

出國報告（出國類別：其他）

**參加阿拉伯旅展（Arabic Travel Mart,  
ATM）及辦理臺灣觀光推廣會  
出國報告書**

服務機關：交通部觀光局

姓名職稱：張錫聰副局長、安婷婷科員

派赴國家：阿拉伯聯合大公國

出國期間：105年4月26日-5月3日

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## 壹、前言

阿拉伯旅展（Arabian Travel Market）自 83 年舉辦以來已辦理 22 屆，吸引超過 86 個國家、2,800 個參展單位及 26,000 位參訪，創造出 24 億美金的商機，已成為中東地區最大 B2B 國際專業旅展。交通部觀光局為擴大來臺客源市場，配合全球觀光多元發展政策，以中東地區為新興開發地區目標，自 103 年起組團參加並辦理臺灣觀光推廣活動，來臺人數逐年增加，成果顯見。

今(105)年第 23 屆阿拉伯旅展於 4 月 25 日至 28 日假杜拜國際會展中心(Dubai International Convention and Exhibition Center)舉行，由觀光局張錫聰副局長領隊，金界旅行社張李正琴董事長擔任推廣團團長，於 4 月 26 日至 5 月 3 日前往阿拉伯聯合大公國（UAE）參加阿拉伯旅展，並在杜拜及阿布達比等地進行推廣活動。此外，為加強與阿曼業者交流，本局新加坡辦事處與臺北市政府及國內旅遊相關業者於 4 月 23 日先行出發至首都馬斯喀特舉辦臺灣觀光推廣會，向當地旅行業說明臺灣觀光特色，進而協助推廣、包裝與販售來臺旅遊商品。

本屆阿拉伯旅展臺灣館以「水果、鮮花、茶、體驗」為主題，展館以天燈、台北 101、中正紀念堂、野柳女王頭等著名景點為佈展元素，安排高山茶席、擂茶製作、鳳梨品嚐及舒壓按摩體驗等活動，吸引不少買家參訪及媒體採訪。推廣會分為「交易會」、「說明會」及「餐會」進行，透過當地公關公司邀請當地旅行業者與臺灣業者辦理面對面洽商會，由本局新加坡辦事處、臺北市政府觀光傳播局及台灣休閒農業發展協會簡報說明臺灣觀光資源，搭配航空公司贊助中東至臺灣來回機票等抽獎活動，提高當地業者出席意願。此外，為推廣獎勵旅遊，於阿布達比增加一場臺灣 MICE 推廣說明會，邀請專門辦理大型企業旅遊的旅行社參加，擴大來臺旅遊客源。

中東地區來臺簽證一直深受當地業者關切，希望能有更便捷的申請方式及縮短申請時間，為此，本次特別安排前往我國駐杜拜辦事處拜會，初步獲得辦事處正面回應，未來期可提高中東地區來臺旅遊意願。阿聯酋航空（Emirates）於 103 年 2 月 10 日正式啟動杜拜－臺北每日直航班機，載客情況良好，平均載客率超過八成，於今（105）5 月 1 日起改飛超大型客機 A380 取代原 B777-300ER 客機，預

期運量將增逾 40%，為掌握契機吸引更多中東地區及歐洲轉機旅客，亦於旅展期間安排拜會阿聯酋航空總公司，交換中東地區推廣意見及研商未來合作相關事宜。

## 貳、行程（活動）概要

一、 全程活動日期：105 年 4 月 26 日至 5 月 3 日

二、 活動路線：臺北－杜拜－阿布達比－杜拜－臺北

三、 活動紀要：

日期	行程
4 月 26 日（二）	啟程：臺北－阿拉伯聯合大公國（杜拜） 機上過夜
4 月 27 日（三）	抵達杜拜國際機場 拜會阿聯酋航空總公司 前往阿拉伯旅展巡視臺灣館展場、慰勞團員及接受媒體採訪 拜會我國駐阿拉伯聯合大公國杜拜商務辦事處
4 月 28 日（四）	前往阿拉伯旅展巡視臺灣館展場、接受媒體採訪及參訪各國 家展館推廣狀況
4 月 29 日（五）	考察杜拜觀光資源
4 月 30 日（六）	考察阿布達比觀光資源
5 月 1 日（日）	出席阿布達比臺灣觀光推廣會及獎勵旅遊推廣會
5 月 2 日（一）	出席杜拜臺灣觀光推廣會 返程：阿拉伯聯合大公國杜拜－臺北 機上過夜
5 月 3 日（二）	下午抵達桃園國際機場

## 參、過程

### 一、參加阿拉伯旅展（Arabian Travel Market, ATM）

本屆阿拉伯旅展由本局新加坡辦事處籌劃與臺北市政府觀光傳播局、金界旅行社、宏祥旅行社、行家旅行社、昇漢旅行社、五大旅行社、億都旅行社、台灣休閒農業發展協會、龍雲休閒農場、若茵農場及楓樺台一渡假村等單位共同組團參加。臺灣館展攤以 Time, the Heart of Asia 為主視覺進行展攤設計，搭配平溪天燈、台北 101、中正紀念堂、野柳女王頭、花卉及水果等呈現臺灣觀光特色，現場安排高山茶席、播茶製作、鳳梨品嚐及舒壓按摩體驗等活動，並提供臺灣特色點心，加深對臺灣印象。

