

Tour Taiwan Years 2008-2009 Plan

Prepared by the Tourism Bureau, Ministry of Transportation and Communications

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I. Background

Since the launch of the Doubling Tourists Arrival Plan in 2002, the number of inbound visitors to Taiwan has risen steadily each year except 2003 (by 5.2% in 2002, -24.5% in 2003, 31.2% in 2004, 14.5% in 2005, 4.2% in 2006, and 4.8% in the first ten months of 2007). The downturn in 2003, attributed to the SARS outbreak that year, directly impacted growth in subsequent years, preventing achievement of the annual growth target of over 10% under the Doubling Tourists Arrival Plan. A decline in business travelers, delays in opening up Taiwan to tourism from China, and a shortage of budget and human resources for international tourism promotion by the Tourism Bureau, relative to the resources of neighboring regions and countries, further prevented attainment of the high growth target. However, considerable achievements were made in expanding tourist sources. The number of visitors to Taiwan from target tourism markets rose from 870,000 in 2000 to 1.51 million in 2006. This 73% increase boosted the share of target-market visitors from 33% to 43% of all inbound visitors. Moreover, the anticipated results were achieved in integrating the resources of various government agencies to create a travel-friendly service network, and expanding international sources of tourists.

In 2004, the Tourism Bureau of the Ministry of Transportation and Communications (MOTC) carried out the "Visit Taiwan Year" plan to promote tourism development, cast-off the shadow of SARS, and rapidly boost the number of visitors to Taiwan. Under the plan, the resources and strengths of public and private organizations were integrated, activities were arranged to generate industry participation and build public consensus on welcoming international visitors, and international marketing and promotion of Taiwan's tourism image was expanding. These efforts achieved excellent results that year.

In conjunction with the first three-year phase (2007~2009) of the Executive Yuan's "Big Investment, Big Warmth" 2015 economic development plan, the Tourism Bureau has drafted and is implementing a Three-year Taiwan Tourism Development Stimulus Plan (2007-2009). The plan aims to create an attractive, unique, visitor-friendly and high-quality travel environment in Taiwan. It also calls for intensified promotion of Taiwan's tourism attractions. Equal emphasis is given to qualitative and quantitative improvements under the plan to meet the needs of international visitors and domestic travelers and thereby enable the sustainable development of tourism in Taiwan.

The "Doubling Tourists Arrival Plan" and first three-year phase of the 2015 economic development plan are coming to a close in 2008 and 2009, respectively. Moreover, in 2008 the

Olympic Games will be held in Beijing and in 2009 the World Games will be held in Kaohsiung. The Tourism Bureau therefore plans to carry out a "Tour Taiwan Years 2008-2009" plan based on the successful example of the "2004 Visit Taiwan Year." The plan will integrate government and private sector resources and strengths to provide concrete incentive and promotion measures for domestic and foreign travel operators and visitors. It will also promote specialty travel products, enhance international publicity, create a travel-friendly environment, improve the service quality of travel industry personnel, encourage international tourists to visit and spend in Taiwan, and increase the level of visitor satisfaction.

II. Prospects

External: Making Taiwan one of the top tourism destinations in Asia

Internal: Building public consensus and integrating government and private resources to create a hospitable and travel-friendly environment.

III. Duration:

2008 to 2009

IV. Budget:

Approximately NT\$1 billion from the approved annual budget of the Tourism Bureau, MOTC

V. Work Plan:

1. Plan Contents:

(1) Domestic Promotion Sub-plan: Place media advertisements, hold event promotions, and create an atmosphere for the "Tour Taiwan Years" to encourage the public to be a "good host" by actively inviting and enthusiastically welcoming visitors and sharing the beauty and touching qualities of Taiwan with visitors.

1. Atmosphere Building and Visitor Welcoming Plan

(1) Design special activity CIs and slogans and produce related peripheral products.

(2) Place welcome banners, posters, wall stickers, and sign stands at major transportation hubs, visitor sites, hotels, visitor centers and national scenic area administrations to create a "Tour Taiwan Years" atmosphere' and increase awareness of the public's shared responsibility to invite and warmly welcome visitors to Taiwan.

