

出國報告（出國類別：其他）

2010赴菲律賓辦理台灣觀光推廣活動

服務機關：交通部觀光局

姓名職稱：尹筱喬約聘人員

派赴國家：菲律賓

出國期間：99年4月22日-99年4月26日

報告日期：99年5月28日

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壹、前言

本局今年推動「旅行台灣·感動 100」計畫，期打造台灣成為亞洲重要旅遊目的地，本次委託台灣觀光協會結合觀光旅遊業者赴菲舉辦「台灣觀光推廣活動」，包括新聞發佈會、推廣會、展銷會等，除提供最新旅遊資訊予當地業者及媒體外，搭起雙方業者交易平台，積極爭取實質交流契機及商機。

菲律賓鄰近台灣，航程短且華裔人口眾多，深具開發潛力。此外，在展銷會中特別邀請 2009 年榮獲葛萊美獎「最佳傳統世界專輯」提名的「十鼓擊樂團」隨團演出，另安排擁有榮獲國家工藝獎章的捏麵藝人余致潤老師及鑽研智慧童玩的梁國棟老師於推廣現場展演，希望以深度的文化呈現，讓當地民眾更認識台灣。

貳、觀光推廣行程

◎代表團行程一覽表：

| | |
|-------------------------|---|
| 4月22日 (星期四) (第一天) | 16:50 搭乘華航CI-703班機起飛，前往馬尼拉 18:55 抵達馬尼拉國際機場 20:00 代表團出機場，搭乘專車 20:30 抵達住宿旅館辦理Check-in 22:00 check in Traders Hotel ◎住宿：Traders Hotel |
| 4月23日 (星期五) (第二天) | 09:00 出發拜會駐菲代表處 11:00 全體團員佈置推廣會場 11:00 新聞發佈會(吉隆坡辦事處) 13:30 台灣觀光推廣會(旅遊交易會) 17:00 活動結束 ◎住宿：Traders Hotel |
| 4月24日 (星期六) (第三天) | 09:00 全體團員前往展場整備10:00 台灣展銷會開幕 10:30 展銷會開始 21:30 展銷會結束返回飯店 ◎住宿：Traders Hotel |
| 4月25日 (星期日) 第四天 | 09:00 全體團員前往展場整備 10:00 台灣展銷會開始 21:30 展銷會結束返回飯店 ◎住宿：Traders Hotel |

| | |
|----------------|---|
| 4月26日 (星期一) | 08:30 上午團員自由參訪 11:50 飯店集合出發，赴駐菲蔡秘書長午宴(ALOHA HOTEL西餐廳) 15:00 抵達馬尼拉國際機場辦理團體登機手續 17:00 搭乘華航CI-704班機返回台北 19:00 代表團抵達桃園機場 20:30 抵達協會，全體解散 |
|----------------|---|

※菲律賓住宿酒店：

- 旅館：Traders Hotel Manila
- 地址：3001 Roxas Boulevard, Pasay City 1305, Philippines
- 聯絡：Tel: +(632) 523 7011 ; Fax: +(632) 522 3985

※展銷會場：

- 地點：Sm Mall of Asia
- 地址：J. W. Diokno Boulevard, Mall of Asia Complex CBP-1A
Pasay 1300, Philippines

※聯絡單位：

台灣觀光協會

王美華副秘書長 Cell: +886-955-297-417

李慧敏秘書 Cell: +886-928-192-861

菲律賓安捷旅行社

許小璐總經理 Cell: 0917-520-9001

日盛之旅通運公司

張小姐 Tel: +886-2-2832-5919、+886-2-2832-8341

參、代表團活動紀要：

一、吉隆坡辦事處張主任請宴代表團業者（4月22日）

本次是台灣第二次組團赴菲律賓辦理觀光推廣活動，雖然班機延誤三小時之久，張主任仍熱情設宴歡迎，於展前為大家打氣，期望於推廣期間，充份提供參觀民眾台灣旅遊資訊，並與業者交流，聽取業者意見，增進彼此情誼，共同為菲律賓來台旅客成長尋求有效的策略。

