

出國報告（出國類別：其他）

參加阿拉伯旅展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：馬惠達處長、賴靜平科員

派赴國家：阿拉伯聯合大公國、巴林

出國期間：106年4月26日-5月3日

報告日期：106年6月30日

目錄

| | |
|------------|-----|
| 一、前言 | P.2 |
| 二、行程(活動)概要 | P.3 |
| 三、心得與建議 | P.8 |
| 四、照片 | P.9 |
| 五、附錄 | |

壹、前言

中東地區赴臺人次自 2013 年起連年成長，2016 年來臺人數為 19,862 人次，較前年(18,753)成長 5.91 %。本次推廣會前往之杜拜屬阿拉伯聯合大公國七個邦國中之一國，是中東地區的商業聚集地，也是國際旅客和貨物轉運樞紐；而巴林經濟自由度於中東排名第 1，全球排名第 12 位，為中東地區最開放的經濟體，現已成為許多跨國公司在該區的根據地。

交通部觀光局為擴大來臺客源市場，並配合全球觀光發展趨勢，自 2014 年起由陳建宇先生(時任交通部次長)率團出發，參加「阿拉伯旅遊展(ATM)」。2015 年由交通部觀光局副局長劉喜臨擔任領隊，出席阿拉伯旅展，並於阿曼、杜拜、阿布達比等 3 處進行推廣會活動；2016 年由交通部觀光局副局長張錫聰領隊，金界旅行社張李正琴董事長擔任推廣團團長。為更貼切了解穆斯林旅遊市場動向，2017 年由阿里山國家風景區管理處處長馬惠達擔任領隊於 4 月 26 日至 5 月 3 日前往杜拜參加阿拉伯旅展，並於杜拜及巴林等地進行推廣活動。

推廣期間，亦與我國駐阿拉伯聯合大公國杜拜商務辦事處處長楊司恭及同仁、杜拜台灣貿易中心主任王信雄、駐巴林王國商務代表團陳天爵代表及同仁等，洽商合作推廣來臺觀光事宜，皆有豐碩成果。

另觀光局新加坡辦事處主任林信任與當地公關公司進行工作會議，除檢討旅展及近期推廣活動成效外，亦就未來中東市場推廣策略交換意見，行程順利圓滿。

貳、行程(活動)概要

一、 全程活動日期：106 年 4 月 26 日至 5 月 3 日

二、 活動路線：臺北→杜拜→巴林→臺北

三、 活動紀要：

| 日期 | 行程內容 |
|------------------|--|
| 4/26(三) | 啟程：臺北—阿拉伯聯合大公國（杜拜） 機上過夜 |
| 4/27(四) | 1. 抵達杜拜國際機場 2. 前往阿拉伯旅展巡視臺灣館展場、慰勞團員及參訪各國家展館推廣狀況 3. 辦理感謝晚宴 |
| 4/28-29 (五、六) | 考察杜拜觀光資源 |
| 4/30(一) | 考察阿布達比觀光資源 |
| 5/1(二) | 1. 前往巴林 2. 拜會巴林代表處 3. 考察巴林觀光資源 |
| 5/2 | 1. 巴林推廣會佈展 2. 巴林推廣會 3. 檢討會議 4. 返台 |

四、 市場調查及考察

阿拉伯聯合大公國總人口約 944.5 萬人，其中有超過 80% 為外來人口，主要集中在阿布達比、杜拜及沙迦三大邦，其中本國籍人口僅約 120 萬人。人民多信奉回教，因受英國保護多年，一般政、商界人士均諳英語。外來人口主要來自印度、巴基斯坦及鄰近之其他阿拉伯國家，印度人多從商，經營中小企業，對大公國經濟之影響力不可小覷。杜拜邦係大公國第 2 大邦，面積約 3,900 平方公里，相當於台東縣，在過去 30 年積極發展建設下，基礎設施完善、交通便捷、服務設施管理井然有序。杜拜經濟早期仰賴採集珍珠及轉口貿易，亦曾發現油產，惟已近枯竭，目前經濟活動以房地產、金融、觀光、航空、轉口貿易、物流、零售為主。

由於處於歐、亞交界優越地理位置，杜拜政府致力發展成為本地區商業、金融、觀光及交通中心，其阿聯酋航空（Emirates）已躍居成為本地區載客量最大航空公司，係阿拉伯旅展主要辦理的邦國。

巴林王國總人口約 134.6 萬人，首都麥納瑪，人民多信奉回教，目前美國派有戰機及第五艦隊駐守在波斯灣內巡邏警戒，並以巴林為主要基地與補給港，民風保守，我國第一次前往該地辦理觀光推廣活動。

本次活動相關說明及成果如下：

(一) 辦理臺灣觀光推廣會

第 1 場

- 日期：106 年 4 月 30 日(日)
- 地點：Taj Hotel 杜拜

第 2 場

- 日期：106 年 5 月 2 日(二)
- 地點：Gulf Hotel 巴林

臺灣觀光推廣會透過當地公關公司協助，邀請當地旅行業者、媒體、航空公司與臺灣業者近距離接觸洽談。推廣會執行區分「交易會」、「說明會」及「餐會」等三大部分。臺灣出席業者無不卯足全力，精彩演出，搭配航空公司贊助中東至臺灣來回機票、國內星級旅館提供住宿券等進行抽獎，製造活動高潮。今年本部觀光局配合 ATM 旅展於杜拜 TAJ Hotel(4/30)及巴林 GULF CONVENTION CENTRE(5/2)辦理臺灣觀光推廣會，邀請中東地區至杜拜參展之重要旅行社人員參與，以介紹臺灣觀光資源特色，並利後續包裝販售，當地業者參與踴躍，除由本部觀光局進行臺灣觀光特色簡報，並由參與洽談業者的進行簡報，並安排阿里山鄒族原住民表演。

