

Country Updates

Taipei Rapid Transit Corporation

November, 2017



- 1 Operation Updates
- 2 Increasing Affiliated-Business Revenue
- 3 Facilitating Community Involvement

Network



■ Number of lines: 5

BR Wenhu Line

R Tamsui-Xinyi Line

G Songshan-Xindian Line

O Zhonghe-Xinlu Line

BL Bannan Line

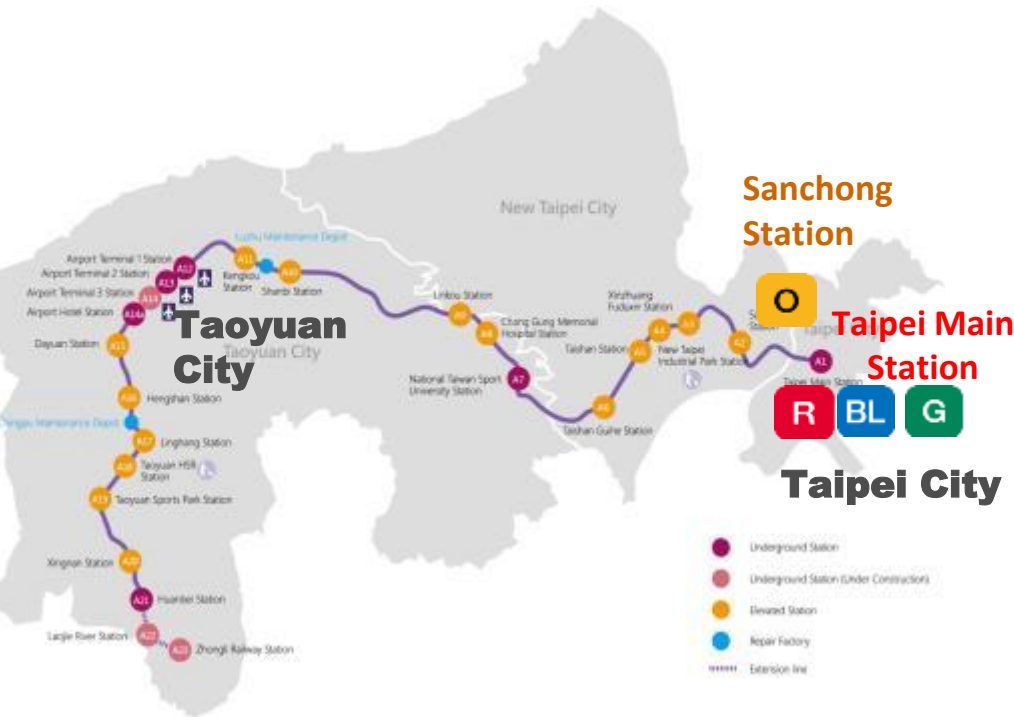
■ Total length

- 131.1 km (Operating)
 - elevated: 32.6 km
 - ground level: 9.2 km
 - underground: 89.3 km

■ Number of stations: 117

■ Ridership: 2.02 million/ day

Launch of Taoyuan Airport MRT



- Launched on 2 March, 2017. Operated by the Taoyuan Metro Corporation
- In-town check-in service
- Direct connections to Taipei Main Station and Sanchong Station on the Taipei Metro

Ticket Packages



For Domestic Travellers

25% and 37% off!

01 June-31 Dec, 2017



48-hr



Round-trip



Double-decker
Bus

For Foreign Travellers

28 Apr-31 Oct, 2017



48/72-hr



Round-trip

For All Travellers

24% off!

From 01 August, 2017

Travel Pass with
Vouchers



For Families

01 July-31 Aug, 2017

Parent/Child
Ticket



Ticketing Machines Upgrade

March
2016



Upgraded with
Japanese and Korean interfaces



March
2017



Upgraded with voice guidances
in Japanese and Korean



October
2017



Upgraded with interfaces and
voice guidances in 4 more
languages



April, 2018 - 3 more languages



Family-friendly Areas on Train



- The newly introduced carriages, decorated with images of the Metro Mascot Maji Cat, have been running on the Tamsui-Xinyi Line since 19 August, 2017.
- The area is located between cars 3 and 4 to accommodate travelling families, expectant mothers, and passengers with baby strollers.



Free onboard Wi-Fi



- Available on the Tamsui-Xinyi Line and Bannan Line since July, 2017.
- Scheduled to be available on all remaining lines by the end of this year.





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More Commercial Spaces



■ In 2017, 5 new commercial spaces were added across the system

- 3 at Taipei Main Station
- 2 at Zhongshan Station
- A total increase of 350 m²



Exploring Business Opportunities



■ QR Codes in Advertisements

- Installation completed in September, 2017
- A total of 57 set up across 44 Stations



■ LCD Advertisements

- Installation completed in October, 2017
- A total of 4 locations set up at 4 transfer Stations

Diversification of Advertising Media

- Introduction of AR virtual reality and 4K video walls



Interactive Advertising



AR & 4K Video Advertising



Expansion of Commercial Capabilities on the Taipei Metro Go App



- More than 50 online magazines on offer



- Advertising revenues shared with Google



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Trains Morphed into National Theatre & Concert Halls



Exhibition at the Chiang Kai-Shek Memorial Hall Station



The special train will run from 02 October, 2017, to 31 January, 2018



Collaboration with the National Theatre and Concert Halls for their 30th anniversary



Facelift of the Zhongshan

Underground Book Street



- Opened on 07 August, 2017
- At 270m, it is the longest book street in Taiwan
- Photo exhibition of neighbouring areas on display



2018 UITP Asia-Pacific Assembly in Taipei

- Theme: Rethinking Urban Mobility: the Transformation of People-Led Sharing Cities
- Date: 29-30 March, 2018

We look forward to seeing you!