二、台灣觀光推廣會（4月23日）

4月22日上午10時代表團前往外交部駐菲律賓代表處拜會李傳通代表，李代表熱情暢談許多在菲的推廣實例，並詳細詢問本局對東南亞的推廣策略及實作案例，針對菲律賓經濟概況、社會、政治局勢、民眾生活、消費等各方面熱忱分享，原訂半小時的拜會行程，經李代表一再熱情挽留、殷切垂詢，最後直到近12時才結束。

下午1時30分，於TRADERS HOTEL舉行「台灣觀光推廣會」，出席者包括官方代表外交部駐菲律賓副代表徐佩勇、新聞組秘書蔡芝苑；菲華文經總會秘書長蔡錦郎、菲律賓台商總會總會長丁金煌；航空公司代表中華航空菲律賓分公司經理李宜洲、長榮航空菲律賓分公司總主任王伯洲；菲律賓旅遊業界代表捷龍旅行社張建華、安捷旅行社總經理徐小璐；媒體記者包括馬尼拉時報、菲律賓人民日報、自由報、馬尼拉標準今日報等，合計120餘人。

推廣會首先由十鼓擊樂團帶來震撼力十足的鼓樂開場，吸引與會眾人目光與注意力，由外交部駐菲律賓副代表徐佩勇開場致詞，生動幽默地點出台灣與菲律賓的相異與相同之處，接著由本局駐吉隆坡辦事處張富南主任簡報「旅行台灣·感動100」工作計畫與相關優惠措施，簡報內容引起當地媒體與業者興趣，紛紛前往各台灣業者的攤位洽詢進一步細節及行程安排，並於簡報結束後舉辦抽獎活動，現場反應熱烈。

三、台灣旅遊產品展銷會（4月24-25日）

台灣旅遊產品展銷會於周末假 SM Mall of Asia 舉辦，為期2天，擁有超過六百間商店的SM Mall of Asia號稱是亞洲最大的購物商場，位於馬尼拉市中心的南邊，人潮聚集力相當充分，從上午10點開市至晚間10點打烊，顧客絡繹不絕。

「十鼓擊樂團」依然發揮藝壓全場的實力，在澎湃喧騰的鼓聲中宣告台灣展銷活動開幕，吸引人山人海的圍觀群眾。「Taiwan Touch Your Heart」為主題，「旅行台灣·感動100」為宣傳標語，結合台灣各地主題景點，規劃展攤區塊與業

者共同行銷台灣，現場設置平面電視，輪播台灣宣傳短片及景點介紹光碟，搭配民俗藝人余致潤老師的生動的捏麵人與梁國棟老師的老少咸宜的智慧童玩挑戰，均受參觀民眾喜愛，攤位前大排長龍。

四、菲華文經總會午宴拜會（4月26日）

為促進台灣業者與當地旅遊業界人士互動交流，菲華文經總會蔡秘書長特地安排4月26日午宴，一方面為代表團送行，一方面廣邀菲律賓旅行業者出席，以促進兩地業者之交流，期使菲台兩地的送客人數有效提升。

肆、心得與建議

- 一、近年來東南亞各國來台人數快速成長，為本局致力推廣之重點市場，菲律賓市場距離台灣最近，理應有相當大的推展空間。據統計，目前在菲國的華人數約有百萬，其中先祖來自福建閩南（泉州、漳州、廈門）者十有八九，且華人在菲律賓有著關鍵性的經濟地位，據當地人表示，華人人口雖僅佔菲律賓總人口 1.5%，卻掌控著菲律賓 80%的經濟大權。菲律賓股票公開上市的工商控股公司四十五家，華商為大股東的約有二十家，即使不透過控股公司組織，亦多進行綜合性投資，關係企業涵蓋面極廣，在紡織及成衣、漂染、鋼鐵、五金、製糖、塑料、木材加工、建築材料、百貨及金融等行業均佔優勢。菲律賓貧富差距極大，在菲華人多數經濟情況優渥，並對於中華文化與台灣文化抱有興趣，且多數能通閩南語，來台旅遊困難度低，是相當值得投資開發的客源市場。
- 二、台灣電視節目可於當地有線頻道收看，以本土劇系列最受歡迎，如《娘家》、《天下第一味》等連續劇，是菲律賓華人圈茶餘飯後的熱門話題。馬尼拉市中心的文化中心亦不時搬演台灣歌仔戲，票價高達上萬披索，可考慮配合當地台灣戲曲節目檔期做旅遊宣傳，將可準確針對高消費能力的華人客群。此外，因菲律賓國父具有華人血統，在菲律賓華人是可以參政的，且菲律賓的官僚體系相當傳統，上行下效之風處處可見，若能夠邀請官方人士訪台並回國推介，相信將能帶動富有階級旅遊台灣的風潮。
- 三、由於台灣旅行社無法於當地進行交易，需仰賴當地旅行業者推銷台灣行程，台灣業者攤位以展示為主；另礙於當地賣場之規定，無法於展銷會現場進行銷售，前往當地旅行社及航空公司攤位詢問之遊客雖然不少，但僅能以預約模式接單，未能製造熱絡的買氣，較為可惜。以現場互動而言，民眾對於休