本次表演團體楓靈藝術團所製作的鄒族樂器於巴林推介會結束時贈送給 Arab Open University，由執行長 Dr. Khaldoon Al-Roomi 代表接受，多了文化層面的交流。

(二) 參加杜拜阿拉伯 ATM 旅展 (Arabian Travel Market, ATM)

- 展期：106 年 4 月 24 日(一)至 27 日(四)
- 展場：Dubai International Convention and Exhibition Centre

為加深中東旅客對臺灣的印象，沿襲 2016 年「天燈、蘭花、茶」為展場布置元素，安排臺灣原住民鄒族的音樂與舞蹈、高山茶品嘗、書法體驗、洗愛玉子等活動，吸引買家及媒體目光，紛紛前來展攤洽商與採訪。為吸引民眾目光，現場規劃多項展演活動包括楓靈藝術團-

原住民(鄒族)舞蹈、臺灣茶藝文化品嚐、書法體驗、VR 體驗、DIY 互動(休閒農業發展協會)、仙草及愛玉美食試吃(休閒農業發展協會)等，表演團體亦穿著原住民服飾主動前往旅展其他展區與當地民眾互動，歡迎大家來臺灣館參觀。旅展期間當地業者詢問度高，主要關心議題如下：

1. **簽證便利性：**來臺旅遊需要簽證事宜仍為當地業者最關心之問題，我國於 105 年 1 月 12 日實施「電子簽證」(eVisa)計畫，係為推動深化資訊建設及爭取多元觀光客來臺政策，並因應國際旅行文件電子化發展趨勢；自去年 10 月 7 日起擴大適用國家，增列菲律賓、阿曼、阿拉伯聯合大公國、巴林、卡達、科威特、沙烏地阿拉伯、蒙特內哥羅及多米尼克等 9 國。適用電子簽證計畫人士可透過網路「一站式」的便捷服務(線上填表、信用卡繳費、經審核通過獲發電簽憑證)申辦來臺簽證，來臺旅遊手續更為便捷，對於爭取穆斯林高消費客群來臺觀光相當有助益。中東地區幅員廣大，旅行社對於開放電子簽證相關辦理作業了解度仍有待加強。
2. **家族旅遊需求：**經與我國駐阿拉伯聯合大公國杜拜商務辦事處、杜拜台灣貿易中心、駐巴林王國商務代表團等常駐人員交換意見，皆表示穆斯林旅客大多以家族旅遊為主，重視口碑行銷，杜拜商務辦事及駐巴林王國商務代表團皆積極協助本部觀光局辦理觀光行銷推廣，巴林王國商務代表團陳代表及同仁表示下半年希望合作辦理熟悉旅遊等活動，讓當地意見領袖及業者能了解臺灣的觀光資源，並推薦給大家。

2017 Taiwan Tourism Workshop Agenda - Dubai

- Date : 30th Apr
- Venue : **Taj Hotel**

| Time | Schedule |
|-----------|--|
| 1830-1930 | B2B Session with Tea and Coffee |
| 1930-1940 | Performance 1 |
| 1940-1945 | Welcome Speech by the Director Trust Lin , Taiwan Tourism Bureau Singapore Office |
| 1945-1950 | Welcome Speech by the Director Yang , commercial office of republic of china to Dubai |
| 1950-2010 | Taiwan Tourism presentation by Vishal |
| 2010-2030 | Presentation by Mr.Ngan , the Association of Taiwan Leisure Farms |
| 2030-2035 | Q & A |
| 2035-2040 | Taiwan Experience Sharing-(1-2pax from FAM members) |
| 2040-2100 | Supplier presentation for approx 5 minutes each (4 clients) |
| 2100-2110 | Lucky Draw |
| 2110-2120 | Performance 2 |
| 2120- | Networking Dinner |
| | Group Photos |

2017 Taiwan Tourism Workshop Agenda -Bahrain

- Date : 2nd May
- Venue : GULF CONVENTION CENTRE (AL DANA 1)

| Time | Schedule |
|-----------|---|
| 1045-1130 | B2B Session with Tea and Coffee |
| 1130-1140 | Performance 1 |
| 1140-1145 | Welcome Speech By Director Trust Lin, Taiwan Tourism Bureau Singapore Office |
| 1145-1150 | Speech by Representative, Mr. Chen, Trade Mission of Taiwan to the Kingdom of Bahrain |
| 1150-1215 | Taiwan Tourism presentation by Noel |
| 1215-1225 | Taiwan Experience Sharing-(1-2pax from FAM members) |
| 1220-1225 | Presentation by the Association of Taiwan Leisure Farms |
| 1225-1240 | Supplier presentation for approx 5 minutes each (3 clients) |
| 1240-1250 | Presentation by Country Manager Jonathan, Cathay Pacific Airways |
| 1250-1255 | Q & A |
| 1255-1305 | Lucky Draw |
| 1305-1315 | Performance 2 |
| 1315- | Networking Lunch |
| | Group Photos |

