

出國報告（出國類別：其他）

參加 2013 年印度孟買 OTM 旅展
暨臺灣觀光推廣會

服務機關：交通部觀光局

姓名職稱：國際組科員蘇影倫

派赴國家：印度

出國期間：民國 102 年 2 月 6 日至 2 月 11 日

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壹、目的

印度為南亞第一大國，也是全球第十二大經濟體，擁有高達 12.2 億人口位居世界排名第二，據國際貨幣基金組織(IMF)及美國中央情報局(CIA)資料顯示，身為金磚四國之一的印度在 2011 年國民生產毛額已達 1.84 兆美元，經濟成長率達 8%。隨著經濟成長，印度出境旅遊市場開始蓬勃發展，世界觀光組織並預估 2020 年印度出境人口將達 5,000 萬人次，又以孟買、德里與清奈三大城市佔總出境人次近 6 成為主要出境城市，可預見印度將成為繼中國大陸之後，各國積極爭取且最具潛力的市場。

2012 年印度來臺旅客 共計 23,251 人次，較 2011 年 23,927 人次雖有些微下降，然在「觀光目的別」部分，人數由 1,163 人增加至 1,346 人呈現小幅成長。就印度出國旅遊人數自 2001 年的 190 萬人大幅提升至 2010 年 1299 萬人次顯示，對於持續拓展該國旅客來臺旅遊觀光，仍具有相當大的成長潛力。

孟買是排名世界第六位的大都會區，在 2007 年已達 2,340 萬人，是印度人口最多的城市，也是世界人口最多的城市之一，預計在 2015 年將上升到世界第四位；根據印度官方統計，孟買的旅遊出境人口數佔全印度的三分之一，乃為該國最大的旅遊出境城市。因此，今(2013)年本局委託台灣觀光協會組團，不同以往首度移師至孟買參與其每年最大型的 OTM (OneWorld Travel Mart) 旅展。為吸引更多印度人士來臺，促進臺灣觀光產業發展，提高觀光外匯收益，於旅展期間亦舉辦臺灣觀光推廣會，邀請印度主流旅遊業者及媒體參與增加對臺認識，結合雙方資源擴展臺印旅遊產品質量，期藉由本次推廣提升印度來臺旅遊人次，有效開拓此新興市場，招徠更多觀光客源。

本次代表團成員包括本局駐新加坡辦事處、台灣觀光協會、台北君悅大飯店、香格里拉大飯店印度分公司、國泰航空公司印度分公司、宏祥旅行社、金界旅行社、銓康旅行社、古晉旅行社及君朋旅行社等。

貳、行程表

本次代表團由航空公司、旅行社及飯店等單位組成（如附件一），一同赴印推廣臺灣觀光，於展前一天舉辦臺灣觀光推廣會，邀請印度當地數百位業者及媒體參與，藉由推廣餐會方式與臺灣參展代表進一步交流，深入介紹臺灣之景點與優惠方案，以加強印度業者對臺灣的旅遊印象，接著即進行為期三天的 OTM 旅展，詳細行程如下：

【2013 年印度孟買 OTM 旅展暨臺灣觀光推廣會】代表團行程表

日期	時間	行程
第一天 2 月 6 日 (三)	11:00-12:00	前往桃園國際機場
	12:10-22:50	台北—新加坡 SQ-877(14:10 起飛/18:50 抵達) 新加坡—孟買 SQ-424(19:55 起飛/22:50 抵達)
	23:00-00:00	抵達住宿旅館 Grand Sarovar Premier, Mumbai
第二天 2 月 7 日 (四)	08:30-09:30	代表團前往 Crystal Central Taj Mahal 推廣會會場
	10:30-15:00	臺灣觀光推廣會（旅遊交易會暨推廣餐會）
	15:30-18:00	代表團前往 Bombay Exhibition Centre, Goregaon (East), Mumbai 佈置臺灣館
	18:30-22:00	代表團展前會議
第三—四天 2 月 8 日- 2 月 9 日 (五) - (六)	10:20-10:50	前往 Bombay Exhibition Centre, Goregaon (East)
	11:00-19:00	OTM 旅展
第五天 2 月 10 日 (日)	10:20-10:50	前往 Bombay Exhibition Centre, Goregaon (East)
	11:00-19:00	OTM 旅展
	20:30-22:00	前往印度孟買國際機場 (Chhatrapati Shivaji International Airport)
	22:00	辦理搭機手續 孟買—新加坡 SQ-423(00:05 起飛/08:00 抵達)

日期	時間	行程
2月11日 (一) 第六天	08:00-16:30	新加坡—台北 SQ-878 班機(11:55 起飛/16:30 抵達)
備註： ➤ 孟買住宿飯店 Grand Sarovar Premier, Mumbai Veer Savarkar Flyover,S.V. Road, Goregaon (West),Mumbai - 400 062. India Tel. (91)22-4215-8000 Fax.(91)22-2871-8001 ➤ 孟買推廣會場地 The Taj Mahal Palace Hotel, Mumbai Apollo Bunder Mumbai - 400 001 Maharashtra, India Tel. (91)22- 6665- 3366 Fax.(91)22-6665-0300 ➤ 孟買旅展地點 (2/8~10) 攤位位置：臺灣館 Hall 1, D15 Bombay Exhibition Centre, Goregaon (East) Add：NSE Nesco Complex, Off Western Express Highway, Goregaon East, Mumbai - 400063 Tel: (91) 98-7041-6640		

參、活動過程

一、臺灣觀光推廣會及旅遊交易會

- 日期：2013年2月7日(星期四) 10:30 ~ 15:00
- 地點：Crystal Central Taj Mahal Palace Hotel, Mumbai
- 活動內容包括旅遊交易會、臺灣觀光資源簡報、臺灣旅遊業者簡報、表演節目、抽獎活動、媒體採訪。

(一) 旅遊交易會

依照往例今年於展前舉辦旅遊交易會，邀請當地旅遊業者及媒體共125名參與，提供臺印雙方旅遊業者交流平臺，以幫助臺灣業者瞭解當地旅遊需求，進而開發適合印度市場之行程促成實質交易。本局駐新加坡辦事處謝主任長明於會前接受印度當地媒體訪談，使其對臺灣觀光有所瞭解，提高臺灣在印度的曝光度與能見度。