閒農場以及民俗藝人攤位、文化表演活動展現高度興趣，許多年輕學生以及學校教師對相關文化活動興味盎然，外交部駐菲代表處亦表示樂意結合中小學教師舉辦台灣文化推廣活動，帶動菲律賓年輕一輩對台灣的興趣。當地旅行業者亦表示，台灣行程吸引人的地方、與其他鄰近國家不同的特點在於文化深度遊以及 DIY 體驗行程，這些創意體驗是令菲律賓遊客印象深刻並期待再訪的動因。

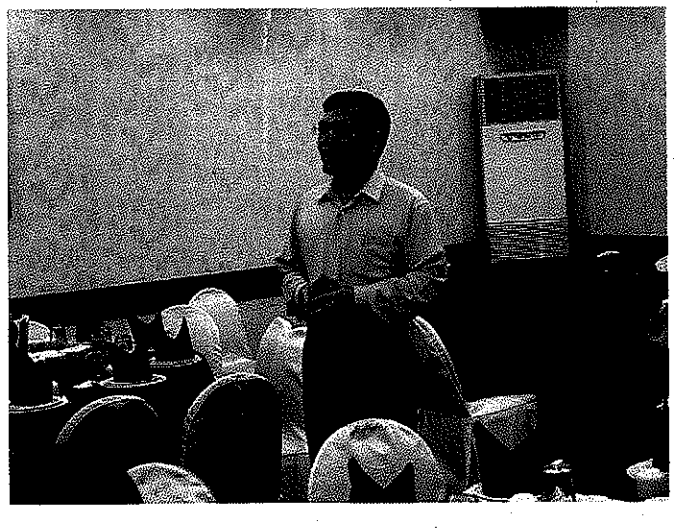
四、菲律賓赴台簽證問題是目前菲律賓華人來台旅遊的一大阻力，由於菲律賓赴台簽證費調高為菲幣 2,400 披索，相較於其他國家頗為昂貴，由於現有東南亞五國免簽證措施，造成許多民眾或旅行業者採取借道之權宜方法，改辦日本等國簽證再轉入境台灣旅遊。當地旅行業者建議若能為菲華裔及旅菲華人爭取更便捷的簽證手續，將對菲律賓旅客來台大有助益。



