

出國報告（出國類別：其他）

**參加 2015 年美洲國際獎勵旅遊與會議展  
（IMEX America）**

服務機關：交通部觀光局

姓名職稱：科員蘇影倫

派赴國家：美國

出國期間：民國 104 年 10 月 11 日至 10 月 17 日

報告日期：民國 105 年 1 月 5 日



# 參加 2015 年美洲國際獎勵旅遊與會議展 ( IMEX America )

## 目 次

壹、 目的.....	1
貳、 行程表.....	2
參、 活動過程.....	3
肆、 心得及建議.....	6
伍、 附件.....	10
一、 臺灣參展代表團名單	
二、 確定或潛在來臺辦理活動之案源列表	
三、 相關報導	
四、 相關活動照片	

## 壹、目的

為因應全球企業鼓勵員工休閒旅遊的風行，並配合本局「觀光大國行動方案」對於目標市場提出開發與調節策略，大力開發會展及獎勵旅遊客群與高消費端客群，強調臺灣優良的 MICE 環境，推廣臺灣為亞洲最佳會展及獎勵旅遊目的地，期吸引外國企業辦理經銷商旅遊、績優人員招待旅遊、員工會議或考察旅遊或員工福利旅遊等或宗教、文化、農業以及經評估具影響力之旅遊團體，來臺舉辦大型會議或獎勵旅遊活動，增進觀光收益。

經濟部國貿局 MEET TAIWAN 曾於 2013 年參加此展，依其參展經驗指出，許多跨國企業及協會總部多設立於美國，且當地多華人企業與社團，前往攤位的買主以代理商（專業會議顧問公司（PCO，Professional Convention Organizer）／旅遊目的地管理公司（DMC，Destination Management Company））居多，此類代理來商皆代表多家企業或國際組織前往瞭解臺灣會議暨獎勵旅遊環境，或尋求國際會議競標企劃書，為重要的商機來源，確有必要應加強行銷宣傳。再者，根據主辦單位 2014 年資料顯示，本展覽參展商共來自 150 個國家，約 2,900 家參展廠商；買主共來自 54 個國家，計 2,909 位；參訪者觀展計來自 57 個國家，共有 1,919 位，總參加人數達 10,697 人，以美洲地區買主美國、加拿大和巴西等國家為最大宗。買主類型以代理商為多數，占 64%，其次為企業型買主占 22%、協會型買主占 8%、獨立策展者占 6%。本展除受邀買主（Host Buyer）外，亦有為數眾多的參觀者買主（Buyer Attendees），其中企業型買主占相當高的比例，參觀買主亦可與參展廠商進行預約洽談。

有鑑於此，本局今（2015）年看準此潛在市場，為深入瞭解及掌握美洲市場趨勢，首次參展並委託專業廠商籌組國內會展精英團隊，共赴海外推廣臺灣為亞洲獎勵旅遊與會議首選目的地，透過對美國買主及 PCO/DMC 買主之宣傳，以期有效且持續提昇國家形象，帶動美洲地區買主來臺辦理獎勵旅遊及會議之意願與機會。

本次參展單位包含本局、集思國際會議顧問有限公司、威力顧問股份有限公司、臺北晶華酒店、長榮航空美洲總分公司、長榮航空休士頓分公司、臺灣會展領航計畫（MEET TAIWAN）及中華國際會議展覽協會，團員業務屬性含括場館、DMC 及 PCO，期藉組團參展開拓商機、維繫顧客關係，提升我國 MICE 品牌在美知名度。

## 貳、行程表

本次展覽共計 5 家參展單位，包括 3 家會議顧問公司、1 家飯店、1 家航空公司及臺灣會展領航計畫 MEET TAIWAN 等單位組成（如附件一），詳細行程如下：

### 【2015 年美洲國際獎勵旅遊與會議展（IMEX America）】行程表

日期	時間及行程
10 月 11 日	團員集合起飛前往美國拉斯維加斯。 於美國時間同日晚上抵達。
10 月 12 日	前往展覽現場、攤位驗收、展前準備。 17:30 參加 Association Evening @SLS Las Vegas。
10 月 13 日	09:00 抵達展場，準備第一天的展覽開始。
	10:00 開展、買主洽談開始。
	11:30 Group Appointment：Convention Industry Council。
	13:00 Group Appointment：Worldhotels USA。
	17:30 第一天展覽結束。 18:30 團員聚餐。
10 月 14 日	09:00 抵達展場，準備第二天的展覽開始。
	10:00 開展、買主洽談開始。
	11:00 Group Appointment：HelmsBriscoe - Association 2。
	17:30 第一天展覽結束。
10 月 15 日	9:00 抵達展場，準備第三天的展覽開始。
	10:00 開展、買主洽談開始。
	11:30 Group Appointment：Rubra Eventos。
	16:30 第三天展覽結束，撤場。
10 月 16 日	搭機離開拉斯維加斯。

10月17日	轉機、搭機、返抵臺北。
備註：	
住宿飯店：	
Treasure Island Hotel & Casino	
Tel：+1-702-894-7111	
3300 Las Vegas BLVD S, Las Vegas, NV 89109	
展覽場地：	
Sands Expo & Convention Center-Hall A+B-Level 2	
201 Sands Avenue, Las Vegas, NV 89169, USA	

## 參、活動過程

### 一、 2015 IMEX America 展覽概況

美洲國際獎勵旅遊與會議展（IMEX America）全名為「America's Worldwide Exhibition for Incentive Travel, Meetings & Events」，首屆於2011年舉辦，今（2015）年邁入第5年，於美國拉斯維加斯金沙會議展覽中心舉行。本展為美洲地區最具代表性之大型獎勵旅遊會議專業展，由IMEX團隊主辦，MPI（Meeting Professionals International）為主要策略夥伴，由英國展覽公司Regent Exhibitions Ltd負責執行展務部分。IMEX America主要參展業者為各國旅遊局、各城市會議旅遊局、會議地區/地點、旅館業者、PCO、DMC、獎勵旅遊業者、旅行社、航空公司、豪華遊輪、媒體及設備供應商等，除國家館外，美國各州及大城市多設有獨立展館，加強城市行銷。展期間結合多項會議、教育論壇及交流活動，提供與會者會展新知及交流機會。

（一）日期：2015年10月13日至10月15日，展期共3天。

（二）地點：美國拉斯維加斯金沙會議展覽中心2樓A+B館（Sands Expo & Convention Center-Hall A+B-Level 2, Las Vegas）。會展設有買主休息室及專題演講廳，一樓為媒體中心及舉辦記者會之會議室，及今年首度增加的冥想室供與會者學習放鬆；場內外亦有咖啡廳、餐廳、商店及豪華賭場，為一集商業、娛樂與會展於一身之大型商場。

- (三) 活動內容：展覽期間，每日皆安排專題演講及數個小型研討會，分享及討論獎勵旅遊及會議市場最新趨勢及經驗。另主辦單位與 MPI 及多個國際獎勵旅遊會議協會（如 ICCA、IACC、IAEE、AIPC、SITE、IAPCO 等）合作，於展前一天（10/12）「Smart Monday」展前安排豐富的研討會及參訪活動，當晚以酒會形式邀請協會會員（參展業者）及買主參加 Association Evening 於展前交流互動。

## 二、 參展情形

### (一) 展館布置

本次為本局首次參展，臺灣館以「Taiwan-The Heart of Asia」為主軸設置，共租用 28 平方公尺、三面開攤位，攤位號碼 2844。展館整體空間規劃接待櫃檯、展示臺、廠商洽談區、團體簡報區及儲藏室，充分靈活運用空間；接待區及展示臺上放有各類文宣資料及 Guide to Meeting、Incentive, Conference & Exhibition 的 QR CODE；廠商洽談區則採用可移動式的桌椅，供業者及團體簡報時彈性使用；利用 42 吋電視於團體簡報及本局各類宣傳影片之播放、攤位背牆上精選臺灣風景與文化照片，搭配吊掛式的天燈造型燈飾，在在展現臺灣特色，並於攤位兩旁放置喔熊造型立牌，增加展攤豐富性，吸引買主目光。