(二) 臺灣推廣會及業者餐會

旅遊交易會後接著舉行臺灣觀光推廣會，由本局駐新加坡辦事處、駐印度臺北經濟文化代表處田代表中光，及代表團成員共同推廣臺灣觀光。首先由代表團業者針對臺灣旅遊產品進行簡報，增加業者及媒體對臺的認識及印象，接著邀請曾來臺旅遊之作家 Ms. Lara Rebello (Copy Editor) 分享旅遊臺灣經驗。會後藉由餐會方式加強雙方業者交流，深入介紹臺灣之景點與優惠方案，持續創造商機。(印度業者出席名單詳如附件二。)

【臺灣觀光推廣會】程序表

時間	內 容	備註
09:00	工作人員前置作業	文宣資料裝袋
10:30	印度業者報到	
臺灣觀光推廣會開始		
10:45-12:45	旅遊交易會	
12:45-12:50	開場跳財神	請財神發筊(橡皮擦)
12:50-13:00	長官致詞 <ul style="list-style-type: none">● 駐印度台北經濟文化中心-田中光代表致詞● 交通部觀光局駐新加坡辦事處謝主任長明致詞	
13:00-13:10	● 交通部觀光局駐新加坡辦事處進行台灣觀光資源簡報	
13:10-13:20	旅遊達人經驗分享	
13:20-13:55	業者簡報(每家 3-5 分鐘) <ol style="list-style-type: none">1. 國泰航空 Cathay Pacific Airline2. 宏祥旅行社 Edison3. 金界旅行社 Golden Foundation4. 君朋旅行社 Good Time Vacation5. 銓康旅行社 Gorgeous Travel6. 古晉旅行社 Kuching Travel7. 台北君悅大飯店 Grand Hyatt, Taipei8. 香格里拉大飯店 Shangri-La Hotel	
13:55-14:00	魔法氣球表演	
14:00-14:10	Lucky Draw	抽獎完開餐

時間	內 容	備註
15:00	推廣會結束，致贈紀念品	

二、 印度 OTM 旅展

- 展期：2013 年 2 月 8 日(星期五)至 2 月 10 日(星期日)
- 地點：Bombay Exhibition Centre, Goregaon (East), Mumbai

今(2013)年 OTM 旅展位於孟買展覽中心，展場約 2 萬平方公尺，計有來自 26 個國家及遍及印度境內 28 個邦，超過 900 位參展人員、323 個單位參展。本次旅展配合本局今年推行重點－「臺灣觀光年曆活動」進行臺灣展館設計，共租用 2 攤位，以「Time for Taiwan 旅行臺灣，就是現在」為標語，結合文化、購物、樂活、美食等主題以展現臺灣觀光優勢與特色，新穎又富含臺灣特色的設計，吸引眾多觀展人士到訪，並再次獲頒最佳攤位設計之榮譽。

展覽首日，駐印度台北經濟文化中心代表中光及其夫人亦到場關心，對於展館設計、業界通力合作推廣臺灣觀光工作表示肯定，並感謝代表團員為臺灣觀光盡心盡力，為在農曆年節間身處異鄉工作的團員們增添士氣。展覽期間，代表團業者熱心提供旅遊諮詢及臺灣旅遊資訊服務，強化臺灣為兼具傳統文化與現代創意、自然美景與人文感動、及各式美食、交通便利之印象。為強化宣傳效益並吸引當地民眾來臺旅遊，除相關旅遊文宣資料外，現場佐以臺灣知名小吃鳳梨酥等茶食搭配臺灣特色茶飲，期從文化及飲食方面加深印度民眾對臺灣的印象，同時亦提供臺灣紀念筆、橡皮擦及紙袋等紀念品供民眾免費索取，深受當地民眾及業者喜愛，供不應求；並搭配國民大戲班劉團長臺灣代表性民俗服飾展示行銷，及魔幻氣球人造型可愛且變化多端的氣球藝術作品等活動表演，吸引許多當地業者、媒體及民眾到訪臺灣館，達到宣傳效果，衝高臺灣館人氣。

旅展首兩日（2 月 8 日至 9 日）僅提供旅行業者、媒體等旅遊相關人士入場參觀，最後一日（2 月 10 日）則開放一般民眾購票入場參觀，旅展三日總計旅遊業者有 9,853 人次、一般民眾計有超過 2,500 人次到場參觀。

肆、心得及建議

針對本次印度 OTM 旅展活動及未來可行之觀光推廣方向，歸納出幾點心得與建議，說明如下。

一、參展規劃部分

(一) 轉戰孟買推廣效益佳：

遵循去年參與新德里 OTM 旅展之經驗建議，今年臺灣觀光代表團移師孟買進行推廣，經實際考察，本次展覽規模與各國參展單位皆較新德里旅展多，觀展民眾亦較新德里民眾素質佳，幾乎未發生搶取紀念品之行為。當地旅遊業者對於臺灣旅遊產品相當感興趣，紛紛至臺灣館詢問，令臺灣業者信心倍增，對臺灣觀光宣傳及曝光度具有效益，建議往後可繼續參與孟買 OTM 旅展，以更能有效開拓此新興市場，提升印度來臺旅客人次。

(二) 宜擴大臺灣展館面積，以提供參展業者良好參展環境：

由於孟買旅展為印度每年最盛大的旅展，各國旅遊局（如泰國、馬爾地夫、中國、澳門、菲律賓等）為促進形象及曝光度，皆以大型展攤設計呈現特色，積極搶攻該地市場。本次臺灣展館共承租 2 個標準攤位（共 18 平方公尺），扣除本局展位、業者洽談區、展演人員表演區域及倉儲空間，剩餘空間由 5 家參展業者均分，人員活動空間略為擁擠，洽談空間亦不足。展館佈置亦為行銷宣傳手法之重要一環，建議明年可寬列經費多承租 1 至 2 個展館攤位，以提供參展業者、媒體舒適的洽談空間及完善的展館動線規劃。

(三) 表演團體宜選擇更具臺灣獨特代表性：

本次推廣活動有別於以往，首度邀請 2 位展演人員隨團赴印，分別為具臺灣意象的傳統文化藝術團體「國民大戲班」團長（裝扮為象徵臺灣傳統文化的財神與部落特色的原住民勇者），及臺灣第一位以

