

出國報告（出國類別：其他）

參加「2016年越南胡志明市國際旅遊展」報告

服務機關：交通部觀光局

姓名職稱：陳嘉穎 科長

派赴國家：越南

出國期間：105年9月5日至11日

報告日期：106年1月17日

目錄

壹、前言.....	1
貳、推廣行程	2
參、活動紀要	3
肆、心得及建議	5
伍、附件.....	6
附件一 活動照片.....	6
推廣會照片.....	6
拜會照片.....	10
旅展照片.....	11
附件二 相關媒體報導.....	15
附件三 推廣會相關資料.....	17
推廣會流程.....	18

壹、前言

東南亞新興市場中越南人口數約 9,150 萬，臺灣與越南互訪達 55 萬人次，臺越雙方交流日趨緊密，基於互惠互利的立場，每年均會召開臺越觀光合作會議，共同合作促進雙邊觀光產業發展，包括旅遊、教育、文化、經貿、投資各方面，由於政府積極擴大多元來臺旅客市場，加上政府新南向政策之推動及觀宏專案簽證簡化作業，將帶動越南來臺旅客逐年成長。

2016 年越南胡志明市國際旅展之推廣，係由政府及民間觀光業者共同組團，成員包括縣市政府、民間觀光組織、旅行社、旅館業及主題遊樂園等共 45 個單位、87 人，為歷年參與推廣之人數最多；另為帶動推廣活動熱潮，本次旅展邀請國內優秀的表演團體國民大戲班、鉛線藝術家、歡樂氣球人共同參與推廣。透過本次與觀光產業業者參與旅展，提昇我國的觀光知名度、宣傳臺灣觀光環境，期能夠藉由與越南當地業旅行業者合作包裝臺灣旅遊產品及帶動我方旅遊業者商機。

今年胡志明市國際旅展仍以專業展為主，大會邀請國際買家參與，有別以往，整體展場環境及參觀人潮均較往年多，尤其買家及民眾至臺灣館洽商人潮眾多，透過互動之活動聚集人潮，讓臺灣館在各參展國家中，顯得格外引人注目，展現臺灣觀光推動之活力及熱忱，除提高臺灣館能見度外，亦加深越南民眾對臺灣之印象。

貳、推廣行程

日期	行程及主要活動
9月5日(一)	09:20 搭乘長榮 BR-0391 班機，前往胡志明國際機場。 11:40 12:00 辦理入境手續，搭乘專車前往住宿飯店 13:00 抵達住宿旅館，辦理住宿手續。 17:00 視察推廣會場地
9月6日(二)	09:00 參加推廣會業者拜訪客戶 14:30 代表團整裝前往推廣會場地準備 17:00 辦理臺灣觀光推廣會 (地點：Nikko Saigon Hotel) 21:00
9月7日(三)	09:00 業者分組拜會 11:00 拜會越捷航空公司 14:30 業者前往旅展會場勘查場地並佈置攤位 18:00 拜會胡志明市旅遊局
9月8日(四)	09:00 越南胡志明市國際旅展 地點：Saigon Exhibition & Convention Center 17:00
9月9日(五)	09:00 越南胡志明市國際旅展 地點：Saigon Exhibition & Convention Center 17:00
9月10日(六)	09:00 越南胡志明市國際旅展 地點：Saigon Exhibition & Convention Center 17:00
9月11日(日)	09:40 團員完成 check-out 手續集合前往機場 10:40 抵達胡志明國際機場，辦理出境手續 12:50 搭乘長榮 BR-0392 班機返臺 17:15 抵達桃園國際機場

參、活動紀要

一、辦理臺灣推廣會(9月6日)