參、心得與建議：

(一) 中東來臺市場深具潛力

中東地區出境旅遊持續竄升，在 UNWTO 的預測中，係未來 10 年成長率最高的地區(預測成長率最高國家為中國大陸)。有鑑於此，世界各國莫不以中東為主要觀光激戰場，從阿拉伯旅展參與的人數、國家、攤位數，逐年創新高。我國當然不能置身事外。尤其本局以「布局全球、放眼國際」為主要推廣目標，不希望僅依賴單一市場撐起一片天，舉凡有航線、有潛力的處女地，皆是本局開發目標。

(二) 攤位設計及推廣會：

展攤規劃設計應先了解來旅展觀展的業者並確認主題元素讓設計單位設計，現場運用植物布展非常吸引當地業者及民眾目光並主動前來台灣館拍照，惟需要考量植物壽命，另現場需有攤位平面圖與參展業者、表演團體介紹。

推廣會應提供現場活動流程，或直接將簡報區與洽談區分為兩個房間，引導當地業者進行洽談活動。表演團體的用餐及休息室需提前規劃。洽談區與晚宴，建議分成兩個房間辦理。

(三) 與外館攜手合作，推廣台灣觀光

藉由本次旅展，拜訪了解潛在觀光旅客的需求，有效地進行推廣促銷，目前中東與我國往來的航線、航班、機位可支撐市場發展，外館在當地也積極佈局，未來可透過雙方合作，辦理熟悉旅遊等，讓更多穆斯林世界的客人了解台灣的美好與友善。本次推廣也前往巴林，受到大使熱烈歡迎，大使為推動來臺觀光不餘遺力，更承諾以最大可能性與本部觀光局合作辦理熟悉旅遊，作為中東赴臺觀光旅遊之示範區。

(四) 電子簽證的推廣

來臺旅遊需要簽證事宜仍為當地業者關心之問題，目前阿拉伯聯合大公國及巴林都適用電子簽證計畫，可透過網路「一站式」的便捷服務(申辦來臺簽證，來臺旅遊手續更為便捷，對於爭取穆斯林高消費客群來臺觀光相當有助益。中東

地區幅員廣大，旅行社對於開放電子簽證相關辦理作業了解度仍有待加強。

肆、照片



阿拉伯旅展台灣館受當地民眾喜愛紛紛前來拍照留念



展場與民眾互動



民眾排隊等候書法及茶道體驗



推廣會前小組會議



拜會巴林商務代表處



巴林當地媒體採訪



團隊合照

Taiwan Tourism Bureau, Dubai Office

Media Coverage Report

ATM & Workshops 2017



Coverage Summary

| S.No. | Publication | Issue |
|-------|-------------------|-----------------------------|
| 1 | Getty Images | 24 th April 2017 |
| 2 | Press Reader | 25 th April 2017 |
| 3 | TTN | 1 st May 2017 |
| 4 | Arabian Gazette | 3 rd May 2017 |
| 5 | News of Bahrain | 3 rd May 2017 |
| 6 | MuslimVillage.com | 4 th May 2017 |
| 7 | Marasi News | 5 th May 2017 |
| 8 | Arabian Gazette | 11 th May 2017 |
| 9 | Travel Web | 12 th May 2017 |
| 10 | Travia 360 | 15 th May 2017 |
| 11 | The Arab Traveler | 17 th May 2017 |
| 12 | Trade Arabia | 17 th May 2017 |
| 13 | Emirates 24/7 | 22 nd May 2017 |
| 14 | Marasi News | 30 th May 2017 |

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Up next

A visitor poses for a photo with exhibitors at Taiwan pavilion...

1 PICTURE


Embed

A visitor poses for a photo with exhibitors at Taiwan pavilion during the Arabian Travel Market 2017 (ATM) at the Dubai World Trade Centre on April 24, 2017. / AFP PHOTO / Stringer

April 24, 2017 License

Keywords: Pavilion Travel Dubai World Trade Center Persian Gulf Countries United Arab Emirates

We've got more to



Mohammad visits Arabian Travel Market

Abu Dhabi sees 4% increase in the number of visitors

Full News 25 Apr 2017 15 more

Nearly 4.57 million travellers visited Dubai in the first quarter of 2017, representing over double the growth achieved in the first quarter of 2016, according to a statement from the Department of Tourism and Commerce Mar-

ket (Dubai Tourism).

Among Dubai's top 20 source markets for inbound tourism, China and Russia continued to top the growth charts with a year-on-year growth rate of 64 per cent and 106 per cent respectively. This was primarily due to regulatory changes that enabled citizens from these countries to obtain free visas on arrival here. Saudi Arabia, which has long been a key



Visitors pose for a picture with an exhibitor at the Taiwan stand, which elicited a lot of response from the crowd.

source market for Dubai, saw an 8 per cent decline in visitor numbers compared to 2016 driven by

a backward shift in annual school holidays.

Meanwhile, Abu Dhabi saw a



1st May 2017

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Travel, Tourism & Hospitality Taiwan becomes preferred destination for the ME travellers

31 May 2017



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Travel, Tourism & Hospitality

Taiwan becomes preferred destination for the ME travellers

31 May 2017 12

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The Taiwan Tourism Bureau (TTB) is targeting the Middle Eastern tourist market, which it believes has the potential for vast growth.

Taiwan drew about 10 million tourists last year. The combined population of Muslim countries is approximately 1.7 billion, which presents a high potential for international visitors, commented Trust Lin, director - Taiwan Tourism Bureau, Singapore Office.