人身穿透大氣球而走紅魔術界氣球專家-李聖堂先生，雖該表演皆獲得當地業者及觀展民眾一致好評，成功吸引現場民眾聚焦臺灣展館，成為展場一大亮點，卻與本局欲推廣之主題－文化、購物、樂活、美食較無關聯，對於臺灣之形象塑造亦不鮮明（如泰國館的紙傘彩繪、泰式按摩；菲律賓館的沙畫表演均清楚傳達該國旅遊形象），建議未來能再加考量表演類型，遴選與臺灣主題形象結合之團隊，提升視覺、聽覺感官之豐富性，強化吸睛集客效果、加深印度民眾對臺灣之印象，以完整展現臺灣獨特性。

（四）參訪天數稍短，缺少拜訪當地業者時間：

本次參訪天數共計 6 天，由於臺灣無直飛孟買班機，扣除搭機轉機時間，僅剩 4 天供推廣會、旅展等活動辦理，無多餘時間可供運用（如拜訪當地業者或觀光相關單位等）；又整體行程時間安排過於緊湊，加上印度交通狀況（交通紊亂、塞車時間長）、飲食衛生造成部分團員水土不服致身體不適，較無充足時間休息，建議未來天數或行程可再酌予調整。

二、 市場行銷推廣部分

（一）宜加強臺灣形象廣告露出：

依據本次參展期間觀察，及駐印度經濟文化中心田代表中光提到，許多孟買民眾及業者對於『臺灣』這個名詞感到相當陌生，或許是臺灣距離印度較遠，亦無直飛孟買的班機，且印度旅客來臺目的主要以商務為主，少部分以觀光目的來臺，致使本國在印度知名度仍有不足。印度為本局積極拓展之新興市場，為使更多印度民眾知曉臺灣，宜投注更多的宣傳管道於該市場，田代表亦建議，目前應加強臺灣形象廣告的大量露出，相較印度大環境的衛生、治安均不佳，或可加入臺灣乾淨、安全形象作為元素之一，以加深印人對臺灣之意象。

(二) 針對印度市場旅遊習性，規劃適合之旅遊行程：

根據此次到訪印度觀察，印度人民貧富差距大，出境旅客多為中高階級收入族群，根據聯合國世界人口統計，印度人口近 12 億，國民平均年齡低於 30 歲，勇於消費的年輕族群和中產階級快速增加，並以亞洲鄰近地區為主要旅遊目的地；其消費能力強，平均每人每次出境消費金額約為 2,000 美金，尤以購物消費居多，習慣家族旅遊，偏好郵輪渡假。

有鑑於此，針對該市場可加強推出適合家庭、親子旅遊之文化、美食、購物、樂活等旅遊行程；除發展家族旅遊外，印度人亦偏好跨國旅遊方式，未來可思考規劃跨國旅遊產品，搭配臺灣鄰近的國家(如深受印度旅客喜愛的旅遊目的國新加坡、泰國、馬來西亞、香港、上海等)，結合亞洲一線城市提高印度旅客來臺意願。另一方面，本次參展查覺印度旅客亦偏好郵輪假期旅遊。臺灣屬海島國家，時有渡假郵輪灣靠北、中、南、東部各主要港口，建議未來可評估規劃跨國、郵輪雙旅遊方式搭配，以作為吸引印度旅客來臺觀光誘因之一。

檢視目前印度來臺旅遊市場，仍以商務旅遊市場為大宗，印度企業樂於招待員工出國旅遊，對於選派優秀人才出國進修或獎勵旅遊十分大方，本局或可積極爭取該國之 MICE 市場來臺觀光，然邀請當地旅行業來臺進行 FAM TOUR 行程當為首要之務，以更加通盤瞭解印度市場需求，供後續旅遊產品規劃行銷參考。

(三) 印度旅客對外國食物之接受度不高：

據當地公關公司表示及參展數日間觀察，印度民眾習慣該國辛辣及香料味重的餐食、點心，與臺灣食物清淡口味相較之下，其接受度相對不高，進而反思本局今年以臺灣美食作為該市場之宣傳主軸，是否具有足夠的吸引力，宜再行評估或規劃相關配套措施。由於印度料

理為印度遊客旅行各國之必要條件，然道地的印度料理餐廳於臺灣旅遊環境中仍為不足，加上其對外來食物接受度低，目前雖有中餐及印度餐相互搭配（多為飯店自助餐），如何因應及解決印度人飲食習慣，仍有待思考。

（四）影視觀光之結合與發展：

印度孟買是寶萊塢電影工業的基地，和印度其它幾個主要影視基地構成了印度的龐大電影業，每年出產的電影數量和售出的電影票數量居全世界第一。去年底，臺灣與印度最強烈之連結即李安導演拍攝的好萊塢電影－「少年 Pi 的奇幻漂流」。據詢問在地公關業者瞭解，該片在印度知名度還算不錯，但大多數民眾對它的認識僅止於導演是臺灣人，其餘如拍攝地點位於臺灣等背景皆不清楚。又據「今日郵報」報導，這部電影上映第一週票房即達 3 億 2 千萬盧比（585.2 萬美元，約新臺幣 1 億 7 千萬元），堪稱歷來在印度最賣座的好萊塢電影之一。可見印度民眾不僅能接受自產的寶萊塢電影，對於如好萊塢等賣座電影亦有不錯的評價。

展覽期間，曾有當地電影相關業者至臺灣館與本局新加坡辦事處謝主任洽談電影拍攝事宜；影視與觀光結合為目前本局積極推動的重點之一，建議未來可評估臺灣觀光與印度電影業之連結，考慮是否邀請寶萊塢的影星作為該市場代言人，或與該產業合作來臺取景於當地電影中露出，以作為城市行銷之利基，有效拓展印度來臺旅遊市場。

伍、附件

【附件一】臺灣觀光代表團名單

	姓 名	單 位 及 職 稱
指導單位	謝長明 Mr.. Hsieh, Chang Ming	交通部觀光局新加坡辦事處主任 Director Taiwan Tourism Bureau Singapore Office
指導單位	陳幼欣 Ms. Chen, Vera	交通部觀光局新加坡辦事處市場經理 Marketing Manager Taiwan Tourism Bureau Singapore Office
指導單位	蘇影倫 Ms. Su, Ying Lun	交通部觀光局科員 Officer Taiwan Tourism Bureau
◎觀光相關公會/協會 Tourism Association		
代表	戚國福 Mr.. Chi, Kuo-Fu	台灣觀光協會東北亞組組長 Chief Leader of North East Asia Taiwan Visitors Association
代表	丁語純 Ms. Ding Yu-Chun	台灣觀光協會秘書 Secretary Taiwan Visitors Association
代表	蕭瑀涵 Ms. Hsiao, Yuh-Han	台灣觀光協會秘書 Secretary Taiwan Visitors Association
◎航空公司 Airline		
代表	Vishnu Rajendran	國泰航空公司 Regional Marketing Communications Manager, South Asia. Cathay Pacific Airways Limited
◎旅行社 Travel Agent		
代表	謝永蓬 Mr.. Hsieh, Yung-Peng	宏祥旅行社副總經理 Deputy General Manager Edison Travel Service Co., LTD
代表	邱孟嫻 Ms. Chiu, Meng Hsien	金界旅行社入境部產品經理 Product Manager, Inbound Department Golden Foundation Tours Corp.

