

Project Vanguard for Excellence in Tourism

**Ministry of Transportation and Communications
April 9, 2009**



Welcome to Taiwan

Report Outline

- I. Overview of Taiwan's Tourism Development
- II. New Opportunities and a New Vision for Taiwan's Tourism Development
- III. Promotion of "Project Vanguard for Excellence in Tourism"



Welcome to Taiwan



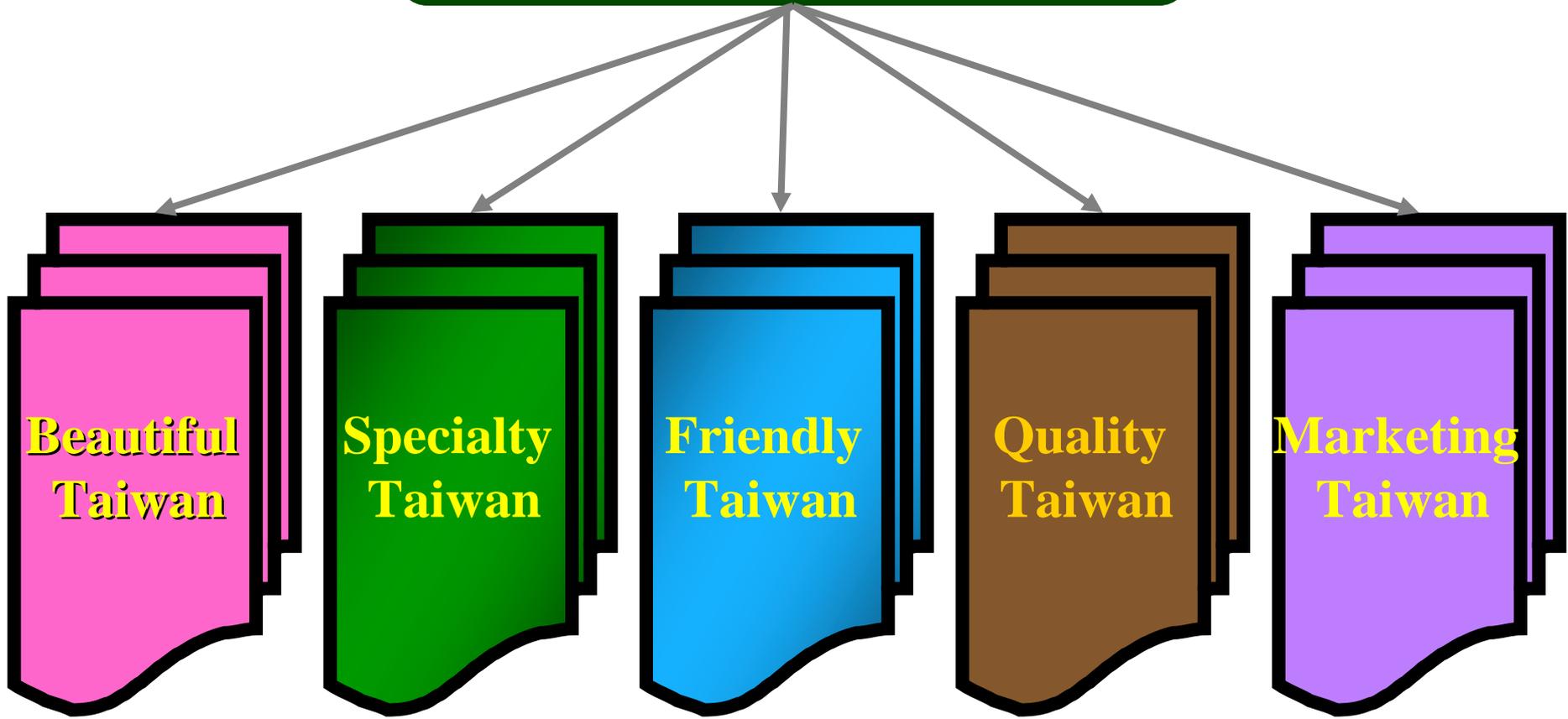
I. Overview of Taiwan's Tourism Development

i. Current Objective and Vision

Objective: 4 million visitors to Taiwan in 2009

Vision: Creating a tourism environment focusing on both quality and quantity, turning Taiwan into a major tourist destination in Asia

ii. Current Focus



Theme 1 – Beautiful Taiwan

- **Core Concept:** Present new “facets” of scenic areas through “sites” and “routes”
- **Development Strategy:** minimum construction, ecological preservation, environmental priority, convenience for tourists
- **Key Promotion Methods:**
 - (i) Reorganization of 13 key travel routes around the island
 - (ii) Traditional scenic spots, new impressions – restoration of important local scenic spots

(i) Reorganization of 13 key travel routes around the island

Carry out scenic site/ landscape travel route and restoration work based on the principles of “waste reduction, environmental priority, international standards and convenience to tourists”

Number of visitors on 13 packaged travel routes

37.27 million visitors in 2008, growing 76.14% compared with 2003, and creating tourism revenue of approximately NT\$74.5 billion