The Taiwan Tourism Bureau (TTB), along with a special delegation, participated in this year's Arabian Travel Mart - which concluded in April, and as part of its trade initiatives organized two special Mice evenings in association with Cozmo Travels and ATS Travels apart from travel agent workshops in Dubai and Bahrain.

The events were attended by top-notch travel trade fraternity, media professionals who received well-rounded presentations on Taiwan with exciting prizes and giveaways as well.

The delegation from Taiwan was led by Lin comprised of teams from Pro Tour Express Inc, Lion Travel Service Co, Mushroom Pot Organic Restaurant, Jabez Creative Inc, Big 5 Tours Co. Ltd., Taiwan Leisure Farms Development Association.

2017 came in close heels to 2016 which was an exceptionally successful one for TTB Middle East. The tourism board received The Arabian Travel Market New Frontiers Recovery Award 2016 that recognised 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, had 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, spokesperson of ATM.

Unique to Taiwan, this year our theme was to promote the mesmerizing natural beauty and stunning landscapes. Bamboo and orchids were shipped in from Taiwan to decorate the booth. The green theme attracted both visitors and other exhibitors alike. Aboriginal dance performances typical of Alishan region, tea-maker and calligrapher were also organized.

For the Mice evenings corporate clients were invited on each day, and to strengthen the trade and relations between UAE and Taiwan. TAITRA also had presentation slots at the events (except in Bahrain). The trade workshop received a massive response from top outbound travel companies of UAE. At the Taiwan booth at ATM, suppliers from Taiwan gave out information, handing out brochures, promotional material, itineraries and a wealth of suggested activities to help plan a perfect Taiwanese holiday.

The Taiwan Tourism Bureau warmly invites the people of UAE to come and experience the beauty and splendor of the island country. - TradeArabia News Service

Taiwan becomes preferred destination for the ME travellers

Digital Edition

https://www.ttnworldwide.com/Article/262353/Taiwan_becomes_preferred_destination_for_the_ME_travellers

1/2



3rd May 2017

5/31/2017

Taiwan - Asia's Hidden Gem and a nature lovers paradise

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Taiwan – Truly Asia's Hidden Gem

Posted by [John Thomas](#) / May 3, 2017

<https://arabiangazette.com/taiwan-asias-hidden-gem/>

1/6

5/31/2017

Taiwan - Asia's Hidden Gem and a nature lovers paradise



Taiwan is a beautiful island country layered with the heritage of Taiwanese aboriginals, Dutch, Spanish and Chinese in a beautiful cultural amalgam of sorts. Endowed with magnificent peaks, green rolling hills, plains, basins, coastlines, lush forests and national parks, it is also a nature lover's paradise.

At the backdrop of the Arabian Travel Market, the Arabian Gazette team caught up with **Dr. Trust H.J. Lin**, Director of Taiwan Visitors Association, who was here in the UAE to promote his country in the Middle East region. Here are the excerpts of the interview.



Why do you think Taiwan is a preferred destination for international travelers?

<https://arabiangazette.com/taiwan-asias-hidden-gem/>

26

I would like to quote from the international media like Travel & Leisure – The Editor's Choice – They have rated Taiwan as one of the top 10 destinations to travel, in Asia. The same publication recently did a survey for expats who picked Taiwan as the no 1 country – for medical care, safety, beautiful nature and pastoral city life.

What are the top destinations for travel in Taiwan?

Basically, Taiwan is a big island full of surprises. It's hard to say what are the top locations. However, so far we have seen great interest in Taipei – the capital city among international travellers who visit Taiwan. In addition, many go to Taroko for the nature. Some to Yunshan, and others to the east coast.

How many international visitors does Taiwan receive every year?

Last year Taiwan welcomed more than 10 million international visitors in the country.

How important is the UAE market to Taiwan?

We consider the UAE market as diamond and we are seeing a growth trend, so we are investing in this region. We see it as an ideal place for us to start, before moving to the other regions in the GCC.

What special initiatives is the ministry of tourism taking to attract travellers from the Middle east region?

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Can you comment on Taiwan's Halal Tourism offering?



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5/31/2017

Taiwan - Asia's Hidden Gem and a nature lovers paradise

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Gala event to promote Taiwan tourism held

Manama: The Taiwan Tourism Bureau held a gala event to promote Taiwan tourism at the Gulf Hotel yesterday.

Several stalls providing information about tourism spots in Taiwan and a cultural extravaganza were organised at the gala.

"It is a pleasure to meet with so many tour operators from Taiwan and Bahrain and we believe that if both the countries work together it will open up new horizons for both the nations and through events like these we are aiming to strengthen the relations with Bahrain," said Michael Chen, ambassador of the Trade Mission of Taiwan.

"Forty-six years ago, the Taiwan Tourism Bureau was established and this is our first visit to Bahrain. We believe that Bahrain as a country is a diamond in the Middle East. Bahrain as a nation has a very strong tourism connection and will help us to be a gateway to the rest of the Gulf countries. Also, we as delegates are overwhelmed with the country's support and response and we are looking forward to more collaborations with the country not only in the tourism but also in various business opportunities," said Trust H.J. Lin, Director of the Taiwan Tourism Bureau, Singapore Branch.