(3) Provide welcome cards (scenic postcards with welcome message from the Director General of the Tourism Bureau) to tourism hotels for welcoming guests.

2. Encouraging the Public to be "Good Hosts"

(1) Produce 30-second publicity videos and print advertisements.

(2) Enhance promotion through various media and movie theater advertisements to encourage the public to be a "good host" and enhance exposure through media PR activities.

3. Promoting Taiwan Hosts

(1) Under the "Taiwan Tourism Ambassador Training Course Plan" and related certification measures, "Taiwan Tourism Ambassador" certification badges will be issued to tourism personnel and operators (including B&B operators) to upgrade the service level of tourism enterprises.

(2) The "Taiwan Tourism Ambassador Training Course" will be included in tourism personnel training courses, and tourism personnel will be encouraged to wear the "Tourism Ambassador" badge to create a good service image and encourage return visits.

4. Encouraging the public to participate in "Share Your Taiwan Travel Stories" activity and to invite domestic and foreign friends to travel with them in Taiwan

- (1) Create a database of special scenic sites selected from sites proposed by related central, county and city government units; and set up a website with information on scenic sites and events to help the public share such information with domestic travelers and foreign visitors.
- (2) Package special scenic sites with the travel stories of celebrities and travel experts to provide brand new travel experiences attractive to domestic travelers and foreign tourists.
- (3) Continue postcard travel prize drawings, travel essay contests, online video exhibitions and other activities to encourage the public to invite domestic and foreign friends to experience the beauty and pulse of Taiwan.

(2) Festival and Competition Sub-plan: Festival and competition events that are characteristic of Taiwan from both domestic and foreign tourist perspectives and which have international tourism appeal (See Table 1) will be selected and promoted domestically and internationally through the publication of multi-language tourism event calendars, travel agents and media channels.

Phase 1—2008: Enhance international promotion and marketing of the Taiwan Lantern Festival, Dragon Boat Festival, Taiwan Food Festivals, and Hot Spring & Fine Cuisine Carnival as four theme seasonal activities.

Phase 2—2009: On the basis of the 2008 framework, compile a list of tourism and festival and competition events in Taiwan in the third quarter of 2008 and enhance marketing and promotion of such events in conjunction with the 2009 Kaohsiung World Games and 2009 Summer Deaflympics in Taipei.

1. Spring Colors

- (1) Theme Activity for Spring: Taiwan Lantern Festival Activities, including the Taiwan Lantern Festival (Tainan County), Taipei Lantern Festival, Kaohsiung Lantern Festival, Pingxi Heavenly Lantern Festival (Taipei

County), Yanshuei Beehive Rockets Festival (Tainan County), Miaoli Dragon-Bombing Festival, and Bombing of the Deity Han Dan in Taitung (Feb)

- (2) Flower Exhibitions—Taipei Flower Show (Jan), Taiwan International Orchid Show (Mar), 2008 Yangmingshan Flower Season (Feb~Mar), Cherry Blossom Festival at Sun Moon Lake's Formosan Aboriginal Cultural Village (Feb~Mar), Shibajian Mountain Flower Month (Mar), 2008 East Rift Valley Flower-Sea activity (Jan~Feb), and 2008 Changhua Blooms: International Orchid Exhibition (Feb)
- (3) Religious Culture—Taichung County Matsu International Festival (Feb~May), Neimen Songjiang Battle Array (Kaohsiung County) and National Creative Song-jiang Jhen Contest, College Cup (March)
- (4) International Exhibitions—2008 Spring Computex (Mar~Apr)
- (5) Sports Competitions—2008 Kinmen Marathon (Jan), 2008 Tainan Marathon (March), 2008 International Tour de Taiwan Cycling Race (Mar), and 2008 Wantong Cup East Rift Valley International Ultramarathon (Mar)

2. Summer Escapes

- (1) Theme Activity for Summer: Dragon Boat Festival Activities, including the Lugang Dragon Boat Race, Keelung Dragon Boat Festival, and Dragon Boat Festival Fireworks Display in Longtan, Taoyuan County (June)
- (2) Hakka Activities—Hakka Tung Blossom Festival (Apr~May) and Hakka cuisine
- (3) Specialty and Ecological Activities—Pingtung Bluefin Tuna Cultural Festival (Apr~July) and 2008 Sun Moon Lake Firefly Ecotour (May~June)
- (4) Religious Culture—Baishatun Cultural and Arts Festival (Apr)