Implementation Results for the Northern Coast Travel Route

Appearance of Fulong Train Station



Transformation of the Old Caoling Tunnel



Removal of Illegal Structures on Provincial Highway No. 2



Implementation Results for the Sun Moon Lake Travel Route

Checheng Wood Museum



Landscape Improvement Around Shuishhe Pier



Implementation Result for the Alishan Travel Route

**Fenqihu
Historical Exhibition Room**



**Provincial Highway No. 18 –
Shizhuo Streetscape Improvement**



Implementation Results for the Hengchun Peninsula Travel Route



Dapeng Bay Bicycle Trail



Oyster Shell Isle Floating Platform



Dapeng Bay Visitor Center



Liuqiu Camping Area Service Center



Sichongxi Hot Spring Facilities

Implementation Results for the Hualien/Taitung Travel Route



Yuli Bicycle Trail



**Kararuan Coastal
Green Belt Construction**



**Green Island Ecology
Observation Center**



**Landscape Improvement on
Carp Lake Northern Pier**

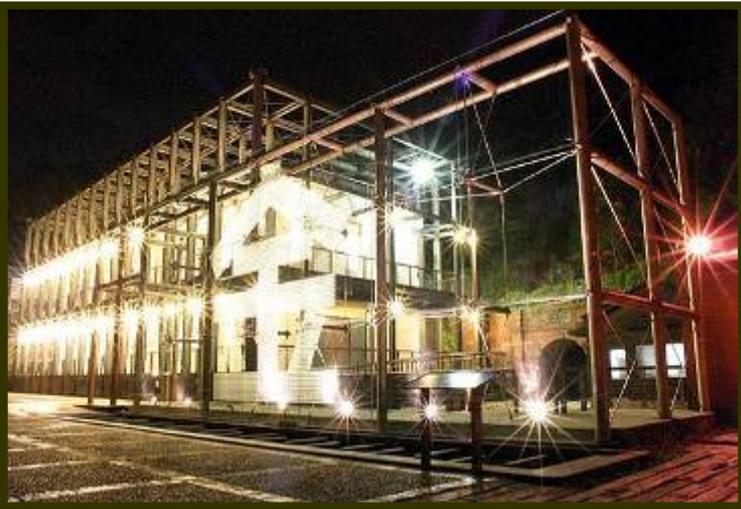


**Luye Plateau
Paragliding Field**



**Sixty Stone
Mountain**

(ii) New look for old scenic spots – Restoration of major local scenic spots

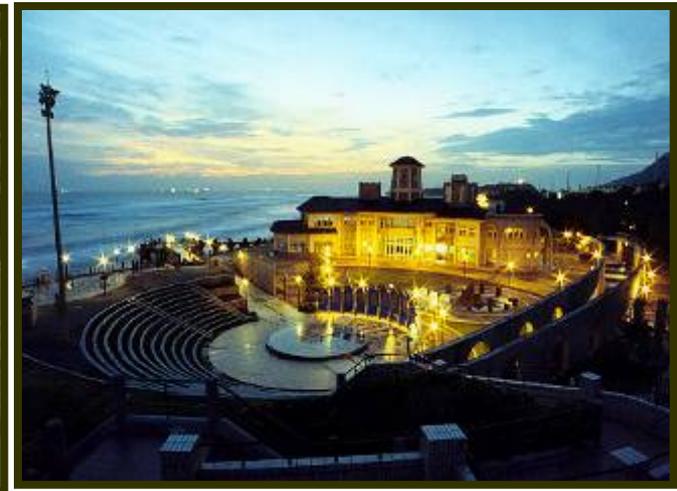


Restoring new glory to familiar sites through subsidies and collaboration with local governments



Improvement of the area around the Gold Museum

Jiufen Walkways



Taitung Forest Park

**Bagua Mountain
Great Buddha Area**

**Qijin Island,
Kaohsiung**

Theme 2 – Specialty Taiwan

- **Core Concept:** Develop theme products, target popular destinations, package favorable products
- **Development Strategy:** Package competitive tourism products to highlight their uniqueness and boost public interest
- **Key Promotion Methods:**
Package Taiwan's advantageous offerings and related travel products as competitive tourism products

Package Taiwan's Favorable Offerings and Related Travel Products as Competitive Tourism Products

Mountain Hiking Tours



Attracted ASI Wanderreisen (Austria) to Taiwan for 16 days, each person paid NT\$160,000 for the tour package

Studio Photography and Honeymoon Tours



 This is a promotional banner for the "Love 101 Marriage Proposal event". It features a bride holding a bouquet of white flowers, with the Taipei 101 skyscraper in the background. The text includes:

- Home page | How to participate | View of voice | I want to name the star | Buy a Taiwan tour package
- 即日起至2009年5月13日止，外島新移民及新到僑胞將舉行101愛戀，將有抽獎機會及贈送，並有抽1克拉鑽石婚戒活動！
- From now to May 13, 2009 upload your creative "Love 101" wedding vows to our website and you'll be eligible to win a Taiwan tour package and enter a lucky draw for a 1-carat diamond ring grand prize!
- 我要報名抽大獎 (I want to register for the grand prize)

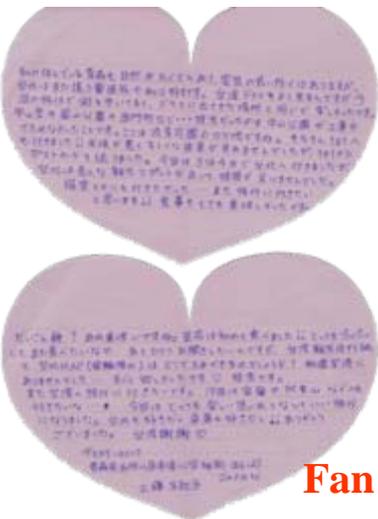
Love 101 Marriage Proposal event to be held in May

Nostalgia Tours for Senior Citizens

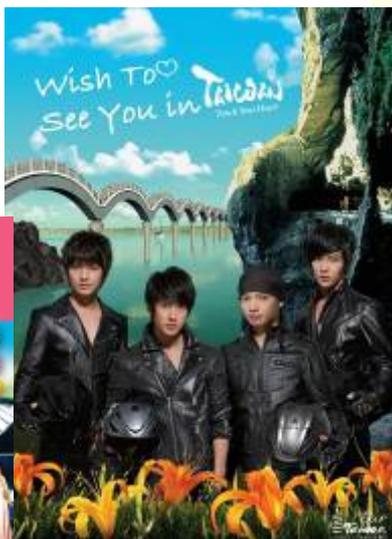


Introduction of the Pingxi Railway nostalgia tour

Pop Star Fan Tours



Fan Appreciation Letters



Medical and Healthcare Tours



Delegation from mainland China visited Taiwan's hospitals in April

Sports Tours



Round-the-island bike tour to be held in September

Hot Springs Fine Cuisine



Taste of Taiwan Banquet
event to be held in August

Agricultural Tourism



Eco-Travel



Aboriginal Culture



Cultural Learning Tours



DIY Travel



Theme 3 – Friendly Taiwan

- **Core Concept:** Provide convenient guided tours/ interpretation and other products with tourists' perspective in mind
- **Development Strategy:** Tourists to receive convenient information and experience friendly service, from planning their tour through to the end of their trip
- **Key Promotion Method:**
Establishing a comprehensive travel information service network

■ Establishing a Comprehensive Travel Information Service Network

1. Provide assistance to businesses operating 33 travel routes with Taiwan Tour Buses, providing transport and tour services between major city hotels and neighboring scenic areas. (40% international tourists)
2. Provide assistance to local government and related units in establishing “i”-logo system travel service centers at major transportation hubs, including airports and train stations, to provide multilingual travel inquiry services. (136 service centers at present)
3. Provide assistance to local governments in establishing instructional signage and providing bilingual tourism/travel information in metropolitan areas frequented by foreign tourists. (98 signs)