### 二、辦理臺灣觀光推廣會

與阿聯酋航空及國泰航空共同於阿不達比及杜拜舉辦 2 場臺灣觀光推廣會及 1 場臺灣 MICE 推廣會，邀請當地重要旅行社人員參加，由本局新加坡辦事處、臺北市政府觀光傳播局及台灣休閒農業發展協會就臺灣整體觀光資源、臺北市觀光旅遊特色與臺灣休閒農場現況進行簡報，並邀請我國駐阿拉伯聯合大公國杜拜商務辦事處張建中簽證官就簽證申辦說明，現場當地業者對我觀光資源反應熱烈，會後並續與臺灣旅遊業者交流，洽談後續合作意願。此外，杜拜臺灣觀光推廣會中屏東縣潘孟安縣長親臨推銷屏東觀光資源及水果，吸引與會業者相當高的興趣。

### 三、拜會我國駐阿拉伯聯合大公國杜拜商務辦事處

旅展期間與外交部駐阿拉伯聯合大公國杜拜商務辦事處會晤楊司恭處長及鄭舜丞秘書，洽商簽證放寬及申請程序簡化等議題進行溝通。楊處長表示在不影響外交及國家安全政策下將給予最大的便利與協助，至於申請免簽證入境，因涉及國家安全政策及平等互惠原則，暫時仍無法開放。

### 四、拜會阿聯酋航空總公司

本次拜會由阿聯酋航空公司 Strategic Planning, Revenue Optimisation & Aeropolitical Affairs 資深副總裁 Adnan Kazim 及 Far East Commercial Operations 資深副總裁 Badr Abbas 接見，雙方就行銷推廣及推動杜拜－臺北第二航線等議題交換意

見如下：

- (一) 共同辦理臺灣觀光推廣會：臺灣對於中東地區人士仍屬陌生的旅遊地，且當地旅行社對臺灣觀光資源了解仍然不夠，因此無法協助宣傳及包裝臺灣旅遊產品，是故如何提升臺灣知名度實為首要工作，除透過各種媒體如電視、平面廣告、街頭廣告等提高一般民眾對臺灣的印象外，並增加該公司在中東地區其他航點城市如伊朗、葉門、阿曼等分公司合作辦理臺灣推廣會，提高其他業者對臺灣的了解。
- (二) 加強辦理媒體及業者來臺熟悉旅遊：目前新加坡辦事處已與阿聯酋航空合作辦理熟悉旅遊邀訪案，以共同分攤的方式（地接部分費用由本局負責，機票部分由阿聯酋航空協助提供）擴大與該公司中東各國所屬分公司辦理相關旅行社業者來臺熟悉旅遊，包裝販售團客、自由行、MICE 等客製化來臺旅遊商品；以臺灣「精緻綠色旅遊」為主題邀請當地媒體來臺採訪，或邀請當地意見領袖（知名人士）來臺參訪，增加媒體報導曝光度。此外，A380 空中巴士對於一般旅客而言具有相當大的吸引力，自今（105）年 5 月 1 日杜拜－臺北開航 A380 後，相信可增加歐洲及中東地區中轉旅客。初步達成共識，同意與本局共同合作初期邀請中東及歐洲地區重點媒體與業者來臺進行熟悉旅遊，藉由阿聯酋航空公司品牌提升臺灣知名度外，該公司亦希望提高歐洲及中東等地區經杜拜往返臺灣的中轉旅客，或經由杜拜－臺北轉至亞洲其他地區的佔有率，平衡兩端客運量（能），使該航線得以永續營運，達到雙贏局面。
- (三) 增加杜拜－臺北每日第二航班：目前阿聯酋航空公司係以歐洲中轉客時間規劃杜拜－臺北航班，惟清晨於杜拜起飛為夜間紅眼航班，對中東地區旅客旅遊需求規劃較為不利，未來若杜拜－臺北航線承載率提高，建議該公司考量規劃日間出發的杜拜－臺北航班，提高中東地區旅客來臺旅遊意願。

#### 肆、心得與建議

- 一、確立客源市場：中東地區一般來說包括沙烏地阿拉伯、敘利亞、阿拉伯聯合大公國、葉門、巴林、伊朗、伊拉克、以色列、約旦、科威特、黎巴嫩、阿曼、卡達、巴勒斯坦等地區，以阿拉伯語為主，大部份地區信仰伊斯蘭教，但也有信奉基督教與猶太教等非回教徒。以本次參加阿拉伯旅展及辦理推廣活動所在地阿拉伯聯合大公國