	姓 名	單 位 及 職 稱
代表	Mr.. Ameet Deodhar	君朋旅行社有限公司 Sales Manager Good Time Vacation Co., Ltd
代表	羅仁崇 Mr.. Luo, Ren-Chong	銓康旅行社副總經理 Vice General President Gorgeous Travel Service Co., Ltd.
代表	許向心 Mr.. Jimmy Hsu	古晉旅行社總經理 General Manager Kuching Travel Service Co., Ltd
◎飯店業 Hotel		
代表	Shaista Khan	台北君悅大飯店 Senior Associate Global Sales Director Grand Hyatt, Taipei
代表	Anand Punjani	香格里拉大飯店 Business Development Manager Shangri-La Hotel

【附件二】臺灣觀光推廣會印度業者出席名單

序號 S.no	公司名稱 Company Name	性別 Gender	姓名 Name	職稱 Designation
1	Ahura Travels	Mr.	Anosh Kanga	Director
2	Amigo Travels Pvt Ltd	Ms.	Shefali Gupta	Director
3	Akqua Sun Holidays	Mr.	Sujit Nair	Managing Director
4	Akqua Sun Holidays	Mr.	Athif Bawa	Vice President (Operations)
5	Akbar Holidays	Mr.	Amit Shah	Head - Group Operations & International Products
6	Atlas Travels	Mr.	Rizwan S.Patel	Managing Director
7	Anderson Travels	Ms	Marie D'Mello	Managing Director
8	Aurora Travel & Tours Pvt Ltd	Mr.	Dhaval Jangla	Director
9	Avesta Travel & Tours Pvt Ltd	Mr.	Piloo Antia	Director
10	AA Globe Services Pvt. Ltd	Mr.	Sagar Narkar	Head Operations
11	Ashoka Dream Holidays	Ms	Anshu Tejuja	Managing Director
12	Beyond Borders	Mr.	Mehernosh Colombolwala	Proprietor
13	Beyond Borders	Ms	Scherazade Irani	
14	BCD	Ms	Vineeta Aranjio	Branch Manager
15	Blue Star Tours	Mr.	Bhavesh Oza	Manager
16	Bhatija Travels	Mr.	Anoop Kanuga	Director
17	Blaze Tours & Travels	Mr.	Ravi Albert	Director
18	Balmer & Lawrie	Mr.	Manjeet Banerjee	Deputy Manager Sales
19	Balmer & Lawrie	Mr.	Manish Grover	Sr. Branch Manager
20	Club7 Holidays	Ms	Ushma Doshi	Asst. Manager Sales
21	Creative Tours & Travels India Pvt Ltd	Mr.	V S Abdulkarim	Managing Director
22	Comfort Holidays	Mr.	Jatin Shah	Proprietor
23	Cosmos Agencies	Mr..	Reji Philip	Propreitor
24	Cirrus Travels	Mr.	Rajesh Rateria	Director
25	Cirrus Travels	Ms	Sapna Rateria	Director
26	Cox and Kings	Mr.	Srinivas Yele	Head Products and Contracting MICE

序號 S.no	公司名稱 Company Name	性別 Gender	姓名 Name	職稱 Designation
27	Cox & Kings	Ms.	Kritika Kadam	Senior Executive-Mice Product Development & Marketing
28	Cox & Kings	Ms	Asmeeta More	Team Leader - Product Development & Contracting
29	Cox & Kings	Mr.	Akhil Bhole	Sr. Executive MICE
30	Cupid Travels	Mr.	Pradip Lulla	CMD
31	Dream Holidays	Ms	Darshana Patil	Executive Director
32	Destination Management Travel Services India Pvt Ltd	Ms	Rashmi Mansukhani	Managing Director
33	Equino Fun Holidays	Mr..	Nasrulla Tejani	Managing Director
34	E Travel Online	Mr.	Santosh Magare	Asst. Manager
35	E Travel Online	Mr.	Abhijeet Takke	Asst. Manager
36	Ezeego One Travel & Tours Ltd	Mr.	Peter Fernandes	General Manager - Products and Contracting
37	Fantasy Voyage Pvt Ltd	Mr.	Dipak Shah	Director
38	FCm Travel Solutions (I) Pvt Ltd	Ms	Parita Shah	Asst. Manager - Leisure & MICE
39	Freya Tours & Travels Pvt Ltd	Ms	Khorshed Kanga	Director
40	Fountainhead Corporate Journeys	Ms	Khushnooma Dastur Das	Manager Sales - M.I.C.E
41	GEM Tours & Travels Pvt Ltd	Mr.	Viral Doshi	Manager
42	Fourways Travels Pvt Ltd	Ms	Karishma Reporter	International Tour Consultant
43	Global E Travels Services	Mr.	Manoj Makhija	General Manager
44	Global E Travels Services	Ms	Anupriti Sonawane	Manager
45	Golden Tours	Mr.	Sameer Shah	Director
46	Grisbi Holidays Pvt Ltd	Mr.	Nikhil Gadoia	Director
47	Grin Travels	Mr.	Tejas Kapsi	Director
48	<u>Greyline Travels</u>	Ms	Kasshmira Changkaty	Managing Director

