

出國報告（出國類別：其他）

2024 年赴印度孟買參加台灣觀光推廣活動及 OTM 旅展報告

服務機關：交通部觀光署

姓名職稱：林信任 副署長

派赴國家：印度孟買

出國期間：113 年 2 月 5 日至 2 月 9 日

報告日期：113 年 4 月 26 日

摘要

交通部觀光署向以「全球布局、多元開放」策略將觸角延伸至全球，考量印度已晉升全球人口第一大國，為各國極力爭取之目標客源市場，本次擇定 2024 年 2 月辦理新德里推廣活動、駐孟買台灣觀光服務處揭牌及參加孟買 OTM 旅展暨推廣活動。

2024 OTM 旅展共有逾 60 個國家地區，1,600 位以上參展者，40,000 名旅行者進場，為印度以 outbound 為主之重要旅展，也是台灣觀光加速曝光的重要場域。

考量印度幅員廣大、各區域間變異性高、民族宗教語言習慣各異，疫後交通部觀光署鎖定以孟買及新德里的獎勵旅遊市場進行開發，接觸當地 MICE 業者及企業團體，吸引高質量獎勵旅遊團來台，逐步推廣家庭旅遊市場及普羅大眾，以期逐步站穩在印度腳步，為台灣旅遊產業爭取多元化客源市場。

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壹、目的

交通部觀光署為爭取入境旅遊商機、增強台灣在國際曝光機會，向秉持「全球布局、多元開放」做法，除積極深耕短距成熟市場外，更將觸角延伸至新興潛力市場，以增加不同入境旅客來源國，並藉以提升台灣旅遊業者接待韌性，應對不同市場的變化。

印度近幾年已晉升為全球人口第一大國，其出境人次流量在 2022 年恢復到 2,100 萬人次，約為 COVID-19 疫情前 2019 年近 2,700 萬人次的 78% 左右，整體出境情勢恢復狀況良好，因此也成為許多周邊國家極力爭取之目標客源市場之一。交通部觀光署於升格後，特別針對疫後國際旅遊市場變化及多元客源市場開發需求，對外宣示將成立韓國釜山、印尼雅加達及印度孟買三個服務據點，逐步加深在地市場經營強度。據此，交通部觀光署啟動 2024 年印度市場推廣計畫，並擇定 2024 年 2 月辦理印度新德里推廣活動、駐孟買台灣觀光服務處揭牌暨茶會及參加印度孟買 2024 OTM 旅展暨推廣活動，宣示台灣觀光正式重返印度市場。據 2024 OTM 主辦單位公布資料，本年 OTM 旅展共有包含台灣、馬來西亞、印尼、菲律賓、南韓、祕魯、沙烏地阿拉伯、摩洛哥、埃及、不丹、義大利、希臘、亞塞拜然、以色列…等超過 60 個國家或地區，1,600 位以上參展者，40,000 名旅行業務洽商人員進場，可說是上半年度印度重要旅展之一，也是台灣觀光重新進入印度市場加速曝光與提供台灣業者商談機會的重要場域。

印度地域幅員廣大、各區域間變異性高、民族宗教語言習慣各異、城鄉發展差距極大，加上出境人數比對其龐大人口數仍屬偏低，且目前新德里-台北直航班機尚未恢復，因此交通部觀光署疫後鎖定孟買及新德里的獎勵旅遊市場進行開發，接觸當地 MICE 業者及企業團體，吸引高質量獎勵旅遊團來台旅遊，逐步推廣家庭旅遊市場及普羅大眾，以期逐步站穩在印度腳步，為台灣旅遊產業爭取多元化客源市場。