### (二) 展館活動及宣傳

1. 製作臺灣館參展 eDM：透過主辦單位提供媒體名單、線上買主名單及會展協會資料庫，於展前寄發給主要客群（買主及媒體），並透過大會 Show Preview 之展前報導，露出臺灣參展訊息，以達宣傳目的。展後亦寄發謝函給所有來臺灣館之買主及參觀者，提升其對臺灣的印象，以利開拓未來商機。
2. 現場宣傳：於臺灣館現場，提供喔熊造型餅乾及臺灣鳳梨酥、牛軋糖等特色小點，讓買主及參觀者用味覺認識臺灣，除提供相關文宣

外，以臺灣特色紀念品（擲茭橡皮擦、臺灣蝴蝶磁鐵）及擺設三太子電動跳舞娃娃，為展館增添更多臺灣味，相當吸引買主目光，三太子娃娃更榮登大會 Show Daily 封面。

3. 個別買主洽談：每一家參展業者於展前，可藉由主辦單位線上預約系統與買主進行一對一洽談預約，共計有 43 個時段可以預約，本次參展業者均積極與買主接洽，展前個別預約洽談（PSA）數共計 65 場，現場亦有 40 位以上的 Walk-in 買主主動前來詢問，洽談內容除提供臺灣會展及觀光基本資訊外，亦針對買主需求提供相關資料。
4. 團體買主簡報：本次展覽共進行 4 場簡報，由會展協會鄒榮光秘書長擔任主講者，以「10 個必須」說明來臺辦理獎勵旅遊及會議活動之重要性，用簡單清楚地方式介紹臺灣，並接續讓參展業者輪流簡介其公司業務。期間一場簡報買主來自西語系之阿根廷，本團威立顧問何專案經理以流利的西班牙語介紹臺灣，凸顯臺灣人的友善及親切度，深得買主讚賞。本次簡報採用導覽器，買主直接以耳機聽取簡報，讓資訊可清楚傳達、確保品質，皆獲業者及買主一致好評。

團體洽談簡報列表

日期	時間	團體名稱	國家	實際人數
10/13	11:30 -12:00	Convention Industry Council	USA	10
	13:00 -13:30	Worldhotels USA	USA	9
10/14	11:00 -11:30	HelmsBriscoe - Association 2	USA	10
10/15	11:30 -12:00	Rubra Eventos	Argentina	7

## 肆、心得及建議

針對本次美國 IMEX America 展覽活動及未來可行之推廣方向，歸納出之心得與建議，說明如下。

### 一、大會展現會展籌備專業性

透過資訊科技技術運用與網際網路便利性，IMEX America 大會利用電子科技如線上報到系統，確實執行綠色會展概念，並結合社群媒體（Facebook、Twitter、LinkedIn）的標記功能，讓所有與會者、參展者、買主及參觀者間彼此產生連結，參展單位更可運用此平臺宣傳攤位活動、專題講座，成功的和活動參與者在網上互動；此外，隨著行動裝置的普及，為貼近與會者的使用習慣，減少紙本資料使用，各會展主辦單位多會開發會展服務應用程式（如 IMEX America 2015 APP Guide APP）並鼓勵與會者下載使用，該軟體內容包含本次展覽區位平面圖、各參展商目錄、社群媒體訊息、買家洽談時間事前預約及日程表查詢，以及每日每場專題演講時程等，便利與會者即時查詢。

本次展覽 IMEX 主辦單位與多個國際獎勵旅遊與會議組織如 MPI、ICCA、IACC、IAEE、SITE、IAPCO 及其他相關組織合作，於展期間辦理多元豐富的交流活動與教育論壇，如展前一天的 Smart Monday、Association Evening、每日專題演講、IMEX 路跑等；每日專題演講則是邀請來各界名人，分享最新議題，如 Managing and marketing to the future of generation Y、Becoming “Remember-able”等，帶給與會者更多啟發，並每時段亦有各類小型研討會，討論會展科技及產業動態，增進產業知識與交流。

大會多數活動獲許多參展單位贊助，以藉此提升其曝光度，如展前一天辦理之 Association Evening 乃由 SLS Las Vegas 飯店贊助，SLS Las Vegas 為今年全新開幕之飯店，透過此機會提升其知名度及外界對飯店之認識；專題演講則有如佛羅里達州觀光局、費城 CVB 贊助、IMEX 路跑則由巴西贊助、韓國則於大會入口處以大型看板廣告強力曝光。對於本次大會整體規劃、論壇

與交流等活動、無紙化科技及會展贊助等各項工作，值得作為未來臺灣籌備展覽或參展行銷之參考。

## 二、 首次參展洽談熱絡、商機可期

本次展覽，臺灣館共計 65 場個別預約洽談、4 場團體買主簡報，團體買主人數計有 36 人，Walk-in 買主逾 40 人。今年首次參加 IMEX America 展，事前業者原以瞭解市場及觀摩展覽為考量，經展覽三日洽談結果，本展以美國買主前來洽談居多，相較於歐洲地區買主，美國買主對臺灣較有基本認識；協會型買主帶來的活動規模大，以 300-500 人居多，但不乏 1,000 人以上之活動；買主表示至亞洲辦理活動意願高，或期望開發亞洲地區的新目的地，臺灣將成為許多買主考慮首選之會議目的地。本展整體買主以美國居多，佔有七成，其次為與臺灣有地緣和長期合作往來之中國買主前來交流，另藉本展地利之便，亦有部分來自中南美洲之買主前來洽談，雖中南美洲與臺灣之距離仍是一大考量，然依參展業者長榮航空表示，未來將有與中南美洲航空旅遊業合作機會，藉以開發中南美洲市場。參展業者亦表示，本次參展其成果豐碩且具效益，對本展給予高度肯定，未來將有意持續參展深耕美洲市場。

根據洽談結果，目前已有 4 個活動確定來臺辦理：香港金融相關企業於今年 11 月中來臺辦理會議與旅遊、中國國旅 2016 年 9 月計有 2000 人之企業會議團、中國輝瑞藥廠 2016 年計有 200 人之獎勵旅遊暨會議團、扶輪社 2020 年之 25,000 人年會，另有許多大型的會議活動希望臺灣爭取，如 2018 International Congress on Infectious Diseases (ICID)、2019 Biennial Conference of the ISTM (CISTM16)等。此外，國際生態旅遊組織 The International Ecotourism Society 亦表達欲與本局合作辦理 2018 年生態旅遊與永續觀光會議之高度意願，該活動過去未曾到亞洲地區辦理，預計將有來自全球 500 位之與會者，如確定合作辦理，將為臺灣帶來可期之觀光效益。

### 三、 臺灣館展館設計及宣傳：

有關臺灣館展館設計及布置，在攤位部分，此次參展業者均建議以設置固定式團體簡報區，不需因配合團體簡報時移動洽談座位，座椅可用豆腐椅以節省空間，其餘固定開放的共用空間可供買主及業者彈性洽談使用；團體簡報部分，採用導覽設備立意良好，建議增加主機數量，以利講者交替使用，簡報方式可規劃更活潑及互動式，吸引買主興趣並體驗臺灣特色；買主洽談部分，建議本局預約之買主對象可提供名單或引薦給參展業者，讓有興趣的業者一同洽談，提高商機成功率。