4. Collaborate with Chunghwa Telecom in operating a 24-hour toll-free multilingual call center 0800-011-765 and Taiwan tourism information website <http://taiwan.net.tw> (6 languages)
5. Provide nation-wide tourism maps and regional (northern, central, southern, eastern) tourism maps free of charge
6. Encourage tourism operators to establish special language services (Japanese, Korean), including instructional signage, maps, and information broadcasts, with a 50% production subsidy (maximum NT\$300,000 per operator)



Theme 4 – Quality Taiwan

- **Core Concept:** Improve service quality including standard of accommodation and frontline service personnel, through counseling, training and evaluation
- **Development Strategy:** Increase satisfaction of tourists through hospitality and professional service
- **Key Promotion Methods:**
 - (i) Improve general hotel quality
 - (ii) Provide assistance in tourism personnel training

(i) Improve General Hotel Quality

City Inn Hotel



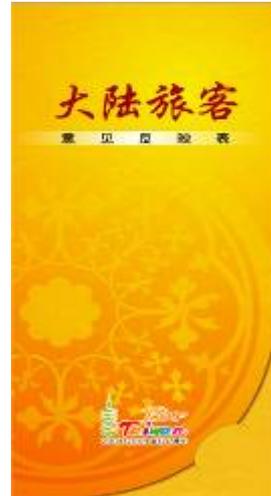
- Expert consultation/assistance
- Loan-interest subsidies
- Subsidies for design/planning expenses
- Training guidance
- Encourage initiative by operators to upgrade
- 256 hotels received assistance from 2004 to 2008; approximately 15,000 guest rooms were improved

Hotel 73



(ii) Tourism Personnel Training Assistance

- People targeted for training: Hotel managers, tour guides, tour leaders, hotel personnel, taxi drivers, tour bus drivers, and restaurant personnel
- Training program content: Professional knowledge, professional skill, basic foreign languages, etiquette, and service concept



Vocational training for tour guides

International guru Chuck Gee invited to give talks

Workshop for tour guides on hosting tourists from mainland China

Theme 5 – Marketing Taiwan

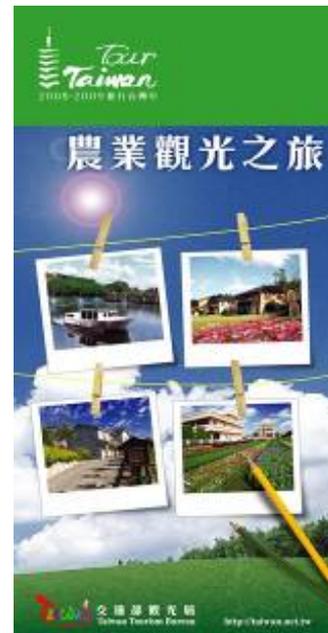
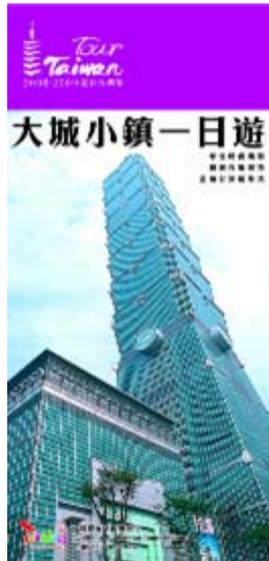
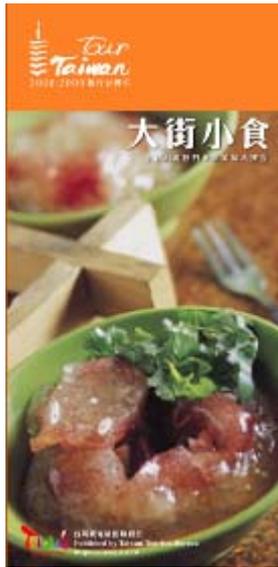
- **Core Concept:** Multi-dimensional marketing, global exposure
- **Development Strategy:** Positioning the Tourism Bureau as a tourism marketing agent for Taiwan, focus marketing efforts on target markets through flexible use of various channels and campaigns/promotions
- **Key Promotion Methods:**
 - (i) Innovative, multi-dimensional campaigning and market development through new channels
 - (ii) Strengthening inter-industry alliances
 - (iii) Introducing incentives

(ii) Innovative, multi-dimensional campaigning and market development through new channels

- Spark a wave of interest in Taiwan through spokespersons and new media communications
- Market Taiwan online and through well-known international media
- Develop emerging markets—the newly wealthy in mainland China, India, the Middle East, and South East Asia



Continued publishing of new flyers, pamphlets



Hong Kong MTR Station Advertisements



Singapore MRT Advertisements



Malaysia Expressway Bridge Advertisements



London Cab Advertisements



Dual-Brand Marketing with National Geographic

FASCINATING TAIWAN

Watching "Megacities: Taipei" & "Inside: The Emperor's Treasure" produced by National Geographic Channel gives you the inside stories of "Fascinating Taiwan".

MEGACITIES: TAIPEI

What is the source of Taipei's 24-hour vibrant energy? How does Taipei 101, the world's tallest building, resist earthquakes and typhoons? How are Taipei's culture and cutting edge semi-conductor industry related? Find out in *Megacities: Taipei*.



INSIDE: THE EMPEROR'S TREASURE

Inside: The Emperor's Treasure takes viewers on a journey into the mysterious cave vault and treasure troves within the National Palace Museum. Cutting edge science combined with centuries old techniques are used to preserve and display the ancient artworks. In addition, the meticulous surveillance network and climate control systems of the Museum will be revealed to the global audience.

TO BOOK YOUR TRIP TO TAIWAN, PLEASE CONTACT THE TOUR OPERATORS BELOW:

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www.enjoyingtaiwan.com/

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Think again.



2008-2009 旅行台灣年



FASCINATING TAIWAN



Think again.



2008-2009 旅行台灣年

Collaboration with Discovery channel to produce "Taiwan Fun" program



老外Must GO
五大台灣景點



最Fun瘋台灣
5/29 (四) 晚間10點



'Taiwan Fun' to air in Asia Pacific region

By Joseph Tsai
Special to the Taipei Times

A total of 102 million households in 24 countries and territories in the Asia Pacific region will soon be able to watch the locally produced Taiwanese award-winning travel program "Fun Taiwan" which will make its debut outside Taiwan on July 26 on Discovery's Travel and Living Channel, the network announced yesterday.

"Our network is proud to work with local production companies to deliver high-quality programs showcasing Taiwan's uniqueness to the world," said Tommy Lin (林進昆), general manager of Discovery Network Asia (Taiwan) yesterday in a press conference held in Taipei.