貳、印度孟買推廣活動概況

一、駐孟買台灣觀光服務處揭牌儀式

(一) 日期：2024 年 2 月 7 日

(二) 地點：WE WORK, Raheja Platinum, Mumbai

(三) 揭牌儀式辦理摘要：

- 1.交通部觀光署委任印度公關公司 Blink Brand Solutions(以下簡稱 BBS)擔任台灣觀光於當地之公關代表及辦理相關活動計畫，同時規劃交通部觀光署駐孟買台灣觀光服務處據點，派駐專業人力進駐，以提供印度民眾最即時的台灣觀光訊息及必要服務，進一步耕耘當地 MICE 市場。
- 2.駐孟買台灣觀光服務處據點設立於孟買中心略偏北 Andheri 地區之 WeWork 共享辦公室內，交通部觀光署租用一獨立空間，內設接待服務區、洽談區及文宣摺頁陳設區，由 BBS 人員進駐提供服務，並由負責印度市場開發之交通部觀光署駐新加坡辦事處監督營運狀況。
- 3.交通部觀光署林信任副署長於 2024 年 2 月 7 日親赴印度孟買主持駐孟買台灣觀光服務處揭牌儀式，現場邀請外交部駐孟買辦事處張均宇處長暨館處同仁、台貿中心孟買辦事處及台灣觀光協會組成之台灣代表團共同參與，活動現場依據印度傳統節慶布置。儀式由林副署長及張處長開場致詞，並由台灣觀光協會代表及交通部觀光署駐新加坡辦事處共同參與揭牌，象徵台灣觀光正式重返印度市場，儀式簡單隆重順利完成。

二、駐孟買台灣觀光服務處開幕歡迎茶會

(一) 日期：2024 年 2 月 7 日

(二) 地點：Taj Lands End, Mumbai

(三) 開幕歡迎茶會辦理摘要：

- 1.為廣為周知台灣觀光重返印度市場，並於印度孟買設立「駐孟買台灣觀光服務處」，特擇定於服務處揭牌儀式後假孟買 Taj Lands End 5 星級飯店辦理開幕歡迎茶會。
- 2.茶會由林信任副署長、張均宇處長、台灣觀光協會代表、交通部觀光署駐新加坡辦事處及 BBS 公司代表以印度傳統祈福儀式搭配印度舞蹈表演開場，再由林副署長代表交通部觀光署向與會印度旅遊業者及媒體宣布台灣觀光正式重返印度市場、設立駐孟買台灣觀光服務處，以及 MICE & FAMILY 策略：疫後先吸引 MICE，逐步推廣家庭旅遊及大眾市場的經營方針，歡迎印度消費者來台旅遊；外交部駐孟買辦事處張均宇處長亦應邀上台致詞，說明台印度兩國往來密切狀況，同時歡迎交通部觀光署於印度設立據點，未來將更緊密結合，共同促進雙邊交流；BBS 公司代表則進行台灣觀光資源簡報，說明未來駐孟買台灣觀光服務處服務項目及聯絡方式，鼓勵業者多多互相聯絡，共同開發印度赴台獎勵旅遊新市場。茶會後半段安排印度舞蹈表演、台灣代表團成員凡徒表演團精彩演出、及會場大合照後，進入業者媒體交流時間。
- 3.歡迎茶會後，BBS 公關公司安排林副署長接受印度當地 3 場媒體一對一採訪，媒體關注焦點為交通部觀光署對印度市場的前景看法、未來市場開發步驟及近期重點開發族群。林副署長表示，台灣看好印度市場的成長潛力，希望以長期經營布局方式開發印度客源，初期將鎖定孟買及新德里的獎勵旅遊市場進行開發及資訊收集，確認印度獎勵旅遊市場需求及台灣接待環境的調整方向，進一步媒合國內旅行業者與印度獎勵旅遊送客業者，未來則視整體市場發展，逐步朝普羅大眾的家庭旅遊市場進行開發，擴大兩地旅客交流。

三、台灣代表團參加 2024 OTM 旅展暨台灣觀光推廣活動

(一) 日期：2024 年 2 月 8 日

(二) 地點：Jio World Convention Centre, Mumbai

(三) 參展狀況：

1. 本次委託台灣觀光協會組成台灣代表團，邀集宏祥旅行社、永業旅行社及世群旅行社等 3 家業者共同赴印度新德里辦理推廣活動後，再轉赴印度孟買參加 2024 年 OTM 旅展暨台灣推廣活動。