下午6時於 Nikko Saigon Hotel 辦理臺灣觀光推廣會，除臺灣業者與當地業者進行業務交流外，並邀請鉛線藝術家、汽球達人於現場炒熱推廣會之氣氛，推廣會由本局吉隆坡辦處曹逸書主任先行簡報臺灣觀光資源，其次再由外交部駐胡志明市台北辦事處林志峰組長亦特別向越南當地旅行業者簡報越南民眾前往臺灣旅遊之簽證便捷措施，另亦安排高雄市政府曾姿雯局長簡報高雄市政府觀光資源、嘉義縣政府許局長簡報嘉義縣觀光資源、臺北市政府觀光資源簡報，讓越南當地旅行業者充分瞭解該等縣市政府重要之觀光資源，俾作為其包裝台灣旅遊產品之參考。

本次旅展，嘉義縣政府特地由張花冠縣長率員來越南進行行銷推廣，期透過本次旅展推廣讓更多越南當地業者瞭解嘉義各項觀光資源。另外，高雄市政府亦結合轄內旅行業者、旅館業者、觀光協會等組成宣傳推廣團隊，積極與越南當地旅遊業者進行洽談雙方間之各項觀光合作。

二、拜會越捷航空、胡志明市旅遊局及勘查旅展現場(9月7日)

高雄市政府為配合政府新南向政策，積極推動越南旅客前往高雄觀光，上午11時由高雄市政府觀光局曾姿雯局長與本局駐吉隆坡辦事處曹主任一同前往越捷航空拜會，雙方就開闢胡志明市與高雄航線充分交換意見，亦獲得越捷航空之允諾積極推動，雙方均期待透過未來航線開航後，能進一步推動胡志明市與高雄間各項交流活動及促進旅遊商機。

下午2時30分代表團成員一同前往展場勘查場地，並展開展攤佈置及各項文宣品最後清點及擺放位置，為隔日旅展做準備工作。

下午6時與高雄市政府觀光局曾姿雯局長與本局駐吉隆坡辦事處曹主任一同前往胡志明市旅遊局拜會，由副局長呂國慶親自接見，雙方對於積極推動兩市觀光交流充分交換意見，尤其對10月份舉辦台越觀光合作會議在高雄舉辦，亦有高

度期待。

三、胡志明市國際旅展（9月8~10日）

2016 胡志明市國際旅展同樣在西貢會展中心(SECC)辦理，主要為專業展，結合東南亞周邊國家，柬埔寨、緬甸等國共同辦理，參與國家主要有俄羅斯、日本、韓國、泰國、菲律賓、印尼..等，大會亦邀請世界各地買家共 200 人參加。本次隨團之表演團體、鉛線藝術家、汽球達人及鳳梨酥現場 DIY 等活動於每日展場各個表演時段，均吸引許多買家及參觀民眾之目光，透過互動方式之活動，成功地行銷臺灣觀光。

由於政府積極推動新南向政策，本次旅展，我方業者有些係第一次來參加越南旅展，再加上簽證之放寬，業者無不卯足全力向參觀民眾介紹其旅遊商品，期藉由本次旅展機會來拓展其商機。本局亦於現場提供相關台灣各項旅遊資訊，並聘請當地大學生翻譯，協助提供當地參觀民眾各項諮詢，旅展雖僅 3 天之展期，惟本次旅展與去年相較人潮更多，業者印製之相關宣傳摺頁亦多為參觀民眾索取一空，業者對於此次旅展推廣效果均給予高度之肯定。

肆、心得及建議

- 一、政府積極推動新南向政策，包括觀宏專案簡化簽證措施，已成功促使旅遊業者逐漸重視這一新興來臺旅遊市場，由本次參與推廣之業者比往年多可見，其中有原經營陸客市場之旅行業者，亦對越南市場未來之發展前景看好，所以投入此市場之開發，期能轉型經營多元市場，避免過度仰賴單一市場，以創造其更大之商機。
- 二、本次旅展亦感受到縣市政府積極推動越南來臺旅遊市場開發之動力，例如嘉義縣長親自領軍推廣，高雄市政府結合轄內觀光產業組成推廣團，並積極與越南當地航空公司、旅遊業者洽談雙方合作，再則在本次展場中看到業者賣力之行銷推廣，業者亦對參展之效果感到滿意，相信越南旅遊市場定能年年成長。
- 三、據參展旅行業者表示，目前越南來臺旅遊市場，已有多家業者相繼投入開發客源，惟自由市場競爭關係，已有削價競爭之情形，獲利率已有下降趨勢，是否會影響旅遊品質，將是未來推廣該旅遊市場應重視之課題，
- 四、本次是歷年參與胡志明市旅展業者最多一次，惟推廣會場地空間較去年小，每家業者在推廣會之攤位顯的較為擁擠，建議未來辦理推廣會時，可規劃更寬敞之場地，讓雙方業者能有較大空間進行互動交流。