The program provides a glimpse into the various cities and towns of the beautiful country from a foreigner's perspective, presenter Janet Hsieh, a Taiwanese who was born and brought up in Texas in the United States. Fun Taiwan was the first local production undertaken by the international channel in Taiwan.

It won the 2007 "Best Travel Program" award by Taiwan's Broadcasting Development Fund, and the 2007 nomination for "Best Community Entertainment Program" at the local Golden Bell Awards.

The presenter Hsieh herself has also proven her mass appeal with her commendation for "Best Entertainment Presenter" at the 2007 Asia Television Awards.

To celebrate the big date for the homemade television program, yesterday's press conference was held in the form of a wedding ceremony, where Hsieh was the bride who wore a beautiful white wedding gown to walk down the aisle with Lin and Wayne Liu,

director of the Taiwan Tourism Bureau's International Affairs Division.

"I was so excited and deeply moved that the program will be watched by over 100 million viewers in Asia," said Hsieh. Hsieh added that being the host of a novel show had always been her dream job as she is passionate about traveling.

For the past three years, the program has given her an unique opportunity to open her eyes to learn more about her Taiwanese heritage and culture, she added.

Hsieh's wedding gown also carried another major theme of yesterday's press conference, one of the five unique experiences that she will introduce local viewers to in a special episode of the "Fun Taiwan" series in returning about modern Taiwanese wedding customs by taking part in a wedding photography session.

The exciting new episode "Fun Taiwan: Miss Fun Taiwan" was the first of a joint effort by Discovery's Travel and Living channel and the Taiwan Tourism Bureau. It will premiere in Taiwan tomorrow at 10 p.m. on the Travel and Living channel.

Upcoming episodes include visits to a famous hot spring, savoring some of the diverse delicacies imported to Taiwan, and venturing to remote and rustic villages, as well as climbing some of Taiwan's picturesque mountains. "The bureau is very glad to work with the channel to promote Taiwan internationally and market Taiwan's charm to the whole world," said Liu.



Janet Hsieh, presenter of the local, award-winning travel television program "Fun Taiwan," is seen in a wedding gown preparing to throw a bouquet to celebrate the debut of her program in viewers outside Taiwan. The show will be broadcast in 24 countries and territories from the Asian Pacific region on July 26 on the Discovery Travel and Living Channel.

Touch Your Heart
交通部觀光局

晚間 10 點

州播出

Janet
夢幻婚禮
要親友陪爬玉山

【美空網/台北報導】Discovery 旅遊生活頻道的《瘋台灣》主持人 Janet 昨天身披婚紗出席《Fun Taiwan 瘋台灣》的結婚攝影會，獲得以新穎婚攝風格，她說：「好感動，都哭了。」最近有觀光局、婚紗業者與美空網美空「舉辦在「新人只可看婚照」。

橫只總統3次婚
總統性大廳愛餐館，這是在台灣第一高峰玉山舉行婚禮，她說：「希望婚禮與眾不同，更可以讓親友們感到驚喜。」她並認為出席婚禮的伴娘，「有山有海，又能享受這地的高級美食，MOTEL 也不錯，有很多主題房可以拍。」又說：「只希望只拍婚1次，不然就拍起，婚10天後再拍，才能把所有美好的事

Janet 昨天穿婚紗的出席活動，由美空網主辦。 彭欣儀攝

Collaboration with Forbes Magazine

Special Offers for International Tourists

Quarterly Giveaways
 1st Quarter: 1000 International Tourist Vouchers
 2nd Quarter: 1000 International Tourist Vouchers
 3rd Quarter: 1000 International Tourist Vouchers
 4th Quarter: 1000 International Tourist Vouchers

Gifts for Millennial Visitors
 1st Quarter: 1000 International Tourist Vouchers
 2nd Quarter: 1000 International Tourist Vouchers
 3rd Quarter: 1000 International Tourist Vouchers
 4th Quarter: 1000 International Tourist Vouchers

Save 1000-Qay Points for Travel Passengers
 1st Quarter: 1000 International Tourist Vouchers
 2nd Quarter: 1000 International Tourist Vouchers
 3rd Quarter: 1000 International Tourist Vouchers
 4th Quarter: 1000 International Tourist Vouchers

Forbes Asia
Touring Taiwan

See taiwan.net.tw for details

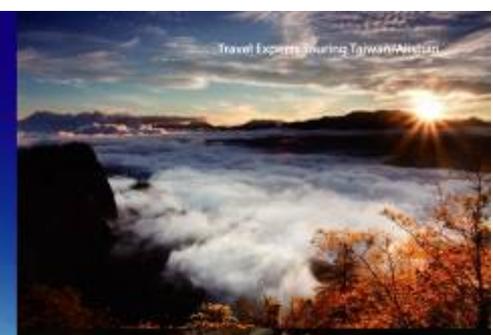
Top-10 Tour of Northern Taiwan's Stopover Attractions
 2-day, 1-night Com-mis Hotspots

Forbes Asia
Touring Taiwan

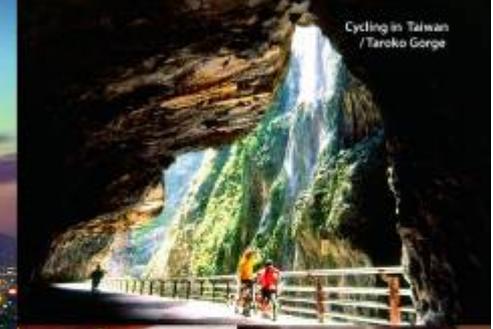
See taiwan.net.tw for details



Proposing at the Observatory of Taipei 101



Travel Experts Touring Taiwan



Cycling in Taiwan / Taroko Gorge



Taiwan Culinary Exhibition

Promotional Activities in 2009

TOURING TAIWAN

May: Proposing at the Observatory of Taipei 101
 June: Travel Experts Touring Taiwan
 July: Sports Travel – World Games in Kaohsiung
 August: Taiwan Culinary Exhibition
 September: Cycling in Taiwan
 September: Sports Travel – Deaflympics in Taipei

2008-2009 臺灣年
 Taipei 2009
 2009 Kaohsiung



When you're flying to Asia, why not arrange for a stopover on the beautiful island of Taiwan? From spectacular mountain terrain and rustic seaside villages to superb shopping and dining, Taiwan's got it all. All you need is a day or two to sample the top attractions, so stop in and get a good taste of some of this spectacular little island's endless delights.