2. OTM 旅展展期為 2 月 8-10 日 3 天，台灣館於首日辦理簡單隆重開幕儀式，林副署長特別邀請到參與 OTM 旅展的重量級貴賓，包含：外交部駐孟買辦事處張均宇處長、OTM CEO Sanjiv Agarwal、秘魯駐印度大使 Javier Paulinich 及印尼觀光部副部長 Ni made Ayu Marthini 共同為台灣館剪綵，也讓台灣館在開幕首日就搶佔大會參與者目光。

3. 台灣館租用面積為 108 平方公尺四面開攤位，整體設計以台灣觀光品牌標準色為基底，輔以台灣北中南東重要景點照片搭配大型螢幕舞台，配置多組洽談區域，在強化 B2B 商務功能下營造台灣具質感旅遊目的地形象。同時由凡徒藝術帶來融合台灣傳統與現代元素的精湛表演，聚集觀展印度業者及消費者目光，吸引其入內與台灣旅遊業者進行洽談並了解更多台灣旅遊資訊。而台灣館本次於 OTM 旅展獲頒最佳展攤設計獎(Best Design and Decoration at the OTM)，這也是觀光署繼 2019 年及 2020 年參加 OTM 旅展以來，第 3 度獲得大會肯定。

4. OTM 期間，林副署長接受包含：CNBC、TTI(Travel Trade Insider)、TravelBizMonitor、Travel turtle... 等多家媒體專訪，林副署長藉此機會表達交通部觀光署在印度市場的布局想法，由設立駐孟買

台灣觀光服務處、聘任公關公司進駐到短期鎖定獎勵旅遊、未來視市場動向朝家庭旅遊市場發展，並爭取更多直航航班、更多台灣業者加入經營印度市場，期台灣能在印度未來出境旅遊的龐大商機中獲取消費者青睞，成為東亞重要旅遊目的地之一。

叁、心得與建議

一、台灣館內可擴大台灣業者空間，營造更舒適商務洽談環境

本次台灣館規劃提供參與業者展攤為高吧檯展示桌及高吧檯椅組合，並以朝走道方向設計以便利印度來訪業者第一時間找到對應商談業者，且可招攬路過之印度業者入內洽談。

考量台灣館空間配置及台灣與印度業者洽談方式，同時參考其他國家參展樣貌，建議未來如續於印度參展，在空間規劃許可下，可提供更大的台灣業者商務洽談空間，甚可考慮改以沙發組模式陳設，除可提供台灣與印度業者更舒適的洽談環境，亦可同步提升台灣館之高質感氛圍，有助於鎖定印度獎勵旅遊目標市場。

二、未來於印度舉辦之台灣推廣活動中可放映台灣接待業者之介紹影片，加強推薦台灣對接業者，促成更多獎勵旅遊團來台機會

目前投入印度市場經營之台灣旅遊業者數量不多，為擴大整體市場規模，吸引更多台印度業者投入，交通部觀光署後續將透過委辦之印度公關公司在印度辦理業者說明會及推廣活動，協助台灣經營印度市場業者擴大曝光機會，進一步爭取來台商機。作法可錄製台灣業者業務介紹短片，於交通部觀光署在印度之業者教育訓練及推廣活動管道露出，在台灣業者無法親臨的狀況下仍能讓印度業者了解其經營概況及服務項目，擴大在印度市場的知名度，促成合作機會。

三、未來可將本次參展台灣業者之印度重要合作夥伴納入交通部觀光署印度業者赴台探勘團邀訪名單

為了讓印度獎勵旅遊規劃業者對台灣相關接待環境有第一手的體驗與認識，交通部觀光署於 2024 年印度公關案中將辦理業者訪台探勘團，邀請前述潛力業者來台；而為使台印度獎勵旅遊商機加速落實，未來於規畫邀請名單時可納入本次參訪台灣業者之印度重要合作夥伴，特別是未曾來台體驗台式旅遊服務之業者，並安排與台灣業者面對面商談會，除強化既有台印度業者商務合作關係、展示交通部觀光署推動印度獎勵旅遊市場行動力外，更期業者透過實際來台體驗，增加其向印度企業及消費者推薦台灣為獎勵旅遊目的地首選之意願及機會。

