

Taipei SO MUCH FUN!

Taipei Tourism Bureau Director Liu Yi-Ting Teams Up with Travel Expert Yankee Yang, Star Chef Max Yang and Thai Top Blogger I Roam Alone to Share Travelling Tips in Taipei

Taipei is pretty, fun, delicious and super therapeutic! Taipei City's Department of Tourism and Information is teaming up with China Airlines, boutique hotels, F&B and souvenir businesses to join the effort to promote Taipei City to Thailand. Today the "Undiscovered Taipei Power-Up Meet and Greet" was held at Hotel Indigo in Bangkok. Commissioner of the department Liu Yi-ting invited Thailand's top travel blogger I ROAM ALONE, Taiwan's famous travel show host Yankee Yang, culinary star chef Max Yang to share their therapeutic and popular spots, special itinerary and gourmet foods in Taipei City during the press conference. Thai people are invited to take the opportunity to come and experience Taipei and the amazing energy boost the city offers.

In the promotion targeted at Thailand, Taipei City's Tourism Board has invited Thailand's popular travel blogger I ROAM ALONE as the ambassador. Taiwan's famous travel show host Yankee Yang and rising culinary star chef Max Yang were also invited to join the effort to share their list of fun spots in Taipei. Chef Yang presented a set of authentic dishes of Taipei that grabbed everyone's attention. Travel blogger I ROAM ALONE and Yankee Yang showed their chemistry on spot as they met during a FAM tour in Taipei. Yang also suggests Thai visitors to spend time in Beitou Hot Spring for some romantic and tranquil moments.

Commissioner Liu added the city collaborates with China Airlines in the Undiscovered Taipei program to offer more incentives to promote Taipei City to Thailand. There are various discounts and promotions, including 10% off when booking Bangkok to Taipei round-tickets on China Airlines' official website, a giveaway of SIM card and a Taipei travel experience set, the first-ever partnership with online travel experience provider Klook, tailored made for Thai visitors. Taiwan's internationally renowned brand Din Tai Fung was

also invited to join the project. Top Taipei food businesses including Bear-1 Yakiniku, Chi-ji Chicken Cutlet, Lanting Hot Pot, Orshaved Ice and more take part in the program to promote Taipei's rich food scene. These are places offer Instagram-worthy dishes. In terms of hotel accommodation, as Thai people love the sense of design and experience, we recommend Play Design Hotel, where one can arrange furniture as they like, and Cho Hotel, which provides a sense of nostalgia. These hotels provide a different feeling and make your stay in Taipei more special.

Taipei City's Department of Information and Tourism offers one free gift to Thai visitors (Quantity: 2,000), who can choose either a gift box of Dachuns handmade soaps, co-branded with Taipei City, or a Taipei Travel Pass (a combo of an exclusive EasyCard and a four-hour ticket on Taipei Double-Decker Sightseeing Bus.) This is to provide Thai visitors a super valued experience from the moment they board on the plane to the end of their journey. We encourage Thai friends to take the opportunity and see the undiscovered Taipei.

According to Commissioner Liu Yi-ting, the number of Thai visitors to Taiwan continues to grow, reaching 320,000, up 9.39% from the previous year (292,534.) A substantial 29.23% growth was recorded from January to June this year and the number of visitor reached 232,909, indicating that Taipei has gradually become one of the top travel destinations for Thai people. Currently, Thailand is one of the major countries featured in Taiwan's New Southbound Policy and is an important market with huge potential. Taipei as the capital of Taiwan offers a convenient transportation network and natural landscapes such as Yangming National Park and hot springs. The city takes pride in its rich spread of delicious foods, shopping districts, various cultural and art performances and its friendly residents. Travelers from the world can feel safe and relaxed as they experience the lifestyle and local culture of Taipei City.

For more information please contact:

Tourism Department Div., Dept. of Information and Tourism, Taipei City

Ms. Yu-ling CHUEH, Chen-hua YANG +886227208889 ext.6901

Ms. Bella CHENG +886-937765907

Date of Release: August 30, 2019

China Airlines Promotion Details:

Booking flight from Bangkok to Taipei to get the best deals (Valid Aug 30th - Sept 8th, 2019)

1. 10% off for purchase on China Airlines official website.
2. 5 days Complimentary SIM card with data plan.
3. Complimentary gift given whenever like and share fan page of China Airlines during pop-up event on Sept 1st in Siam Square One.

KLOOK Promotion Details:

1. **Taipei Travel E-Voucher: KLOOK X China Airlines**

(Limited Quantity 3,000, Valid Aug 30th - Dec 31st, 2019)

Reserve Taipei & Bangkok roundtrip ticket via China Airlines to get the best deals!

8% off up to 400 baht on all Taipei Activities with a minimum spend of 2,000 baht.

2. **Undiscovered Taipei Campaign Page** (Valid Aug 29th - Dec 31st, 2019)

- New User: 5% off up to 150 baht on all Taipei Activities with a minimum spend of 1,500 baht. (promotion until Sept 30th)
- Existing User: Stay tuned to the upcoming year ended promotion!

3. **Pop-Up Event Deals** on Sept 1st, 2019, Siam Square One

- New User: 100 baht off on all Taipei Activities with a minimum spend of 1,000 baht. (promotion until 31 Dec 2019)
- Existing User: 500 baht off on all Taipei Activities with a minimum spend of 4,000 baht
- Buy 2 Get 1 for Taipei 101 Observatory while supplies last

*terms and conditions applied