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Chapter 14 Tourism and Recreation

Taipei is a city rich in culture and history and an ethnic melting pot with an international pulse. The beauty of nature, convenient transportation, and a thriving commercial environment further contribute to Taipei's distinctive tourism appeal. The city has continued building on its high-quality tourism resources by promoting cultural tourism, creating an even better tourism environment, promoting large-scale tourism events, and developing unique local tourism themes. All of these initiatives are adding a new dimension to Taipei's tourism environment, while also expanding the city's recreational space.



14 Tourism and Recreation

As the political, commercial and cultural center of Taiwan, Taipei enjoys an excellent transportation environment. The city has a unique culture rooted in a history of over 120 years, as well as distinctive scenic areas where residents can escape the city bustle and unwind in nature's embrace. These tourism resources have been steadily developed through the combined efforts of the government and private sector to make Taipei a unique and vibrant tourism destination.

Part 1 Cultural Tourism

1. Integrating Confucian Culture and Tourism

In an effort to repackage Confucian culture as an international visitor attraction, the Department of Information and Tourism, Taipei City Government launched the Taipei Confucius Temple Historic District Renewal Project in 2009. This plan was included in the Competitive International Tourism Appeal Site Demonstration Project of the Tourism Bureau, Ministry of Transportation and Communications (MOTC). Under the plan, the area radiating from Taipei Confucius Temple into the surrounding Dalongdong area and Bao'an Temple has been linked to form a local cultural space rooted in daily life and traditional values. Moreover, the district participates in the Taipei Baosheng Cultural Festival and the Taipei Confucius Temple Cultural Season held by the the Department of Civil Affairs, Taipei City Government. In 2010, the Department of Information and Tourism held the first Dalongdong Oriental Creativity Fair to further imbue the area with an eastern artistic ambiance.

From September 23 to November 14, 2010, the Department of Department of Cultural Affairs, Taipei City Government held the Dalongdong Festival of Confucianism, Taoism and Chinese Solar Terms. During the festival, a total of 20 lectures on Confucianism and Taoism were arranged, as well as walking tours. This activity sought to enhance the service functions and local charm of the Dalongdong area through cultural tourism. The festival opened on September 23 with a guqin tea reception held at the Dacheng Hall of the Confucius Temple. The hall was adorned with colorful flower arrangements evoking a scene of a fall banquet in the Spring and Autumn Period. The program then continued with lectures on Confucianism and Taoism. Walking tours guided by experts of culture and history were also arranged, bringing the historic sites and areas of Dalongdong alive with easy-to-understand introductions. The tours enabled the public to participate in and experience the Confucian and Daoist culture of the area.



Oriental Creativity Fair—Storyteller performance.



Fall guqin concert at the Confucius Temple.

2. 2010 Taipei Culture Passport

Promoted by the Department of Cultural Affairs, Taipei City Government, the 2010 Taipei Culture Passport continued the popular City Walk activity of past years. The event lasted nine months, from March 27 to November 12, 2010, during which time a total of 108 activities took place.

The 2010 Taipei Culture Passport activity was based on the concept of infusing culture deeply in life, linking local culture, space and environment to create a cultural living circle in Taipei. There were also 10 major life festivals planned. The festivals were led by well-known cultural figures in various fields and included a wide range of theme activities that opened a window to the deeper meaning and attractions of Taipei. The 108 activities arranged were fully booked, attracting 8,919 participants, with many more people on the waiting lists. The hugely successful event attracted 11,592 participants overall.

Bravo FM91.3 Radio Station once again cooperated, holding a daily 2010 Taipei Culture Passport call-in and promoting highlight activities. The station also produced and broadcast a one-hour program to promote the Culture Passport activity. The high-quality program won the 45th Golden Bell Awards for Radio in the category of best educational and cultural program host.



Taipei Culture Passport—Enjoying Spring at the Lin Yutang House.

3. Cultural Tourism Website—Fun Travel Taipei

With the rising popularity of city walk and backpack travel, in 2009, the Department of Cultural Affairs established the Taipei Cultural Tourism Website, known better as “Fun Travel Taipei,” to provide backpackers with information on cultural walks in the city.