肆、相關活動照片

一、駐孟買台灣觀光服務處揭牌儀式



林信任副署長暨外交部駐孟買辦事處張均宇處長共同揭牌



林信任副署長代表致詞



依循傳統印度祈福儀式為駐孟買台灣觀光服務處揭牌祝福



二、駐孟買台灣觀光服務處開幕歡迎茶會



林副署長啟動印度傳統點燭祈福儀式



林信任副署長開場致詞



外交部駐孟買辦事處張均宇處長致詞



BBS 公關公司代表進行台灣獎勵旅遊接待環境簡報



介紹本次台灣代表團 3 家旅行業者代表



現場熱鬧精彩印度舞蹈表演



台灣代表團凡徒藝術帶來融合台灣經典元素表演



林信任副署長接受當地媒體專訪

三、2024 OTM 旅展暨台灣觀光推廣活動



林信任副署長與 OTM 重要貴賓共同為台灣館剪綵



林信任副署長為台灣館開館致詞



OTM 大會入場處



台灣館 1



台灣館 2



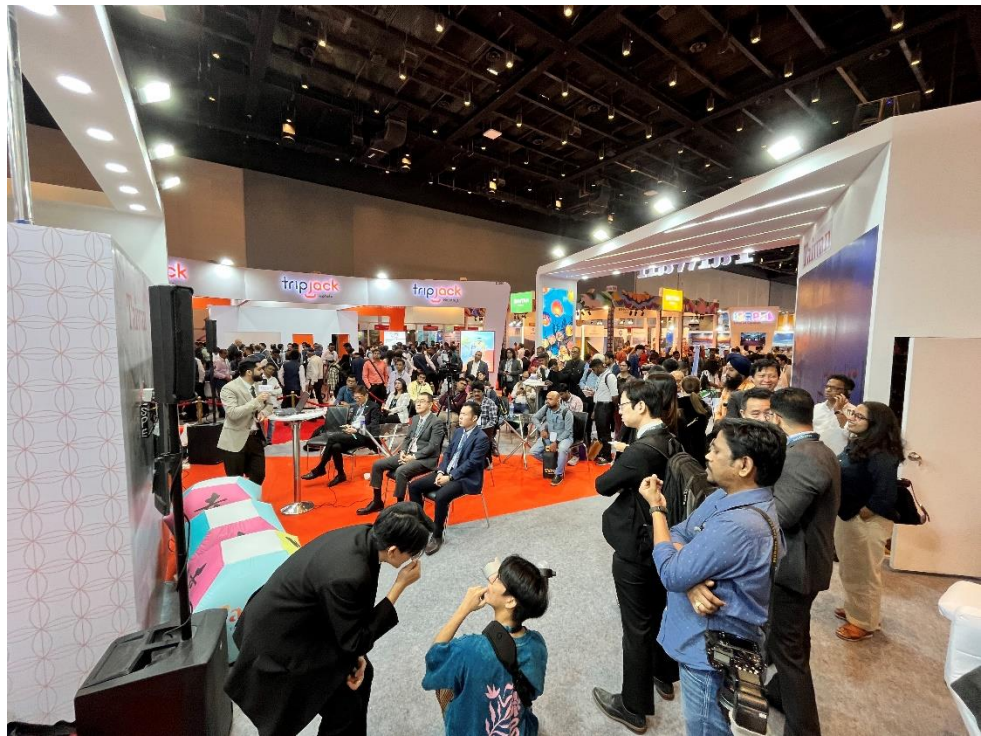
台灣館 3



台灣館 4



台灣推廣活動 1



台灣推廣活動 2



林信任副署長接受媒體專訪 1



林信任副署長接受媒體專訪 2



林信任副署長接受媒體專訪 3



林信任副署長接受大會媒體專訪



凡徒藝術現場精湛表演



台灣業者與印度業者洽談

四、2024 OTM 其他國家館



摩洛哥館



希臘館



印尼館



印度館



馬來西亞館



馬爾地夫館



韓國館



沙烏地阿拉伯館



亞塞拜然館



巴林館



流感疫情估3月初前再起 3/5起開放全民公費打疫苗

首頁 / 生活

駐孟買觀光服務處揭牌 旅遊台灣重回印度市場

2024/2/8 17:30 (2/9 10:14 更新)