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Taiwan: Asia's 'hidden gem' embraces Islamic tourism
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By John Thomas
Source Arabian Gazette

Taiwan is a beautiful island country layered with the heritage of Taiwanese aboriginals, Dutch, Spanish and Chinese in a beautiful cultural amalgam of sorts. Endowed with magnificent peaks, green rolling hills, plains, basins, coastlines, lush forests and national parks, it is also a nature lover's paradise.

At the backdrop of the Arabian Travel Market, the Arabian Gazette team caught up with **Dr. Trust H.J. Lin**, Director of Taiwan Visitors Association, who was here in the UAE to promote his country in the Middle East region. Here are the excerpts of the interview.

Why do you think Taiwan is a preferred destination for international travelers?

I would like to quote from the international media like Travel & Leisure – The Editor's Choice – They have rated Taiwan as one of the top 10 destinations to travel, in Asia. The same publication recently did a survey for expats who picked Taiwan as the no. 1 country – for medical care, safety, beautiful nature and pastoral city life.

What are the top destinations for travel in Taiwan?

Basically, Taiwan is a big island full of surprises. It's hard to say what are the top locations. However, so far we have seen great interest in Taipei – the capital city among international travellers who visit Taiwan. In addition, many go to Taroko for the nature. Some to Yushan, and others to the east coast.










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6/5/2017

Taiwan: Asia's 'hidden gem' embraces Islamic tourism

How many international visitors does Taiwan receive every year?

Last year Taiwan welcomed more than 10 million international visitors in the country.

How important is the UAE market to Taiwan?

We consider the UAE market as diamond and we are seeing a growth trend, so we are investing in this region. We see it as an ideal place for us to start, before moving to the other regions in the GCC.

What special initiatives is the ministry of tourism taking to attract travellers from the Middle east region?

For the middle east market particularly for people from the GCC we are right now providing the easy visa or e-visa facility. It has made getting visa simpler than before. Apart from that we have partnered with various airlines for the benefit of our travellers from the region. Also we work closely with our PR consultants in the region to make Taiwan an easily accessible and well known destination.

Can you comment on Taiwan's Halal Tourism offering?

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What travel trends are you seeing from travellers in the region?

We've seen that middle east travellers go to Taiwan as a family group. Therefore, the key is to attract the prime member of the family to visit Taiwan. We have special incentives for MICE travellers and for the past few days we had two functions focussed on MICE, as well. We are hoping people will first travel for business and make a second trip, along with their families.

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Taiwan ... One of the breath taking destinations in the Middle East | Marasi News

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HOME NEWS YACHTS TAIWAN ... ONE OF THE BREATH TAKING DESTINATIONS IN THE MIDDLE EAST

Taiwan ... One of the breath taking destinations in the Middle East

Published on: Tue, 05/30/2017 - 13:53

Known as the hidden 'gem of Asia' Taiwan's wide diversity of unique tourism attractions and beautiful nature will always encourage you to keep visiting it.

By Hudoob Younis

Taiwan is a small island with a broad range of environments. It is located at one hundred and fifty kilometers of the southeast coast of mainland China, between cool-temperate Japan to the north, sub-tropical south China to the west and the tropical Philippines and Indo-Malayan islands to the south. This location, combined with a tall range of mountains, with more than two hundred peaks over 3,000 meters, supports a diverse flora of over 4,000 vascular plant species and a spectrum of six forest types.



Taiwan enjoys a beautiful nature surrounded by islands, situated in East Asia at the northwestern edge of the Pacific, possesses an endless variety of terrains, forests, agricultural products, and marine ecologies, as well as a diversity of ethnic cultures along with enchanting human customs and practices.

In an exclusive interview with Mr. Trust Lin, the Director of Taiwan Tourism, he told Marasi Yachts that Taiwan is a Muslim friendly country and it is highly focused on building up a friendly environment to sustain the needs of Muslim tourists.

Mr. Lin emphasized that Taiwan is extremely safe as people can walk in the streets any time even after midnight and they can enjoy the night life in a very peaceful environment. Visitors also can explore Taiwan and enjoy Round-the-clock activities.

Attractive Nature

When you visit Taiwan you will be impressed by nature. The country is dominated by forested mountains. Almost three fourths of the country is lowlands and they are considered an important habitats for seabirds and wildlife associated with the remaining tropical strand or mangrove trees.

Taiwan green mountains and lands present a unique experience to tourists especially who are looking to explore nature. When you open your eyes you will see green surroundings all around which refreshes your mind and makes you enjoy a vacation away from the busy cities and jammed streets.

A message to the Middle East

Mr. Lin extended an open invitation to the tourists from the Middle East saying, 'I see the Middle East as a shining diamond. We have approximately 20,000 visitors from the Middle East and we are here aiming to better promote Taiwan in order to increase the tourism from Middle East. The market in Taiwan is improving and we are encouraged to increase our investment. I am happy to participate in The Arabian Travel Market 2017. I managed to meet different cultures who visited our stand, took pictures and tried our Taiwanese tea.'

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Taiwan becomes preferred destination for the Middle East traveller in 2017

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Taiwan becomes preferred destination for the Middle East traveller in 2017

Posted by [John Thomas](#) / May 11, 2017



Participates in its fourth successful year at ATM this year...

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1/4

5/31/2017

Taiwan becomes preferred destination for the Middle East traveller in 2017

The Taiwan Tourism Bureau (TTB) along with a special delegation participated in Arabian Travel Mart 2017; and as part of its trade initiatives organized two special MICE evenings in association with Cozmo Travels and ATS Travels apart from travel agent workshops in Dubai and Bahrain.

