Tourism ABC"

"A" refers to App

Enhance "Now @ Taipei" App functions, expand the information

of Taipei City's delicacies, featured hotels, arts and cultural events, traffic information, night markets, attractions, etc., and present it in multiple languages. By downloading this App, international visitors to Taipei City will be able to obtain guidance on transportation and accommodation, as well as detailed information on tourist attractions, and enjoy a relaxing, stress-free tour in the City.

“B” refers to Bus

The City Government plans attractions suitable for tourists, and develops featured sightseeing bus routes accordingly.

“C” refers to Culture

Taipei City's night market delicacies, old towns' historical buildings, Guang Hua Digital Plaza's 3C products, theatrical performance, etc., are full of cultural charm. The City Government will make full use of these diverse and valuable cultural assets to promote Taipei tourism.

3. Effective marketing

To attract local and foreign tourists to Taipei City, besides promoting via various local and overseas channels, the City Government will continue to work with Taipei City's relevant enterprises every year to participate in major local and overseas travel fairs and organize tourism promotion events in order to market Taipei's tourism brand. Also, to achieve more effective tourism marketing, the City Government will continue to cooperate with various airlines or major travel agencies from different countries; providing them with tourism information system helps them in planning tourism products with the characteristics of Taipei, thereby strengthening marketing through the existing channels.

Allow every foreign tourist to use the **App** to get to know Taipei City, pass through the streets by **Bus**, and enjoy an in-depth experience of the City's local **Culture**. Taipei City Government strives to develop a friendly and hospitable touristy city, allowing tourists to understand the uniqueness of the City, and thereby making the world fall in love with Taipei.