即時 政治 國際 兩岸 產經 證券 科技 生活 社會 地方 文化 運動 娛樂 影音 專題 媒體識



交通部觀光署代表團8日在印度參加OTM旅展，台灣館門庭若市。(觀光署提供) 中央社記者林行健新德里傳真 113年2月8日

(中央社記者林行健新德里8日專電) 交通部觀光署7日為「駐孟買台灣觀光服務處」揭牌，今天參加印度指標性商務型旅展，正式宣告台灣觀光重回印度市場。

觀光署副署長林信任昨晚在印度南部大城孟買為(Mumbai)台灣觀光服務處揭牌，開展對印度的中長期布局。觀光署去年9月揭牌之際，署長周永暉即宣告將於印度設立台灣觀光服務處。

觀光署今天在新聞稿表示，將透過「駐孟買台灣觀光服務處」開展對印度的中長期布局，並參與當地旅展增加台灣曝光，從MICE市場啟動，未來進展到大眾旅遊市場，希望吸引印度旅客探索體驗台灣。

MICE是指會議(Meeting)、獎勵旅遊(Incentive)、大會(Convention)和展覽(Exhibition)等4種業務的總稱。

林信任一行今天也偕同由台灣觀光協會組成的台灣觀光代表團，以及觀光署駐新加坡

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有人教我，辦新手機所以小賺一筆。

笨蛋 幹嘛

那是詐騙以後你要介 我慘了。

OTM旅展是印度具指標性及規模的B2B商務型旅展之一，每年吸引來自全球50個國家、1200多家參展單位進駐，彙集超過3萬名觀展者及1000位國際買家參與。

今年台灣館以簡潔俐落設計，打造高質感旅遊氛圍，並運用大面積LED、濾鏡等數位工具突顯台灣多元觀光特色，並以台灣時尚與商務中心的代表性景點，包括台北101，同步呈現台灣旅遊景點多樣風貌。

在疫情大爆發前的2019年及2020年，台灣參與OTM旅展分獲「最佳展攤設計獎」及「最具前景獎勵旅遊目的地獎」。

考量印度「寶萊塢」風潮及普羅大眾對舞蹈的熱愛，觀光署邀請知名舞蹈團體「凡徒表演藝術FunTo Art」隨團演出，以街舞結合台灣流行音樂、節慶及鐵道觀光，邀請印度業者共襄盛舉。

觀光署也邀請去年12月來台參加「來去總統府住一晚」活動的探險旅遊網紅沙哈（Vishnu Saha），分享入住總統府的獨特體驗及旅台心得，透過社群媒體的力量，期盼讓更多印度民眾深入認識台灣多元風貌。

印度人口於去年4月超越中國，成為世界人口第一大國。國際知名旅遊平台Expedia預估，印度2025年將有1390萬出境旅遊人次，其中26%為商務旅客，使印度成為全球最大的商務旅行市場之一。

觀光署台灣代表團先前已於5日在新德里舉辦台灣觀光推廣會，邀請當地旅遊業者、媒體近100位貴賓參與，促進雙邊交流。（編輯：陳惠珍）1130208



交通部觀光署代表團8日在印度參加OTM旅展，台灣館以簡潔俐落設計，打造高質感旅遊氛圍。（觀光署提供）中央社記者林行健新德里傳真 113年2月8日

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交通部觀光署代表團8日在印度參加OTM旅展，副署長林信任在活動上致詞。(觀光署提供)
中央社記者林行健新德里傳真 113年2月8日



交通部觀光署副署長林信任(左4)7日在印度南部大城孟買為「駐孟買台灣觀光服務處」揭牌，宣告台灣觀光重回印度市場。(觀光署提供) 中央社記者林行健新德里傳真 113年2月8日

#台灣 #印度 #林信任 #周永暉 #孟買



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政大調查：民眾自認中國人比率創新低 自認台灣人近4年都逾6成

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印度OTM旅展 觀光署台灣館奪最佳設計獎

2024/2/11 09:22 (2/11 09:36 更新)