有關本展提升買主來臺灣館意願之宣傳策略部分，經洽主辦單位表示，展前可藉由與媒體合作，於每年年初公布臺灣將會參與的展覽，讓有興趣之買主預先規劃參展行程；展中可協請主辦單位開放 booth presentation，類似團體買主簡報模式，但可開放給所有想瞭解臺灣之買主自由報名。此外，建議加強臺灣館特色活動，如日本館安排相撲先生、荷蘭館的荷蘭先生、英國館的樹人等，以具代表性的人物或文化特色吸引買主，或可利用展期的早餐時間，安排早餐活動，邀請買主吃早餐同時也認識臺灣，增加交流機會。文宣內容部分，建議加強臺灣 MICE 優勢內容（如辦理大型國際會展經驗、物價條件、氣候條件、交通網絡等），建置並更新臺灣會展潛力城市介紹（如 6 直轄市），並結合地方特色編製獎勵旅遊或順道觀光專欄，彙整中央及地方政府最新的補助優惠及申請辦法，以豐富臺灣「Guide to MICE」的資訊內容，滿足買主需求。

整體而言，本次展館設計完整展現臺灣特色元素，惟展攤空間小使用空間較為受限，經觀察本展亞洲參展國家：韓國、日本、新加坡、馬來西亞、泰國、印尼、印度、中國等國家館，其中以韓國館規模最大、團員屬性最齊全，可從政府單位的參與度，感受到該國在推廣 MICE 目的地之決心。再者，本次參展業者屬性雖符合買主所需（飯店、目的地資訊、DMC 等），惟業者

數與亞洲其他國家相比，選擇性仍顯不足，宜評估未來擴大參展之可能性，如募集其他單位或業者共同參展意願，擴大臺灣展館面積，以提供參展業者良好參展環境，相關宣傳策略亦視可行性及預算作最有效益之規劃。

#### 四、 積極整合產業資源，完善會議基礎設備

根據本次 2015 年參觀者及專業買家資料分析顯示，展覽三日參訪人數(買主和訪客)共計 10,935 人。買主來自 54 個國家，共計為 3,030 人；參觀者來自 96 個國家，共計 2,053 人；媒體則來自 10 個國家，總數為 99 家。參展單位則來自 150 個國家，共有 3,100 家，主要為各國觀光旅遊局、會議局、國際會展組織、獎勵旅遊業、會議中心、旅館及休閒中心、會議顧問公司、航空公司及交通運輸業等。今年買主、參展商、參觀者共計有 10,732 位與會者，場中團體買主簡報加上個別買主洽談共高達 66,700 場，盛況空前。

依據 2014 年亞洲會展產業論壇 (AMF) 提到，亞洲地區會展產業將持續發展，臺灣會展環境具備了友善環境及積極態度、國際關係的發展與維持 (如臺灣與美國緊密合作關係)、臺灣的科技及設計能力、政府大力支持 (如提供完善硬體條件) 等優勢，今年度「Taiwan, Guide to Meeting, Incentive, Conference & Events」中除更新原資訊外，亦更新臺灣主要大型飯店資訊，如客房數及會議廳資訊，提供主要城市買主住宿及會議場地的選擇。未來宜持續加強整合中央、地方政府及相關產業，有效統合資源，擴大參展氣勢，提升參展效益。

獎勵旅遊與會展結合已是國際趨勢，惟目前臺灣國際觀光旅館飯店規模仍顯不足，欠缺國際化之設施配備，如缺少可供舉辦部長級及領袖級國際會議之千人規模之大型會議場所、宴會廳及住房等配套設施。未來應持續積極尋求各部會釋出特殊場地供獎勵旅遊辦理活動，建立特殊場地供應協調機制，做為爭取海外大型企業團體來臺獎勵旅遊時舉辦晚宴或研討活動使用之誘因，相關的觀光建設應進一步朝大型會議場所邁進，以爭取發展獎勵旅遊或國際大型會議在臺舉辦。

## 伍、附件

### 【附件一】臺灣參展代表團名單

	單位	姓名及職稱
指導單位	交通部觀光局駐舊金山辦事處	游昱湘主任
指導單位	交通部觀光局駐舊金山辦事處	林霈緹行銷經理
指導單位	交通部觀光局國際組	蘇影倫科員
◎會展協會		
代表	中華國際會議展覽協會	鄒榮光秘書長
代表	中華國際會議展覽協會	丁於珩專案管理師
◎會議顧問公司		
代表	集思國際會議顧問有限公司	葉泰民執行長
代表	威立顧問股份有限公司	何姿瑩專案經理
代表	臺灣會展領航計畫 MEET TAIWAN	鄭幸宜專案經理
◎飯店		
代表	台北晶華酒店	廖怡寧行銷業務部總監
◎航空公司		
代表	長榮航空美洲總分公司	黃士銘客運部經理
代表	長榮航空美洲總分公司	李曉盈副課長
代表	長榮航空美洲總分公司	張偉華業務代表
代表	長榮航空休士頓分公司	張申樺副課長



## 【附件二】確定或潛在來臺辦理活動之案源列表

類型	國家	接洽單位	時間	人數	活動名稱
獎勵旅遊暨企業會議	香港	Helms Briscoe	2015/11	120	金融相關
	中國	Hisun Pfizer Pharmaceutical Company Ltd.	2016	200	未提供
	中國	上海錦江旅遊有限公司	未定	未定	未提供
	美國	Amaco Small group tours	未定	60	未提供
企業會議	中國	ADP Human Resources Business Shanghai Co., Ltd.	2016/7	30-60 10 團	未提供
	中國	中國國旅	2016/9	2000	未提供
	新加坡	Turningpoint	2016	400	未提供
	美國	Branae Holdings	2016/2017	300	年會
	中國	Lenovo	未定	100-300	未提供
協會會議	國際	Bioactives World Forum	2016 之後	300	Bioactives World Forum
	印度	TRAVEL AGENTS ASSOCIATION OF INDIA	2017 或 2018	N/A	ANNUAL CONVENTION of TAAI
	國際	International Society for Infectious Diseases (ISID)	2018	N/A	2018 ICID International Congress on Infectious Diseases
	國際	The International Ecotourism Society	2018	500-600	Ecotourism and Sustainable Tourism Conference (ESTC)
	國際	International Society for Professional Innovation	2018-2020 間	250	ISPIM Innovation

類型	國家	接洽單位	時間	人數	活動名稱
		Management (ISPIM)			Summit
	國際	International Society of Travel Medicine (ISTM)	2019	1400-1600	2019 Biennial Conference of the ISTM (CISTM16)
	國際	Portland International Center for Management of Engineering and Technology (PICMET)	2020年7-8月	500人	PICMET Conference
	國際	International Political Science Association (IPSA)	2020	2500-3000人	2020 World Congress of Political Science
	國際	Rotary	2021	25,000人	rotary annual conference
	國際	Experient, A Maritz Travel Company	2021	N/A	未提供
	國際	Kiwanis International	未定	3500-5000人	Kiwanis International Convention

※註：網底部分為已確定來臺辦理之活動

## 【附件三】相關報導

### 壹、展前中文新聞稿

#### 2015 IMEX America 展前新聞稿

#### 觀光局首次赴美推廣臺灣獎旅會議市場

為吸引更多獎勵旅遊及會議活動來臺辦理，交通部觀光局將首度率領相關業者前往美國，參加 10 月 13 日至 15 日於拉斯維加斯舉辦的美洲國際獎勵旅遊與會議展(IMEX America)，向廣大的美洲市場行銷臺灣。

IMEX America 為目前美洲地區最具規模的會議及獎勵旅遊專業展，自 2011 年開始辦理，今年為第五屆，展覽規模持續擴大，吸引來自世界各國觀光局、會展局、國際會展組織、會議顧問公司、會議中心、旅遊業者、觀光旅館、航空公司等上千家業者參展，為最佳的行銷平台。

本次臺灣參展團由中華國際會議展覽協會邀集台北晶華酒店、長榮航空、集思國際會議顧問有限公司、威立顧問股份有限公司、及臺灣會展領航計畫 MEET TAIWAN 前往美國參展推廣。

觀光局首次赴美參展，期望藉由與美洲買主直接面對面的個別洽談及向大會邀請的重量級團體買主簡報，介紹臺灣整體獎勵旅遊及會議產業資源與環境，說明目前新興的觀光飯店會議設施及政府提供之獎勵措施，拓展美洲市場，提昇臺灣形象並獲取實際商機，創造更高獎勵旅遊及會議收益。



圖片來源：IMEX America 網站 <http://www.imexamerica.com>

聯絡人：

中華國際會議展覽協會

丁於珩 Ting

Tel: 02-8789-0220 ext.22

E-mail: [ting@taiwanconvention.org.tw](mailto:ting@taiwanconvention.org.tw)

## 2015 IMEX America-Taiwan pre-show press



### **Taiwan Tourism Bureau will make its debut at IMEX America 2015**

It is for the first time ever, Taiwan Tourism Bureau will be at IMEX America this year, dedicating to establishing Taiwan as a unique incentive travel and meeting destination for Americas in Asia.