為例，雖位處中東地區，依據經濟部投資業務處編印「阿拉伯聯合大公國投資環境簡介」，2015 年該國人口約 933.5 萬人，其中屬當地阿拉伯居民（即擁有當地身分證者）約佔總人口數 15%，長住該國之外籍人口約佔 85%（前三大分別為印度、巴基斯坦及孟加拉），比例相當大，因此，中東地區之推廣不應侷限在『中東市場即為穆斯林市場』的概念，宜進一步依各國人口結構、風俗文化及旅遊需求之不同，建議將客源目標分為「中東地區市場」（以地理環境為標準，屬一般／非穆斯林旅客）及「中東穆斯林市場」（以宗教及接待環境為標準，屬高端／特殊需求旅客），擬訂宣傳推廣策略，業者可就目標客層及資源優勢研擬不同行銷策略。

## 二、擴大行銷國家

- （一）選擇旅遊目的地除考量航線、機位外，簽證之便利性實為影響是否前往的首要考慮因素，而目前東南亞各國為開發中東市場，均提供阿拉伯聯合大公國旅客簽證簡化之便利措施，香港與泰國均提供 30 天免簽證、馬來西亞提供 3 個月免簽證優惠措施，印尼則提供落地簽。為讓中東地區旅客亦能將臺灣成為其旅遊目的選擇目標之一，利用參展期間前往我國外交部駐阿曼辦事處及阿拉伯聯合大公國杜拜商務辦事處拜會研商簽證簡化事宜，承諾以最大可能性簽發來臺簽證，並同意協助縮短中東地區部分國家申請觀光簽證時間。
- （二）鑒於目前外交部已針對以色列提供來臺免簽證、土耳其提供落地簽證，此為推廣來臺觀光大利多，建議可以免簽證、落地簽證（如以色列、土耳其）或外交部同意協助之國家（如：阿曼、阿拉伯聯合大公國、伊朗）申辦便利之中東地區國家為首波宣傳推廣重點，前往當地辦理推廣相關活動，與航空公司（如長榮航空及土耳其航空皆已直航臺北－伊斯坦堡）及當地各大旅行社建立溝通管道與宣傳推廣等相關事宜，並詳研發展潛力，作為中東赴臺觀光旅遊之示範地區。

## 三、鎖定宣傳主軸

- （一）我國自 2014 年正式參與阿拉伯旅展，已逐步奠下良好基礎。每天來嘗果、品茶、賞花、體驗舒壓按摩、詢問旅遊資訊及洽談產品合作之業者絡繹不絕，展覽期間許多自各國旅行同業對於播茶體驗、茗茶試飲、舒壓按摩體驗、表演節目及合照相當有興趣，其中現削鳳梨品嘗時段更讓現場來賓驚呼連連，爭相照相與試吃，

更有去年曾來過臺灣館後留下深刻印象再次來訪的業者，顯見臺灣館設計主題明確、表演節目安排適宜深獲參展及當地業者的喜愛。此外，參展及當地業者對於高科技產品也具相當高的興趣，未來若有機會可與臺灣品牌業者合作，以臺灣高科技產品虛擬實境臺灣景點或參考 2015 年台北國際旅展臺灣館的互動區設計，吸引參觀者的目光與注意。

(二) 本屆展攤最大亮點為「鳳梨田」，中東地區因屬沙漠氣候，較少新鮮花果，因此每天都有參展者、買家來攤位研究「鳳梨」，除了現場試吃外，最後一天還辦理有獎徵答活動，答對臺灣相關旅遊資訊者就贈送 1 顆，參觀者相當踴躍。中東地區民眾對於新鮮花果仍有相當的賣點，建議可與農委會、花卉協會等單位合作，每 1-2 年配置不同展示內容，如西瓜、香蕉、芒果、蓮霧等；邀請具接待環境的休閒農場共同參展，規劃四季體驗活動，如：花季、賞螢火蟲，讓參展業者引領期盼，創造參展話題。

(三) 現場民眾對舒壓芳療按摩也相當有興趣，建議可邀請提供舒壓按摩或 SPA 服務的觀光飯店業者參展，配合養生美食、美甲沙龍及精品購物，包裝客製化旅遊產品，吸引當地中高階白領階層女性來臺度假旅遊。

#### 四、主動行銷推廣

##### (一) 持續擴大辦理熟悉旅遊

1、阿聯酋航空 (Emirates) 成立於 1985 年，為中東地區最大的航空公司，全球最佳之航空公司之一，擁有世界最大 A380-800 以及 B777-300ER 機隊，航點以杜拜為空運中心樞紐遍及全球，載運各國旅客前往歐洲、中東各國，航班多且信譽佳，相當值得推薦搭乘每周從杜拜出發的運營超過 1,500 個航班，往返全球超過 145 座城市，提供全球五大洲、38 個國家、90 座城市的地面及旅遊服務，預計在 2020 年將達成超過 300 架飛機每年載運 7 千萬名乘客的目標，串聯中東地區 13 個城市於杜拜轉機來臺。自 103 年 2 月 10 日開航杜拜－臺北航線以來，開航後平均載客率達八成以上，共有 45 萬名旅客搭乘往返此兩城市，其中臺灣籍旅客占 60%，歐洲及中東旅客約占 35%—40%。自 105 年 5 月 1 日起，阿聯酋航空改用 A380 客機每日飛航臺北－杜拜航線，約可增加 40%載客量，除提供更優質且更