陸、附件

附件一 活動照片翦影

一、吉隆坡辦事處張主任為代表團成員接風（4月22日）



張富南主任於晚宴勉勵代表團成員

二、台灣觀光推廣會（4月23日）



張富南主任於推廣會進行簡報



十鼓擊樂團演出



旅遊達人施春庭會長與當地業者分享旅遊臺灣經驗談



張富南主任現場抽獎帶動氣氛

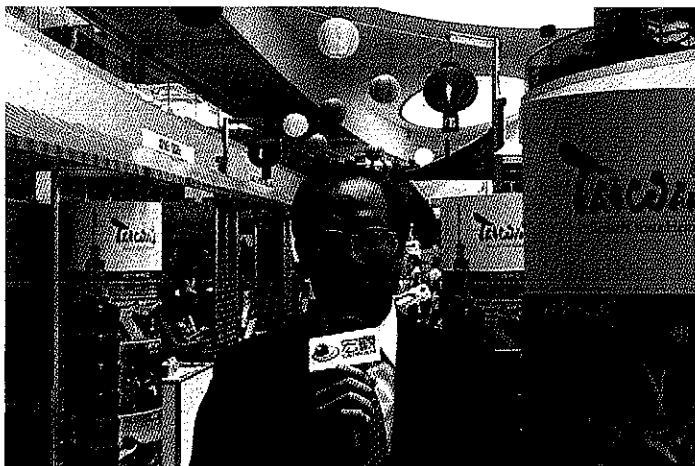
三、台灣旅遊產品展銷會（4月24-25日）



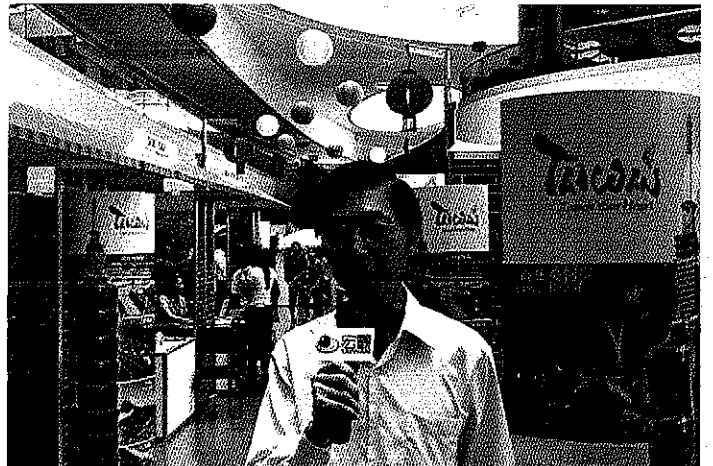
旅展開幕式後，駐菲代表處李代表與表演團體合照



表演吸引眾多人潮



李代表於現場受訪



台灣觀光協會汝總監於現場受訪推介台灣



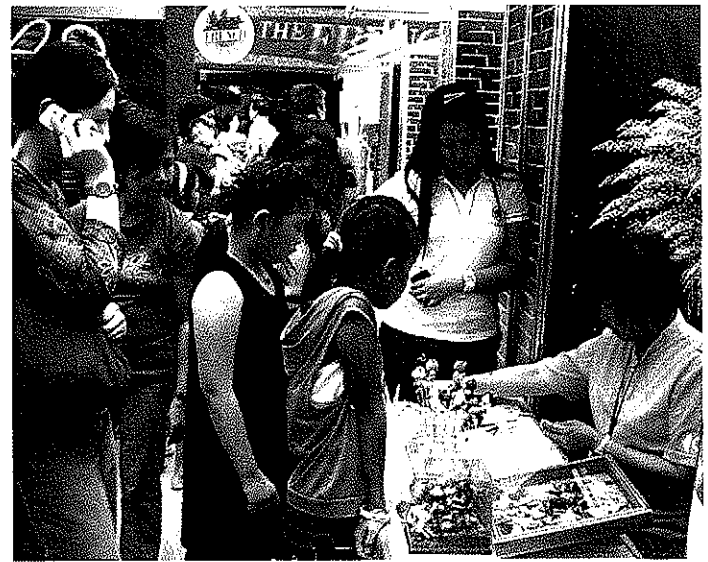
有獎徵答獲熱烈回應



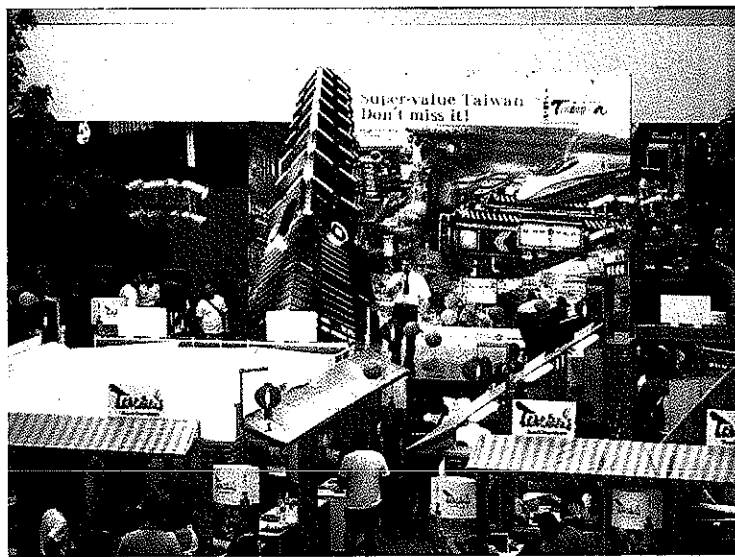
推廣活動吸引菲律賓民眾圍觀



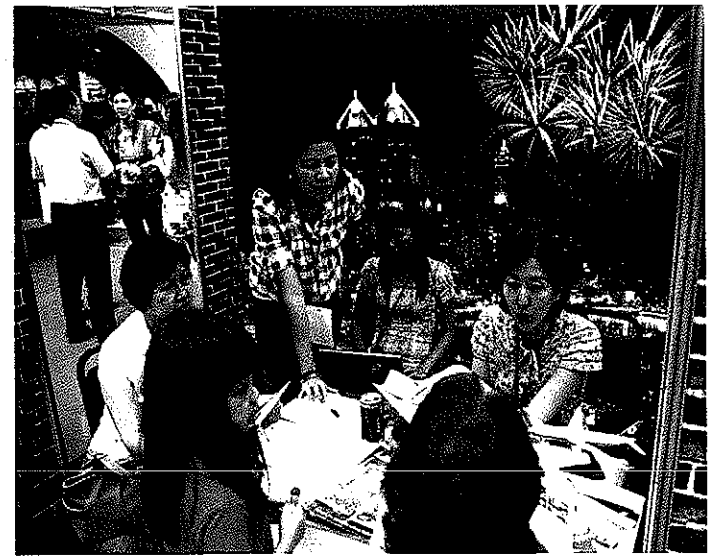
外交部駐菲副代表徐佩勇分享台灣旅遊心得，吸引大量人潮



民俗藝人余老師攤位帶動人氣



張富南主任上台推廣台灣



當地業者攤位詢問民眾絡繹不絕

四、菲華文經會午宴拜會（4月26日）



蔡秘書長致歡迎詞



全體團員及文經會代表合照

駐菲律賓新聞處剪報

媒體名稱：馬尼拉公報 (Manila Bulletin)

刊登日期：2010年4月25日

I-4 **MANILA BULLETIN** THE NATION'S LEADING NEWSPAPER **Travel & Tourism** Sunday, April 25, 2010

TRAVEL BUZZ

Traversing through Taiwan



eight tour operators and travel agents primarily catering to the Taiwan market as well as the four participating airline carriers that regularly service the Taipei route: China Airlines, Cebu Pacific, Eva Air and Philippine Airlines.

Taiwan's Tourism Bureau is drumbeating this travel exposition as they want its closest neighbor country to enjoy its cuisine and shopping delights, of which Pinoy's are known for. Traveling to Taiwan has never been easier this time as there is no visa requirement for visiting tourists. Plus, the low US dollar to Philippine peso conversion rate makes things much more convenient.

Inspired by the magnificent engineering and design of the Taipei 101, the Taiwan Tourism Bureau brings to the Philippines, for the first time, its annual travel expo around Asia. Simply

dubbed "Tour Taiwan 100," the event is ongoing until today at the SM Mall of Asia Atrium Lobby. This maiden voyage will showcase the many surprises that Taiwan can bring through

MOCTPA 3116B

Standard
TODAY

A8 | FRIDAY
April 23, 2010

METRO

Taiwan holds 1st travel festival in Manila

TAIWAN is shoring up its tourism industry with its "Touch your heart" campaign over the weekend at S&T Mall of Asia in Pasay City.

Exhibits will be open from 10:30 a.m. to 9 p.m., enabling visitors to get updates on travel information and tour operators of both countries to expand business opportunities, said the Taipei Economic and Cultural Office in a statement.