Taiwan's unique geology and topography have created countless breath-taking landscapes and comprehensive infrastructure for incentive travel and meeting requirements. You will find that this technologically advanced island country also nurtures a wide variety of tourism and ecological resources, a diversity of traditional folk customs, a rich culture, modern arts, fantastic food, and the friendliest people in the world,

Taiwan is situated at the heart of Asia, just 90 minutes flight to Hong Kong or Shanghai, and reaches all other East Asian cities within only 4 hours. There are also direct flights linking Taiwan with more than 10 North American Cities. Based on ICCA statistics 2014, Taiwan ranks 28 in terms of global international association meetings and Taipei City ranks 20. In Asia, Taiwan ranks 4 and Taipei ranks 5, a fantastic performance in the international meetings industry.

Taiwan Tourism Bureau will provide administrative support and subsidies to encourage incoming meeting and incentive travel groups, featuring tour planning assistance, cultural performances and special souvenirs etc. Financial grants range from USD 1,000 to 60,000 depending on the size of group. What's more, for the first-time incentive group over 150 pax and above, the Bureau will provide a welcome gala dinner as a token of special welcome bonus!

For further detailed information on Taiwan, you are most welcome to visit Taiwan Stand during IMEX America, and Taiwan Tourism Bureau will be at your service.

Taiwan Tourism Bureau <http://taiwan.net.tw/>

2015 IMEX America 展後新聞稿



觀光局首次赴美參加獎勵旅遊與會議展，成效超過預期

為持續推廣臺灣獎勵旅遊與會議市場，吸引更多國際活動來臺灣辦理，交通部觀光局每年除組團參加在澳洲、泰國及德國之國際獎勵旅遊暨會議展外，今年更首度組團參加在美國拉斯維加斯隆重舉辦之美洲獎勵旅遊與會議展(IMEX America)，一舉打進美洲市場。

美洲獎勵旅遊與會議展(IMEX America)於 10 月 13 日至 10 月 15 日圓滿落幕，該展今年已邁入第五屆，為美洲地區最為重要的會議及獎勵旅遊展覽。該展主辦單位 IMEX 集團總裁 Ray Bloom 表示，本次展覽再創新紀錄，逾 150 國 3,100 家公司參與，同時有來自 54 個國家的 3,000 位買主與會，使本次展覽的商機洽談總數再創新高。展覽同時並安排極為豐富的教育論壇及交流活動，獲得參展廠商和買主的一致好評。

觀光局於本展打造的臺灣館，高掛臺灣天燈並搭配臺灣特色風景，展現獨特的臺灣意象。本次參展活動由交通部觀光局駐舊金山辦事處指導並支援，團員包括台北晶華酒店、長榮航空、集思國際會議顧問有限公司、威立顧問股份有限公司、及臺灣會展領航計畫 MEET TAIWAN。為期三天的展覽中，共進行了 4 場團體買主簡報，向買主介紹臺灣整體會展環境，參展業者更與逾 60 位買主進行了個別洽談，爭取國際獎旅及會議商機。

本展有別於過去其他地區之展覽，美國買主佔 7 成，並以協會類型買主為多，所掌握的活動規模更是龐大，且買主對於臺灣皆有基本認識，對臺灣的 MICE 環境與服務表示高度興趣，已有數個逾 500 人次以上規模之會議及獎勵旅遊團欲來臺辦，成效超乎預期，參展業更對此展的成效表示高度的肯定及期待。

今年度交通部觀光局委託中華國際會議展覽協會於澳洲、德國、泰國及美國組團參展，宣傳臺灣獎旅暨會議環境，成果皆相當豐碩，預計明年度將持續辦理，更期望透過更多業者的共同參與，多多開拓來臺辦理會議及獎勵旅遊的商機。



臺灣參展團員合照



向買主簡報臺灣會展環境

聯絡人:

中華國際會議展覽協會

丁於珩 Ting

Tel: 02-8789-0220 ext.22

E-mail: [ting@taiwanconvention.org.tw](mailto:ting@taiwanconvention.org.tw)

## 參、相關媒體報導

### 1. IMEX America Show Preview

“

My mission on coming to the show was to get a refresher on destinations that I already knew but hadn't spoken to for a long time. I found a great mix of unique venues, high-end hotels and great destinations, and am actually taking away many new ideas on places that I thought I already knew.”

Lucy Eisele, Principal, Integrity Incentives



### Taiwan makes IMEX America debut

Taiwan Tourism Bureau will be making its IMEX America debut this year.

Situated in the heart of Asia, direct flights link Taiwan with more than ten North American cities. The country is just a 90-minute flight from Hong Kong and Shanghai, and within four hours' flying time of all other East Asian destinations. Based on the 2014 ICCA statistics, Taiwan ranks 28th in terms of global international association meetings, and Taipei City ranks 20th. In Asia, Taiwan ranks fourth and Taipei ranks fifth.

Taiwan Tourism Bureau provides administrative support and subsidies to encourage incoming meeting and incentive travel groups, including tour planning assistance and cultural performances. Financial grants range from \$1,000 to \$60,000, depending on the size of group. First-time incentive groups of 150-plus people are offered a gala welcome dinner by the Bureau.

[taiwan.net.tw](http://taiwan.net.tw)

### iPrefer for meeting planners

Preferred Hotels & Resorts has introduced its first-ever meeting planner incentive program. The initiative allows U.S.-based meeting planners who make group bookings at any of the 550+ participating iPrefer hotels and resorts around the world to earn up to \$1,000 in iPrefer Reward Certificates per event.

The Reward Certificates can be used toward free nights and other on-property expenditures during future stays at any property within the iPrefer portfolio. Planners are eligible to earn one point for every \$2 spent on room revenue for groups booked through Preferred Hotels & Resorts channels and one point for every \$4 spent on room revenue for groups booking directly through participating hotels. A maximum of 50,000 points will be awarded for a single event.

[iprefer.com/meetings](http://iprefer.com/meetings)



### Shangri-La Sydney's new horizons

After a multimillion-dollar renovation, Shangri-La Hotel, Sydney has reopened 90 newly refurbished Horizon Club rooms and Australia's biggest and most sophisticated club lounge in a five-star hotel.

The Horizon Club Lounge is now 3,606 sq. ft. and commands Australia's best hotel view via 42-foot-high windows spanning four stories. The 36-story building has unobstructed views of Sydney's two most iconic landmarks, the Harbour Bridge and the Opera House, from its prime position on Sydney Harbour.

The Club Lounge's expanded dining area now accommodates 123 guests, with an additional 47 seats. Hand-painted Australian native flora mural designs decorate the walls. A new brass telescope is on hand to take in sweeping views of Sydney Harbour. Enjoying evening drinks and canapés as the sun sets over this view provides guests with a spectacular experience.