大量的旅客疏運服務外，對於該地區來臺旅客亦將有相當大的吸引力與助益。

- 2、除持續與該公司合作邀請旗下中東地區其他國家航線合作旅行業者及媒體來臺進行熟悉旅遊外，建議本局新加坡辦事處亦可與法蘭克福辦事處共同辦理跨轄區合作計畫，與該公司歐洲前五大航線分公司辦理來臺熟悉旅遊行程，建構規劃更完善的旅遊產品，提高來臺旅客人數。

## （二）辦理全方位整體行銷宣傳

- 1、持續遴聘專業公關行銷公司協助於當地進行臺灣觀光宣傳推廣工，除辦理平面及電子廣告刊登，媒體專題報導外，建議可於參加旅展期間，安排臺灣參展單位拜會當地大型旅行社或有意販售臺灣旅遊商品旅行社，主動出擊尋求合作機會。
- 2、未來透過公關公司針對當地旅行社不同客層需求，辦理臺灣觀光資源教育訓練（含 E-learning），於結訓時安排來臺實際走訪，調整產品內容，提高其銷售性興趣及意願。
- 3、邀請曾至臺灣的旅行業者或媒體至臺灣觀光推廣說明會，以親身體驗與當地業者分享來臺旅遊經驗。
- 4、編印阿語版文宣、針對中東市場喜愛剪輯製作阿拉伯語／英語主題宣傳影片，在媒體及旅展現場播放及放置外交部中東地區（阿拉伯語系）駐外館網站。

## 五、持續整備與改善接待環境

- （一）穆斯林因宗教文化及生活習慣，以家族旅行型態為主，有些甚至還會攜帶褌姆及廚師同行，目前臺灣住宿業尚無法提供足夠的家庭房或有獨立廚房的房型，建議除收集具接待穆斯林旅客環境且有家庭房或獨立廚房的飯店資訊供業者參考外，並輔導鼓勵住宿業者設置家庭房型。
- （二）中東地區穆斯林餐以黎巴嫩料理燒烤烹煮方式及烤餅為主，與東南亞地區穆斯林稍有些許不同。本局與中國回教協會辦理臺灣穆斯林餐廳認證已有多多年，建議未來可進一步輔導並分區介紹適合中東地區穆斯林的餐飲環境。
- （三）建議辦理大型國際會議展覽及旅展期間於會場設置簡易祈禱室，提供參展穆斯林使用。

## 伍、附件

附件 1 臺灣觀光代表團團員名單

	姓名	單位及職稱
1	張錫聰	交通部觀光局副局長
2	謝長明	交通部觀光局新加坡辦事處主任
3	安婷婷	交通部觀光局科員
4	黃秀宇	交通部觀光局新加坡辦事處市場經理
5	江春慧	臺北市政府觀光傳播局專門委員
6	楊真華	臺北市政府觀光傳播局科員
7	張李正琴	金界旅行社董事長
8	楊嵐喆	五大旅行社有限公司董事長
9	莊志豪	五大旅行社有限公司經理
10	謝永蓬	宏祥旅行社副總經理
11	馬孝棋	行家旅行社穆斯林總監
12	魏台英	行家旅行社副總經理
13	區明東	行家旅行社副總經理
14	符忠龍	億都旅行社有限公司總經理
15	廖靜敏	億都旅行社有限公司專員
16	柯牧洲	昇漢旅行社董事長
17	陳怡安	昇漢旅行社職員
18	劉書婷	昇漢旅行社職員
19	邱翔羚	台灣休閒農業發展協會行銷總監

	姓名	單位及職稱
20	顏國林	台灣休閒農業發展協會秘書
21	鄧力嘉	龍雲休閒農場業務經理
22	吳卿榕	若茵農場經理
23	余秣禎	楓樺台一渡假村花翔 SPA 總監
24	呂香諄	哈台創意觀光行銷有限公司執行副總
25	李怡潔	哈台創意觀光行銷有限公司專案助理
26	陳倩姿	部落灣整合行銷有限公司總監
27	林仁菁	部落灣整合行銷有限公司專案經理
28	劉景源	部落灣整合行銷有限公司表演者
29	王稜綸	部落灣整合行銷有限公司表演者
30	詹鈞華	鴻藝表演藝術團隊表演者
31	彭珈傑	鴻藝表演藝術團隊表演者
32	陳子駿	鴻藝表演藝術團隊表演者
33	李宛蓁	鴻藝表演藝術團隊表演者
34	莊凱婷	鴻藝表演藝術團隊表演者
35	彭琬瑩	鴻藝表演藝術團隊表演者

PRESS RELEASE



## Taiwan Tourism Bureau

FOR RELEASE April 18, 2016

### Taiwan Tourism Bureau conquers the Middle East with participation in ATM, multi-city workshops and MICE Evening

As Middle East is its focus market for the coming year, the Taiwan Tourism Bureau has formed a two-pronged approach to capture the burgeoning Middle East market. With multi-city roadshows and a pivotal stand and participation in the Spa and Wellness Lounge at Arabian Travel Market 2016, Taiwan kicked off activities to promote the destination among B2B and B2C segment alike.