伍、附件

附件一 活動照片

推廣會辦理情形



曹主任簡報臺灣觀光資源



東南亞國家簽證便捷措施(駐胡志明市台北辦事處林志峰組長)



高雄市觀光資源簡報(曾姿雯局長)



嘉義縣觀光資源簡報(許有仁局長)



台北市觀光資源簡報(臺北市府楊真華科員)



與越南當地旅行業者交流



推廣會晚宴貴賓嘉義縣張花冠縣長致詞



推廣會晚宴貴賓胡志明市旅遊局副局長致詞

拜會照片



與高雄市政府觀光局曾姿雯局長共同拜會胡志明市



與高雄市政府觀光局曾姿雯共同拜會越捷航空

旅展



代表團團員旅展進場整備



代表團表演團體旅展現場表演情形



民眾於台灣館展攤填寫問卷情形



參觀民眾與歡樂汽球達人互動情形



臺灣館推廣嘉賓與民眾互動:DIY 製作鳳梨酥情形

Taiwan
Taiwan Activity Schedule
Chương trình biểu diễn



	9/8 THU	9/9 FRI	9/10 SAT
10:00 Main Stage			國民大戲班 Tập kỳ đoàn hát Quốc Dân
10:00	綜藝藝術 Nghệ thuật uốn dây	歡樂汽球人 Người bong bóng vui vẻ	綜藝藝術 Nghệ thuật uốn dây
11:00	歡樂汽球人 Người bong bóng vui vẻ	綜藝藝術 Nghệ thuật uốn dây	歡樂汽球人 Người bong bóng vui vẻ
12:00	休閒農業發展協會 互動遊戲 Trò chơi giao lưu Điệp hội phát triển nông nghiệp sinh thái	國民大戲班 Tập kỳ đoàn hát Quốc Dân	臺北觀傳局 臺北世大運熊讚 (15min) Chú gấu Bravo (Số Dư Lịch Đài Bắc)
12:30	臺北觀傳局 臺北世大運熊讚 (15min) Chú gấu Bravo (Số Dư Lịch Đài Bắc)	休閒農業發展協會 互動遊戲 Trò chơi giao lưu (Hiệp hội phát triển nông nghiệp sinh thái)	國民大戲班 Tập kỳ đoàn hát Quốc Dân
13:00	國民大戲班 Tập kỳ đoàn hát Quốc Dân		
13:00 Main Stage			
13:00	歡樂汽球人 Người bong bóng vui vẻ	綜藝藝術 Nghệ thuật uốn dây	綜藝藝術 Nghệ thuật uốn dây
14:00	國民大戲班 Tập kỳ đoàn hát Quốc Dân	國民大戲班 Tập kỳ đoàn hát Quốc Dân	國民大戲班 Tập kỳ đoàn hát Quốc Dân
14:30	綜藝藝術 Nghệ thuật uốn dây	歡樂汽球人 Người bong bóng vui vẻ	歡樂汽球人 Người bong bóng vui vẻ
15:30	國民大戲班 Tập kỳ đoàn hát Quốc Dân	臺北觀傳局 臺北世大運熊讚 (15min) Chú gấu Bravo (Số Dư Lịch Đài Bắc)	休閒農業發展協會 互動遊戲 Trò chơi giao lưu Điệp hội phát triển nông nghiệp sinh thái
16:00		國民大戲班 Tập kỳ đoàn hát Quốc Dân	
16:00 Main Stage			

Time for Taiwan

臺灣館推廣活動:舞臺表演時間表

2016年9月8日 丙申年八月初八 星期四
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越南共產黨胡志明市黨部機關刊物-胡志明市黨部、政府和人民的言論機關

AIPA 支援東協建設一發展共同體



【本報消息】2016-2020年越南中期發展戰略《新途》將17日上午在東京與東協秘書長會談，與東協秘書長會談，與東協秘書長會談，與東協秘書長會談...

