

Exotic Taiwan one of world's top destinations

THE *New York Times* put Taiwan on No.11 in its recently released list of '52 places to go in 2014'. Taiwan was also made it to number three on the list of top 10 safest Asian countries for female traveller. Also in 2014, Star Cruises has flagged off a new route from Hong Kong to Taiwan.

Taiwan has mosques in three major cities plus over 40 Muslim-friendly restaurants around the whole island. It is scrupulously clean country, people are honest and friendly.

Malls and stores in Taiwan offer designer clothing, lifestyle products, food outlets, bookstores, movie house, wholesale warehouses and amusement centres.

Moreover, several theme streets have sprung up, exhibiting an exciting blend of history and style, including Taipei's Ximending and Kaohsiung's New Juejiang commercial area, attracting different consumer groups.

High-end boutiques

are packed along Dunhua South Road between Xinyi and Zhongxiao East roads, presenting a tempting array of brand clothes, jewellery, shoes and leather items.

Taipei 101 was opened to the public recently. It is 1,671 feet (509 metres) high and has 101 storeys. The multiuse steel-and-glass skyscraper echoes a traditional Chinese pagoda with its soaring podium base.

Of special interest to leisure travellers is the picturesque Sun Moon Lake that enjoys the unique distinction of being the only natural big lake in Taiwan.

The night markets of Taiwan are great places to shop for bargains and feel the pulse of Taiwan's night-life.

These markets bustle with uninhibited noise and energy, and you will find friendly restaurant owners calling out their menus, stall holders selling their wares, and crowds of onlookers, shoppers and diners walking around enjoy-

ing the balmy night air. Here you will find a variety of clothing, household items, watches, jewellery, toys, at bargain prices. Night markets are also where visitors can sample authentic Taiwanese food.

Small eats, and a lot of them, are very popular in Taiwan.

The culinary trend in Taiwan is to eat often and eat well. The Taiwanese capital, Taipei, has around 20 streets dedicated to snacking. Taiwan is

known for its bao, stinky tofu, beef noodle soup, dimsums, five cup chicken and prawns and fish that is just lightly flavoured and baked in its own juices with a salt crust.

Taipei also has a number of Middle Eastern and Indian options and can also cater to halal and other dietary preferences and restrictions.

Taiwan is connected to the UAE via a non-stop flight from Dubai and other options with stopovers. ■



The multi-use building Taipei 101 in Taiwan



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RETAJ continues to be well positioned in the Qatari market and in the region with a strong base of national and international customers that seek luxury, coupled with convenience and great value.

"We believe in empowering our employees to make decisions. This goes hand in hand with providing the most sincere customer service. Empowered and enthusiastic employees work harder, talk positively about their jobs and promote the qualities of their brand," says Mohamed Darwish, corporate director of marketing and e-commerce, in charge of business development.

Customer engagement during their stay or their communication on social media thereafter has the key benefit of keeping people at large interested in our properties, says Darwish. "Having strong customer interaction would give us top-of-the-mind recall. As hoteliers, we always depend on our reputation, positive customer reviews not only make our revenue grow, but also builds and positions the brand image."

"Retaj understands the importance of the customer as the number one key factor of any successful business, thus we are very keen on developing new marketing ideas to reach and approach the customer in every destination and location, providing them with our new updates and packages that satisfy their needs."

Based on his personal experience, Darwish tells TTN that travellers these days are more into brands that promote themselves as green environments. "But being a non-alcoholic, dry hotel has also shown a greater impact than expected in the market and puts us in a great position amongst the other well-known brands that are our competition. We are continuing to seek the customer's recognition and we will keep on developing and expanding our brand in the locally and internationally." ■



Darwish ... empowering employees is the way forward



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The Taiwanese Connection: The Touristic Delving

Posted by *Sharada Iyer* / April 24, 2014

Taiwan as a hub of tourism is one that remains in relative obscurity. Boasting of myriad cultural legacies, Taiwan however is a must-see tourism locale.



Man is a social animal. This popular phrase says it all for the inherent nomad who lives within each one of us and whose quests, seeking the next adventure in this vast world, continue to run untrammelled, without any restrictions.

Some regions popular by word-of-mouth become a priority, while other regions – thanks to our lack of knowledge about them – take a back-seat in the checklist of our travelling itinerary. Taiwan is one of these regions which though is a tourist's manna, is nonetheless quite obscured which in turn, makes its touristic appeal an interesting contradiction.

Popularly also referred to as Chinese Taipei, Taiwan is an island in the South China Sea, located about 100 miles from Mainland China. The cultural influences of the region are thus quite unique bringing about an incomparable commingling of Chinese and Taiwanese traditions, values and ideas.

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ATM closes on a high

The four-day trade event - Arabian Travel Market (ATM) 2014 - closed with visitor numbers crossing 23,000, up by over 2,100 or more than 10% on 2013 figures. The show accommodated over 2,700 exhibitors with 120 first-time



ATM garners huge numbers in 2014

participants, 68 national pavilions and 40 seminar and tech theatre sessions.