The three city roadshow kicked off from Muscat, Oman — followed by ATM; MICE evening in Abu Dhabi and the roadshows in Abu Dhabi and Dubai.

A sizeable contingent from Taiwan attended the roadshows and exhibition which included LongYun Leisure Farm, Sunrise Travel Service, Taiwan Leisure Farm Development Association, Edison Travel Service Co. Ltd, Pro-Tour Express Inc, Big 5 Tours Co Ltd, Edo Travel Services Ltd, Tai-Yi Red Maple Resort, Roll in Farm, Golden Foundation Tours, and the Department of Information & Tourism, Taipei City Government.

Deputy Director General, Taiwan Tourism Bureau - Mr. Shi- Chung Chang, and Mr. Arthur Hsieh, Director Taiwan Tourism Bureau, Singapore office also graced the events.

During the workshops, apart from destination presentations, there were scintillating performances from top Taiwanese dance and acrobatic group Hong Yi.

Taiwan achieved a total tourist arrival figure of 10 million in 2015; a figure that is projected to increase this year. Blessed with natural beauty, Taiwan has stunning natural landscapes, fantastic shopping, Halal certified restaurants, culture and history and experiential agricultural experiences that makes it a perfect destination for travellers from the Middle East.

US based top website, 'Business Insider' ranked Taiwan as the 'Top 6 new must visit destinations' in 2016. The National Geographic Traveler ranked Taiwan as the 'Top 20 best travel destinations of the world', Lonely Planet rated Taiwan as the 'Top 10 money valued countries of the world', Lifestyle9 ranked 'Taiwan is the top 2 safest countries for travel'.

Taiwan Tourism Bureau has been working towards creating a user-friendly environment for Muslim travelers, and as a result was selected by MasterCard and Singapore's Crescent Rating as one of the top 7 non-OIC (Organization of Islamic Conference) destinations of GMTI 2016 (GMTI, Global Muslim Travel Index).

The theme Taiwan chose this year for the Middle East workshops, was 'Greenery and healthy lives in Taiwan'. Leisure farms, forests, flowers, sea and spa were promoted under the banner. A tea master also attended to showcase the art of tea brewing and drinking with High Mountain Oolong Tea, Sun Moon Lake Red Tea, Jin-Xuan Oolong Tea, Ginger Lily Flower Green Tea, Honey Flavor Black Tea as well as Halal certified pineapple cakes and other refreshments. Hong Yi Group, a champion dancing team performed exciting dance routines during the workshops to display the high spirits and energy of Taiwan's young generation.

As the Middle East continues to be the hub for travel, Taiwan will concentrate on a number of sales, marketing, PR & Media activities to increase visitor arrivals from the region. Other activities planned through the year includes FAM Trips, Outdoor Advertising and Media Campaigns – print & online.

#### **Essential Taiwan...**

**Administrative and Commercial Capital:** Taipei

**Geography:** Located 180 kilometers off the southeastern coast of China, Taiwan has an area of 35,881 km<sup>2</sup> (13,853.7 sqmi).

**Demography:** A population of close to 23 Million. Muslims account for about 0.3% of the population.

**Climate:** The best time to travel is between October to April as the average temperature in Taipei, Taiwan is 21.6 °C (71 °F).

**Language:** Taiwanese Hokkien, commonly called "Taiwanese", is the language with the most native speakers. English is widely spoken and the Taiwanese are very mild, polite and friendly people.

**Local Time:** +4.0 hours. Taiwan is 4.0 hours ahead of the UAE. That means when it is 9:00 am in Dubai, it is 1:00 pm in Taiwan.

**Flights:** There are a number of direct flights and ones with stops between UAE and Taiwan. The flying time between Taiwan and UAE is 8 hrs, 42 minutes approximately.

**Currency:** 1 Taiwan Dollars equals 0.12 AED

**Please release this at the earliest**

[Click here](#) for Pictures related to this Press Release.