The maiden fair will showcase Taiwanese music and culture through a series of presentations.

One of the highlights of the two-day event is The Ten Drums Percussion Group, a nominee to the 52nd Grammy's Award for Best

Traditional Music Album, which will perform their repertoire for the first time before a Manila audience.

The artists, according to Teo, have devoted themselves to championing their mission in "creating Taiwan's local culture and carrying forward the legacy of percussion art."

Two other live performances are lined up on the intricate molding artworks recognized by the National Taiwan Crafts Achievement Awards along with a folk game testing the intelligence, said Teo.

Meanwhile, Taiwan's Association for Education

through Art is sponsoring the 41st World School children's Art Exhibition in partnership with the National Taiwan Arts Education Center to promote cross-cultural understanding and friendship among the youth.

The winning entries and other submissions will be displayed Aug. 26 to Sept. 10 in Taipei.

Teo said the contest is open to artists aged 9 to 15, whose artworks must be submitted not later than Saturday. Details may be obtained by visiting www.taichuan.edu.tw/industry_english along with updates.

Last year, the Association of Children's Art received 44,446 entries from 54 countries. Gold,

silver, and bronze certificates of recognition were given to 88 entries, while 2,061 art works were cited for merit.

A student from Chiang Kai Shek College, 13-year old Mikel Villanora, won a bronze certificate for her entry "Happy Fiesta", depicting traditional merry-making in Filipino communities.

Children's Art organizers awarded certificates of recognition to 24 other participants—15 from Chiang Kai Shek College, five from La Salle Greenhills, two from Assumption College, and one from St. Jude Catholic School.

WORLD 31163

The Manila Times | THURSDAY | April 22, 2010

Taiwan comes calling for Filipino travelers

ANYONE who has been surfing the lifestyle channels on cable television in recent days could not have missed the tantalizing feast of touristic and cultural offerings being offered by Taiwan which seems to be the flavor of the month as far as cable TV is concerned.

But now the Taiwan sales pitch comes live to the Philippines as the Taiwan Tourism Bureau—inspired by the magnificent engineering and design of the Taipei 101—brings for the first time its annual travel expo around Asia.

Having already visited Indonesia, Brunei, Vietnam, Thailand and Malaysia it's now the turn of the Philippines.

Simply dubbed "Tour Taiwan 101," the two-day event unfolds on April 24 and 25 (Saturday and Sunday) at the SM Mall of Asia Atrium Lobby. This maiden voyage will showcase the many surprises that Taiwan can bring though eight tour operators and travel agents primarily catering to the Taiwan market as well as the four participating airline carriers that regularly service the Taipei route, namely China Airlines, Cebu Pacific, Eva Air and Philippine Airlines.

Taiwan's Tourism Bureau is drumbeating this travel exposition as they want its closest neighbor country to enjoy its cuisine and shopping delights, of which Pinoy's are known for. Travelling to Taiwan has never been easier this time as there is no visa requirement for visiting tourists. Plus, the low US\$ dollar to Philippine peso conversion rate makes things much more ac-



ceptable on the wallet.

Live entertainment from Taiwan's famed drum beaters will be flown in for this weekend's event. Four lucky patrons of the travel expo will each win a free round-trip ticket from the participating airlines.

The month of April (until the 25th) heralds the close of the Taipei International Floral Expo, the five-month long exposition that began last November.

For serious shoppers, the months of October and November mark the grand year-end sale across the entire state. So it's blitz and bonanza everywhere during the last quarter of every year.

Malaya
Business Insight

Travel
Thursday, April 22, 2010

Traversing Taiwan

INSPIRED by the magnificent engineering and design of the Taipei 101, the Taiwan Tourism Bureau brings to the Philippines, for the first time, its annual travel expo around Asia. Simply dubbed "Tour Taiwan 100," the 2-day event unfolds on April 24 and 25 at the SM Mall of Asia Atrium Lobby. This maiden voyage will showcase the many surprises that Taiwan can bring through eight tour operators and travel agents primarily catering to the Taiwan market as well as the four participating airline carriers that regularly service the Taipei route: China Airlines, Cebu Pacific, Eva Air and Philippine Airlines.