序號 S.no	公司名稱 Company Name	性別 Gender	姓名 Name	職稱 Designation
49	Hana Travel	Mr.	Himanshu Yogi	Director
50	<u>Holidays@Leisure</u>	Mr.	Neeraj Desai	Asst. Manager
51	Heena Tours	Mr.	Deepak Thacker	General Manager
52	Harvey India Tours & Travels Pvt. Ltd.	Mr.	Thomas Pappachan	Vice President Outbound
53	Hopco Travels Pvt. Ltd	Mr.	Jayesh Tharani	CEO
54	Hind Musafir Agency Ltd.	Ms	Anju Desai	Vice President
55	In Orbit Tours & Travels	Mr.	Tarun Malhotra	Director
56	In Time Travels	Mr.	Ajay Chhabria	Proprietor
57	In Time Travels	Ms	Hema Chhabria	Proprietor
58	Incredible Vacations India	Ms	Poonam Chaurasia	Manager
59	Indianna Travel Services	Ms	Asmita Ramnani	Partner
60	International Travel House Ltd.	Mr..	Pramod Tonsekar	Head-Leisure
61	Janus Travels & Tours	Ms	Shiraz Gotla	Propreitor
62	JTB Travels Pvt Ltd	Mr.	Ashish Bhatt	Asst. Manager - Products
63	JTB Travels Pvt Ltd	Ms	Neha Gandhi	Asst. Manager Operations
64	J.J. Tours & Travels	Mr.	John Daniel	Proprietor
65	K.V.Tours & Travels	Mr.	Vijesh Thakker	Chief Executive Officer
66	K.V.Tours & Travels	Ms	Priyanka Mathur	Head Outbound
67		Ms	Kavita Bhagat	
68	Kesari	Mr.	Himanshu K Patil	Director
69	Kuoni Holidays	Ms	Sunita Amarnani	General Manager products & Opertions - Far East
70	Leo Travels	Ms	Sharmila Mehta	CEO
71	Lifestyle Holidays	Mr..	Nikhil Dalal	Director
72	Luxury Life Holidays	Mr.	Sunil Upari	
73	Make My Trip	Mr.	Dhruv Kapadia	Head MICE
74	Mercury Travels Ltd.	Ms	Nagsri Prasad	Head Leisure
75	Mercury Travels Ltd.	Mr.	Augustine Barretto	Regional Manager-Travel&Tour
76	Miles Holidays Pvt. Ltd.	Mr.	Vishal Somaiya	Director
77	Meher Tours & Travels	Ms	Kashmira Irani	

序號 S.no	公司名稱 Company Name	性別 Gender	姓名 Name	職稱 Designation
78	Olympia Travels N Tours	Mr.	Chetan Momaya	Proprietor
79	Orbitz Corporate & Leisure Travels India Pvt Ltd	Mr.	Dhawal Bhute	Divisional Head - Corporate Tours
80	Platinum Travels	Mr.	Pruthesh Patel	Manager
81	Platinum Travels	Mr.	Agrim	
82	Prime Fliers	Mr.	Deepak Melwani	Director
83	Rezlive	Mr.	Mithoon Gada	Business Head - Maharashtra
84	Riya Holidays	Ms	Ashwini Surve	Regional Manager
85	Rachna Travels	Ms	Rachna Mehta	Proprietor
86	Ryan Holidays	Mr.	Sunil Rao	
87	Saltours International	Mr.	Amit Pradhan	Manager Special Products & Support
88	Serene Holidays	Mr.	Hemal Damania	Asst. Manager Sales & Operations
89	Star Holidays	Mr.	Amit Shah	Director
90	Syrisa Travels Pvt Ltd	Ms	Sonal Swamy	Director
91	Strawberi Holidays	Mr.	Raghunath Karangutkar	Products Manager
92	Seventh Heaven Tours & Travels LLP	Ms	Diana Bhagalia	Proprietor
93	Sivadas	Mr.	ARS Das	
94	TBI	Ms	Hutokshi Marker	COO
95	TBI	Mr.	Bhaskar Wagware	General Manager - MICE
96	TBI	Mr.	Vineet Raina	Vice President-Outbound
97	The Wanderers	Ms.	Shobita Louis	Dy.Manager-OPS
98	Thomas Cook	Ms.	Deepti Mehta	General Manager-Leisure Travel(outbound)
99	Thomas Cook	Ms	Ashmi Dharia	General Manager -MICE
100	Trail Blazers Adventure Travel Pvt Ltd	Ms	Rashmi Sharma	Chief Officer
101	Trail Blazers Adventure Travel Pvt Ltd	Ms	Kiran Islania	General Manager
102	Trans Travel Corporation	Mr.	Jagat Mehta	Director
103	Travel Forte	Ms	Rosita Haribal	Managing Director

序號 S.no	公司名稱 Company Name	性別 Gender	姓名 Name	職稱 Designation
104	Travel Forte	Mr.	Anil Haribal	Director
105	Travel Masters India Corporation	Mr.	Arun Hattangadi	COO
106	Travel Optionz Holidays Pvt Ltd	Ms	Anaita Avari	Director
107	Travel Tours	Mr.	Saud Masood	Manager - Operations
108	Travel Shoppee	Mr.	Bipin Shah	Director
109	Trust Travel & Tours Pvt. Ltd.	Mr.	Deepak Vaswani	CEO
110	Trust Travel & Tours Pvt. Ltd.	Ms	Shraddha Wagle	Tour Manager
111	Travelluxe	Mr.	Abhishekh Ekhande	Manager - Leisure & MICE
112	Travelluxe	Ms	Jaya Bhansali	Business Development
113	Travel Deal	Mr.	Marzaban Sadri	Chief Executive
114	TUI	Mr.	Anand Kamble	General Manager
115	TUI	Mr.	Hiten Dhruv	Manager Outbound
116	TUI	Mr.	Danish Khatri	Manager Products
117	TUI	Ms	Rupali Bagwe	Manager Products
118	Travel Services Corporation	Mr.	Tapan Doari	
119	Vibrant Travels & Tours	Mr.	Latesh Bedi	Director
120	Vibrant Travels & Tours	Ms	Nandita Bedi	Director
121	Vacation World	Mr.	Rohit Bijlani	Business Head
122	Varun travels Trade & Investments	Mr.	Ramesh Godia	Proprietor
123	Vatans Travels	Mr.	Upendra Shah	Managing Director
124	Virgin Tours & Travels	Mr..	Nozer Master	Proprietor
125	Xplore Destination	Ms	Prachi Shah	Director