[shangri-la.com](http://shangri-la.com)

### London highlights this fall

An immersive game experience, an incredible rooftop venue and a traveling dining club are just some of the highlights for London this fall. London & Partners will be at IMEX America to showcase London's latest venue openings and innovative attractions.

Highlights include the rooftop Sky Bar, on the 18th floor of the new InterContinental London-The O2, which will feature unrivaled views over The O2 and Canary Wharf. In central London, the innovative Escape Rooms at London Bridge, based on the Japanese online game "Takagism," provide truly immersive experiences, featuring real-life room escapes. The enduring pop-up trend continues at the Disappearing Dining Club, which brings people together to enjoy great food, drink and company in private and unusual spaces.

Speaking about the wealth of experiences offered, Chris FJ Lynn, Vice President of Sales & Marketing North America & Emerging Markets at London & Partners, says, "The capital is unique in its ability to adapt to event trends. With new pop-ups and quirky venues appearing across the capital on an almost daily basis, event organizers in London are spoilt for choice."

[conventionbureau.london](http://conventionbureau.london)



IMEXAMERICA.COM

7

## 2. IMEX America 網站



### Exhibitor Details

< Back   New Search

---



**Taiwan Tourism Bureau** Number: 2844

Download Brochure   Website      

Details   Contact Details   Events (2)   **Press Releases (2)**   Videos (1)   Partners (6)   Floorplan/Map

**Press Releases**

**Taiwan Tourism Bureau will make its debut at IMEX America 2015**

It is for the first time ever, Taiwan Tourism Bureau will be at IMEX America this year, dedicating to establishing Taiwan as a unique incentive travel and meeting destination for Americas in Asia.  
[show more](#)  
2nd September 2015

**2015 Taiwan Tourism Global Promotional Films**

Taiwan - a place whose residents are well aware of its beauty, but what should it showcase to let the rest of the world know this and attract more foreign travelers to come here? Today, the Tourism Bureau will issue its all new promotional films to meet  
[show more](#)  
8th October 2015

Download Brochure   Website         ! Report

< Back   New Search

### Press Releases

Press Release – 2nd September 2015

#### Taiwan Tourism Bureau will make its debut at IMEX America 2015

It is for the first time ever, Taiwan Tourism Bureau will be at IMEX America this year, dedicating to establishing Taiwan as a unique incentive travel and meeting destination for Americas in Asia.

Taiwan's unique geology and topography have created countless breath-taking landscapes and comprehensive infrastructure for incentive travel and meeting requirements. You will find that this technologically advanced island country also nurtures a wide variety of tourism and ecological resources, a diversity of traditional folk customs, a rich culture, modern arts, fantastic food, and the friendliest people in the world.

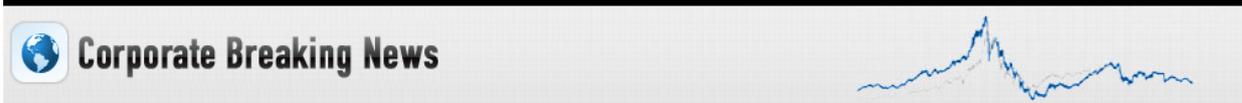
Taiwan is situated at the heart of Asia, just 90 minutes flight to Hong Kong or Shanghai, and reaches all other East Asian cities within only 4 hours. There are also direct flights linking Taiwan with more than 10 North American Cities. Based on ICCA statistics 2014, Taiwan ranks 28 in terms of global international association meetings and Taipei City ranks 20. In Asia, Taiwan ranks 4 and Taipei ranks 5, a fantastic performance in the international meetings industry.

Taiwan Tourism Bureau will provide administrative support and subsidies to encourage incoming meeting and incentive travel groups, featuring tour planning assistance, cultural performances and special souvenirs etc. Financial grants range from USD 1,000 to 60,000 depending on the size of group. What's more, for the first-time incentive group over 150 pax and above, the Bureau will provide a welcome gala dinner as a token of special welcome bonus!

For further detailed information on Taiwan, you are most welcome to visit Taiwan Stand during IMEX America, and Taiwan Tourism Bureau will be at your service.

Taiwan Tourism Bureau <http://taiwan.net.tw/>

### 3. Corporate Breaking News



**Corporate Breaking News**



**Breaking News**  
of Corporate world

[Home](#) : Taiwan Tourism Bureau will make its debut at IMEX America 2015

**Sep 28 2015** » **Taiwan Tourism Bureau will make its debut at IMEX America 2015**

*It is for the first time ever, Taiwan Tourism Bureau will be at IMEX America this year, dedicating to establishing Taiwan as a unique incentive travel and meeting destination for Americas in Asia.*

Taiwan's unique geology and topography have created countless breath-taking landscapes and comprehensive infrastructure for incentive travel and meeting requirements. You will find that this technologically advanced island country also nurtures a wide variety of tourism and ecological resources, a diversity of traditional folk customs, a rich culture, modern arts, fantastic food, and the friendliest people in the world.

Taiwan is situated at the heart of Asia, just 90 minutes flight to Hong Kong or Shanghai, and reaches all other East Asian cities within only 4 hours. There are also direct flights linking Taiwan with more than 10 North American Cities. Based on ICCA statistics 2014, Taiwan ranks 28 in terms of global international association meetings and Taipei City ranks 20. In Asia, Taiwan ranks 4 and Taipei ranks 5, a fantastic performance in the international meetings industry.

Taiwan Tourism Bureau will provide administrative support and subsidies to encourage incoming meeting and incentive travel groups, featuring tour planning assistance, cultural performances and special souvenirs etc. Financial grants range from USD 1,000 to 60,000 depending on the size of group. What's more, for the first-time incentive group over 150 pax and above, the Bureau will provide a welcome gala dinner as a token of special welcome bonus!

For further detailed information on Taiwan, you are most welcome to visit Taiwan Stand during IMEX America, Taiwan Tourism Bureau and our co-exhibitors will be at your service.

**Source:** <http://www.1888pressrelease.com/taiwan-tourism-bureau-will-make-its-debut-at-imex-america-20-pr-574025.html>

**Related News**

- » Fed Says Yellen Checks out OK After Dehydration
- » Gary Johnson, Newington NH, Believes in Giving Back to the Local Community

**Home** | **About us** | **Archive** | **Sitemap**

Powered By Corporate Breaking News.com

## 4. ICCA 網站

ABOUT ICCA | CONTACT US | CSR Policy | Industry Links | FAQ | Site Map

Search  Go **November 2015**

Promotion of your destination, products and services to over 3500 association meeting planners worldwide.

Europe - Head Office  
Amsterdam, the Netherlands  
Africa - Johannesburg Office,  
South Africa  
Asia Pacific - Kuala Lumpur  
Office, Malaysia  
Middle East - Dubai Office, U.A.E  
North America - New York Metro  
Office, U.S.A  
South America - Montevideo  
Office, Uruguay

Home > Publications > ICCA Member Press Releases > Taiwan in IMEX America with Optimal Outcome beyond Expectation

### ICCA Member Press Releases

03 November 2015  
**Submitted By: Taiwan Tourism Bureau**

#### Taiwan in IMEX America with Optimal Outcome beyond Expectation

To promote Taiwan as an ideal Asian destination for incentive travel and meetings, Taiwan Tourism Bureau successively participated for the first time in IMEX America, the America's worldwide exhibition for incentive travel, meetings and events held in Las Vegas Oct.13-15, 2015 with results beyond expectation.