The website promotes the concept of cultural tourism in Taipei, aims to foster an interest in art and culture among young people, and provides information on the content and event highlights of the annual Taipei Culture Passport activity. It also serves as a major database of information on cultural tourism sites in Taipei. QR code matrix barcodes for related visitor sites in the city were added for 337 sites introduced on the website to make the website more user-friendly and convenient for the general public and young people. Visitors can photograph the codes with a cell-phone to get information on business hours, addresses, and other real-time information about the site.

In order to provide foreign visitors with more convenient access to cultural tourism information, in 2010, the Department of Cultural Affairs added an English version of the site with translations of 24 cultural tourism routes from the Chinese website. It also plans to continue adding English tour route information simultaneously with updates to the cultural routes on the Chinese sites in order to attract more international visitors to Taipei for cultural tourism.



Entry portal to the “Fun Travel Taipei” website.

Part 2 Creating a Green Recreation Zone

1. Cycling in Taipei

The Taipei City Government began to construct a riverside bikeway system in 1997. The main routes were completed by 2005, including a loop route along the Danshui, Keelung, Xindian and Jingmei rivers. This route starts in the south in Jingmei, heads east from Neihu, and follows both banks of the lower reaches of the river to Guandu. The development emphasis at this time is on further linking the various riverside bikeways to provide city residents with faster, more convenient, and safer cycling routes.

With the exception of an unfinished link at the Shih Hsin University section of the Jingmei River Bikeway, the Taipei City Riverside Bikeway System is complete and fully integrated. The Taipei City Hydraulic Engineering Office is planning six specialty riverside route networks based on the scenery and characteristics of each river. These routes will not only provide the public with good spots for leisure and sports, but also link with Taipei's urban bike lanes to make cycling a new option for green recreation in Taipei.

The Taipei City Government has built six bridge bike lead-in lanes and bridge bike lanes over the Jingmei and Neijiang rivers so the public can enjoy cycling along both banks of the Danshui River, while also providing more diverse and unobstructed routes for bicycle enthusiasts. These connections link the riverside bikeways into a 150-kilometer network extending to Taipei County. The system enables smooth bicycle travel throughout the greater Taipei area, links the bikeway networks of Taipei and New Taipei, and expands the bikeway system in the greater Taipei area.

In order to encourage greater public involvement in green leisure and sport activities, as well as provide high-quality services for users of the Riverside Bike Trail System, the Taipei City Government has successively established privately operated riverside bike rental centers that provide both rental and basic maintenance and repair services. As of the end of 2010, ten such centers had been established. All of them, with the exception of the riverside centers in Taipei County, provide the convenience of returning bicycles to any center in the system. Refreshment areas have also been established along the routes so that cyclists can enjoy the riverside view with a fragrant cup of coffee.



Zhongzheng Riverside Park Bikeway.

2. Walking in the Hills of Taipei

Taipei City is located in a basin, with mountains on three sides. In earlier times, numerous paths were created in these forested hillside areas on the outskirts of the city to meet the needs of daily life, including farmland paths and transportation links between communities. The transportation function of these trails faded with the construction of industrial roads. Therefore, many of these paths have been repurposed as walking trails to meet a growing recreational demand and provide natural escapes for people working in the city.



Wenshan Maokong Health Trail.

In order to upgrade the service quality of hiking trails in the city, the Taipei City Geotechnical Engineering Office has continued to carry out ongoing maintenance of the trails. It also has been making improvements to the Bihu Trail in Neihu, the Maokong Hiking Trail in Wenshan, and other trails. In 2010, the office completed work on the Bihu Trail—a 1,327-meter-long route in Neihu combining ecological, cultural, and water conservation functions. The trail passes through an ecologically rich area, providing the public with an easy-to-reach scenic spot for relaxation and eco-friendly fun. Improvements were also made to the Maokong Hiking Trail in Wenshan District. This 170-meter wood-planked route passes along a scenic backdrop of rivers, tea fields, terraced farms, and expansive views. It also links up with the Taipei Tea Promotion Center Trail to provide city residents with an even higher quality environment for mountain recreation.

3. Baishi Lake Recreational Farm Area

The Baishi Lake is located in a mountainous part of Neihu District and serves as a kind of backyard for the Neihu Technology Park. This area was originally a recreation farm area with fields of strawberries and other farm produce. An abundance of hiking trails in the area also attracted visitors to the Baishi Lake area on weekends and holidays.