See taiwan.net.tw for details



Innovative Campaign in Monocle Magazine

“I land” paradise

NATURAL BEAUTY

From soaring mountains reaching 3,000m to a curving cliff-studded coastline, Taiwan's landscape offers stunning variety. High-speed rail and excellent roads mean there are different ways to see the island's natural attractions – but sometimes the pace of the two-wheeled pedal variety is the best.

MOUNTAIN TUNNEL
Travel time to the pastoral northeast coast has been halved with the opening of the Snow Mountain Tunnel last year, the world's fifth longest road tunnel.

BIRDS
A break on many migratory routes, Taiwan is home to 440 species of birds, 15 of which can only be found on the island.

LANDSCAPE
A dramatic volcanic landscape has carved out hot springs and fire warms, milk-white Cow's Milk Pond in Yangmingshan Park, just outside Taipei.

NATIONAL PARKS
Central Taiwan's Yushan and Alishan national parks are home to some of northeast Asia's tallest peaks, and an excellent trail system for getting around them.



TAIWAN
Taiwan's major cities are surrounded by dramatic landscapes, it welcome resorts for overworked city dwellers and jagged ambrosia alike.

HIGH-SPEED TRAIN
Taiwan's high-speed train service can take you from Taiwan's mountainous heartland to the seaside in 90 minutes.

BIKE RIDES
Toroko Gorge, carved out by the Daxi River through moribund deposits just 4 million years ago, is the beginning of an excellent bike tour.

BUTTERFLY
Around 400 species of butterfly call Taiwan home, many of which can be seen in the Maolin National Scenic Area.

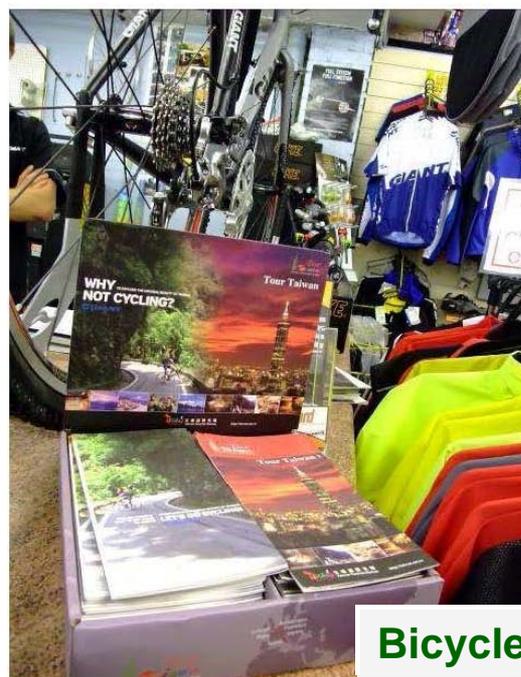


台灣觀光局
Taiwan Tourism Bureau
<http://taiwan.net.tw>



(ii) Strengthening inter-industry alliances

- Collaboration between different industries, including bicycle and wedding photo businesses. Placing Taiwan travel information and tourism campaign videos in Giant's 2,000 retail outlets in Britain, Germany, France and the Netherlands; promoting Taiwan wedding photography in collaboration with local bridal businesses; inviting foreign TV stations as well as movie, commercial film and music video producers to shoot in Taiwan; and having Taiwan's popular singers/actors hold international fan meets in Taiwan



Bicycles



Movies/TV



Bridal Service

- Establish a performance responsibility system for the Tourism Bureau's 10 foreign offices to expand marketing channels
- Participate in large-scale international travel fairs and conventions/exhibitions, coordinate with MOFA and the GIO to participate in small/medium foreign travel fairs, and arrange for product presentations to expand promotional outlets



2009 Singapore Spring Travel Fair

2008 Berlin Travel Fair

Inter-industry Collaboration with Giant

(iii) Introduce incentives

- Seasonal gifts
- Half-day stopover tours
- Million-dollar prizes for millionth visitors
- Subsidies for air charters
- Subsidies for foreign cruise ship stopovers
- Subsidies for advertising budgets
- Incentives for premium itineraries
- Development of incentive tours for large companies
- Grants for schools hosting educational tours



Seasonal gifts

Two millionth visitor in 2009



Incentive tours



Educational tours



Advertising subsidies

II. New Opportunities and a New Vision for Taiwan's Tourism Development

Direct cross-strait links



Geographical advantages

- Situated at the hub of East Asia
- Increased cross-strait flights
- Expansion of fifth-freedom rights



New Visions

East Asia Tourism Gateway
Major international travel destination

i. Examine the current situation of Taiwan's tourism market and determine future development directions

Year	Forex earnings from tourism (NTD billion)	Taiwanese domestic travel (NTD billion)	Overall tourism earnings (NTD billion)
2008	187.1	184.2	371.3
2007	171.2	219.3	390.5
2006	165.1	224.3	389.4
2005	158.5	192.6	351.1
2004	134.0	247.8	381.8
2003	101.5	218.1	319.6
2002	158.5	236.8	395.3

- International tourism is growing annually. Domestic tourism is at a mature stage, making increases in earnings limited**

ii. Current Status of Visitor Arrivals from Tourist Markets and Estimated Visitor Arrivals over the Next Four Years

Country/region	2008	2009	2010	2011	2012
Japan	1,086,691	1,090,000	1,100,000	1,200,000	1,260,000
Korea	252,266	220,000	240,000	270,000	290,000
Mainland China	329,204	700,000	1,000,000	1,200,000	1,500,000
HK/Singapore/ Malaysia	979,899	980,000	1,020,000	1,100,000	1,180,000
Europe/America/ Aust./NZ	656,666	610,000	640,000	690,000	720,000
Others	540,461	500,000	500,000	540,000	550,000
Total	3,845,187	4,100,000	4,500,000	5,000,000	5,500,000



iii. Establishing development objectives for Taiwan's tourism industry

Contribution of foreign exchange earnings from tourism to GDP in 2007 for countries with developed tourism markets and neighboring Asian countries

	Country	Foreign exchange earnings from tourism (USD million)	GDP (USD 10 billion)	Contribution to GDP
WEF's top 10 for tourism competitiveness in 2009	Switzerland	12,182	427	2.85%
	Austria	18,887	371	5.09%
	Germany	36,029	3,321	1.08%
	France	54,228	2,594	2.09%
	Canada	15,486	1,436	1.08%
	Spain	57,795	1,440	4.01%
	Sweden	12,002	455	2.64%
	USA	96,712	13,808	0.70%
	Australia	22,298	909	2.45%
	Singapore	8,664	161	5.37%
Neighboring Asian countries	Japan	9,334	4,382	0.21%
	Korea	5,797	970	0.60%
	Mainland China	37,233	3,280	1.14%
	Thailand	15,573	245	6.35%
	Hong Kong	13,776	207	6.65%
	Malaysia	14,047	187	7.52%
	Taiwan	5,137	383	1.34%