- (5) International Exhibitions—Computex Taipei (June) and 2008 Taichung International Travel Fair (Apr)
- (6) Competition—Taiwan Bike Day (May), Northeast Coast Mountain Cycling Competition (May), Fulong Sand Sculpture Competition (May), and 2008 Siouguluan Rafting activities (May~June)

3. Autumn Hues

- (1) Theme Activity for Autumn: Taiwan Food Festivals, including Taiwan Culinary Exhibition (August), Penghu Seafood Festival (July), and Wanggong Harbor Fishing Lights Festival—Song of the Oysters (July)
- (2) Aboriginal Culture—Ada Wang United Harvest Festival in Hualien (July) and Festival of Austronesian Cultures in Taitung (July~Aug)
- (3) Folk Festivals—Keelung Ghost Festival, Grappling with the Ghosts at Toucheng, Grappling with the Ghosts Hengchun, and Tainan Chihsi International Arts Festival (Aug)
- (4) Music, Art and Cultural Activities—Ho-Hai-Yan Rock Festival in Gongliao (July), 2008 Dadaocheng Fireworks and Music Festival (Aug), and 2008 Kinmen Mid-Autumn Festival Moon Cake Gambling Competition (Aug~Oct)
- (5) Local Industries—Taiwan International Ceramic Art Festival (July~Aug), Sanyi Wood Carving Festival (Aug), and Sun Moon Lake Carnival (Sept)
- (6) Competition—2008 East Rift Valley International Paragliding Invitational and Luye tour activities (July), Laonong River Rafting and Triathlon Race (July~Aug), and 2008 Sunshine Vigor Guanshan Cycling Competition (Aug)

4. Winter Romance

- (1) Theme Activity for Autumn: Hot springs and cuisine, including Taiwan Hot Springs and Fine Cuisine Carnival and related activities at hot spring areas and the Taipei International New Year Mian Festival (Nov)
- (2) Music, Art and Cultural Activities—Hsinchu International Flower Drum Festival (Oct), Chiayi City Cochin Ceramic Art Festival (Nov), Miaoli Cultural Arts Festival (Nov), Alishan Sunrise Impression Music Concert (December), Chiayi City Chinese Music Festival (Oct), and Chiayi City International Band Festival (Dec)
- (3) Aboriginal Culture—Alishan Tsou Fona ("Bean of Life") Festival
- (4) Local Specialties—Kaohsiung Zuoying Wannian Folklore Festival (Oct), 2008 Austronesian Wedding Festival (Oct), Kunshen Wangye's Salt for Peace Festival—Southwest Coast Tourism Activities (Oct), and East Coast Sailfish Festival (Nov)
- (5) International Exhibitions—2008 Taipei international Travel Fair (Oct)
- (6) Competition—2008 Shihmen International Kite Festival (Oct), 2008 Taroko International Marathon (Nov), and 2008 ING Taipei International Marathon (Dec)
- (7) Flower Exhibitions—2008 Nantou Flower Festival (Nov) and 2008 Shihlin Official Residence's Chrysanthemum Exhibition (Nov~Dec)

(3) Product Development Sub-plan: A broad range of Taiwan travel products will be developed to meet the needs of different markets and international traveler groups. They include "Classic Tours" introducing the classic attractions of Taiwan to first-time international visitors. For repeat and special interest international visitors, a variety of competitive theme package tours integrating the unique natural and cultural resources of Taiwan will be offered to develop new visitor sources and upgrade the quality of travel products.