In order to further integrate scenic farm areas with tourism and recreation, the Taipei City Geotechnical Engineering Office carried out the Baishi Lake Farm Environment Improvement Plan in 2010. The plan focused on farmland water and soil conservation, the creation of leisure landscapes, and the development of innovative scenic sites. The plan involved the development of the Baishi Lake Suspension Bridge, Dapitou, an ecological wetland, Guzhuipi, the Fuqi (Husband and Wife) Trees View Platform, and other new scenic sites. The plan also resolved the problems of inconvenient transportation and the lack of unique tourism characteristics in the area. Among the new sites, the highlight attraction is the Baishi Lake Suspension Bridge. The bridge is located by Bishan Temple—one of Taipei's best-known scenic nightspots. It is a stepped span that crosses between Zhongyongshan and the Daluntou Mountains and resembles a giant dragon sailing in a curved shape over the valley. With its bold colors, the bridge casts a striking contrast to the mountainous setting. Since opening in 2010, it has become both a local landmark and a must-see mountainside destination. It also links Bishan Temple and the recreation fruit farm into an integral tourism farm area.

4. Creating a Complete River Cruise System

Since launching riverboat service on Taipei City's River Cruise ("Blue Highway") System, the Taipei City Government has steadily improved the riverside landscape and boat operators have introduced a stream of new river recreations and promotions. These efforts have expanded market demand, increasing average

monthly passenger volume from 2,500 in the initial period to nearly 7,000 passengers per month in 2010.

By the end of 2010, the Blue Highway System encompassed nine routes on the Danshui and Keelung rivers. Passengers can embark at five wharves, including Dadaocheng Wharf, and sail to and from Danshui Old Street, Bali, Bali Longxing, and Danshui Fishermen's Wharf in New Taipei City. In conjunction with the 2010 Taipei International Flora Expo, three Blue Highway routes serving the expo area were launched on November 6, 2010 (Dajia—Meiti; Dajia—Xikou; and a Dajia loop route). These routes have attracted over 1,500 passengers per day (about 2,400 on weekends and 1,100 on weekdays), and have had a dual effect in promoting the Flora Expo and the Blue Highway System.

In 2008, the Taipei City Government began to promote the Blue Highway for after-school fieldtrip activities. Elementary school students were invited to take Blue Highway trips that included visits to riverside scenic areas and river tours. The trips introduced the students to the history of the Danshui River and Keelung River areas, while also promoting city policies aimed at reinvigorating the Danshui River. A total of 15,000 people took part in these activities from 2008 to 2010.

In recent years, the combination of land and water activities has become a popular tourism trend, and amphibious vehicles (boats) have had an especially strong attraction for the public. Therefore, in order to reinvigorate the Danshui and Keelung river systems, the Taipei City Public Transportation Office has continued to solicit new types of boats to give the public a different Blue Highway experience. One such vessel type is a locally developed amphibious electric vehicle that provides passenger service on the Keelung River. The Taipei City Government also is providing full guidance assistance to create new Blue Highway tourism routes.

5. Zhuzihu Calla Lily Festival

Calla lilies are a well-known economic product of the Zhuzihu area in Taipei City's Beitou District, and the endless fields of these white blooms have captivated countless flower-loving visitors. From March 26 to April 25, 2010, the Department of Economic Development, Taipei City Government held the 2010 Zhuzihu Calla Lily Festival activity under the theme of "Encounters in the Land of



Blue Highway Meiti Wharf.



Activities are arranged to let more children experience the Blue Highway.



Taipei Mayor Hau Lung-bin (third from right) hosts the opening of the Calla Lily Festival.

Lilies.” Activities arranged during the festival included a calla lily photography exhibition and a calla lily photo contest. The flower season attracted an estimated 500,000 people to this mountainous area and generated about NT\$103.6 million in recreation industry revenue, benefiting flower farms, providing city residents with an excellent leisure environment, and also promoting Taipei City.

Part 3 Building a Friendly and Comprehensive Tourism Environment

1. Expanding TaipeiTravel Net

In order to provide domestic and international visitors with more complete information on travel in Taipei City, the Department of Information and Tourism, Taipei City Government revamped the TaipeiTravel Net website in 2008. By the end of 2010, the site had received over 2.5 million visitors. In order to serve even more foreign visitors, the department not only annually augments and updates the content of TaipeiTravel Net content, but also adds new language versions. In 2010, a Spanish-language version of the site was launched to serve visitors from Spanish-speaking countries.

