

Develop Sustainably in Troubled Times

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Sun Moon Lake, Taiwan

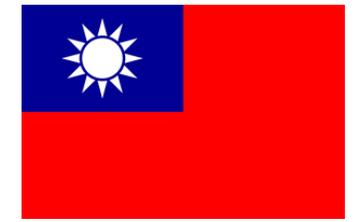




Sun Moon Lake



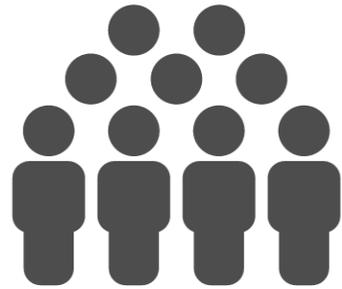
Taiwan



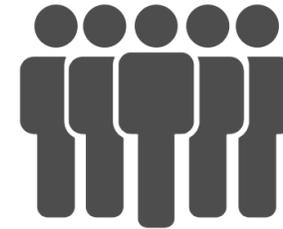
SouthEast Aisa

SML Visitors

Before



2020



inbound

8,200/day

18-66/day

domestic

13,000 /day

2,194/day

Visitors spending in Taiwan



US\$ 150-220 /day/person



US\$ 40-150 /day/person

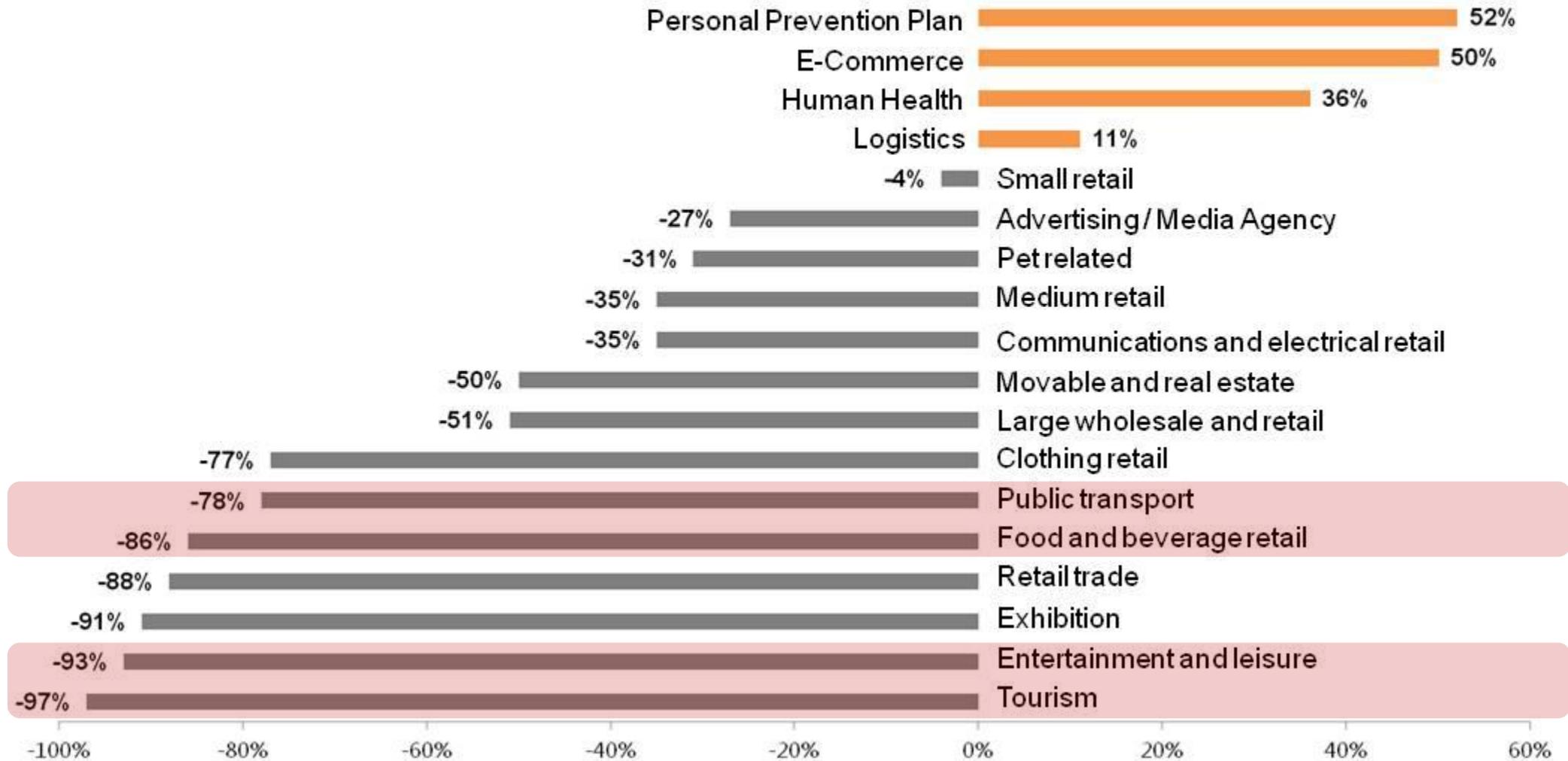
Apr 2020



Aug 2020
(150 days)

Loss(min.) US\$ 183,555,000/day

Professional managers assess the proportion of positive/negative effects of COVID-19 in the industry



Which one do you choose ?

Economy



Conservation

Who will promote sustainable tourism?

A to Z

#成為責任旅人
該知道的
26個指南



C Caring	O Open-minded	P Partnership	Q Quality	I i-Travel
L Local	X Xenophobia	Y Yield	R Respect	
S Sustainable	W What's Up	Z Zen		

Join us!



“

Only by practicing sustainability in life can have more people to be aware of the sustainable development of tour destinations and willing to participate actively.

”

How the crisis turned around

Confirmed impact

Key factor

Adjustment

Hotels

Activities

Transportation

Traveler agents

Local farmhouse

Cluster infection

1-1.5 More

pandemic prevention schedules

2-3 hour/day

Group cancellation

95%

Safe traveling hotel

227 (826)

Short distance

1 night

Personal travel

2-4 people

Start with the little things (in life)

Make Sustainability A BIG THING.



We started doing it...

A Small group tourism promotion

20 programs

1. Into life

International Wood Day
promote the concept of
sustainability and present baby
trees to passengers

2. Farm village cultural experience visitors have farm tour to tasting enjoyment in one day.



We started doing it...

B Environmental improvement

1. Hydropower sand discharge
Use time without visitors to clean up the sludge
2. Partner promotion
SML cooperated with CU-GSTC certified hotels carry out pond cleaning activities.



13 groups

18 kgs recyclable / 45 kgs trash





**2020(38th)
Sun Moon Lake
Swimming Carnival**

20,000 person

Thank you!

Joanne, Chang

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