

# **Directions for Tourism Bureau, MOTC Incentives for the Promotion of Foreign Incentive Tours to Taiwan**

Issued under Guan-Guo Letter No.10610023711 on April 19, 2017.

- 1 These Directions were formulated by the Tourism Bureau of the Ministry of Transportation and Communications (hereafter referred to as the "the Bureau") to encourage foreign incentive tour groups to visit Taiwan so that Taiwan can become an important travel destination in Asia, and to support the development of the tourism industry.
- 2 Eligibility for incentives:
  - 2.1 Businesses or corporate bodies that organize incentive tours and are registered with the competent authorities overseas.
  - 2.2 Foreign tourism destination management companies and travel operators or domestic travel operators commissioned by foreign enterprises or corporate bodies to organize incentive tourism activities in Taiwan.
- 3 Definition of the terms used in these Directions:
  - 3.1 Incentive tour: Tours to Taiwan organized by foreign or Mainland Chinese (including Hong Kong and Macau) enterprises or corporate bodies for their employees or related personnel in order to encourage or boost employee sales, or to realize the company's management targets.
  - 3.2 Incentive tour group: Groups formed of foreign or Mainland Chinese (including Hong Kong and Macau) tourists participating in incentive tours to Taiwan.
  - 3.3 Bidding phase: The period when the bid to host the incentive tour in

Taiwan is being made.

3.4 Hosting phase: The period when the incentive tour group is visiting Taiwan.

4 Incentive types and principles:

4.1 Bidding phase:

- A. For foreign or Mainland Chinese (including Hong Kong and Macau) personnel with decision-making authority regarding incentive tours to Taiwan, subsidies are provided for their economy-class air fare and standard hotel rooms when they visit Taiwan for preliminary survey or inspection. The subsidy for each hotel room shall not exceed NT\$5,000 per night. The cap for this subsidy item is NT\$200,000.
- B. If the planned incentive tour group consists of at least 800 people staying for at least 3 days and 2 nights, or at least 500 people staying for at least 4 days and 3 nights, then each group is limited to one preliminary survey or inspection trip by up to two people; if the planned tour group is in excess of 1,000 people, then the Bureau shall determine the maximum subsidy and personnel quota on a case-by-case basis.

4.2 Hosting phase:

- A. For groups staying at least 3 days and 2 nights, the Bureau provides subsidies up to the following amounts, depending on the size of the group, to pay for cultural performances, artistic programs with special Taiwanese characteristics, or visits to local sites of historic or cultural significance:
  - a. For groups of 50 ~ 100 people, a subsidy of NT\$20,000 per group is provided.
  - b. For groups of 100 ~ 200 people, a subsidy of NT\$30,000 per

- group is provided.
- c. For groups of 200 ~ 300 people, a subsidy of NT\$60,000 per group is provided.
  - d. For groups of 300 ~ 400 people, a subsidy of NT\$80,000 per group is provided.
  - e. For groups of 401 or more, a subsidy of NT\$120,000 per group is provided.
- B. For groups staying at least 4 days and 3 nights, the following subsidies are provided based on the size of the group. For incentive tour groups from the same enterprise or corporate body that are split up into batches due to operational considerations, the total number of visitors over the course of the year is used as the basis for calculation:
- a. For groups of 50 ~ 300 people, a subsidy of NT\$400 per traveler is provided.
  - b. For groups of 301 ~ 1,000 people, a subsidy of NT\$600 per traveler is provided.
  - c. For groups of 1,001 or more, a subsidy of NT\$800 per traveler is provided.
- C. If an enterprise or corporate body organizes incentive tours to Taiwan for two years in succession, the following incentives are provided based on the total number of visitors to Taiwan in the second year:
- a. For groups of 50 ~ 300 people, a subsidy of NT\$600 per traveler.
  - b. For groups of 301 ~ 1,000 people, a subsidy of NT\$800 per traveler.
  - c. For groups of 1,001 or more, a subsidy of NT\$1,000 per traveler.

- D. The subsidies provided in B and C above may be used only for expenses related to welcome banners for the tour group, cultural performances, visits to local sites of historical or cultural significance, accommodation, meals, entrance tickets, rental of activity venues, and reception by domestic travel operators.
  - E. For groups from Singapore, Malaysia, Thailand, the Philippines, Indonesia, Brunei, Vietnam, Laos, Myanmar, Cambodia, India, Bhutan, Australia, and New Zealand staying in Taiwan at least 4 days and 3 nights , these additional subsidies are provided:
    - a. For groups of 50 ~ 199 people, a subsidy of NT\$400 per traveler is provided for a welcome dinner on the day of arrival in Taiwan, or the following day.
    - b. For groups of 200 people or more, in addition to the welcome banquet a subsidy is provided for a cultural performance based on the total number of travelers:
      - (a) For groups of 200 ~ 300 people, a subsidy of NT\$80,000 per group.
      - (b). For groups of 300 ~ 400 people, a subsidy of NT\$100,000 per group.
      - (C). For groups of 401 or more, a subsidy of NT\$120,000 per group.
  - F. The Bureau may provide the incentive tour group with administrative assistance, Taiwan tourism promotion materials and souvenirs before its arrival.
- 4.3 An application under these Directions may not be submitted together with an application for other incentives or promotions provided by the Tourism Bureau.
- 4.4 Incentive tour groups applying for these incentives should complete their itinerary in Taiwan by December 31, 2018.