1. Classic Tours

These short-stay tours introduce visitors to some of the "must see, must taste, and must do" attractions in Taiwan. They can be packaged individually or in groups of up to three tour routes (or included with Taiwan Tour Bus tours) for promotion by inbound-tour travel agents. The major elements of such tours are as follows:

Northern Taiwan:

(1) "Must See" and "Must Do"—

- A. World's tallest building—Taipei 101
- B. One of the world's four largest museums—National Palace Museum
- C. Must Visit Attraction—Night markets
- D. 24-hour bookstore—Eslite
- E. Northeast Coast
- F. Yilan—National Center for Traditional Arts, Dongshan River

(2) "Must Taste"—Small steamed buns, pearl milk tea, mango ice desserts, beef noodle soup

(3) "Must Buy"—3C products, tea, pineapple cakes, Yilan cakes, candied fruit

Central Taiwan:

(1) "Must See" and "Must Do"—

- A. Taiwan's Champs-Élysées—Jingming 1st Street (Taichung City)
- B. Taiwan's most beautiful mountain lake—Sun Moon Lake (Nantou County)
- C. Best-preserved historic town—Lugang (Changhua County)
- D. Fongjia Night Market and Donghai Night Market

(2) "Must Taste"—Sun cakes, wife cakes, salty layer cakes, Changhua meatballs, bubble tea

(3) "Must Buy"—Traditional cakes, Sun Moon Lake black tea, tofu jerky

Southern Taiwan:

- (1) "Must See" and "Must Do"—
 - A. Ancient fir forest—Alishan (Chiayi County)
 - B. Historic city wall—Old Wall of Tainan
 - C. Taiwan's most romantic river—Love River
- (2) "Must Taste"—Tainan snacks, danzih noodles, papaya milkshake, yujing mangoes, and "black pearl" wax apples
- (3) "Must Buy"—Traditional cakes, high mountain tea, Chiayi square biscuits

Eastern Taiwan:

- (1) "Must See" and "Must Do"—
 - A. Hualien—Taroko Gorge
 - B. Taitung—East Coast
- (2) "Must Taste"—Dumplings, salted tofu jerky, atemoyas
- (3) "Must Buy"—Marble products, glutinous rice cakes, Hualien yams, peeled chili peppers, rokoto (swirl) cookies, mutton stew, millet wine

2. Development of Diverse Travel Products—Six innovative products for repeat and special interest travelers and five general promotion products.

(1) Innovative Products:

Innovative Product 1: Mountain Climbing Tours

There are 258 peaks in Taiwan over 3,000 meters high, including the nearly 4,000-meter-high Yushan (Mt. Jade). Six medium-difficulty hiking routes and 14 basic-level hiking routes with international appeal will be planned, taking advantage of the natural, historic and cultural (aboriginal) attractions in Taiwan's mountainous areas. These tours will also be integrated with related activities, such as 99 Mt. Hehuan Wedding Photo Event, to enhance Taiwan's international reputation as a required destination for hiking

enthusiasts.

Innovative Product 2: Portrait Photography and Honeymoon Tours

These tours highlight Taiwan's diverse landscapes for portrait photography, fashionable modeling services, and competitively priced professional portrait photography services. The tours present 10 major wedding photography sites combined with other well-known activities, such as wedding ceremonies in a south sea island style and at the Sacred Tree of Alishan. The tours are aimed at boosting Taiwan's image as a portrait photography and honeymoon destination, particularly among young visitors from Hong Kong, Singapore and Malaysia seeking a novel experience.

Innovative Product 3: Nostalgic Tours for Seniors

With Asia's post-war baby-boom generation entering retirement age, there is significant potential to attract visitors from this group to Taiwan. Package tours joining historic sites of the Japanese occupation period in Taiwan with nostalgic and healthy products will be planned to attract senior travelers from Japan and Southeast Asia.

Innovative Product 4: Medical Tourism

Drawing on Taiwan's excellent reputation for high-quality medical and health services, as well as the trend towards the internationalization of such services, tour itineraries will be planned to attract foreign visitors to Taiwan for minimally-invasive medical and health treatment, such as health checkups and health maintenance, beauty treatment, dental treatment, and sleep treatment.

Innovative Product 5: Celebrity Tours

These tours leverage the popularity of Taiwan's well-known celebrities and Chinese language music to attract visitors, joining Taiwan's top scenic sites and the settings of television celebrity shows. Such tours will be promoted through the production of celebrity tour handbooks to attract fans of Taiwan celebrities from neighboring countries.

Innovative Product 6: Sports Travel

Sports-related travel packages will be planned and promoted, drawing on Taiwan's achievements in the international sports world. Such tours will be integrated with the Taiwan-hosted 2009 Deaflympics, 2009 World Games, Asian Baseball Championship, various marathons, Tour de Taiwan cycling race, and other large-scale sporting events. Winter golfing tours will also be promoted for Japanese and Korean visitors.