丁世克同志任中央理論委員會主席

【本報消息】2016-2020年越南中期發展戰略《新途》將17日上午在東京與東協秘書長會談，與東協秘書長會談，與東協秘書長會談...

市委書記丁羅昇會見法國總統奧朗德



【本報消息】法國總統奧朗德、總理馬克龍、外交部長勒庫安、外交部副部長、外交部副部長、外交部副部長...

本市多單位合作發展電子政務

【本報消息】市人委會、市黨部、市議會、市人民議會、市人民議會、市人民議會、市人民議會...

南部重點經濟區交通設施發展總機制



【本報消息】越南政府、越南政府、越南政府、越南政府、越南政府、越南政府、越南政府...

簡訊

- 越南政府、越南政府、越南政府、越南政府、越南政府、越南政府、越南政府...
- 越南政府、越南政府、越南政府、越南政府、越南政府、越南政府、越南政府...
- 越南政府、越南政府、越南政府、越南政府、越南政府、越南政府、越南政府...

越南政府優先投資保健工作

【本報消息】越南政府、越南政府、越南政府、越南政府、越南政府、越南政府、越南政府...

台灣旅遊界參加本市展銷會



【本報消息】越南本市國際旅遊展銷會自今(8)日至10日在本市第七郡美興西貢會議中心舉辦，台灣觀光局派員參加，並與當地旅遊業者會談...

台灣大戲班表演傳統的民俗技藝

【本報消息】台灣觀光局、台灣觀光局、台灣觀光局、台灣觀光局、台灣觀光局、台灣觀光局、台灣觀光局...

Taiwan

BY KEITH HANCOCK

HCMC ———> TAIPEI
 DISTANCE FROM HCMC: 2,210 KM
 3H 15M | NONSTOP

Taiwan is a wonderful holiday destination and is just three and a half hours from Ho Chi Minh City, with ten flights per day from EVA Air, China Airlines, Vietnam Airlines and others.

A small island state situated off the southeast coast of China, Taiwan is roughly equidistant between Vietnam and Japan, and due north of Manila in the Philippines. It covers an area of roughly 36,000km and is home to 23.5 million people, most of whom speak Mandarin as a first language. The local currency is the New Taiwan Dollar, of which there are 31 to the US Dollar. The capital city and municipality of Taipei sits at the north of the island.

Taipei is a cosmopolitan city full of culture and arts. Street performers are a common sight. The city's most famous landmark is of course the Taipei 101, the tallest "green" skyscraper in the world, standing at 508 metres.

The famous Ubike system of bicycle hire is in operation in Taipei. Bikes are parked in clearly marked stands. You just put in some money and ride off. This has proved to be highly successful.

Food

The country was first inhabited by aboriginal tribes, then settled by people from the Fujian region of China. The Hakka people arrived, also

from China, and in the 16th century the Portuguese arrived. The Dutch colonised the island in the 17th century and the Spanish came soon after, and then the Japanese. One can imagine with this history, that Taiwanese food is a veritable melting pot of cuisines.

The street food around the night markets is very high quality; among the best in the world. There are over 100 night markets and indeed the whole country is a full-on 24 hour per day culinary delight. With most dishes costing less than a dollar, this is a very inexpensive way to sustain oneself. The noodle dishes are wonderful, as are the fine array of dumplings, savoury pastries and buns. Seafood is extraordinary on the island. The famous Dong Khung Tuna festival is held in the south each year. The bubble tea famous across Asia originated in Taiwan. The island produces high quality mangoes and mango shaved ice is available everywhere, famous through the region.