交通部觀光署參加在孟買舉辦的2024年印度OTM（出境旅遊市集）旅展，台灣館榮獲最佳展攤設計獎。圖為台灣觀光代表團及觀光署人員在台灣館合影。（觀光署提供）中央社記者林行健新德里傳真 113年2月11日

【中央社記者林行健新德里11日專電】交通部觀光署參加2024年印度OTM（出境旅遊市集）旅展，台灣館榮獲最佳展攤設計獎，這也是觀光署繼2019年及2020年參加OTM旅展以來，第3度獲得大會肯定。

觀光署駐新加坡辦事處10日發布新聞稿表示，本次得獎突顯了觀光署重返印度市場的卓越起步，在各國積極布局印度市場的激烈競爭中，得獎不僅是對台灣布局印度市場的認可，更是對台灣多元旅遊魅力的高度評價。

觀光署於2019年及2020年參與OTM旅展分獲「最佳展攤設計獎」及「最具前景獎勵旅遊目的地獎」。

2024年印度OTM旅展於8日至10日在商業大城孟買（Mumbai）舉辦，吸引來自全球

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今年OTM台灣館運用LED大型螢幕、濾鏡等數位工具，以及簡潔俐落的台灣意象，展現台灣的多元觀光特色，尤其以台北101為核心，生動呈現台灣獎勵旅遊景點的多樣風貌。

此外，凡徒舞團具有台灣風的表演及互動，讓台灣館吸引更多參展者參觀，關注台灣觀光資源，並與台灣地接業者洽商互動，強化台灣在印度市場知名度，為未來拓展印度市場建構堅實基礎。

新聞稿表示，觀光署這次邀集台灣3家地接旅行社前來洽商。

觀光署副署長林信任7日也為「駐孟買台灣觀光服務處」揭牌，觀光署表示將繼續深耕印度市場，並在全球拓展多元旅遊市場，為台灣觀光事業創造商機。

印度是全球旅遊市場增長非常快速的地區之一，擁有龐大的人口。根據國際知名旅遊平台Expedia預測，到2025年，印度的出境旅遊人次將達1390萬，其中26%為商務旅客，使印度成為全球最大的商務旅行市場之一。（編輯：郭中翰）1130211



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Taiwan Launches 'Tourism Information Centre' in Mumbai

By T3 News Network February 12, 2024

1340 0



Taiwan Tourism Administration (TTA) launches Taiwan Tourism Information Centre (TTIC) in Mumbai, India. TTIC Mumbai will act as a one-stop shop for every possible information related to travel, tourism and hospitality.

Taiwan Tourism Administration (TTA) announces the opening of Taiwan Tourism Information Centre (TTIC) in Mumbai, India, declaring with it, it's determined comeback into the Indian market after more than three-years of Covid-19 pandemic induced break from the market. The Information Center is located at the famous Raheja Platinum on the prominent Andheri-Kurla Road, a landmark business hub.

TTIC Mumbai will act as a one-stop shop for every possible information related to travel, tourism and hospitality in the picturesque island country. The inauguration announcement of the Tourism Information Centre was attended by who's who of travel trade attracting close to 85 leading Indian tour operators based out of Mumbai.

The event witnessed attendance by high-level tourism delegation from Taiwan led by Dr. Trust Lin, Deputy Director General of Taiwan Tourism Administration, Taiwanese Ministry of Transportation and Communication. Other prominent members of the delegation in attendance at the event included Homar Chang, Director General, Taipei Economic Cultural Centre, Mumbai; Joseph Chang, Director, Taiwan Tourism Administration, Singapore office; Shiang Tsao, Director, Taiwan Visitors Association. Along with several prominent Taiwanese tourism stakeholders like Paul Hsieh from

Edison Travels Service, Emily Chiu From Apple Travel Services and Paul Yeh from Shin Chun Travels and Noel Saxena, CEO and Co-founder, Blink Brand Solutions.

Hailing the opening of TTIC in Mumbai as a mark of significant milestone in the journey of Taiwan's tourism outreach in India, Lin said, "The Indian market has always been a cherished treasure, close to my heart – This is the primary reason for my return to Mumbai, and it feels like coming home. Today isn't just a formal announcement of TTIC inauguration, it's a celebration of reconnection, a renewal of our bond with this incredible land and its people."