**For any enquires or further information for Taiwan Tourism, please contact:**

S Zaidi : [s.zaidi@ttbrep.ae](mailto:s.zaidi@ttbrep.ae)

Or logon to [www.taiwan.net.tw](http://www.taiwan.net.tw)

Taiwan Tourism Bureau, Representative Office in UAE:

Suite 106, Churchill Executive Tower,

Business Bay, Near Burj Khalifa, P.O.Box 114551, Dubai, UAE

附件 3 活動剪影



阿拉伯旅展臺灣館



與當地業者洽談



與當地業者洽談



高山茶品茗



播茶體驗



鳳梨品嘗





SPA 體驗



張副局長接受媒體採訪



與表眼團體合影



與喔熊合影



臺灣觀光資訊有獎徵答送鳳梨



臺灣代表團大合照



與阿聯酋航空公司研商推廣事宜



與臺北市政府觀光傳播局拜會阿聯酋航空公司



拜會我國駐阿拉伯聯合大公國杜拜商務辦事處研商簽證事宜



阿布達比臺灣觀光推廣會－張副局長致歡迎詞



阿布達比臺灣觀光推廣會－本局新加坡辦事處簡報



阿布達比臺灣觀光推廣會－臺北市政府觀光傳播局簡報



阿布達比臺灣觀光推廣會－台灣休閒農業發展協會簡報



阿布達比臺灣觀光推廣會－業者洽商會



阿布達比臺灣觀光推廣會－當地業者



阿布達比臺灣 MICE 推廣會－臺灣代表團張李正琴團長致詞





阿布達比臺灣 MICE 推廣會－我國駐阿拉伯聯合大公國杜拜商務辦事處張建中簽證官簽證申辦說明



阿布達比臺灣 MICE 推廣會－業者洽商會



阿布達比臺灣 MICE 推廣會－當地業者



阿布達比臺灣 MICE 推廣會－臺灣業者與阿聯酋航空公司提供杜拜－臺北來回機票得主

合照



杜拜臺灣觀光推廣會－我國駐阿拉伯聯合大公國杜拜商務辦事處楊司恭處長致詞



杜拜臺灣觀光推廣會－屏東縣潘孟安縣長屏東觀光資源簡報



杜拜臺灣觀光推廣會－業者洽商會



杜拜臺灣觀光推廣會－當地業者

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向中東招手 推廣來台旅遊休閒農場

【中央社台北3日電】交通部觀光局研成中東觀光推廣團，到中東辦理觀光推廣會並參加杜拜中東旅遊展（Arabic Travel Mart）。觀光局官員說，台灣的休閒農場景緻和親子旅遊，在中東頗具魅力，值得推廣。

交通部觀光局由副局長陳志華率領，邀集台北市府、台灣休閒農業協會及6家旅行社業者組成中東觀光推廣團，於4月27日到5月3日赴中東阿曼、阿布達比及杜拜等地辦理觀光推廣會，並參加杜拜中東旅遊展，期間並與當地業者交流並洽商合作機會。

該團1日參加阿布達比和荷壽芬航空合作辦理的獎勵旅遊研習會，觀光局、台北市政府及休閒農業協會都出現場講解台灣之美，外交部駐杜拜辦事處也派人說明簽證的取得相關方式，並以熱烈表演炒熱氣氛。

觀光局官員指出，中東人士因為當地氣候及地理特性等因素，除喜愛高檔休閒購物、高級飯店及清真認證相關食飲外，也對台灣四季氣候、綜合休閒產業等相當有興趣。

官員指出，旅行社認為中東具消費力的人士相當重視隱私，台灣的休閒農場擁有既有設施和優美綠色環境的資源，如果提供具隱私的休閒活動空間，非常值得推廣給當地旅行社等送到中東。

此外，也有當地的女性穆斯林前來洽談，認為台灣的休閒農場是一種相當所需的旅遊休閒體驗，非常特殊且有別於世界其他旅遊方式，非常值得推廣與嘗試。

台灣休閒農業協會在說明會現場提供名字簿讓洽談，吸引中東人二筆簽名，並詢問名字所隐含正確中文字的意義，而且中東人士不僅幫自己簽名，也要幫太太也寫一筆，官員說，這展現出中東人士重視家庭，發展親子旅遊應具吸引力。

觀光局官員指出，當地業者雖多讚揚台灣，但對台灣簽證較為陌生，經過這次推廣的努力說明，已有當地大型專辦獎勵旅遊旅行社要求報價，1050503

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### 向中東招手 推廣來台旅遊休閒農場

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交通部觀光局組成中東觀光推廣團，到中東辦理觀光推廣會並參加杜拜中東旅遊展 (Arabia Travel Mart)，觀光局官員說，台灣的休閒農場旅遊和親子旅遊，在中東頗具魅力，值得推廣。

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此外，也有當地的女性教士前來洽談，認為台灣的休閒農場是一種相當新奇有趣的旅遊休閒體驗，非常值得推廣與嘗試。

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觀光局官員指出，當地民眾普遍多透過台灣，但對台灣普遍較為陌生，經過這次代表團的努力說明，已有當地大型專辦旅遊旅行社要求報價。(王麗 編)

【中央網路報】

【大 中 小】 【繁體/簡體】

加入會員

姓名:

電話:

性別:  男  女

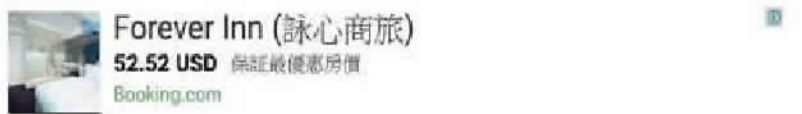


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Abdullah Sultan Al-Shehri

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## Taiwan strengthens tourism campaign in Oman, Middle East

Tuesday 26th, April 2016 19:41 Written by Oman Observer (<http://omandaily.com/author/ops/>) in Features (<http://omandaily.com/category/features/>)



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Aiming to woo visitors from the Middle East and the rest of the Muslim world, Taiwan has embarked upon a halal tourism spree with naturally grown fruits and vegetables as well as certifying more Halal restaurants across the geographical boundaries of the country.

A 26-member Taiwan delegation was in Oman meeting with the Omani tourism industry leaders to introduce Taiwan's halal travel, tourism and hospitality offers and generate business opportunities for both countries.

The delegation promoted the Taiwan's tourism theme of "Greenery and healthy lives in Taiwan" showing to the Omani people the charms of green tourism in this South East Asian country including some of its must see leisure farms, forests, flower farms and spa.

"Our government is supporting Halal tourism as a way to boost tourism and attract holidaymakers from the Muslim world and we have been supporting this drive for some time now", Kenneth K M Liao, representative of the Taipei Economic and Cultural Office in Oman told the Observer.

Taiwan's large farms located in the south have pure halal farms and as of now, there are 6 such farms as shared by Taiwan Leisure Farms Development Association (TLFDA) representatives who were in the capital as part of a roadshow to promote this island nation.

"We have as many as 8 farms catering exclusively for Muslim tourists and many more are in the air",曹金 of TLFDA and Frank of Long Yun Leisure Farm said. They added that with the advent of the halal farms and certification of more restaurants to cater to the Muslim visitors, the tourism industry is thriving.

They claimed that Taiwan is one of the Asian countries that have been focusing on halal tourism for a number of years now and several restaurants now are dedicated to serve halal food in terms of the ingredients used, the pots, pans and cutlery used.

Also, Taiwan is boasting of some Muslim-friendly hotels, such as Taipei's Palais de Chine, with halal-certified restaurants, and rooms that indicate the qibla and provide a prayer carpet in the hotels.

"Out of Taiwan's population of 23 million, around 60,000 are Muslims largely from the Hui ethnic group. Muslim tourists and visitors to Taiwan can also find prayer rooms at the international airport along with the halal restaurants, a measure the government has recently taken to address the needs of our vast Muslim visitors,"



said James Wei, Taipei Economic & Cultural Office in Muscat, Oman. Taiwan has nearly 10 mosques for prayers with several others currently under construction. The largest of Taiwan's mosque, the Taipei's Grand Mosque is considered as the country's oldest Mosque.

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28 Apr 2016

Taiwan honoured at ATM for show of strength following recent earthquake  
Arabian Travel Market New Frontiers Recovery Award 2016 recognises Taiwan for its efforts to repair, rebuild and recover after devastating earthquake in February. Arabian Travel Market (ATM), the region's leading travel industry showcase, has named Taiwan as the recipient of the New Frontiers Recovery Award 2016 at a special presentation that was also broadcast on ARN radio on the final day of the annual event. "We wanted to recognise Taiwan not only for its swift physical rebuilding, but for the way the country has maintained its optimistic outlook with regards to maintaining and growing its tourism industry, particularly when it comes to targeting travellers from the Middle East region," said Noblet-Segers.

"We are pleased to receive this award," said Arthur Hsieh, Director, TTB Singapore Branch, Taiwan Visitors Association. "We managed to recover swiftly from the earthquake as our infrastructure is so strong. The rebuilding has now been completed and we want people in the Middle East to know that Taiwan is renowned for its national parks and scenic areas full of flowers, fruit and greenery. You can see the mountains and the beach in one day and travel from north to south in just 90 minutes thanks to the 300kmph bullet train."

The island nation, which has long been a popular tourism destination, was hit by a 6.4-magnitude earthquake in February 2016 causing the worst death toll in the country's history since 1999. In the aftermath of the earthquake, Taiwan's government was swift to react, allocating US\$1 billion in aid to address building safety and agricultural land soil concern. Around 2,000 schools have since been retrofitted for quake safety. Taiwan was shortlisted along with Nepal and the Philippines, which also experienced natural catastrophes that caused significant human and economic losses in the last 12 months. Nepal suffered a 7.8-magnitude earthquake in April 2015 that flattened large parts of the capital Kathmandu and caused devastation across the entire nation. Philippines was hit by a typhoon in October 2015 displacing half a million people and directly affecting over 1.24 million Filipinos.

Now in its 12th year, the New Frontiers Recovery Award was created in 2005 to recognise outstanding contributions to tourism development in the face of overwhelming adversity, supporting the chosen destination by donating exhibition space at the event to the value of US\$10,000.