"The street food around the night markets is among the best in the world. The whole country is a full-on 24 hour per day culinary delight."

Iron eggs are small eggs that have been stewed repeatedly in soy sauce, then air-dried. They are dark brown on the outside, have a chewy texture, and are delicious. Another local favourite are Xiao Chi, meaning small eats. The Taiwanese love their snacks. At markets like Ningxia Night Market you can get fried oyster omelettes, gua bao (Taiwanese burgers), stinky tofu and traditional rice balls.

Shallot pancakes are very popular, look out for the queues to make sure you get a good one.

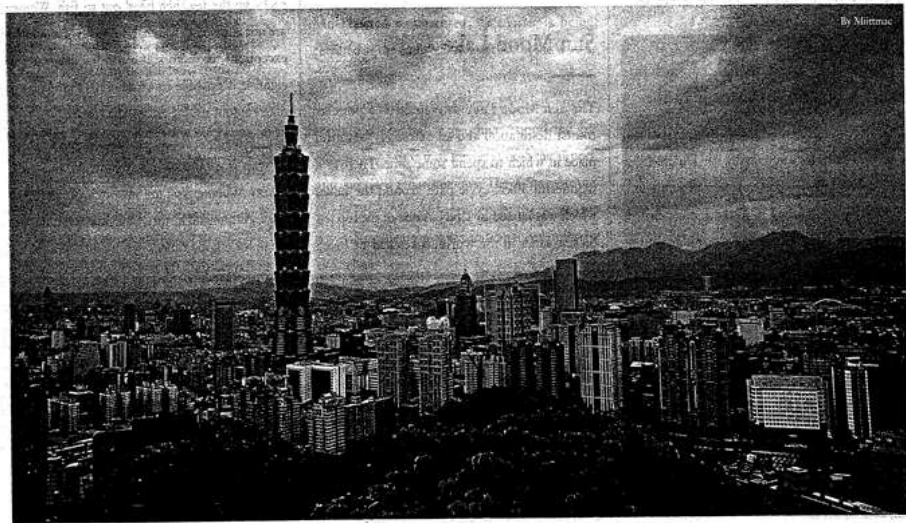
Shopping

There are an incredible number of shopping malls in the country, specifically in Taipei. These are not small as in Ho Chi Minh City, but huge affairs with hundreds of shops offering thousands of shopping experiences. The months of May and October are dedicated as discount shopping months and the Taiwanese turn out in their millions in search of bargains.

The country is of course, world renowned for electronics and phones, computers and TVs are all big sellers here. But there is much more to it than that. The Ximending shopping area of Taipei is very popular among youth for clothing, cosmetics and everything else that they require. Elite Spectrum is a 24-hour bookstore chain, offering thousands of titles. The night markets fill a huge gap as well, not just being for food.

Medical Tourism

As with many other countries in Asia, Taiwan has developed an enviable trade in medical tourism. Understandably, the largest group of medical tourists come from China. Geographically well placed and sharing Mandarin as a language, they come in large numbers to take advantage of the excellent quality of service and the inexpensive



By Mirmac



nature of Taiwanese hospitals. More surprisingly, many come from Thailand. This speaks volumes for the level of service, when Thailand itself is famous for medical tourism.

The country's hospitals specialise in cancer and neurological treatments. By 2013, some 80,000 patients per year were pouring in for packages that feature everything from Western-style physicals to cosmetic surgery, plus Chinese preventive medicine.

However, Taiwan is not all about Taipei. If you visit, take time to discover the other delights that this lovely island has to offer.

Danshui

Now more commonly known as Tamsui, this is a small, beautiful fishing village and a district of Taipei. The old streets are teeming with speciality food. It is serviced by a metro from Taipei's main station. The journey takes only 30 minutes, meaning that this is very popular with the locals as well as tourists. It's a university town and therefore inhabited by a young trendy set.