Furthermore, Lin added, "Our plans for the Indian market are ambitious and far-reaching. So, to everyone here, your support, your belief in us, means the world. We're here not just to say 'We are back,' but to show our commitment, our dedication, and most importantly, our heartfelt gratitude for welcoming us back into your vibrant community."

According to TTA Singapore Office Director Joseph Chang, "The initiative is aimed at deepening ties with the Indian outbound tourism trade and the outbound travel tourism market from the region by facilitating easy access to information and education through this Tourism Information Center. Going forward, we also seek to posit Taiwan as an attractive MICE destination, a sector that will be under far greater focus than before, as well as to attract middle to high-income groups for travel to Taiwan."

The event also witnessed some exhilarating street dance performances combined with Taiwanese pop music by renowned Taiwanese dance group 'FunTo Art.'



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Admin February 12, 2024



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Furthermore, Taiwan also announced its strong intent to develop the Indian market with a grand destination splash at the ongoing OTM travel trade show in Mumbai. Besides, reconnecting and establishing tourism trade ties with Indian buyers, the tourism board is also hosting destination Seminar and networking events to disseminate information and educate and equip prominent Indian trade buyers. OTM is hailed as India's largest B2B business-oriented travel exhibition.

Both the events are attended by a high-level tourism delegation from Taiwan led by Dr. Trust Lin Deputy Director General of Taiwan Tourism Administration, Taiwanese Ministry of Transportation and Communication. Other prominent members of the delegation in attendance at the event included Homar Chang, Director General, Taipei Economic Cultural Centre, Mumbai; Joseph Chang, Director, Taiwan Tourism Administration, Singapore office; Shiang Tsao, Director, Taiwan Visitors Association. Along with several prominent Taiwanese tourism stakeholders like Paul Hsieh from Edison Travels Service, Emily Chiu From Apple Travel Services and Paul Yeh from Shin Chun Travels and Noel Saxena, CEO and Co-founder, Blink Brand Solutions.

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Taiwan returns to India with Tourism Information Centre in Mumbai

TSM STAFF - MUMBAI Monday, 12 February 2024, 3:35 PM 6 114 3 mins read

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Taiwan Tourism Administration (TTA) has opened the Taiwan Tourism Information Centre (TTIC) in Mumbai, making a comeback into the Indian market after more than three-years of pandemic-induced break from the market. The Information Center is located at the famous Raheja Plazium on the prominent Andheri-Kurla Road, a landmark business hub.

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Furthermore, Taiwan also announced its intent to develop the Indian market with a grand destination splash at the recently concluded OTM in Mumbai. Besides, reconnecting and establishing tourism trade ties with Indian buyers, the tourism board also hosted destination seminar and networking events to disseminate information and educate and equip prominent Indian trade buyers.

Both the events are attended by a high-level tourism delegation from Taiwan led by Dr. Trust Lin, Deputy Director General of Taiwan Tourism Administration, Taiwanese Ministry of Transportation and Communication. Other prominent members of the delegation in attendance at the event included Homar Chang, Director General, Taipei Economic Cultural Centre, Mumbai; Joseph Cheng, Director, Taiwan Tourism Administration, Singapore office; Shizong Tsao, Director, Taiwan Visitors Association. Along with several prominent Taiwanese tourism stakeholders like Paul Heish from Edison Travels Service, Emily Chu from Apple Travel Services and Paul Yeh from Shin Chun Travels and Noel Saxena, CEO and Co-founder, Blink Brand Solutions.

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Tags : [Andheri-Kurla Road](#) [business hub](#) [Dr. Trust Lin](#) [Indian market](#) [Joseph Cheng](#) [Mumbai](#) [Raheja Plazium](#) [reconnection](#) [Taiwan Tourism Administration](#) [Taiwan Tourism Information Centre](#) [TTA](#)

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Goa Tourism highlights Ekadasha Teertha Yatra at OTM

TIM STAFF - MUMBAI Monday, 12 February 2024, 3:00 PM 2 minutes read

Home / [Travel News](#) / [Ministry](#) / Goa Tourism highlights Ekadasha Teertha Yatra at OTM

Goa Tourism's pavilion at the recently concluded OTM 2024 at Mumbai highlighted the state's diverse initiatives that focus on promoting responsible tourism practices. The set up depicted Goa's dedication towards sustainable development through the approach marked under Regenerative Tourism principles.