(2) General Promotion Products:

Product 1: Rail Travel

Rail travel packages for train enthusiasts will incorporate the Taiwan High Speed Rail system on the west coast, branch lines of the Taiwan Railway Administration, and scenic attractions near rail line into rail tour packages, FIT train tours, and steam train tours, including nostalgic tours on the CK124 steam locomotive train.

Product 2: Healthy Hot Spring and Cuisine Travel

Taiwan is renowned for its many hot springs and delicious cuisine. These attractions will be integrated into healthy hot spring tour products aimed

at modern travelers with LOHAS lifestyles. A "Hot Spring and Fine Cuisine Carnival" activity has also been planned to highlight these attractions.

Product 3: Ecotours

Ecotours integrating the diverse geological and ecological attractions of Taiwan, such as birding, whale watching and geological landscapes, will be packaged for the growing eco-travel market.

Product 4: Agricultural Tourism

The attractions of classic farming and fishing villages that have successfully transformed for tourism will be packaged into experience products to attract urbanite visitors from Japan, Hong Kong and Singapore.

Product 5: Cultural and Educational Tours

These tours attract bring together in-depth cultural and educational activities in areas such as Chinese language study, Hakka and indigenous culture and festivals (i.e. the Hakka Tung Blossom Festival and Harvest Festivals), traditional folk art, and historic sites, to attract visitors with cultural and learning interests.

(4) International Publicity and Promotion Sub-plan: A tourism brand image based on analysis of Taiwan's tourism attractions will be established and promoted internationally. Promotions will be aimed at three target groups—international tourists, inbound travel agents in Taiwan, and outbound travel agents abroad, and coordinated with incentive measures under product development plans. Promotional work will also be expanded through the development of new channels, cross-industry alliances, and coordination with county and city governments to create a comprehensive international promotion network.

1. Establishing Taiwan's Tourism Brand Image

2008: Continue the 2007 publicity strategy based on market segmentation and spokespersons; organize professional symposiums and focus groups to identify the core value of Taiwan's tourism brand image, and on this basis draw up an integrated publicity strategy and commission a company to formulate a tourism brand image for Taiwan.

2009: Use the new tourism brand image in global publicity and promotions.

(1) 2008 Market Publicity Strategy

Japan and Korea:

Publicity in this market will focus on the "Wish to see you in Taiwan" slogan and F4 as the spokesperson. Taiwan's main distinguishing qualities and scenic sites will be integrated in 25 sixty-minute celebrity TV programs for broadcast on major stations in Japan and Korea. The promotional campaign will be coordinated with related press conferences, fan events and F4 products. Nostalgic tours for senior travelers, hiking tours, and celebrity tour guidebooks for "movie and TV tourism" will also be promoted in this market to attract visitors to Taiwan.

Hong Kong, Singapore, and Malaysia:

Jolin Tsai and Wu Nien-chen will be the spokespersons in promotional campaigns highlighting the mixture of new ("youthful fashion") and old ("local traditions") in Taiwan. Seasonal tour experiences featuring the spokespersons will be promoted through television, print, and online media, subway and highway ad placements, and other media channels. New high-quality tour packages will also be developed for this market, such as wedding photography tours, romantic "99" activities, and rustic farm tours to enhance the brand image of Taiwan travel products.

Europe and North America:

Strategic focus in this market will be on expanding mainstream channels. At present Taiwan tour packages are sold by the third and fourth largest German travel agencies, nine of the top-ten British travel agencies, and the top-four French travel agencies. Airlines, travel operators and hotels in Taiwan are also teaming up to offer "US\$79 Transit Traveler" packages, including special deals on hotel rooms to expand mainstream tourist source channels in the US and also attract more transit visitors to Taiwan.

(2) Announcing a New "Taiwan Tourism Brand Image"

Specialized symposiums and focus groups will be arranged in cooperation with the media to explore the core elements of Taiwan's tourism attractions and determine the core value of Taiwan's tourism brand image. Integrated advertising and marketing consultancies will be commissioned to establish a Taiwan tourism brand, CI, and slogan and to formulate and implement a global publicity and marketing strategy.