【附件三】相關報導

交通部觀光局首度組團參加孟買旅展

2013/03/07 18:15

交通部觀光局首度組團參加孟買旅展

開拓印度新興市場 擴大臺灣觀光商機

文、圖·台灣觀光協會提供

身為金磚四國之一的印度，出境旅遊市場逐漸蓬勃發展，世界觀光組織預估 109 年印度出境市場將達 5,000 萬人次，其中孟買、德里與清奈三大城市佔總出境人次近六成。交通部觀光局委託台灣觀光協會於 2013 年 2 月 6 日至 11 日首度移師至印度第一大商城孟買參加旅展，並舉辦觀光推廣會，直接接觸當地業者及民眾，本次臺灣觀光代表團規模為歷年之最，包括交通部觀光局、觀光局駐新加坡辦事處、古晉、君朋、宏祥、金界、銓康旅行社、當地國泰航空及台北君悅、香格里拉大飯店，另有民俗藝人—魔幻氣球人及國民大戲班，再加上台灣觀光協會計 13 個單位共 16 人參與。

臺灣觀光代表團於 2 月 7 日假孟買 Crystal Central Taj Mahal Hotel 舉辦臺灣觀光推廣會，向當地旅遊業者介紹臺灣最新優質旅遊產品及旅遊資訊，駐印度臺北經濟文化辦事處田中光代表與觀光局駐新加坡辦事處謝長明主任皆蒞臨現場，推廣會中邀請到超過百位印度當地旅遊業者及媒體，盛況空前。接著於 2 月 8 至 10 日參加印度孟買旅展，交通部觀光局以 Time for Taiwan 為口號，結合文化、購物、樂活及美食等主題行程，並以年度亮點「臺灣觀光年曆」42 個代表臺灣的國際級活動為展館的設計元素，吸引眾多人士到訪，臺灣館再次榮獲主辦單位所頒發「最佳展攤佈置獎」，所準備的臺灣地圖、風景區、主題樂園、豐富旅遊產品等文宣摺頁以及臺灣意象伴手禮，展期內也索取一空，充分受到印度人士歡迎，為宣傳臺灣觀光旅遊達到最佳效益。



駐印度台北文化經濟辦事處田中光代表(前中)及其夫人(前左一)與臺灣觀光代表團(後排)及OTM主辦單位於臺灣館前合影。



臺灣館獲頒 2013 OTM 旅展最佳展攤佈置獎



氣球人表演吸引大批印度觀展業者與民眾爭相圍觀錄影。

Inauguration of OTM Mumbai 2013 (OTM開幕典禮)



OTM Mumbai 2013 Inaugurated by Mr. Vipul Mitra, Principal Secretary - Tourism, Government of Gujarat, Ms. Upekkha Samaratunga, Consul General of Sri Lanka in Mumbai, Mr. Teerapong Vanichanon, Deputy Consul General & Acting Consul General of Thailand in Mumbai & Ms. Ceylan Ozen Erisen, Consul General of Turkey.

VIP Visit (貴賓拜會)



Mr. Vipul Mitra, Principal Secretary - Tourism, Government of Gujarat and Ms. Upekha Samaratunga, Consul General of Sri Lanka in Mumbai Visit the Taiwan Tourism Pavilion during OTM Mumbai 2013.



Pavilion (臺灣館)



Taiwan Tourism Pavilion at OTM Mumbai 2013.

Award (頒獎)



Taiwan Tourism Winning Best Print Promotional Material Award at OTM Mumbai 2013.

2013.03.12 TLF magazine's Facebook fan page



Remark:

TLF or Trip the Life Fantastic is a Travel and Lifestyle magazine that focuses on intelligent and indulgent travel and living. It is widely circulated among both travel professionals and industry specialists.



'We would like to attract more leisure travellers from India'

Taiwan Tourism Bureau is increasingly making its presence felt in the Indian market. In a free-flowing conversation, Arthur Hsieh – Director, Taiwan Tourism Bureau, Singapore Office informs Lyandra D'souza about Taiwan's tourism offerings and elaborates on Taiwan Tourism Bureau's marketing plans in India

Q How do you view the potential of the Indian market?

A The Indian market is a very unique one. A large number of Indians travel abroad every year and this number is rapidly growing. Therefore, the Indian market is a very important one, and one that is vital for us to be active. Our aim is to promote Taiwan in India and it is crucial at the moment to make Indians aware about Taiwan as a holiday destination, as well as to understand the peculiarities of the Indian traveller, so that we can better serve their needs and wants.

Q Which are the tourism products and destinations you plan to promote in India?

A Taiwan has a variety of offerings for the Indian traveller. The country is renowned for its hospitality, cuisine, night markets, Bed & Breakfast and recreational farms. Taiwan is also blessed with topographical variety with mountain peaks, hot springs and sandy beaches. Therefore, Ecotourism and trekking can be popular options for Indian visitors. Taiwan has one of the most amazing underwater worlds and there are more than 350 types of coral species - one-third of the world's total - at Kenting National Park in the extreme South.

Indian travellers also love to shop and there is no better place than Taiwan for this. Shopping venues in Taipei, for instance, include departmental stores, malls, underground transit malls, night markets and shopping districts. Taipei has many night markets, the most well-known of which is the Shilin Night Market. The Sun Moon Lake in Taiwan is popular honeymoon destination.

Q Which are your target segments and cities in India?

A Our strategy for the Indian market is a long-term one. Currently, the majority of Indian arrivals to Taiwan is business-related, but we are slowly seeing the share of leisure traffic increasing. This year, we will target corporate travellers, as well as the MICE segment, along with families and honeymooners. At the moment, our two main target cities in India are Delhi and Mumbai. We will look to tap Tier-II and III cities in the future.

Q What activities have you planned for the Indian travel trade?

A Despite having smaller budgets to promote ourselves in the market, we are fully committed to India and we plan to hold more workshops this year, as well as conduct training programmes for travel agents and tour operators in the country. We will also look

to appoint a Public Relations company in India. We hope to work with more of our travel partners this year, and we plan to introduce special offers for packages to Taiwan. We are also willing to work with the travel trade to conduct joint advertising campaigns in India.

Q What were the Indian visitor numbers like in 2012? What is your growth expectation in 2013?

A We received approximately 50,000 Indian visitors in 2012, which was lower than those in 2011. This year, our growth expectations are not in terms of numbers. Instead, we would like to see the number of leisure travellers from India to Taiwan increasing, and the awareness and knowledge of Taiwan as a destination growing. ■



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Tuesday, February 12, 2013, 14:30 Hrs [IST]

'We would like to attract more leisure travellers from India' - Arthur Hsieh – Director, Taiwan Tourism Bureau, Singapore Office

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Arthur Hsieh
Director - Singapore
Office,
Taiwan Tourism
Bureau

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1 101 floors up

Standing tall, poised beautifully in the middle of Taipei, the iconic Taipei 101 was ranked the world's tallest building in 2004 - and though the title has now passed on, it is still considered one of the tallest buildings in the world. As the name suggests, the building has 101 floors above ground and five floors underground. It looks especially beautiful at night when a bright yellow beacon of light shines from its pinnacle, making it the centre of attention.