"Now more commonly known as Tamsui, this is a small, beautiful fishing village and a district of Taipei."

Fort San Domingo was built by the Spanish, destroyed and then rebuilt by the Dutch. It's a remarkable building that now houses a museum. These days it's referred to as the Former British Consular Residence, and is a popular tourist

attraction. Another famous attraction in the Fisherman's Wharf is the Lover's Bridge. This white cable-stayed bridge, earned its name as construction commenced on Valentine's Day, 2003. This is a great place for beautiful sunset views.

Tainan

Tainan is the former capital of the country and as a result is steeped in history. It has to be said, this is probably the most beautiful city in the country. It was, in its day, the regional base of the Dutch East India Company, and is home to some of the country's oldest temples, forts and ruins. Some of the oldest buildings here are preserved in excellent condition. It is home to the country's oldest Mazu and Confucian temples.

The National Museum of Taiwan History is one of the best in the region. It took 12 years to build before finally opening in 2011. It covers the full story of Taiwan's incredible and turbulent history, using life sized models of people. Early cargo ships are depicted to show how the early Han Chinese settlers arrived.

Sun Moon Lake

The Sun Moon Lake in Nantou is a popular tourist destination and an extremely beautiful place in which to spend some time. There is a wonderful 30km cycle path around the Lake, which was named by CNN as one of the top ten bicycle lanes in the world. Bikes can be hired

everywhere in this country, and if you like to cycle, this is unmissable.

Penghu Island

Penghu Island has become popular as of late, thanks to the increase of bioluminescent algae here, possibly due to global warming. Called blue tears by the locals, swimming at night among this amazing natural phenomenon is exhilarating and romantic. CNN named it as one of the 15 natural scenic wonders of the world. Tourists wishing to witness it need to fly to Tainan and take a boat trip to get to the island.

Lanyu Island

Orchid Island, as it is also called, sits off the southeast tip of the country and is home to the Tao indigenous people, who have lived here for 800 years. Green Sea Turtles nest here, whilst beautiful coral reefs surround the island. Four species of sea snakes are found in the surrounding seas, whilst Humpback Whales are a historically common sight, and can still be found here.

"Green Sea Turtles nest here, whilst beautiful coral reefs surround the island."

The island's Flying Fish Festival is a traditional coming-of-age ceremony for young men, whose societal standing was based on how many fish they could catch. The springtime festival takes place between March and May and is very localised, with each village celebrating it on different days chosen by the village elders. The men wear traditional Tao loincloths and bark helmets. They smear the blood of a slaughtered chicken on the rocks by the sea then head out to fish. Women are not allowed to watch, but most villages make exceptions for visitors. If travelling in a party of eight, it is possible to arrange for fishermen to take you out fishing during the season.

Taiwan is a land of much contrast and great beauty. Whether you are in search of peace and quiet, culture and history, or a great nightlife, you are in for a good time.









PACKAGE 2

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附件三 推廣會相關資料

推廣會流程

日期：2016年9月6日（星期二）

時間：17:30~21:00

地點：Nikko Saigon Hotel

14:30	會場佈置
16:30-17:00	參展單位就位，接待業者與記者 旅遊交易、業務洽談會
17:55-18:00	表演開場
18:00-18:20	長官致詞 代表團團長致歡迎詞
18:20-18:50	臺灣觀光資源簡報(吉隆坡辦事處曹主任) 東南亞國家簽證便捷措施(駐胡志明市台北辦事處林志峰 組長) 高雄市觀光資源簡報(曾姿雯局長) 嘉義縣觀光資源簡報(許有仁局長) 台北市觀光資源簡報(楊真華科員)
19:35	晚宴開始 貴賓致詞 嘉義縣長張花冠 高雄市政府觀光局曾姿雯局長
20:00-20:10	第一段抽獎活動
20:20-20:30	國民大戲班表演
20:40-21:00	第二段抽獎活動
21:00	晚宴結束