2. Enhancing Travel Services

The Department of Information and Tourism, Taipei City Government arranged the 2010 Taipei Hotel Festival from September 10 to November 4, 2010, to market hotels in Taipei City, highlight the characteristics of each hotel, and form a new hotel image. The nine-week event promoted Taipei hotels under different marketing themes. Activities included: “Spa and Moon Vacation Festival,” “Buffet Rendezvous,” “Ten Super Value NT\$100 Hotel Coupons,” “Sweet Date with the Taipei Flora Expo,” “Maokong Night Tour,” “Year-end Company Party: Thanks from the Boss!,” and “Dreamscape Photo Studio.” These events promoted Taipei’s high-quality hotels and travel environment, created travel business opportunities, and boosted hotel industry revenue. On November 5, a press conference was held for the 2010 Taipei Hotel Festival Outstanding Hotel Awards presentation. The conference announced 1,007 award winners who qualified for a special prize drawing with scores of at least 500 points, and also presented the 10 top awards to share the festival results with the public.

In accordance with the Commendation Measures for Outstanding Tourism Enterprises and Personnel, the Department of Information and Tourism also held a commendation ceremony during the festival period to encourage the city’s hotel operators to upgrade service quality.



The press conference for the Taipei Hotel Festival Awards Presentation.

3. Visitor Information Centers

As of the end of 2010, Taipei City operated an integrated travel service network composed of seven visitor information centers, six visitor centers, and two travel information stations providing travel inquiry services and information. Thanks to the hard work of the center staff, and with the aid of various training programs, the Taipei Visitor Center System in 2010 again won the first-place award in the group category of an information center supervision and evaluation conducted by the Tourism Bureau of the Ministry of Transportation and Communications. In addition, the East Metro Mall and Taipei Main Station visitor

centers won awards in the individual category.

In conjunction with the Taipei International Flora Expo, the Department of Information and Tourism, Taipei City Government also established the Plum Garden Visitor Center in Beitou on January 7, 2010, to provide travel information related to hot spring tourism in the Beitou area. On September 11, the department officially opened the MRT Yuanshan Station Visitor Information Center. Located near the Yuanshan venue of the Flora Expo, the center provides travel information for expo visitors. Moreover, in conjunction with Taipei City Government policy activities, temporary travel service desks were set up at the Taipei International Cycle Show (Taipei Cycle) and other events at the Taipei World Trade Center Nangang Exhibition Hall to handle inquiries and provide tourism information services. The Department of Information and Tourism also set up a temporary service center at Keelung Harbor Bureau to provide international cruise visitors with information on tourism in Taipei City. In 2010, the centers served passengers on 22 (irregular) cruise ship visits.

The Taipei Visitor Center also designed and produced 48,000 memorial stamps (in 12 designs) and stick-on tattoos incorporating service center and Flora Expo images. It also produced 15,600 pins for free distribution at visitor information centers. As of November 30, 2010, the centers had distributed a total of 2,883,209 information materials, served 978,087 people, and provided consulting services to 63,680 visitors, upgrading the quality of tourism and travel in Taipei City.

4. Discovery Center of Taipei

In coordination with tourism marketing policies, the Discovery Center of Taipei continued in 2010 to carry out its main mission of promoting Taipei's city tourism, city image and urban development achievements. The center also planned and held tourism-related exhibitions, a lecture series, and promotional activities, serving as the front-line promoter of tourism in Taipei and the main portal introducing city residents to urban development achievements.

In 2010, the Department of Information and Tourism, Taipei City Government arranged a "Museum English Training Class" to improve the foreign language abilities of service personnel and upgrade guide service quality at the Discovery Center of Taipei. In addition, the center produced five 360-degree professional tourism films using WatchOut broadcasting software to promote Taipei's cuisine, culture, unique style, natural ecology, and other attractions to domestic and international visitors. The videos aim to provide professional public service, promote city tourism, and comprehensively upgrade the quality of the center's city tourism services. One of the films was "Taipei · Life · Smiles," a 3D movie presented at the Taipei Pavilion's 101 Theater during the 2010 World Expo in Shanghai, giving people who missed the expo a chance to see the film and those who did see it a chance to enjoy it again.



The staff members at Taipei visitor information centers serve with enthusiasm.



The opening of the Taipei Flora Expo Exhibition at the Discovery Center of Taipei.