Ekadasha Teertha Yatra, the new Homestay Policy, Caravan Policy, initiatives aimed at promoting heritage preservation, celebrating vibrant festivals, immersing visitors in the rich local culture, offering thrilling adventure opportunities, and providing world-class MICE (Meetings Incentives Conferences and Events) facilities in Goa were some of the highlights showcased at the pavilion.

In addition to highlighting existing initiatives, Goa Tourism highlighted the launch of new tourism services designed to cater to diverse traveler interests, all aimed at providing visitors with unique and memorable experiences while promoting sustainable practices. GTDC hotels and the services are also promoted during the exhibition.

"Our participation in OTM 2024 was an exceptional opportunity to showcase not only our commitment to regenerative tourism but also the exciting new initiatives and services we have to offer," stated Suneel Anichpaka, IAS, Director, Department of Tourism, Government of Goa. "Through innovative approaches like the Ekadasha Teertha Campaign and the introduction of new tourism services and policies, we are further cementing Goa's position as a premier travel destination that prioritizes sustainability and visitor satisfaction."

The event, aimed to be a great platform that encouraged discussions and collaboration, thus strengthening partnerships with stakeholders and reaffirming Goa's status as a leader in sustainable tourism practices. As the state continues to evolve its tourism offerings and initiatives, it remains dedicated to preserving and enhancing its natural and cultural wealth for future generations to enjoy.

Tags : [Caravan Policy](#) [cultural wealth](#) [Ekadasha Teertha Yatra](#) [exhibition](#) [Goa tourism](#) [Homestay Policy](#) [MICE](#) [Mumbai](#) [Natural](#) [OTM](#) [Suneel Anichpaka](#) [visitor](#)

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Taiwan Tourism launches information centre in Mumbai

Situated at the prestigious Raheja Platinum on the prominent Andheri-Kurla Road, a landmark business hub, TTIC Mumbai will serve as a comprehensive resource center for travel, tourism, and hospitality-related information about the picturesque island country. The event also featured captivating street dance performances and Taiwanese pop music by the renowned Taiwanese dance group, 'FunTo Art.'



Online Bureau, • ETTravelWorld
Updated On Feb 20, 2024 at 04:07 PM IST



The Taiwan Tourism Administration (TTA) has announced the opening of the Taiwan Tourism Information Centre (TTIC) in Mumbai, India, marking its determined comeback into the Indian market after a hiatus of more than three years due to the Covid-19 pandemic. Situated at the prestigious Raheja Platinum on the prominent Andheri-Kurla Road, a landmark business hub, TTIC Mumbai will serve as a comprehensive resource center for travel, tourism, and hospitality-related information about the picturesque island country.

The inauguration of the Tourism Information Centre was attended by prominent figures from the travel trade industry, attracting approximately 85 leading Indian tour operators based in Mumbai. Additionally, Taiwan has expressed its strong intent to revitalize the Indian market by making a grand destination showcase at the ongoing OTM travel trade show in Mumbai.

The Taiwan delegation at the event, led by Dr Trust [Lin](#), Deputy Director General of Taiwan Tourism Administration, included key representatives from various sectors, such as [Homar Chang](#), Director General of Taipei Economic Cultural Centre in Mumbai, and [Joseph Chang](#), Director of Taiwan Tourism Administration's Singapore office.

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Speaking at the event, Dr Trust Lin emphasised the significance of the TTIC's opening in Mumbai as a milestone in Taiwan's tourism outreach in India. He expressed his heartfelt gratitude for the warm welcome received and reiterated Taiwan's commitment to strengthening ties with the Indian market.

Joseph Chang, Director of TTA's Singapore office, highlighted the initiative's objective of fostering deeper connections with the Indian outbound tourism trade and promoting Taiwan as an attractive destination for MICE (Meetings, Incentives, Conferences, and

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