In addition to IMEX America, Taiwan Tourism Bureau also organized strong MICE team to participate in the meetings and incentives exhibitions in Australia, Thailand, and Germany. This year, The Bureau took initiative step in the 5th IMEX America in Las Vegas, USA, which closed on 15 October with success. According to IMEX Group Chairman Ray Bloom, the show had achieved new records. A total of 10,900 visitors attended the show and there were 3,100 exhibitors from 150 countries to meet with 3,000 host buyers from 54 counties, with increased number of business appointments than last year. Meanwhile, the IMEX Group staged a variety of educational forums and networking events during the show which received great applause from attendees.

Taiwan pavilion in IMEX America was decorated with sky lanterns and unique images to present the natural and cultural beauties of Taiwan. Exhibitors represent the major Taiwanese MICE operators to include Regent Taipei, Eva Air, GIS Group, Willy PCO and MEET TAWAIN Project, together with support from Taiwan Tourism Bureau Office in San Francisco, represented by Director Ms. Sylvia Yu.

During the three-day show, Taiwan resulted in 4 group presentations and over 60 individual business appointments. Compared with similar shows in other areas, 70% of buyers at IMEX America were from the US with a majority number of association buyers for events in larger scale, showing very high interest in Taiwan as a new and ideal destination for incentive travel and conferences, sizing up to more than 500 attendees. The result was beyond the expectation of exhibitors who showed high optimism in businesses from the US and nearby countries including Canada and Latin America for the next two to five years.

For 2015, in cooperation with Taiwan Convention & Exhibition Association, Taiwan Tourism Bureau had achieved fruitful results in promoting Taiwan in the global incentives and meetings market. This promotional campaign will keep on going next year and the Bureau is expecting more suppliers to join the team building in expanding Taiwan's worldwide overall MICE businesses.

**For More Information:**  
Contact: **YU-HERNG TING**  
Phone: **886-2-8789-0220**



## 5. M.I.C.E Middle East

**Going Green**

# M.I.C.E Middle East

Events Management & Publishers

Meetings, Incentives, Conventions, Events and Business Travel

Between Middle East Countries with the Whole world

Advertise here  
40% Discount

Home About us Media kit Tuesday 10.November.2015 International MICE & Business Travel Events Page Rank 5/10 PRchecker.info

Africa America Asia Australia Europe Middle East Convention Bureau's Visitor Count: 132451

Welcome to India: mapngo TTG Middle East IT&CM Asia IT&CM India IT&CM China



### Taiwan in IMEX America with Optimal Outcome beyond Expectation

To promote Taiwan as an ideal Asian destination for incentive travel and meetings, Taiwan Tourism Bureau successively participated for the first time in IMEX America, the America's worldwide exhibition for incentive travel, meetings and events held in Las Vegas Oct.13-15, 2015 with results beyond expectation.

In addition to IMEX America, Taiwan Tourism Bureau also organized strong MICE team to participate in the meetings and incentives exhibitions in Australia, Thailand, and Germany. This year, The Bureau took initiative step in the 5th IMEX America in Las Vegas, USA, which closed on 15 October with success. According to IMEX Group Chairman Ray Bloom, the show had achieved new records. A total of 10,900 visitors attended the show and there were 3,100 exhibitors from 150 countries to meet with 3,000 host buyers from 54 counties, with increased number of business appointments than last year. Meanwhile, the IMEX Group staged a variety of educational forums and networking events during the show which received great applause from attendees.

Taiwan pavilion in IMEX America was decorated with sky lanterns and unique images to present the natural and cultural beauties of Taiwan. Exhibitors represent the major Taiwanese MICE operators to include Regent Taipei, Eva Air, GIS Group, Willy PCO and MEET TAWAIN Project, together with support from Taiwan Tourism Bureau Office in San Francisco, represented by Director Ms. Sylvia Yu.

During the three-day show, Taiwan resulted in 4 group presentations and over 60 individual business appointments. Compared with similar shows in other areas, 70% of buyers at IMEX America were from the US with a majority number of association buyers for events in larger scale, showing very high interest in Taiwan as a new and

For 2015, in cooperation with Taiwan Convention & Exhibition Association, Taiwan Tourism Bureau had achieved fruitful results in promoting Taiwan in the global incentives and meetings market. This promotional campaign will keep on going next year and the Bureau is expecting more suppliers to join the team building in expanding Taiwan's worldwide overall MICE businesses.

[Back to Home Page](#)

**The Largest Trade Event To Sell and Buy ASEAN Destinations, Products and Services**

ASEAN TOURISM FORUM  
18 - 25 January 2016  
Manila • Philippines  
www.atfphilippines.com

It's more fun in the Philippines  
**ATF Philippine 18-25 January 2016, Manila.**

**Madhya Pradesh Travel Mart 2015, India**

**IT&CM 中国(上海) CHINA**

国际会展旅游博览会 | Incentive Travel & Conventions, Meetings

**IT&CM China, 6-8 April 2016, Shanghai - China**

**IT&CMA 2015 Bangkok - Thailand**

**Emitt** 20th Edition

## 6. Tourism-Insider



calendar week 46 / 15

NEWS | MICE / LUXURY TRAVEL | MICE SHOW INFORMATION | PICTURE GALLERY | COMMENTS

### TAIWAN IN IMEX AMERICA WITH OPTIMAL OUTCOME BEYOND EXPECTATION

von Editor's Office 30. Oct 2015

# Taiwan

## THE HEART OF ASIA

To promote Taiwan as an ideal Asian destination for incentive travel and meetings, Taiwan Tourism Bureau successively participated for the first time in IMEX America, the America's worldwide exhibition for incentive travel, meetings and events held in Las Vegas with results beyond expectation. In addition to IMEX America, Taiwan Tourism Bureau also organized strong MICE team to participate in the meetings and incentives exhibitions in Australia, Thailand, and Germany.

This year, The Bureau took initiative step in the 5th IMEX America in Las Vegas, USA, with success. According to IMEX Group Chairman Ray Bloom, the show had achieved new records. A total of 10,900 visitors attended the show and there were 3,100 exhibitors from 150 countries to meet with 3,000 host buyers from 54 countries, with increased number of business appointments than last year. Meanwhile, the IMEX Group staged a variety of educational forums and networking events during the show which received great applause from attendees.



Taiwan Exhibitors in IMEX Americas

Taiwan pavilion in IMEX America was decorated with sky lanterns and unique images to present the natural and cultural beauties of Taiwan.

Exhibitors represent the major Taiwanese MICE operators to include Regent Taipei, Eva Air, GIS Group, Willy PCO and MEET TAWAIN Project, together with support from Taiwan Tourism Bureau Office in San Francisco, represented by Director Ms. Sylvia Yu.

During the three-day show, Taiwan resulted in 4 group presentations and over 60 individual business appointments. Compared with similar shows in other areas, 70% of buyers at IMEX America were from the US with a majority number of association buyers for events in larger scale, showing very high interest in Taiwan as a new and ideal destination for incentive travel and conferences, sizing up to more than 500 attendees. The result was beyond the expectation of exhibitors who showed high optimism in businesses from the US and nearby countries including Canada and Latin America for the next two to five years.



Taiwan Group Presentation

For 2015, in cooperation with Taiwan Convention & Exhibition Association, Taiwan Tourism Bureau had achieved fruitful results in promoting Taiwan in the global incentives and meetings market. This promotional campaign will keep on going next year and the Bureau is expecting more suppliers to join the team building in expanding Taiwan's worldwide overall MICE businesses.