In conjunction with the 2010 Taipei International Flora Expo, the Discovery Center of Taipei also held the “2010 Taipei International Flora Expo Special Exhibition” from November 9, 2010, to April 25, 2011. The exhibit included high-quality introductions, interactive multimedia areas, and a theme pavilion to deepen public understanding of the Flora Expo and present expo highlights, greatly increasing interest in visiting the expo. In 2011, the center will continue to hold lively and content-rich special exhibitions in conjunction with major travel fairs and promotional activities. It is also strengthening its city promotion, tourism, and recreation functions to effectively promote Taipei and city tourism development.

Part 4 Domestic and International Tourism Theme Activities

1. Reinventing Tourism in Maokong

After a year-and-a-half service suspension, the Maokong Gondola resumed normal operation in March 2010. In order to encourage visitors to take gondola excursions to Maokong, as well as provide broader travel services, the Department of Information and Tourism, Taipei City Government opened the Gondola Taipei Zoo Station and Gondola Maokong Station visitor information centers on March 23. The centers provide local tourism and travel services, information, and introductions to local businesses to help visitors enjoy a relaxing scenic escape to Maokong. In addition, the department planned six theme tours to promote Maokong's scenic sites to domestic and international visitors. It also arranged volunteer-guide services at designated times from Gondola Maokong Station to introduce first-time visitors to Maokong's unique scenic attractions. The guides underwent professional training to better introduce the history and culture of Maokong. In addition, the Department of Information and Tourism arranged guided familiarization tours for the media and tourism enterprises in Central and Southern Taiwan to heighten exposure to Maokong's cultural and scenic tourism attractions.



A guided history and culture tour of Maokong.

2. Cooperation with Airlines

In 2008, the Department of Information and Tourism began cooperating with airlines on joint promotional activities to attract international free independent travelers. As part of this cooperation, airlines provide discounted plane fares that are promoted to the FIT market in conjunction with overseas travel agents. The department then coordinates with related tourism enterprises to provide special offers, such as free city tourism experience coupons, one-day MRT tickets, and travel guides for visitors who buy airline tour packages. In 2010, the program was continued with the “Next Stop, Taipei” promotion, based on celebrity-theme tourism aimed for the first time at two markets: Hong Kong and Korea. The activity attracted over 10,000 tourists.

3. Domestic and International Travel Fairs

The last few years have seen strong growth in domestic and international travel fairs. These events

attract large numbers of visitors and generate considerable business opportunities. As the capital of Taiwan, Taipei is a must-visit destination on the Taiwan itineraries of international visitors. Therefore, joining public and private sector resources to participate in major domestic and international travel fairs is extremely important to establishing Taipei's tourism brand.

In 2010, Taipei City was represented at six domestic travel fairs, including the Taipei International Travel Fair. At these events, the city set up Taipei theme pavilions, distributed promotional materials, and arranged various activities to promote Taipei's travel brand. The exhibits attracted about 680,000 visitors.

The Department of Information and Tourism, Taipei City Government also participated in 12 international travel fairs, including ITB Berlin, Tour Expo in Osaka, International Travel Expo Hong Kong, Beijing International Tourism Expo, NATAS Travel Fair, Cross-Strait Travel Fair, PATA Travel Mart, International Tourism and World Heritage Travel Expo, Busan International Travel Fair, JATA World Travel Fair, and China International Travel Mart. The Taipei International Flora Expo was the main theme at all of these exhibits. A total of 25,000 promotion materials were distributed during the exhibits, which collectively attracted 670,000 visitors.

4. Encouraging Private Tourism Activities

A city's tourism development can only go so far on government efforts alone. Such promotions, moreover, can easily be limited by government regulations. Therefore, in accordance with the Measures for Subsidizing Taipei City Tourism Activities, the Department of Information and Tourism encourages the private sector to apply for subsidies for tourism activities. In 2010, a total of 13 such subsidies were granted. Four of these cases were related to the Taipei City Government's policy of revitalizing the Danshui River area, integrating sports, photography, tourism and other types of activities to give the Gongguan Riverbank area a brand new look.

The subsidized tourism activities in 2010 included four events in the Beitou area: the Taipei Hot Spring Season and Witches Spring Banquet of Art held by the Taipei Hot Springs Association; the 2010 Beitou Flower City Travelogue: An Advanced History Tour Training Course arranged by the Taipei Beitou



Taipei International Travel Fair.