The events were attended by top-notch travel trade fraternity, media professionals who received well-rounded presentations on Taiwan with exciting prizes and giveaways as well.

The delegation from Taiwan was led by Trust Lin, Director – Taiwan Tourism Bureau, Singapore Office and comprised of teams from Pro Tour Express Inc, Lion Travel Service Co, Mushroom Pot Organic Restaurant, Jabez Creative Inc, Big 5 Tours Co. Ltd., Taiwan Leisure Farms Development Association.

"The Middle East is an high value source market for Taiwan and has the potential for vast growth. Taiwan drew about 10 million tourists last year. The combined population of Muslim countries is approximately 1.7 billion, which presents a high potential for international visitors, commented Trust Lin.

2017 came in close heels to 2016 which was an exceptionally successful one for TTB Middle East. The tourism board received The Arabian Travel Market New Frontiers Recovery Award 2016 that recognised 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, had 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, spokesperson of ATM.

Unique to Taiwan, this year our theme was to promote the mesmerizing natural beauty and stunning landscapes. Bamboo and orchids were shipped in from Taiwan to decorate the booth. The green theme attracted both visitors and other exhibitors alike. Aboriginal dance performances typical of Alishan region, tea-maker and calligrapher were also organized.

For the MICE evenings corporate clients were invited on each day, and to strengthen the trade and relations between UAE and Taiwan, TAITRA also had presentation slots at the events (Except in Bahrain). The trade workshop received a massive response from top outbound travel companies of UAE.

At the Taiwan booth at ATM, suppliers from Taiwan gave out information, handing out brochures, promotional material, itineraries and a wealth of suggested activities to help plan a perfect Taiwanese holiday.

The Taiwan Tourism Bureau warmly invites the people of UAE to come and experience the beauty and splendor of this island country.

Essential Taiwan...

Administrative and Commercial Capital: **Taipei**

Geography: Located 180 kilometers off the southeastern coast of China, Taiwan has an area of 35,881 km² (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. Taipei is 4:0 hours ahead of the UAE. That means when it is 9:00 am in Dubai, it is 1:00 pm in Taipei.

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

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2/4



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Taiwan hails participation at ATM 2017 successful



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Taiwan hails participation at ATM 2017 successful

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1/3



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TAIWAN BECOMES PREFERRED DESTINATION FOR THE MIDDLE EAST TRAVELLER IN 2017...



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SCHEDULE OF EVENTS:

MICE Evenings in association with ATS Travels and Cozmo Travels

Date: 25th & 26th April

Venue: Taj Downtown Dubai

Agent Workshops in Dubai and Bahrain

Date: 30th April and 2nd May

Venue: Taj Downtown Dubai & Gulf Convention Center

Essential Taiwan...





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

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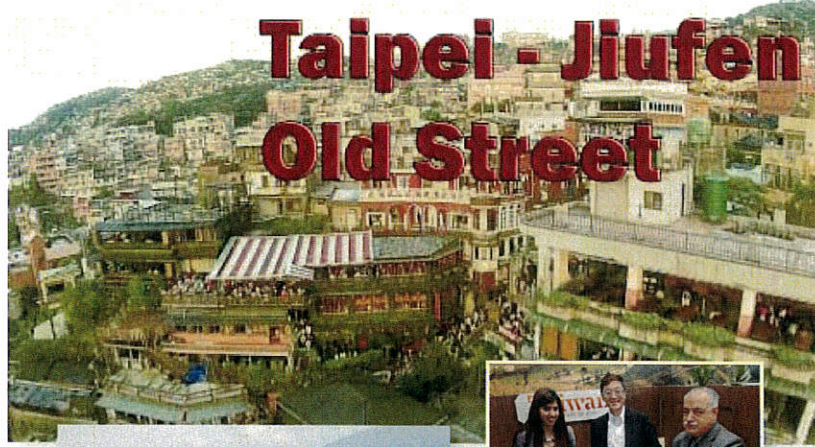
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17th May 2017

سر السياحة عندنا ... لا يوجد أفضل من تايوان



مجلة المسافر) ولقاء مع
السيد / ترست لين - الرئيس التنفيذي
Mr. Trust H.J. Lin

. والتنوع في الأسواق التي تزخر بالمنتجات الإلكترونية وغيرها لما
عرضت به تايوان من شهرة عالمية بأنها بلد صناعي، ويمتلك طبيعة
متنوعة وانهار وبحيرات وسواحل جميلة يفوق وصفها الخيال .
كما توفر البلاد السكن المتنوع من الفنادق والمنشآت بمختلف
المستويات . وتعرف تايوان بأنها بلاد البامبو وزهرة الأوركيد.
ويضيف السيد / ترست لين: «هنا كان هدفك من الزيارة سواء كان

التقت مجلة المسافر العربي مع السيد/ ترست لين - الرئيس
التنفيذي لهيئة السياحة التايوانية والمقيم في سنغافورة وسألته عن
الجديد الذي تقدمه تايوان للسائح العربي؟
فأجاب: نحن نسم جديد في عالم السياحة ونقدم منتج سياحي جديد
للسوق العربي . ونحن نشترك في معرض سوق السفر العربي لأول
مرة . ولدينا الكثير الذي نقدمه للسائح العربي مثل الأكل الحلال



كما دعونا عدد من الصحفيين من العرب لزيارة تايوان والتعرف على البلاد ومقوماتها السياحية الكبيرة .