2. Incentive Measures for International Visitors:

(1) "Tour Taiwan Years" Giveaways: (For travelers participating in high-quality group tours arranged by travel agents)

First Quarter: One-day Taipei MRT pass. For Kaohsiung visits, a ticket for the Love River boat (a Kaohsiung MRT ticket will be substituted after the MRT system opens)

Second Quarter: Amusement park ticket

Third Quarter: Taiwan specialty product

Fourth Quarter: Hot spring pass (available in conjunction with the Hot Spring and Fine Cuisine Carnival)

(2) Prizes for First to Fourth Millionth Visitors:

The first, second, third and fourth millionth foreign visitors to Taiwan during the plan period will receive a credit card good for purchases in Taiwan up to NT\$100,000, NT\$200,000, NT\$300,000, and NT\$400,000, respectively.

(3) Free Half-day Tour for Transit Passengers:

Transit passenger groups of five or more persons can enjoy a free half-day tour of northern Taiwan if their stopover is at least eight hours long.

3. Subsidies for Overseas Outbound Travel Agents:

(1) Charter flight subsidies: Regular charter flight service will be further opened up, charter flight subsidies will be increased, charter flight application requirements will be reduced, and subsidies for charter flight advertisements will be increased to encourage the flexible use charter flights by more travel agents.

(2) Foreign cruise ship subsidies: The Key Points for Cruise Ship Incentives has been appended to include subsidies for cruise ships stopping in Taiwan.

(3) Shared advertising expenses: Expenses for producing and printing Taiwan travel product brochures and advertisements may be shared to increase the willingness and number of overseas travel operators promoting Taiwan travel products.

4. Incentive Measures for Domestic Inbound Travel Agents:

(1) Incentives for promoting high-quality tours: Incentives will be provided to encourage travel operators to enhance the depth, scope, and quality of their tour products in accordance with measures for incentives for each target market.

(2) Encouraging development of incentive travel: Subsidies will be provided to encourage travel agents to attract incentive travel groups to Taiwan. Subsidies will be available for incentive groups of 126 people or more. The scope of such

subsidies will also be expanded to include religious, cultural and agricultural groups.

- (3) Subsidies for attracting school groups: Conditions for subsidies for attracting school groups to Taiwan will be reduced and subsidy amounts will be increased to promote growth in this segment.

5. Expanding Global Market Promotion and Developing New Channels:

- (1) Improving online promotions: Taiwan tourism banners and key search word ads will be placed at major international web portals and search engines; major international travel websites will be encouraged to sell Taiwan tourism products; and well-known international tourism travel bloggers will be invited to visit and write about Taiwan to increase Taiwan's tourism exposure.
- (2) The number of foreign reporters invited to visit and report on Taiwan will be increased to raise Taiwan's visibility.
- (3) Taiwan's tourism visibility will be enhanced through cooperation with international television stations and publications, such as co-branding Taiwan travel promotions through National Geographic, the "Fun Taiwan" travel program on the Discovery Channel, and cooperation with overseas writers on Taiwan travel publications.
- (4) Commission advertising agencies and overseas PR companies to hold large-scale PR events highlighting unique Taiwan themes.
- (5) Expanding international channels: The number of foreign travel operators invited to Taiwan to help them package Taiwan tours will be doubled.

6. Strengthen Cross-industry Alliances

- (1) Cooperation with Giant: Taiwan travel brochures and promotional videos will be displayed at the European sales points of Giant Bicycles. The Tourism Bureau will also cooperate with Giant to hold promotional activities. Such cooperation

is expected to kick off in May 2008 at Giant's stores in the UK, Germany and France and later be expanded to the Netherlands and other European countries.

- (2) Cooperation with the Industrial Technology Research Institute: Filming of the Taipei 101 New Year's Eve fireworks display and production of HDTV tourism promotional videos for packaging with high-definition DVD players made in Taiwan to jointly promote Taiwan.

(5) Establishing a Travel Service Network Plan: The Tourism Bureau will create a travel-friendly service environment for the "Tour Taiwan Years" plan by providing convenient travel assistance and transportation services. Specific initiatives include the following:

1. Enhancing Visitor Center Quality:

- (1) An identity system for visitor centers and a four-level system of visitor centers will be created along international tourists travel routes will be established. Such centers will have foreign-language-speaking staff to provide assistance and information services.