A Flora Expo promotion at the Beijing International Tourism Expo.



Gongguan Riverbank Carnival Parade.

Association; and the 2010 Beitou Healthy Green Life Festival and Bicycling Carnival held by the Beitou Culture Foundation. These events further diversified and enriched Beitou's tourism attractions.

5. International MICE Travel

The meetings, incentives, conventions and exhibitions (MICE) market is a focal area of international tourism around the world. The Department of Information and Tourism supports such events in accordance with the Provisional Operation Guidelines for Department of Information and Tourism, Taipei City Government Support to Agency (Organization) Groups to Hold Meeting, Incentive, Conference, and Exhibition Events. In 2010, substantive support amounting to less than NT\$500,000 was provided in 140 cases, including National Palace Museum admission tickets, Taipei 101 Observatory admission tickets, Taipei Flora Expo admission tickets, one-day MRT tickets, and banquets. Administrative coordination and other comprehensive assistance also were provided to MICE organizers by the Taipei City Government.

In order to promote Taipei as a tourism destination with Asian appeal and create a friendly tourism environment, the Department of Information and Tourism, Taipei City Government integrated its travel promotion work in 2010 with the Taipei International Flora Expo and activities to promote movie and television filming locations. It also arranged familiarization tours for the domestic and international media, planned promotional videos and city scenic site specialty tours under the promotional slogan "Taipei Wonderful."

On February 9, 2010, Mayor Hau Lung-bin held a press conference on a one-day tour of Bopiliao—the main filming site for the movie "Monga." The event was arranged to promote the film assistance policies of the Taipei Film Commission and the city's movie and television media marketing and promotion activities. Mayor Hau was joined by "Monga" director Doze Niu, producer Lee Lieh and others in promoting tourism hot spots in Wanhua District. In 2010, the city government also produced 23,000 copies of "Discovering



MICE—A dinner banquet for the 2010 Perfect Resources International Business Conference.

City Stars: Celebrity Hot Spots in Taipei,” a guidebook to popular television program and movie filming sites in the city.

In addition, 40,000 copies of “Fun Taipei” were distributed in 2010 for backpack visitors from other parts of Taiwan and Chinese-speaking communities abroad. This guidebook introduces the unique tourism resources of Taipei City along with a wealth of other information. The guide presents one to four in-depth theme tours and recommended dining areas. The guide is freely available at and integrated with Taipei visitor centers, opening a window to the inner charms of Taipei.

In order to promote tourism in Taipei's Gongguan and Mengjia (Wanhua) areas, the Department of Information and Tourism Taipei City Government produced two publications in 2010: “The Gongguan Riverbank Tourism Guide” (in Chinese); and “The Mengjia Tourism Guide” (in Chinese, English and Japanese). Both guides offer a fresh and unique perspective of the distinctive tourism sites in these two areas.

Furthermore, in conjunction with the 2010 Taipei International Flora Expo, the Department of Information and Tourism, Taipei City Government integrated the expo venue and major Taipei visitor spots into 22 one-day, two-day, and three-day Flora Expo theme and specialty tours. Visitors can check out the tours through the TaipeiTravel Net. Before and after the opening of the Flora Expo, the department invited domestic and international media and tourism and travel operators on familiarization tours of the expo venue and pavilion highlights. These on-site visits aimed to promote the expo, increase media exposure, and attract more domestic and international visitors to the 2010 Taipei International Flora Expo.

In addition to planning expo-related tours and providing visitor information services, the Department of Information and Tourism held a Chinese Valentine's Day activity on August 15, 2010 at Chengmei Riverside Park South. Billed as “Rendezvous at Rainbow Bridge: 2010 Double Seventh Festival,” the activity attracted tens of thousands of participants and was reported by the media. A total of 2,829 people took part in the “Rainbow Bridge Treasure Hunt,” successfully promoting the high-quality riverbank tour environment at Rainbow Bridge, while also bringing visitors to businesses in the area.



The “Rendezvous at Rainbow Bridge: 2010 Double Seventh Festival” activity.

Part 5 Taipei at the Expo 2010 Shanghai

Held in Shanghai under the theme of “Better City, Better Life,” the Expo 2010 Shanghai pioneered new ground by allowing city exhibits and also establishing an online expo. Taipei was the only city to have two proposed expo themes accepted—wireless broadband and recycling, setting a proud example for Taipei residents.