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B付件 =

駐菲律賓新聞處剪報

媒體名稱：人民日報 (People's Journal)

刊登日期：2010年4月21日

PEOPLE'S JOURNAL ● *Wednesday, April 21, 2010*

NEWS 7

Taiwan's 1st travel fair in Manila set

THE Taiwan Tourism Bureau through its "Taiwan Touch Your Heart" campaign is holding its first ever Taiwan Travel Fair in Manila from April 24

to 25 at the SM Mall of Asia, from 10:30 a.m. to 9 p.m.

Participants to the fair can get the latest travel information about Taiwan, access

to a platform connecting bilateral operators and gain real exchanges and business opportunities.

The Travel Fair will also showcase Taiwan-

ese music and culture through in-depth cultural presentations. The Ten Drums Percussion Group, a nominee to the 52nd Grammy's Award for Best Tradi-

tional Music Album, will perform at the fair to champion their mission of "creating Taiwan's local culture and carrying forward the legacy of percussion art."

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推廣多元台灣 觀光協會赴菲展銷人氣旺

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(中央社記者林行健馬尼拉24日專電)東南亞地區最大商場Mall of Asia,今天增添濃濃的台灣味。為強力促銷,台灣觀光協會派團到菲律賓推廣觀光,介紹台灣的好山好水、文化歷史以及美食時尚,人氣極旺。

今年是旅行台灣年,明年又逢中華民國

建國100年,台灣觀光局特別推動「旅行台灣·感動100」計畫,希望為台灣建構質量並進的觀光榮景,並打造成為亞洲重要旅遊目的地。

在觀光局的委托下,財團法人台灣觀光協會推廣團由顧問暨總監汝洪海帶領,今起在Mall of Asia舉辦2天的展銷會,台菲觀光旅遊業者,加上中華、長榮、菲律賓和宿霧太平洋等航空公司,設置了20多個攤位,提供台灣最新旅遊資訊和優惠。

台灣觀光協會還特別請剛獲得入圍葛萊美「最佳傳統世界專集」的「十鼓擊樂團」演出,也安排捏塑藝術和智慧童玩等展演,吸引大批民眾參觀。

汝洪海向中央社介紹,去年在大環境不景氣影響下,整個東南亞旅客來台人數仍然直逼69萬人次,相信在經濟景氣復甦後,將有更亮眼的成長,而菲律賓鄰近台灣,航程短且華裔人口眾多,更具開發潛力。

抽空參觀的駐菲代表李傳通說,台灣觀光協會把台灣的文化、旅遊景點和美食,介紹給菲律賓民眾,希望這一次的展銷會,能夠帶動菲律賓人到台灣旅遊或從事文化交流。

除了商場展銷會,台灣觀光協會過去2天還在駐菲代表處的協助下舉辦新聞發佈會、旅遊交易會等,為雙方業者搭起交易平台,積極爭取實質交流契機及商機。990424(中央社記者林行健攝)

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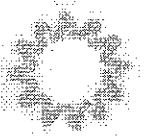
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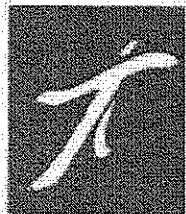
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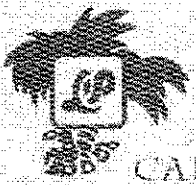


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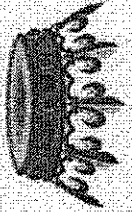


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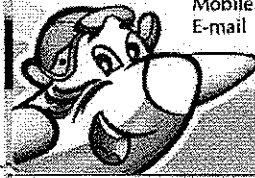
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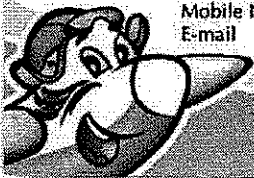
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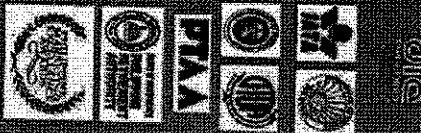


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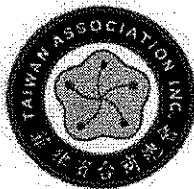
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