### RECENT ARTICLES

1. (Deutsch) Für alle ist was dabei – beim Ausflug ins Erzgebirge!
2. (Deutsch) Vier Gänge bei toller Show
3. (Deutsch) Condor startet Absolventenprogramm „Rotate“.
4. (Deutsch) Einfach ausgezeichnet: Auszubildende bei Maritim
5. UNWTO Ministers Summit in London
6. Prague Strengthens Its Position in the International Congress Arena
7. Thailand invites Hong Kong celebrities to join anniversary celebrations for the Erawan Shrine
8. Yang Ho Cho garnered the title of Grand Officer in France's Légion d'Honneur
9. Airline ancillary revenue projected to be \$59.2 billion worldwide in 2015
10. Turkish Airlines 877 Mio Sales Revenue

### KEEP INFORMED

→ [Subscribe to Newsletter](#)

### SCHEDULE OF TRADE FAIRS

03. Dec	05. Dec
Chengdu International Tourism Expo	
Chengdu, China	
18. Jan	25. Jan
ASEAN Tourism Forum	
Manila, Philippines	
28. Jan	31. Jan
Emitt	
Istanbul, Turkey	

→ [show whole schedule](#)

### SEARCH

### MONTHLY ARCHIVES

- [November 2015 \(45\)](#)
- [October 2015 \(88\)](#)
- [September 2015 \(98\)](#)
- [August 2015 \(98\)](#)
- [July 2015 \(106\)](#)
- [June 2015 \(118\)](#)
- [May 2015 \(37\)](#)
- [April 2015 \(72\)](#)
- [March 2015 \(85\)](#)
- [February 2015 \(106\)](#)
- [January 2015 \(57\)](#)
- [December 2014 \(97\)](#)
- [November 2014 \(117\)](#)
- [October 2014 \(144\)](#)
- [September 2014 \(90\)](#)
- [August 2014 \(136\)](#)
- [July 2014 \(167\)](#)
- [June 2014 \(111\)](#)
- [May 2014 \(154\)](#)
- [April 2014 \(133\)](#)
- [March 2014 \(186\)](#)
- [February 2014 \(218\)](#)
- [January 2014 \(219\)](#)
- [December 2013 \(155\)](#)
- [November 2013 \(155\)](#)
- [October 2013 \(160\)](#)
- [September 2013 \(94\)](#)
- [August 2013 \(129\)](#)
- [July 2013 \(124\)](#)
- [June 2013 \(111\)](#)
- [May 2013 \(112\)](#)
- [April 2013 \(120\)](#)
- [March 2013 \(147\)](#)
- [February 2013 \(165\)](#)
- [January 2013 \(120\)](#)
- [December 2012 \(96\)](#)
- [November 2012 \(132\)](#)
- [October 2012 \(113\)](#)
- [September 2012 \(72\)](#)
- [August 2012 \(95\)](#)
- [July 2012 \(143\)](#)
- [June 2012 \(125\)](#)
- [May 2012 \(163\)](#)
- [April 2012 \(79\)](#)
- [March 2012 \(128\)](#)
- [February 2012 \(141\)](#)
- [January 2012 \(128\)](#)
- [December 2011 \(89\)](#)
- [November 2011 \(135\)](#)
- [October 2011 \(145\)](#)
- [September 2011 \(132\)](#)
- [August 2011 \(121\)](#)

## 7. Destination Thailand News

Browse: Home / Trade Events / Taiwan in IMEX America with Optimal Outcome beyond Expectation
DESTINATION THAILAND NEWS




NEWS CAREER DEALS DESTINATION FEATURES HOSPITALITY LIFESTYLE MICE TRANSPORT TOURISM



### Taiwan in IMEX America with Optimal Outcome beyond Expectation

To promote Taiwan as an ideal Asian destination for incentive travel and meetings, Taiwan Tourism Bureau successfully participated for the first time in IMEX America, the America's worldwide exhibition for incentive travel, meetings and events held in Las Vegas Oct.13-15, 2015 with results beyond expectation.

In addition to IMEX America, Taiwan Tourism Bureau also organized strong MICE team to participate in the meetings and incentives exhibitions in Australia, Thailand, and Germany. This year, The Bureau took initiative step in the 5th IMEX America in Las Vegas, USA, which closed on 15 October with success. According to IMEX Group Chairman Ray Bloom, the show had achieved new records. A total of 10,900 visitors attended the show and there were 3,100 exhibitors from 150 countries to meet with 3,000 host buyers from 54 counties, with increased number of business appointments than last year. Meanwhile, the IMEX Group staged a variety of educational forums and networking events during the show which received great applause from attendees.

Taiwan pavilion in IMEX America was decorated with sky lanterns and unique images to present the natural and cultural beauties of Taiwan. Exhibitors represent the major Taiwanese MICE operators to include Regent Taipei, Eva Air, GIS Group, Willy PCO and MEET TAIWAN Project, together with support from Taiwan Tourism Bureau Office in San Francisco, represented by Director Ms. Sylvia Yu.

During the three-day show, Taiwan resulted in 4 group presentations and over 60 individual business appointments. Compared with similar shows in other areas, 70% of buyers at IMEX America were from the US with a majority number of association buyers for events in larger scale, showing very high interest in Taiwan as a new and ideal destination for incentive travel and conferences, sizing up to more than 500 attendees. The result was beyond the expectation of exhibitors who showed high optimism in businesses from the US and nearby countries including Canada and Latin America for the next two to five years.

For 2015, in cooperation with Taiwan Convention & Exhibition Association, Taiwan Tourism Bureau had achieved fruitful results in promoting Taiwan in the global incentives and meetings market. This promotional campaign will keep on going next year and the Bureau is expecting more suppliers to join the team building in expanding Taiwan's worldwide overall MICE businesses.



Share this:



#### Related Posts



ASEAN MICE Forum Debuts At IT&CMA And CTW Asia-Pacific 2015-->



TCCEB Inaugurates Thailand Connect - Our Heart Your World Brand Communications Campaign For 2016-->



Discover the latest meeting and incentive opportunities in Asia-->



IT&CMA And CTW Asia-Pacific 2015 Concludes On A High Note With Announcement Of Sticky Award Winners-->

#### ELITE PARTNERS






#### THAILAND'S TOP HOTELS

Select Hotel

#### PLATINUM PARTNERSHIP








#### SEARCH THIS SITE:

Search

#### ADVERTISE WITH US



#### CONTACT US



#### OUR TEAM

#### DESTINATION THAILAND NEWS SUPPORTS THE FOLLOWING ASSOCIATIONS:






## 8. 台灣產業新聞網

台灣產經新聞網  
..... Taiwan Business News

產經商業 科技新訊 創新設計 樂活消費 展會活動 大陸

H 您的位置在：首頁 > 展會活動

新聞類別 年 月 日 Search 搜尋

### 觀光局首次赴美參加獎勵旅遊與會議展，成效超過預期

文章來源：中華國際會議展覽協會 發表時間：2015/10/19 瀏覽次數：41

分享 推文 分享 G+1



為持續推廣臺灣獎勵旅遊與會議市場，吸引更多國際活動來臺灣辦理，交通部觀光局每年除組團參加在澳洲、泰國及德國之國際獎勵旅遊暨會議展外，今年更首度組團參加在美國拉斯維加斯隆重舉辦之美洲獎勵旅遊與會議展(IMEX America)，一舉打進美洲市場。

美洲獎勵旅遊與會議展(IMEX America)於10月13日至10月15日圓滿落幕，該展今年已邁入第五屆，為美洲地區最為重要的會議及獎勵旅遊展覽。該展主辦單位IMEX集團總裁Ray Bloom表示，本次展覽再創新紀錄，逾150國

3,100家公司參與，同時有來自54個國家的3,000位買主與會，使本次展覽的商機洽談總數再創新高。展覽同時並安排極為豐富的教育論壇及交流活動，獲得參展廠商和買主的一致好評。

觀光局於本展打造的臺灣館，高掛臺灣天燈並搭配臺灣特色風景，展現獨特的臺灣意象。本次參展活動由交通部觀光局駐舊金山辦事處指導並支援，團員包括台北晶華酒店、長榮航空、集思國際會議顧問有限公司、威立顧問股份有限公司、及臺灣會展領航計畫MEET TAIWAN。為期三天的展覽中，共進行了4場團體買主簡報，向買主介紹臺灣整體會展環境，參展業者更與逾60位買主進行了個別洽談，爭取國際獎旅及會議商機。