وماذا عن التسهيلات المتعلقة بتأشيرة الزيارة؟

تقدم تسهيلات كبيرة لعدد من الدول لزيارة تايوان ومنه الدول الخليجية الست الذين يمكن لمواطنيها زيارة البلاد من خلال التأشيرة الإلكترونية (اي فيزا) . بأجراءات سريعة وبسيطة جدا . وترتبط العاصمة تايبيه عدد من خطوط الطيران مثل طيران الإمارات في رحلة يومية . والكاثي باسفيك برحلتين يومية . ويجمع 17 رحلة يوميا بين ودول الخليج وتايوان . مما يجعل من الوصول الى تايوان سهلا جدا .

وهل من كلمة أخيرة تودون قولها؟

يقول السيد/ لين : لاحظت ان السوق العربي لهم مطالب متميزة تنحو الى الفخامة والمتعة في السياحة، وهذه العناصر متوفرة في تايوان . فتعالوا الى تايوان واكتشفوا بلدا جديدا وسوقا سياحي جديدا ولدنيا السر الذي تعمل من خلاله وهو (لا يوجد أفضل من تايوان) .

لتقضاء بعض الأعمال . او لتقضاء اجازة ممتعة للراحة والاستجمام . او للتعرف على معالم البلاد . فأنتك لابد وان تفتن بها . لما تضمه من كنوز تاريخية ومعالم جغرافية وطبيعة غنية . كما ان الشعب التايواني المضياف الذي يمتاز بالهدوء والكرم وحب مساعدة الغير وخاصة الضيوف القادمين الى البلاد . مما يجعل زيارة اي فرد الى تايوان بمثابة اكتشاف عالم جديد من المتعة والراحة .

وماهي اعداد السواح التي تزور تايوان؟

يجيب السيد/ لين: يزور تايوان حوالي 10 ملايين سائح سنويا . يأتيون من الصين واليابان وكوريا ودول شمال آسيا . اما عدد السواح العرب الى تايوان يبلغ عددهم حوالي 25 الف سائح سنويا . وتأمل بزيادة هذه النسبة لتزيد بنسبة 10٪ في العام الحالي مقارنة بالعام الماضي . كما اننا نخطط لافتتاح مكتب لهيئة السياحة التايوانية في المنطقة خلال الثلاث سنوات القادمة . كما اننا اقمننا ورشة عمل في البحرين في الثاني من مايو الماضي بمشاركة عدد من الوكالات للتعرف على تايوان من خلال هذه اللقاءات . كما اقمننا ورشة اخرى في دبي . ونعمل على تسويق تايوان باعتبارها بلد تقدم التسهيلات اللازمة لعقد المؤتمرات والاجتماعات واللقاءات واقامة المعارض .

17th May 2017

5/31/2017 Taiwan becomes preferred destination for the ME travellers



Wednesday 31 May 2017

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Taiwan becomes preferred destination for the ME travellers

DUBAI, 16 days ago

The Taiwan Tourism Bureau (TTB) is targeting the Middle Eastern tourist market, which it believes has the potential for vast growth.

Taiwan drew about 10 million tourists last year. The combined population of Muslim countries is approximately 1.7 billion, which presents a high potential for international visitors, commented TTB's director Taiwan Tourism Bureau, Singapore Office.

The Taiwan Tourism Bureau (TTB), along with a special delegation, participated in this year's Arabian Travel Mart, which concluded in April, and as part of its trade initiatives organized two special MICE evenings in association with Cosmos Travels and ATIS Travels apart from its travel agent workshops in Dubai and Bahrain.

The events were attended by top notch travel trade fraternity, media professionals who received well-rounded presentations on Taiwan with exciting prizes and giveaways as well.

The delegation from Taiwan was led by Lin comprised of teams from Pilo Tour Express Inc., Lion Travel Service Co., Mushroom Pot Organic Restaurant, Jabez Creative Inc, Big 5 Tours Co. Ltd., Taiwan Leisure Farms Development Association.

2017 came in close heels to 2016, which was an exceptionally successful one for TTB Middle East. The tourism board received The Arabian Travel Market New Frontiers Recovery Award 2016 that recognised 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, had 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 travelers from the Middle East region," said Nabeel Sagar, spokesperson of ATM.

Unique to Taiwan, this year our theme was to promote the mesmerizing natural beauty and stunning landscapes. Bamboo and orchids were shipped in from Taiwan to decorate the booth. The green theme attracted both visitors and other exhibitors alike. Aboriginal dance performances typical of Aishan region, tea maker and calligrapher were also organized.

For the MICE evenings corporate clients were invited on each day, and to strengthen the trade and relations between UAE and Taiwan, TAITRA also had presentation slots at the events except in Bahrain. The trade workshop received a massive response from top outbound travel companies of UAE.

At the Taiwan booth at ATM, suppliers from Taiwan gave out information, handing out brochures, promotional material, itineraries and a wealth of suggested activities to help plan a perfect Taiwanese holiday.

The Taiwan Tourism Bureau warmly invites the people of UAE to come and experience the beauty and splendor of the island country. [TradeArabia News Service](#)

Calendar of Events

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5/31/2017 Taiwan becomes preferred destination for the Middle East traveller in 2017 - Emirates 24|7

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Taiwan becomes preferred destination for the Middle East traveller in 2017

By 24|7
Dubai: Emirates 24|7, 22 May 2017

The Taiwan Tourism Bureau (TTB) along with a special delegation participated in Arabian Travel Mart 2017, and as part of its trade initiatives organized two special MICE evenings in association with Cozmo Travels and ATS Travels apart from travel agent workshops in Dubai and Bahrain.