Taiwan has unlimited potential for foreign exchange earnings from tourism

- Foreign exchange earnings from tourism hit **US\$5.1 billion in 2007**
- Foreign exchange earnings from tourism contribute **1.34% to GDP, more than the USA, Canada, Germany, Japan, Korea, China**
- Projected 2012 foreign exchange earnings from tourism
 - US\$9 billion
 - Contributing more than 2% of GDP

III. Promotion of “Project Vanguard for Excellence in Tourism”

i. Outlining Direction of the Plan

The Plan focuses on developing international tourism, improving domestic travel, increasing foreign exchange earnings

ii. Planning Strategy

**(i) Deepening old markets/products
Developing new markets/products**

- **Increasing tourist arrivals (more come)**
- **Extending length of stay (stay longer)**
- **Increasing per-capita daily expenditure (spend more)**

(ii) Packaging effective travel products

(iii) Improving support system

- **Highlighting specialties & attractions**
- **Making travel service interface more friendly**
- **Improving quality of tourism personnel**

iii. Analyzing tourism products and markets to establish deepening/development strategy

		Old product	New product
Old markets	Japan	Mountain hiking, star gazing, railway tours, hot springs cuisine, golf, educational tours	Nostalgia tours, aesthetic lifestyle (music, living, folk customs, tea art), MICE, fine cuisine
	Korea	Mountain hiking, star gazing, golf	Aesthetic lifestyle (music, living, folk customs, tea art), MICE
	Hong Kong/ Singapore/ Malaysia	Salon photography & honeymoon tours, recreational farms, night-market dining	Aesthetic lifestyle (music, living, folk customs, tea art), MICE, fine cuisine
	Europe/ America	Cultural tours, religious tours, ecological tours, mountain hiking	Chinese language learning, leisurely travel, Buddhism study, MICE, aesthetic lifestyle (music, living, folk customs, tea art)
New markets	Mainland China	Round-island tours	In-depth regional tours, MICE, fine cuisine (international experts assist in modernizing Chinese cuisine, researching fine ingredients, packaging gifts), medical healthcare, deepening of recreational industry (biking, leisurely travel, Buddhism study, hot springs, culture)
	Muslim World	Recreational farms	Cultural tours, improved environment for hosting Muslims, theme parks, metropolitan tours/ shopping
	Newly wealthy from 5 SEA countries		Fine cuisine, shopping, theme parks, deepening of recreational industry, medical healthcare, golf tours

Attracting tourists to Come more Spend more Stay longer

Old market/ product deepening

New market/ product development

iv. Resource & market evaluation

Resources

- **Travel resources poorly integrated**
- **Tourist spots have non-distinct characteristics**
- **Internationalization/ friendliness needs work**

Market

- **Taiwan's tourism image needs to be strengthened**
- **Bringing in international tourists to balance peak and off-peak periods**

(i) Examining regional resources to establish themes for regional development



Northern Taiwan: Living Taiwan

- Hub of Chinese culture and arts (including fashion design, popular music)
- Trendy metropolis
- Recreational biking
- Traditional Hakka culture

- Culture & creativity
- Crown coasts (north coast, northeast coast)
- Nostalgic atmosphere
- Chiang culture
- Hot springs cuisine

- Concepts:**
- **Taipei art and fashion design**
 - **Popular music: Huashan Art and Culture Center attracts young audiences every weekend**
 - **Nostalgic music: Teresa Teng, old songs, folk songs attract Southeast Asian and mainland Chinese tourists**
 - **Historical personalities: Chiang culture, Chang Hsueh-liang old residence attract mainland Chinese tourists**



Central Taiwan: **Enterprising Taiwan**

- Tea plantation, coffee, flowers
- Recreational farming
- Forestry history, forest railway
- Recreational biking
- Culture & creativity

- Big cities and small towns
- High-altitude lake
- Mountain experience
- Historic sites

Concepts:

- **Linking up scenic spots and industries (tea plantation, flowers, recreational farming) around Taichung City, Sun Moon Lake, and Alishan to attract international tourists**
- **Culture & creativity: Special business district in Chiang Ching-kuo Park area in Taichung City**



Southern Taiwan: Historical Taiwan

- History of Taiwan
- Ancient city sites
- Religious beliefs
- Traditional folk songs
- Aboriginal culture

- Ocean resources, water sports, and recreation
- Coral reef ecology
- Refined recreational farming
- Yachting
- Wetland and lagoon scenic areas
- Habitat for migratory birds

Concept:

- **Linking historical sites and the ocean history of Tainan, Kaohsiung, Pingtung and Penghu by boat (e.g. bringing ancient and historic sailboats of different countries into Taiwan ports to gain international attention)**