These two themes were highlighted at the Taipei Pavilion, which officially opened on May 1, 2010, at the Urban Best Practices Area of the Expo's Puxi Site, and came to a successful close on October 31. The pavilion was based on a double theater design concept and incorporated video and interactive technology in its displays. The exhibit gave visitors a life-like experience and feeling of Taipei, both in the two theme categories, as well as by showing the city's multifaceted charms. The pavilion received positive reviews from both the Chinese and foreign media. It also attracted more visitors than any other city pavilion at the expo: 718,603 in total.

During the bidding, planning and operation stages, the Taipei Case Pavilion, Taipei City accomplished the following major marketing and promotional affairs:

1. The “Taipei Pavilion Launch Seminar” and the “Expo 2010 Shanghai Taipei Pavilion Goodwill Ambassador Announcement” were held to introduce the Taipei Pavilion to the public.
2. Taipei Case Pavilion videos, Taipei City promotional videos, the promotional film “A Beautiful Day in Taipei,” and the video short “An Ideal City-Taipei” were produced and shown at the Taipei Pavilion. In addition, activities were held to promote the pavilion through various media channels.
3. Expo souvenirs were produced, including CDs of Wang Lee-hom singles, Taipei pineapple cakes, VIP commemorative photo frames, scarves, ties, bags, and flash drives featuring Yabi, the Taipei Flora Expo mascot.



The Taipei Pavilion at the 2010 World Expo in Shanghai.

4. Materials promoting the Taipei Pavilion and Taipei were produced in traditional Chinese, simplified Chinese, and English versions.
5. Briefings in Chinese, English, Japanese, French, German and Spanish were presented in the VIP Room and interactive experience area of the Taipei Pavilion to introduce the two pavilion exhibit themes.
6. Activities were held to promote the pavilion opening. On the morning of May 1, Taipei Mayor Hau Lung-bin, goodwill ambassador Wang Lee-hom, and other VIPs jointly attended a pavilion opening and visitor welcoming activity. That afternoon, Mayor Hau was joined by Shanghai Mayor Han Zheng and other dignitaries in co-hosting the visitor welcome and opening ceremony to enhance the media exposure and international visibility of the Taipei Pavilion and Taipei City.
7. Taiwanese and mainland media channels were invited to visit and report on the Taipei Pavilion to heighten Taipei City's international visibility and reputation, and thereby attract more domestic and international visitors to Taipei for tourism and the 2010 Taipei International Flora Expo.
8. A one-day volunteer activity was arranged for "Green Energy Youth" to visit the Shanghai Expo and Taipei Pavilion.
9. Shanghai Expo and "Taipei Cultural Week" activities were held to promote the Taipei Pavilion and 2010 Taipei International Flora Expo.
10. The Flora Expo robot guide "Vanilla Baby" performed at the Taipei Pavilion on July 12 to 17 to promote Taipei City's wireless broadband and recycling cases, Taipei's city image, and the 2010 Taipei Flora International Expo.

The Taipei Pavilion also created several new records and achievements at the Expo 2010 Shanghai, including the following:

1. First pavilion to have two exhibit cases accepted.
2. First pavilion at the Urban Best Practices Area to issue reservation tickets.
3. Pavilion with the longest visitor lines at the Urban Best Practices Area.
4. Only pavilion at the Urban Best Practices Area offering an online reservation service.
5. Pavilion attracting the most learning or cooperation interest from other cities or countries.
6. Under a model city concept, the Taipei Pavilion emphasized specialization and benchmark learning.
7. In addition to its internal exhibits, the Taipei Pavilion also had an external promotional effect in such areas as culture and the Taipei Flora Expo.
8. The Taipei Pavilion was the best example of government and private sector cooperation.
9. Though not designated pavilion staff, the "smiling angels" at the Taipei Pavilion provided high-quality service after just a brief period of training.

Conclusion

The keys to successful city tourism are integration and service. In 2010, the Taipei City Government worked to integrate various tourism resources based mainly around the 2010 Taipei International Flora Expo, revitalization of the Danshui River area, the creation of a Confucian cultural park, and integrated leisure areas, while also tapping private creativity and strengths to jointly heighten Taipei's tourism visibility. The city government also continued to hold large-scale activities and participate in international travel fairs. Through these initiatives, Taipei City is building a distinctive tourism brand and developing an urbanology uniquely its own.