Independently ABC-audited, ATM 2014 had already recorded an eight percent increase in exhibitors compared with 2013.

"Re-bookings for 2015 are already extremely encouraging. We also have number creative ideas as to how we will develop our strategic offering for next year to continue our growth pattern in line with regional development," said Mark Walsh, portfolio director, Reed Travel Exhibitions.

Main stand holder numbers also grew by 10% to 420, including new exhibiting destinations such as Taiwan and Slovenia. Many made their debut this year - Kuwait Airways, IMG World of Adventures and Al-Futtaim Travel LLC.

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IN PICTURES: Taiwan ATM Evening

Taiwan Tourism Bureau hosted a evening event ahead of ATM

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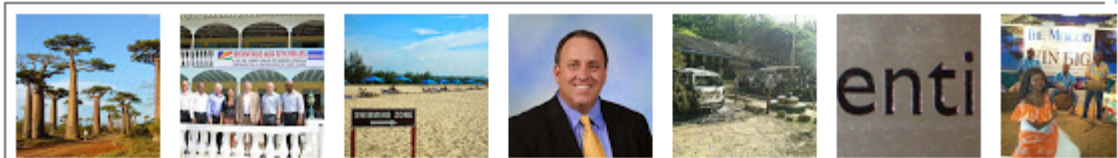
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Concluding four days of travel trade business, Reed Travel Exhibitions, the organizer of Arabian Travel Market (ATM) 2014, which comes to a close today (8 May), reports that visitor numbers topped 23,000, up by over 2,100 or more than 10% on 2013 figures.

The record-breaking show, now in its 21st year is the largest travel trade exhibitor showcase in the Middle East, accommodated over 2,700 exhibitors with 120 first-time participants, 68 national pavilions and a packed schedule of 40 seminars and tech theatre

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Posted 15 May, 2014 by *Aparna Shivpuri Arya* under *Country, Focus, Taiwan*.

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Shyh Perng, Director, Taiwan Trade Centre, Dubai speaks to us about the strong trade and investment relations between the GCC and Taiwan.



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KEY TRADE STATISTICS

INDICATOR	2013
GDP (Constant 2013 Prices - Fixed 2013 Exchange Rates)	USD 389,993.7 million
Real GDP growth (%)	4.0
Trade balance	USD 81,837.4 million
Trade balance as a % of GDP	31
Top export destinations from	Japan, South Korea, India, UAE

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Exploring Taipei, the city that never sleeps

A traveller's paradise, the scenic Taiwan capital boasts of world's second tallest building, Taipei 101, and National Palace Museum that houses the world's largest collection of Chinese art

By Omar Shariff, Deputy Opinion Editor
Published: 17:00 April 4, 2014



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Taiwan touts tourist attractions at Dubai travel fair

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The Taiwanese delegation at the Arabian Travel Mart in Dubai, May 5. (Photo courtesy of Tourism Bureau's Hsieh Chang-ming)

Taiwan was represented for the first time Monday at the Arab world's largest travel fair, hoping to capitalize on what it sees as the great potential of the region's growing tourism market.

Taiwan sent a 31-member delegation of government officials, travel agents and health industry representatives to the four-day Arabian Travel Mart in Dubai, which will attract more than 2,700 tourism operators from 80 countries.

During a pre-show briefing given by Taiwan's delegation on Sunday, agents from some 110 Middle Eastern travel companies expressed interest in Taiwan's natural scenery and medical tourism packages,

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Who's Who



Wang Anshun (王安順)

Wang Anshun is mayor of Beijing. A native of Hui county in Henan province, he was born in 1957 and joined the Communist Party in 1984. After holding ...



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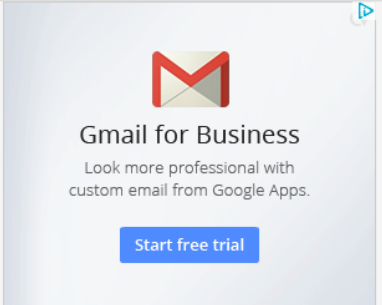
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Taipei's culture history, beautiful scenery and gourmet food were highlighted in an article earlier this month published in *Gulf News*, the Middle East's best-selling English-language newspaper.

"The city offers a heady mix of curated history, views to die for and, of course, endless shopping and food," deputy opinion editor Omar Shariff wrote in the special report called "Exploring Taipei, the city that never sleeps."

Shariff said that in the 1980s and 1990s, the word Taiwan conjured images of factories producing quality electronic goods and toys, and that the nation was not known as a leisure destination.

"But standing at the balcony of the Lalu Hotel, sipping delicious plum tea and staring at the mist-laden waters of Sun Moon Lake, I could see why the early European settlers called the country Formosa, meaning 'beautiful' in Portuguese," Shariff wrote in the Dubai-based daily.

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