Level 1—Establishment of travel service centers at Taoyuan and Kaohsiung international airports to provide national tourism information

Level 2—Establishment of 36 visitor centers at domestic airports, train stations, MRT stations, and boat terminals to provide regional tourism information

Level 3—Establishment of visitor centers at the transportation hubs of major tourism sites to provide travel information on local and surrounding tourism attractions

Level 4—Establishment of travel information kiosks (display racks) at locations visited by international tourists, such as amusement parks, highway service areas, hotels, Giant bicycle rental shops, and convenience stores

- (2) A platform integrating information on transportation to scenic sites, accommodations, and tour arrangements will be established to help travel service personnel provide faster and higher quality travel information services. Such information could also be made available for direct visitor access

through computer terminals at visitor centers.

- (3) The functions of the 24-hour free travel service Call Center will be improved to provide better information services for Chinese, English, Japanese and Korean speaking travelers.
 - (4) Promotion of the "Taiwan Tour Bus" brand will be enhanced to provide domestic and international FIT travelers with convenient, friendly and regular guided tour services from hotels, airports and train stations to well-known tourism destinations in Taiwan. Visitors can get information about Taiwan Tour Bus tours online or from various visitor centers, information kiosks, tourist hotels, and major hotels in urban centers.
 - (5) Improvement of transportation services from airports to major tourism sites:
 - A. Coordination with airports and bus operators on providing foreign language guide and information services and on upgrading service quality
 - B. Coordination on producing and disseminating tourism promotion videos and print materials in multiple languages for in-transit dissemination to international visitors
 - C. Publication of foreign language phrase books for transportation and travel service personnel
2. International travelers can receive SMS travel information through their cell phones by dialing a free 24-hour hotline at: 0800-011-765.
 3. Providing subsidies to encourage tourism operators to provide Japanese and Korean language services and facilities
 4. Travel-friendly Landmark Selection
 - (1) To encourage broader local government involvement in "Tour Taiwan Years" activities, the Tourism Bureau will commission the holding of a travel-friendly landmark selection activity, with assessments to be based on the five selection criteria of: direction signs, environmental cleanliness, site quality, and visitor reception and guide services.
 - (2) The three top landmark sites will be presented awards. The selected sites will also receive promotional assistance.
 5. International visitors can apply for a Digital Tour Buddy (pre-set for regular phone

use) to facilitate FIT travel.

VI. Coordination with Other Government Units

1. Request that other government units display the "Tour Taiwan Years" logo at events held in 2008 and 2009. (All government agencies)
2. Request the Government Information Office give priority placement to short promotional videos for broadcasting during public service time slots on electronic media.
(Government Information Office)
3. Request that the Ministry of Foreign Affairs consider loosening visa requirements (without affecting national security) for international tourists visiting Taiwan.
(Ministry of Foreign Affairs)
4. Request that the Council of Indigenous Peoples to provide subsidies for indigenous artists in aboriginal areas (such as Hualien, Pingtung and Chiayi) to give evening cultural performances at tourist hotels and restaurants. (Council of Indigenous Peoples)
5. Request that the National Youth Commission expand Digital Tour Buddy application activities at airports to meet the FIT travel needs of international visitors. (National Youth Commission)

VII. Organization and Operational Mechanisms:

A Tour Taiwan Years Executive Committee will be established and placed in charge of formulating and implementing the plan. The Tourism Development and Promotion Committee of the Executive Yuan shall serve as the operational mechanism for the Executive Committee. Minister without Portfolio shall serve as the committee chairman, Vice Minister of Transportation and Communications shall serve as vice chairman, and Director General of the Tourism Bureau, Ministry of Transportation and Communications, shall serve as the executive director. The Tourism Bureau shall be the executive agency and

will establish a subordinate General Planning Division, Event Planning Division, Product Development Division, International Promotion Division, and Visitor Center Division to handle actual promotion work. Any bottlenecks in interdepartmental matters shall be resolved through coordination by the Tourism Development and Promotion Committee of the Executive Yuan.