本展有別於過去其他地區之展覽，美國買主佔7成，並以協會類型買主為多，所掌握的活動規模更是龐大，且買主對於臺灣皆有基本認識，對臺灣的MICE環境與服務表示高度興趣，已有數個逾500人次以上規模之會議及獎勵旅遊團欲來臺辦，成效超乎預期，參展業者更對此展的成效表示高度的肯定及期待。

今年度交通部觀光局委託中華國際會議展覽協會於澳洲、德國、泰國及美國組團參展，宣傳臺灣獎旅暨會議環境，成果皆相當豐碩，預計明年度將持續辦理，更期望透過更多業者的共同參與，多多開拓來臺辦理會議及獎勵旅遊的商機。

分享 推文 分享 G+1

## 9. 中時電子報

真道真情 真愛台灣  
**中時 電子報**  
 chinatimes.com

[首頁](#) [新聞](#) [財經](#) [工商時報](#) [旺報](#) [健康+](#) [國際好物](#) [媽媽寶貝](#) [開運](#) [愛玩Game](#) [微博](#) [論壇](#)

[大陸](#) [國際](#) [日經](#) [娛樂](#) [運動](#) [圖輯](#) [書刊](#) [部落格](#) [投票](#) [財經](#) [精選](#)

[日報精選](#) [中國時報](#) [工商時報](#) [旺報](#) [雜誌精選](#) [周刊精選](#)

**台北 2015 國際旅展**  
 NOV. 06 - 09  
 Travel International Travel Fair  
 1票兩遊世界一、二兩 預售優惠票 **180元/張**

**嚴選好物 中時專加購** **【兩份】低卡調理餐包 低卡好健康** **54元起包**

**觀光局率團參加IMEX展 成果豐碩**

2015年10月29日 04:10 蕭志中

點讚 **45**

[分享到Facebook](#) [分享到Google+](#) [分享到Twitter](#) [分享到Weibo](#)

觀光局副局長金山辦事處主任游景翔(左六)、中華民國會議展覽協會理事長黃長民(左七)及參展商代表團成員合影。圖/協會提供

美洲地區最重要的獎勵旅遊與會議展 (IMEX America) 日前圓滿落幕，為推廣臺灣獎勵旅遊與會議市場，吸引更多國際活動來臺舉辦，交通部觀光局今年首度組團參加在美國拉斯維加斯舉行之美洲獎勵旅遊與會議展 (IMEX America)，成功搶奪美洲市場。

觀光局在展場打拚的臺灣館，高掛臺灣天燈並搭配臺灣特色風扇，展現獨特的臺灣意象，參加團員有台北晶華酒店、長榮航空、集思國際會議公司、威立顧問公司、臺灣會展發展協會MEET TAIWAN。為期三天的展覽中，共進行了4場團體買主簡報，向買主介紹臺灣整體會展環境，參展商更與逾60位買主進行了個別洽談，有效爭取到國際獎旅及會議商機。

觀光局指出，到場的買主佔7成，以協會類型業者居多，由於買主對臺灣已有基本認識，對我國的MICE環境與服務表示高度興趣，已有數個逾500人次以上規模之會議及獎勵旅遊有意來臺舉辦，讓此次多展的我國業者帶來高度的期待。

交通部觀光局今年度委託中華民國會議展覽協會先後在澳洲、德國、泰國及美國組團參展，實傳臺灣獎勵旅遊環境，成果皆相當豐碩，該項計畫明年度將持續辦理，透過更多業者之共同參與，擴大開拓來臺辦理會議及獎勵旅遊商機。(工商時報)

蕭志中：觀光局

**蕭志中**  
 觀光局的最新文章

- 觀光局率團參加IMEX展 成果豐碩
- APEC全球創業挑戰賽 花蓮與美大獲首獎
- 第2屆旅展創新論壇 臺灣領銜
- 產業學院科特學士開出 報名中
- 上市發售獎勵旅遊新創企業 發表成果

**工商時報特別報導**

- 【本報專訪】大智若人 蕭志中的獎勵旅遊
- 【10月28日】發現未來 蕭志中與買主面對面
- 【當地直擊】展前小傳 觀光局10/30展上登場
- 【企業專訪】如何選擇獎勵旅遊組團人選

**大阪 四星級酒店**  
 每晚 **NTD2200起**

**與我旅遊** [馬上搜尋](#)

**長榮輕騎 微旅行**  
 6/1-12/31 高品質人選  
**NTS 4,588起**  
 (含稅含早餐)

**最熱新聞**

- 經貿聯網 央行新支付新趨勢 **245**
- 7千億人民幣出爐 降債添火力 **230**
- 東協 反彈上衝 **220**
- 國內ETF活躍 價量創新高 **185**
- 新北資訊產業 搶攻50億國際大單 **175**



## 【附件四】 相關活動照片

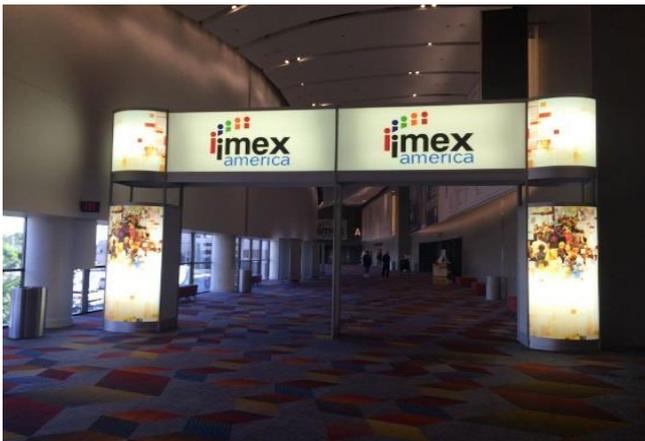
### 壹、2015 IMEX America 展覽情形



Association Evening



Association Evening 團員合照



展覽會場入口處



展覽會場報到處



臺灣館展館



臺灣館展館



臺灣館攤位宣傳品



臺灣館攤位宣傳品



與買主洽談



與買主洽談



中南美洲買主與喔熊合照



臺灣館 Press kit



團體買主洽談簡報 (Group Appointment)



團體買主洽談簡報 (Group Appointment)



大會展場盛況



大會展場盛況

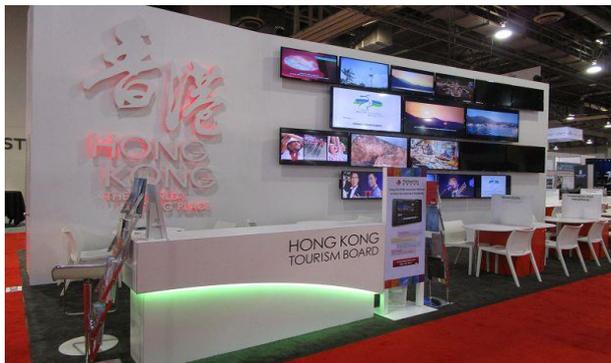


展期每日的專題演講



展期小型研討會

## 貳、各國展館布置



香港館



澳門館



新加坡館



馬來西亞館



泰國館



菲律賓館



中國館



日本館



韓國館



韓國於展場外形象宣傳



澳洲館



荷蘭館



奧地利館



斯堪地那維亞館



英國館



英國館團體簡報區



德國館



柏林城市館



土耳其館



法國館



比利時館



瑞士館



葡萄牙館



加拿大館



哥斯大黎加館



牙買加館



智利館



哥倫比亞館



墨西哥館



阿根廷館



紐西蘭館



大溪地館



拉斯維加斯館



奧蘭多館



舊金山館



紐約館



華盛頓 DC 館



德州館



夏威夷館



丹佛館



洛杉磯館



佛羅里達館