Eastern Taiwan: Leisurely Living Taiwan

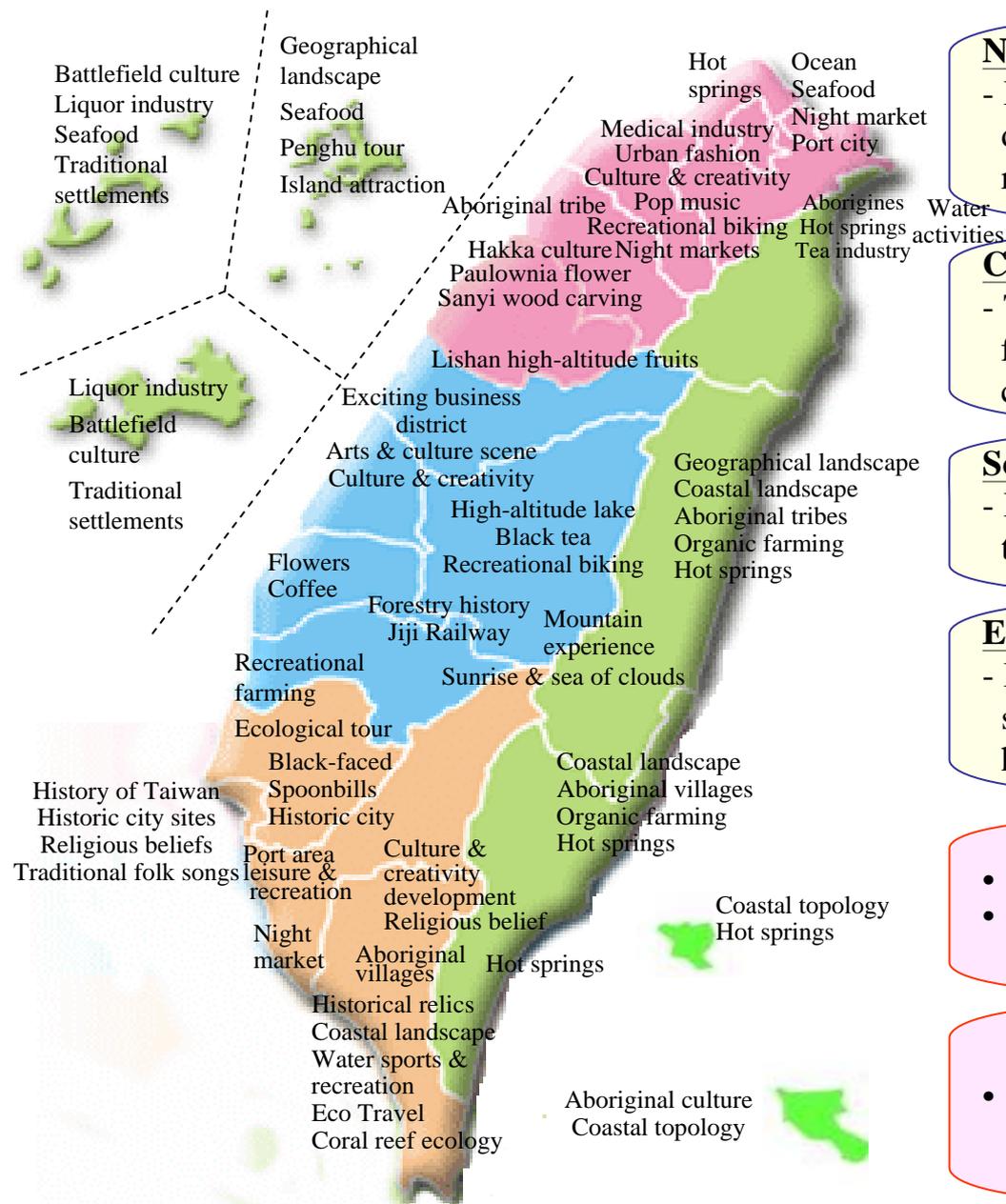
- Bicycle and railway tours
- Organic recreational farming
- Southern island culture
- Dolphin/whale ecology
- Healthy hot springs

- Pacific ocean view
- East Rift Valley – Emerald Paradise
- Spectacular valleys

Concept:

Recreational activities based on aboriginal life and leisurely living (Hualien-Taitung tours: aboriginal villages, creative aboriginal cooking, eco farms, biking events, and nighttime aboriginal performances have become local specialties)

(ii) Positioning of Taiwan's Regional Development



Northern Taiwan: Living Taiwan

- Hub of Chinese culture and arts (including fashion design, popular music), trendy metropolis, biking recreation, Hakka traditional culture

Central Taiwan: Enterprising Taiwan

- Tea plantations, coffee, flowers, recreational farming, forestry history, forest railway, recreational biking, culture & creativity

Southern Taiwan: Historical Taiwan

- History of Taiwan, historic city sites, religious beliefs, traditional folk songs, aboriginal culture

Eastern Taiwan: Leisurely Living Taiwan

- Bicycle and railway tour, organic recreational farming, southern island culture, dolphin/whale ecology, healthy hot springs

Islands: Unique Islands Taiwan

- Penghu – international holiday island
- Kinmen & Matsu – Battlefield culture, folk culture, village landscape

Nationwide: Diverse Taiwan

- MICE, cuisine/delicacies, hot springs, eco travel, medical healthcare

(iii) Launching “Project Summit”

Project Summit (Building top-class spotlights in tourism)

Flagship attractions

- Developing a flagship tourism plan for 5 major areas
- Helping local governments create at least 10 unique scenic spots attractive to international tourists
- Implementing at least 10 locations with seamless travel information and shuttle services

International spotlight

- Extending tourism content, introducing unique, long-term fixed location/time products that attract international tourists in accordance with unique positioning of each area
- Organizing or inviting internationally renowned competitions/events in accordance with unique characteristics of an area
- Collaborate with large-scale events, including 2010 Flora Expo, 2011 IDA Congress, and 100th Year Nation-Building, to market Taiwan

- Regional Flagship Tourism Plan
(Top to bottom, to be outlined by chief international tourism consultant)
- Competitive International Tourist Attractions Demonstration Plan
(bottom-up approach, local governments to submit applications)
- Tourist Spot Seamless Travel Service Plan
(local governments to submit applications)

- International Spotlight Plan
(seek proposals in accordance with unique positioning of each area)

Project

Key Development Tasks

Execution Plans

■ Execution mechanism

Plans that will produce immediate results

Plans that will potentially produce results within four years

International Spotlight Plan

The Tourism Development & Promotion Committee, Executive Yuan, is in charge of inter-agency coordination and forming an inter-agency project team to implement the Plan

Regional Flagship Tourism Plan:

Outlined by an international tourism consulting team commissioned by the Tourism Bureau

Competitive International Tourist Attractions Demonstration Plan:

The Tourism Bureau has invited local governments to submit proposals

Tourist Spot Seamless Travel Service Plan:

Explanatory meeting to be held soon following communication with local governments

v. Travel Industry and Human Resources Figures

Industry

Travel agency	General 89 agencies (with 310 branches) Grade A 1,912 agencies (with 343 branches) Grade B 139 agencies (with 8 branches)
Tourist hotels	93 hotels, 21,966 rooms
Regular hotels	2,678 hotels, 105,333 rooms (474 hotels with 38,592 rooms can handle int'l tourists)
Home stays	2,691 with total of 10,755 rooms
Tourist amusement enterprises	24 operators



- **Industry quality/quantity should be further improved to reach international standards**
- **Gap between travel service quality and consumer expectations**

Human Resources

Travel agents	34,591 employees (including tour guides/leaders)
Tourist hotels	20,779 employees
Regular hotels	37,424 employees
Home stays	2,691 employees
Tourist amusement enterprises	4,539 employees



- **Professional service quality of industry personnel to be improved**
- **Improvement needed to reach international standards**
- **International marketing talent inadequate, personnel employment and budgeting lack flexibility**

(i) Implementing “Project Keystone”

Project Keystone (Re-laying the foundations for tourism)