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The events were attended by top-notch travel trade fraternity, media professionals who received well-rounded presentations on Taiwan with exciting prizes and giveaways as well

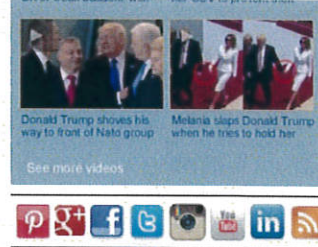
The delegation from Taiwan was led by Trust Lin, Director - Taiwan Tourism Bureau, Singapore Office and comprised of teams from Pro Tour Express Inc, Lion Travel Service Co, Mushroom Pot Organic Restaurant, Jabez Creative Inc, Big 5 Tours Co. Ltd., Taiwan Leisure Farms Development Association



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5/31/2017

Taiwan becomes preferred destination for the Middle East traveller in 2017 - Emirates 24/7



"The Middle East is a high value source market for Taiwan and has the potential for vast growth. Taiwan drew about 10 million tourists last year.

The combined population of Muslim countries is approximately 1.7 billion, which presents a high potential for international visitors, commented Trust Lin.

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5/31/2017

Taiwan becomes preferred destination for the Middle East traveller in 2017 - Emirates 24/7

At the Taiwan booth at ATM, suppliers from Taiwan gave out information, handing out brochures, promotional material, itineraries and a wealth of suggested activities to help plan a perfect Taiwanese holiday.

The Taiwan Tourism Bureau warmly invites the people of UAE to come and experience the beauty and splendor of this island country.

SCHEDULE OF EVENTS

MICE Evenings in association with ATS Travels and Cozmo Travels

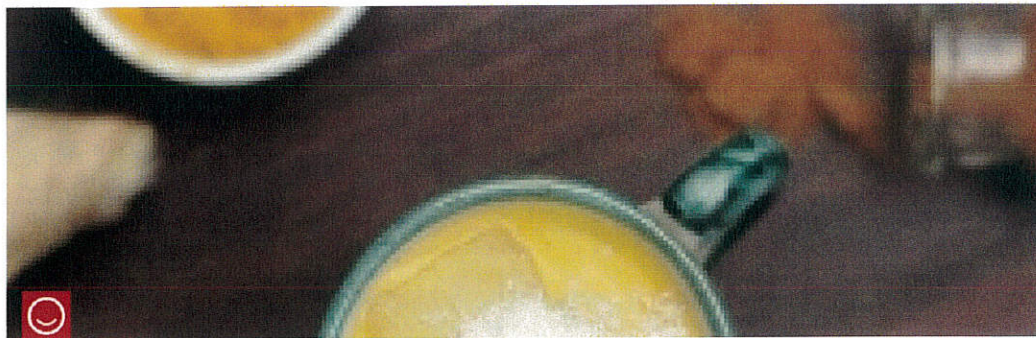
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3/3

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Taiwan ... One of the breath taking destinations in the Middle East

Published on: Tue, 05/30/2017 - 13:53

Known as the hidden gem of Asia, Taiwan's wide diversity of unique tourism attractions and beautiful nature will always encourage you to keep visiting it.

By Hudob Younis

Taiwan is a small island with a broad range of environments. It is located at one hundred and fifty kilometers off of the southeast coast of mainland China, between cool temperate Japan to the north, sub-tropical south China to the west and the tropical Philippines and Indo-Malayan islands to the south. This location combined with a tall range of mountains with more than two hundred peaks over 3,000 meters, supports a diverse flora of over 4,000 vascular plant species and a spectrum of six forest types.

Taiwan enjoys a beautiful nature surrounded by islands, situated in East Asia at the northwestern edge of the Pacific, possess an endless variety of forests, forests, agricultural products, and marine ecologies, as well as a diversity of ethnic cultures along with fascinating human customs and practices.

In an exclusive interview with Mr. Tsui Lin, the Director of Taiwan Tourism, he told Marasi Yachts that Taiwan is a Muslim friendly country and it is highly focused on building up a friendly environment to sustain the needs of Muslim tourists.

Mr. Lin emphasized that Taiwan is extremely safe as people can walk in the streets any time even after midnight and they can enjoy the nightlife in a very peaceful environment. Visitors also can explore Taiwan and enjoy Round-the-clock activities.

Attractive Nature

When you visit Taiwan you will be impressed by nature. The country is dominated by forested mountains. Almost three-fourths of the country is lowlands and they are considered an important habitat for seabirds and wildlife associated with the remaining tropical stand or mangrove trees.

Taiwan green mountains and lands present a unique experience to tourists especially who are looking to explore nature. When you open your eyes you will see green surroundings all around which refreshes your mind and makes you enjoy a vacation away from the busy cities and jammed streets.

A message to the Middle East

Mr. Lin extended an open invitation to the tourists from the Middle East saying "I see the Middle East as a strong demand. We have approximately 20,000 visitors from the Middle East and we are here aiming to better promote Taiwan in order to attract the tourists from Middle East. The market in Taiwan is growing and we are encouraged to increase our investment. I am happy to participate in The Arabian Travel Mart of 2017. I managed to meet different cultures who visited our stand, took pictures and tried our Taiwanese tea.



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