Previous award recipients include Nepal, Phuket, Thailand; Cancun, Mexico; Sichuan, China; Baluchistan, Pakistan; Central Visayas, Philippines; and Northern India.

For more information on The New Frontiers Recovery Award, please go to [www.arabiantravelmarket.com](http://www.arabiantravelmarket.com)

-ENDS-

About Arabian Travel Market

In its 22nd edition, Arabian Travel Market 2015, witnessed a year-on-year visitor attendance increase of 15% to over 26,000, with exhibiting companies increasing by 5% to 2,873. Business deals worth more than US\$2.5 billion were signed over the four days.

[www.arabiantravelmarket.com](http://www.arabiantravelmarket.com)

Arabian Travel Market is part of Reed Travel Exhibition's WTM Portfolio of events, which also includes World Travel Market, World Travel Market Latin America and World Travel Market Africa.

WTM Portfolio

The World Travel Market Portfolio is comprised of the leading leisure travel events in the world; World Travel Market in London, WTM Latin America in Sao Paulo, WTM Africa in Cape Town and Arabian Travel Market in Dubai.

The WTM Portfolio's events are attended by the global travel and tourism industry's senior executives to conduct business deals and discover the latest research, insight

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## Taiwan receives New Frontiers Recovery Award at .

02 May 2016 LI



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"We wanted to recognise Taiwan not only for its swift physical rebuilding, but for the way the country has its optimistic outlook with regards to maintaining and growing its tourism industry, particularly when it com targeting travellers from the Middle East region," said Nadege Noblet-Segers, Exhibition Manager of Arat Market

Regaining strength

1 of 1 20/05/2016 4:43 PM

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<http://www.travelweb.com/post/travelweb/special/jewel-of-asia>

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## Welcome to the jewel of Asia

By Joicee Memon | 04 May 2016

13



Taiwan is gaining immense popularity as a tourist destination in the global travel circuit for its virgin lands, picturesque beaches, landlocked hills, historic remains, piquant cuisine and mesmerising culture. This Asia country is also known for its myriad festivals based on films, food, music and culture.

Popular festivals include Chinese Lunar New Year, Taiwan Lantern Festival, Pingxi Sky Lantern Festival, Beantive Rockets Festival, Yangmingshan Flower Festival and Zituzhu Calligraphy Festival, Harvest Festival, Mid-Autumn (Moon) Festival, Hakka Tang Blossom Festival, Taiwan Hot-Spring and Pine-Cabane Carnival, Dragon Boat Festival. While these festivals remain major crowd pullers, the Tourism Bureau of Taiwan is endorsing the country world over with many other promotional activities.

1 of 1

7/10/2015 1:43 PM

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## Taiwan Tourism Bureau targets the Middle East with range of activities

10 May 2016



Taiwan Tourism Board has formed a two-pronged approach to capture its focus market for the year – the East. With multiple roadshows and successful participations in the Arabian Travel Market (ATM), Taiwan is year-long activities to promote the destination among B2B and B2C segments in the Middle East.

The three-city road show started from Muscat, traveled to Dubai to attend ATM and concluded in Abu Dhabi bureau also conducted a MICE evening in Abu Dhabi.

As the Middle East continues to play a pivotal role in Taiwan tourism, the bureau will be focusing on a run

# Intravel Report

28 April 2016

USD 60,000

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## INTRAVELREPORT



Πέμπτη, 28 Απριλίου 2016

### Taiwan honoured at ATM for show of strength following recent earthquake



*Arabian Travel Market New Frontiers Recovery Award 2016 recognises Taiwan for its efforts to repair, rebuild and recover after devastating earthquake in February*

Arabian Travel Market (ATM), the region's leading travel industry showcase, has named Taiwan as the recipient of the New Frontiers Recovery Award 2016 at a special presentation that was also broadcast on ARN radio on the final day of the annual event.

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TTB Singapore Branch, Taiwan Visitors Association. "We managed to recover swiftly from the earthquake as our infrastructure is so strong. The rebuilding has now been completed and we want people in the Middle East to know that Taiwan is renowned for its national parks and scenic areas full of flowers, fruit and greenery. You can see the mountains and the beach in one day and travel from north to south in just 90 minutes thanks to the 300kmph bullet train."

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For more information on The New Frontiers Recovery Award, please go to [www.arabiantravelmarket.com](http://www.arabiantravelmarket.com)

**Photo caption:** Jean Chang, President of Golden Foundation Service Group accepting the award from Nadege Noblet-Segers on behalf of Arthur Hsieh, Director, TTB Singapore Branch, Taiwan Visitors Association with ARN presenters from The Ticket Mark Lloyd and Stef Burgon

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## Taiwan honoured at ATM for show of strength following recent earthquake

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Arabian Travel Market (ATM), the region's leading travel industry showcase, has named Taiwan as the recipient of the New Frontiers Recovery Award 2016 at a special presentation that was also broadcast on ARN radio on the final day of the annual event.



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