Industry re-building

- Assist in transformation of tourism industry
- Introduce international chain hotel brands
- Support local brand hotels
- Inter-industry collaboration (develop itineraries with medical, agricultural, spa, culture & creativity, ecological and aboriginal resources)

- Plan to invigorate the economy & create tourism opportunities
- Plan to improve tourist entertainment/recreation business operations
- Plan to help star-rated hotels join international or local chain hotels
- Plan to provide incentives to tourism industry for obtaining professional certification (HACCP, ISO, eco rating, etc.)
- Plan to provide incentives to overseas travel agencies for innovative product packaging and marketing

Talent cultivation

- Strengthen vocational training and on-the-job training in Taiwan
- Collaborate with top international schools, recommend outstanding tourism personnel and instructors for overseas training (100 people to be trained each year)

Tourism Talent Cultivation Plan

Project

Key Development Tasks

Execution Plans

(ii) Implementing “Project Propeller”

Project Propeller (Advancing service values in tourism)

Market development

- **Penetrate target tourist markets and develop emerging markets**
- **Focus on administrative corporations to recruit international experts and marketing development talent to overcome administrative authority’s lack of organizational flexibility**

- International market development plan
- Establish “Taiwan International Tourism Development Center” (similar to Taiwan External Trade Development Council as opposed to the Board of Foreign Trade) according to the Executive Yuan’s organization restructuring timeline

Quality improvement

- **Promote travel industry’s transaction security and quality assessment, star-rating hotel appraisal, and homestay certification to provide quality-assured travel service**

- Star-rating hotel appraisal plan
- Homestay certification plan

Project

Key Development Tasks

Execution Plans

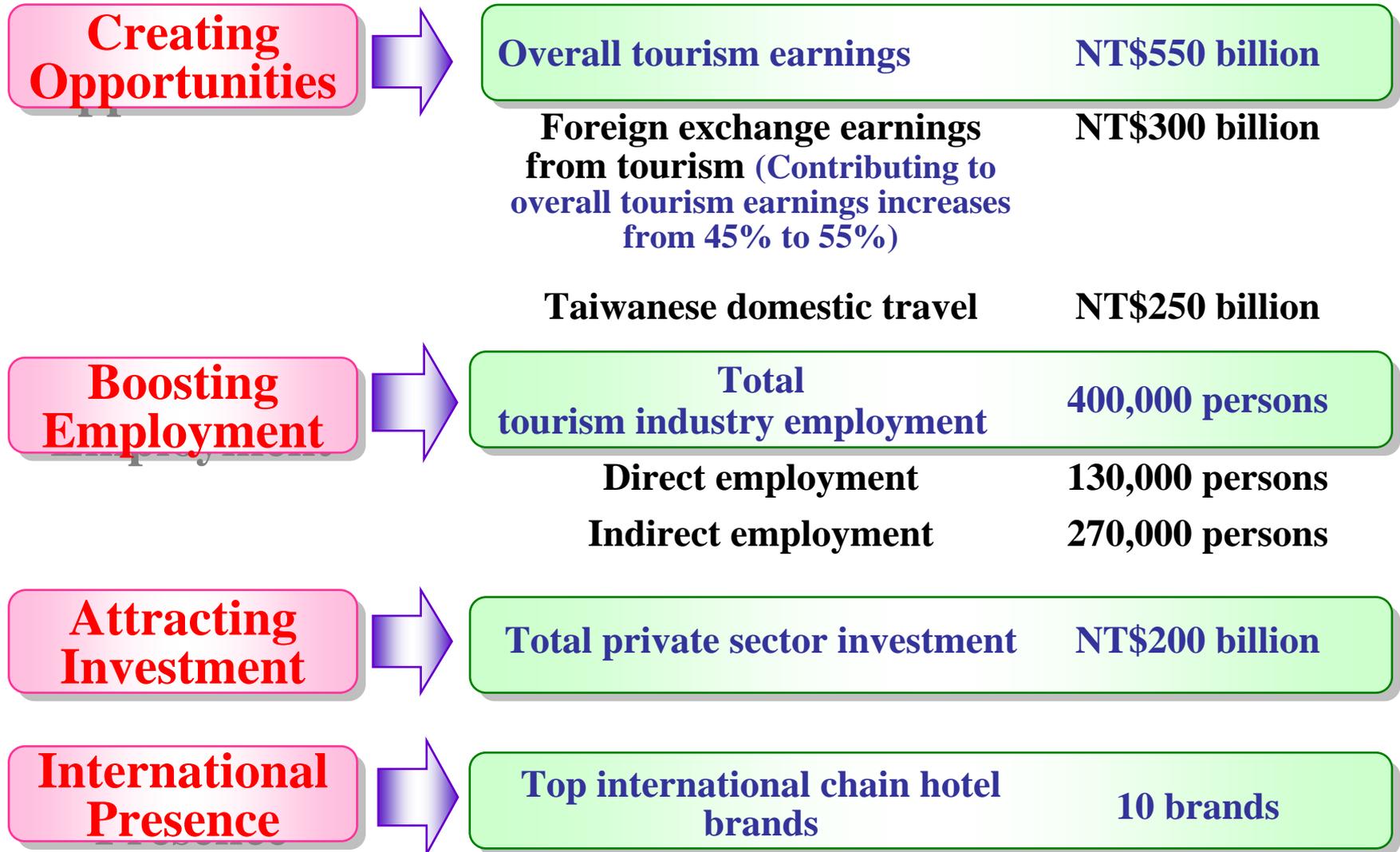
VI. Funding Sources and Allocation

**Source: Tourism development fund
(60% of airport service charges and allocation from national treasury)**

Unit : NT\$ 100 million

Action plan		2009	2010	2011	2012	Total
(i)	Project Summit (Building top-class spotlights in tourism)	6.81	45.50	56.25	66.09	174.65
1	Flagship attractions	6.06	44.00	54.00	63.84	167.90
2	International spotlight	0.75	1.50	2.25	2.25	6.75
(ii)	Project Keystone (Re-laying the foundation for tourism)	3.45	7.34	7.89	8.41	27.09
1	Industry Re-engineering	2.95	6.84	7.39	7.91	25.09
2	Talent Cultivation	0.50	0.50	0.50	0.50	2.00
(iii)	Project Propeller (Advancing service values in tourism)	19.60	24.73	25.86	28.07	98.26
1	Market Development	19.25	24.23	25.36	27.67	96.51
2	Quality Improvement	0.35	0.50	0.50	0.40	1.75
Total		29.86	77.57	90.00	102.57	300.00

vii. Tourism Results Expected by 2012



End of Presentation
Thank You