5 Application and review procedure:

- 5.1 The application shall be submitted by the incentive candidate. If there are two or more incentive candidates, then they should decide on the actual applicant unit among themselves. Applications from foreign enterprises or corporate bodies should be submitted to the Bureau's overseas offices for preliminary review. Those that conform to the regulations shall be forwarded to the Bureau for approval; applications submitted through domestic travel operators should be submitted to the Bureau for review and approval.
- 5.2 The Bureau may reject the application if the incentive candidate fails to submit the application by the given deadline, giving the Bureau insufficient time to complete the review process; if the documentation is incomplete then the Bureau may issue a deadline for correction; if documentation deficiency is not corrected by the given deadline then the application may be rejected by the Bureau.
- 5.3 Bidding phase: The incentive candidate should attach with the application the content of the incentive tour's preliminary survey application (number of visitors to Taiwan, itinerary, and budget) and the details of the planned incentive tour group (including a brief introduction of the enterprise or corporate body that the incentive tour group belongs to, official registration documentation, and planned number of visitors to Taiwan). The application should be submitted at least 15 days before the foreign person is to arrive in Taiwan for the on-site survey.
- 5.4 Hosting phase: The incentive candidate should provide the content of the incentive tour application (including a brief introduction of the enterprise or corporate body that the incentive

tour group belongs to, official registration documentation, size of incentive tour group, detailed itinerary, proof of payment for deposits on expenses in Taiwan, and budget) and submit the application at least 15 days before the incentive tour group is to arrive in Taiwan.

5.5 If a single application is for subsidies (incentives) for two or more agencies, all funding details as well as the subsidy (incentive) categories and amounts being applied for from each agency should be listed. In the event of omission, deception, or fraud, the subsidy (incentive) case shall be revoked and the disbursed funds recovered.

6 Source of funding: The budget for the incentives offered by these Directions shall be funded by the Tourism Development Fund of the Bureau on a first-come, first-reserved basis. Once the budget for the year has been exhausted the Bureau may announce that applications will no longer be accepted.

7 Procedure for release of funding:

7.1 Bidding phase:

The incentive candidate should include with its hosting phase application documentation for its survey personnel's visit to Taiwan (including passenger list, photos taken during itinerary, proof of expenses, or other documentation of expenses and amounts) as well as the incentive receipt issued by the foreign enterprise or corporate body, domestic or overseas travel destination management company, or travel agency. These should be submitted to the overseas offices of the Bureau for compilation and review before being forwarded to the Bureau for secondary review, or submitted directly to the Bureau for review. The funds will be released once the application has been verified.

7.2 Hosting phase:

- A. The incentive candidate should submit a closure application to the Bureau within one month of the incentive tour group's departure from Taiwan.
- B. Outcome information (including passenger list, itinerary, event photos, proof of expenses, or other documentation of expenses and amounts) should be included with the application, with the total amount of actual spending as well as the incentive receipt issued by the foreign enterprise or corporate body, or domestic or overseas travel destination management company or travel agency. These should be submitted to the overseas representative office of the Bureau for compilation and review before being forwarded to the Bureau for secondary review, or submitted directly to the Bureau for review. The funds will be released once the application has been verified.

7.3 For applications from a foreign enterprise or corporate body forwarded from the overseas offices of the Bureau, the funds shall be transferred directly to the account provided by said foreign enterprise or corporate body. The funds will be converted using the selling exchange rate of the Bank of Taiwan on the day that the preliminary survey personnel or the incentive tour group arrived in Taiwan. Conversion is limited to foreign currencies that the Bank of Taiwan exchanges; if the date is a holiday then the exchange rate from the previous working day will be used.

- 8 If the incentive candidate fails to submit the application and provide all necessary documentation by the given deadline in accordance with Article 5 or 7 of these Directions then the application will be rejected.
- 9 If the incentive candidate engages in false reporting or inflating of the

incentive tour group's size and the duration of its stay in Taiwan, it must repay the excess subsidies. The Bureau may also suspend all incentives to that incentive candidate for one year.

Note: If there are any discrepancies, the Chinese version of these terms and conditions supersedes the English version.