From 6PM to 10PM every evening, the tower lights display one of seven colours in the rainbow, a colour for each day of the week. Here the beautiful symbolism of rainbows as bridges linking earth to sky and earth's people to one another comes into play in the building's design.

2 Sun Moon Lake

Rated as one of the top attractions in Taiwan, the Sun Moon Lake in Nantou county is the island's largest lake. Beautiful and romantic, the lake is an ideal destination for a relaxed and intimate honeymoon. The eastern part of the lake is round like the sun and the western side is shaped like a crescent moon, which has given this beautiful lake its name. The waters of the lake are crystal clear, with various shades of green and turquoise, and perfectly reflect the surrounding hills and mountains.

The best way to see Sun Moon Lake is to take a stroll along its shores or ride a bicycle along the road circling the lake and soak up the tranquility and peace of the area around. Board a boat and take a leisurely cruise over the waves as you bask in the beauty of the mountains and waters.



Arthur Hsieh
Director
Taiwan Tourism
Singapore Office

Taiwan Tourism conducted numerous marketing and media campaigns in 2012 that have been very successful in being a role model, as follows:
This year alone we will showcase Taiwan as a must visit on our 350th Anniversary for the visitors, which will result in increased visitor arrivals. We want to place Taiwan as an ultimate family holiday destination, as well as an ideal honeymoon destination.



4 Mountain climbing

Taipei National Park is an amalgamation of rugged coastal cliffs, a maze of subtropical forested canyons and high elevation subalpine coniferous forests. Spread over an area of 60km, the park landscape dramatically changes from a deep sea level to some of the tallest peaks in Taiwan. The area also is known for the world's deepest and most beautiful marble cavern, formed over 70 million years of natural forces. Taoko Gorge is ideal for adventure activities, such as mountain climbing, hiking, rappelling and rafting.

5 Natural sculptures

Further along the coast is one of the most amazing and strangest of Taiwan's geological wonders: the Yehliu Geological Park. Sedimentary rock, over 200 million years old, extends as a peninsula north into the sea. The combined effect of the wind and waves has, over millennia, shaped the rock into a series of natural sculptures that are both unusual and beautiful.



Most famous among these is the Queen's head, which seen from the right angle, resembles the profile of an Egyptian queen, complete with crown.

There are also many other interesting formations, such as the Tethys Rock, which looks like giant saucers or smooth sails, the Fairy Stone, which resembles a huge traditional Chinese slipper, and the Candle Rocks, which look like slender pillars of candles standing along the shore.



3 Stunning scenery

Taiwan is rich in natural beauty and has several spectacular national scenic areas, but one that stands out is the beautiful North Coast and Guanyinshan National Scenic Area. The North Coast is particularly worth seeing thanks to its many geological marvels, including the huge igneous boulders of the Jumping Stone Coast and the natural stone arch of Shimen, formed over centuries by wind and water erosion. Whether you're seeking a concrete strip or more, history, culture, or good food, you'll find it in the North Coast and Guanyinshan National Scenic Area.



Taiwan Tourism Bureau promotes sightseeing and shopping to Indian tourists

In a bid to attract the outbound travel segment from India, Taiwan Tourism Bureau (TTB) is leveraging importance to promote the destination in major metro as well as tier II Indian cities. As per the planned strategy, TTB recently organised a roadshow in Mumbai to promote destinations such as Taipei, Central Taiwan, Kaohsiung and Taichung mainly targeting family and shoppers segment from India.



(l-r) James Tien, H.E. Chung-Kuang Tien, Arthur Hsieh

✦ IMRAN KHAN

Beside this, the bureau also showcased other destinations such as Taroko National Park, Sun Moon Lake, Alishan, Kenting National Park etc. Around 12 suppliers from Taiwan including travel agents and hoteliers such as Edissi Tours, Golden Foundation Tours, Gorgeous Travel Services, Grand Hyatt – Taiwan, Shangri-la – Far Eastern Plaza Hotel also participated at the roadshow to showcase their product and services.

Promoting the destination under the theme 'Time for Taiwan', itineraries with culture, shopping and cuisine themes have been planned and will be soon out in the market. Speaking at the event Arthur Hsieh, Director, TTB – Singapore Office said, "Number for leisure have increased to Taiwan as compared to business tourists, which is good news for us. Taiwan tourism department on its part has played a vital role by sponsoring various initiatives such as international roadshows to create awareness about Taiwan in major source destinations such as Singapore, Mainland China, Japan, Malaysia and Korea. In comparison to our source markets, though at present we are not receiving good number of tourists from India but India is a big market for us. At present we don't have any plans to set up our offices in India but we are promoting Taiwan with the help of our public relation company and by participating at travel marts in India. With the help of our roadshows we aim to reach travel agents and consumers what Taiwan is and what it can offer to tourists," Hsieh stated.

On his part, Chung-Kuang Tien, Representative, Taipei Economic and Cultural Centre, India said, "India and Taiwan share a good bilateral relation and promoting Taiwan as tourist destination will further the cooperation between both the countries. We have even addressed the Visa issue which is faced by most of the Indian tourists visiting other countries. We provide Indian tourists holding valid visa for the US, UK, Canada, Japan, European Union, Australia and New Zealand a visa exempt to Taiwan for a period of one month."

"This is for the first time we started with Mumbai market. Last year we did lots of B2B activities and focused on leisure activities and we also witnessed the leisure segment growing. This time around we are also noticing the potential of Taiwan as a MICE destination and since October, 2012 we are working on positioning the country as better place for MICE tourists. We are also trying to enhance our reach to our customers through our direct B2C activities, beside launching and advertising campaign soon majorely targeting metros and tier II cities. Also we are working on training programmes for travel trade through online and offline mode," said Neel Saxena, Country Head – India, TTB.



Arthur Hsieh - Director, Taiwan Tourism Bureau, Singapore Office

It's time to Visit Taiwan

Previously focusing on New Delhi and now Mumbai proves the determination of the Taiwan Tourism Bureau to further propagate the destination amidst the Indian travel trade to enhance the bilateral ties between the two nations.

The Taiwan Tourism Bureau recently led a tourism industry delegation to participate in OTM that took place in Mumbai. The group held a Taiwan Tourism Promotion Meeting at Crystal Central, Taj Mahal Palace Hotel, Mumbai on February 7. From various activities to different kind of promotions were conducted to market Taiwan at the event.

Since 2006, the Taiwan Tourism Bureau has been attending the One World Travel Mart (formerly known as O

To lure the Indian traffic to Taiwan, we will continue to conduct various marketing and promotional activities including educational seminars for travel operators, participation in travel shows, and familiarisation tours for operators.



Chung-Kuang Tien, Representative, Taipei Economic and Cultural Centre, India

Mart) in New Delhi. This is the second time in a row that the Tourism Bureau participated in OTM Mumbai.

Arthur Hsieh, Director, Taiwan Tourism Bureau, Singapore Office said, "We want to extend our reach in tier-I and tier-II Indian cities by actively interacting with the travel operators to attract more visitors from India to Taiwan. To lure the Indian traffic to Taiwan, we will continue to conduct various marketing and promotional activities including educational seminars for travel operators, participation in travel shows, and familiarisation tours for travel operators."

Previously, New Delhi was the focus of the Bureau's marketing efforts. But now, these efforts are being extended to Mumbai. "This shows our determination to promote Taiwan as an outbound destination in

India. To promote Taiwan, under the slogan 'Time for Taiwan', itineraries with culture, shopping, LOHAS and cuisine themes will be offered. At the promotion meeting, the Taiwan Tourism Calendar, one of the highlights of the Bureau's Taiwan travel promotion efforts for 2013, was handed out. 42 world-class activities encompassing the diverse characteristics of Taiwan's cities and outlying islands was introduced that showed the visitors that they can take part in distinctive activities in Taiwan all-year round," Hsieh explained.

The event witnessed Taiwanese tour operators, hotels and airlines marketing their Taiwan based products while targeting the family and the shopping segment of travellers. A variety of travel information was available at the venue, including information about Taipei 101, Ksobsiung E-Da World, and other internationally famous shopping centers, as well as scenic Sun Moon Lake, Loofoo Village Theme Park and Formosan Aboriginal Culture Village where families can enjoy a day filled with fun and adventure.

"There are 8 national parks and 13 national scenic areas to preserve Taiwan's best natural ecological environment and cultural sites. Taiwan's tropical, sub-tropical and temperate climates provide clear differentiation between the different seasons. The combination of rich history, profound culture, natural beauty, food, scenic spots and shopping makes Taiwan an ideal destination for Indian travellers," said Chung-Kuang Tien, Representative, Taipei Economic and Cultural Centre, India.

To satisfy the Indian travellers demand for two-country or multiple country holidays, Taiwanese travel operators will also offer two-country itineraries; where visitors can take the dozens of flights that Cathay Pacific, Malaysia Airlines, Singapore Airlines, Thai Airways, Jet Airways and other airlines offer and spend a few days in other South-Asian countries and then enjoy their time in Taiwan. As far as visas are concerned, Indian visitors holding a valid visa for the US, Canada, Japan, UK, EU (Schengen), Australia or New Zealand are eligible for visa-exempt entry to Taiwan.

【附件四】相關活動照片

一、臺灣觀光推廣會



臺灣業者向印度業者介紹旅遊產品



臺灣業者向印度業者介紹旅遊產品



本局新加坡辦事處謝主任長明與業者交流



推廣會現場



新加坡辦事處謝主任長明介紹臺灣



新加坡辦事處謝主任長明簡報



駐印度臺北經濟文化中心代表中光致詞



臺灣觀光推廣會啟動儀式



業者簡報-國泰航空經理 Mr. Vishnu Rajendran



業者簡報- 鉅康旅行社公司羅仁崇副總經理



業者簡報- 宏祥旅行社謝永蓬副總經理



業者簡報- 金界旅行社邱孟嫻經理



業者簡報- 古晉旅行社許向心總經理



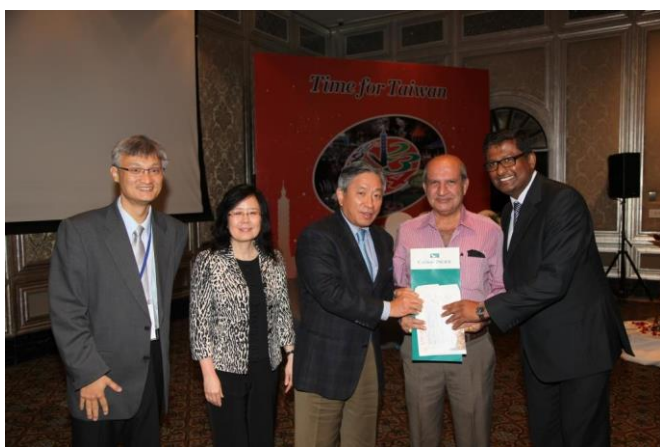
業者簡報- 臺北君悅飯店主任 Ms. Shaista Khan



業者簡報- 香格里拉大飯店經理 Mr. Anand Punjani



旅遊作家 Ms. Lara Rebello 分享來臺旅遊經驗



田代表頒發國泰航空機票給幸運中獎業者



臺灣觀光推廣會代表團合影

二、OTM 旅展



臺灣館攤位



田代表中光赴臺灣館為業者打氣



田代表中光與臺灣代表團合影



印度古吉拉特邦首長秘書 Mr. Vipul Mitra
與大會貴賓至臺灣館拜會



田代表中光與大會重要貴賓合影



業者努力宣傳臺灣、行銷產品



印度媒體與謝主任長明洽談合作事宜



印度業者與謝主任長明洽談



其他展攤表演人員巡場表演、互相交流



其他展攤表演人員與臺灣業者互動



國民大戲班劉老師至各展攤宣傳臺灣



國民大戲班劉老師至各展攤宣傳臺灣



國民大戲班劉老師扮演財神吸引不少人潮



頒獎典禮



代表團與大會頒獎人合影



謝主任長明接受印度旅遊期刊訪問



臺灣館獲頒最佳展攤獎



魔幻汽球人氣球造型表演深受印度民眾喜愛



魔幻汽球人大氣球表演吸引圍觀人潮



魔幻汽球人大表演最後一幕



本次參展暨推廣會圓滿順利成功