

HOT NEWS FLASH

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GETTING TO KNOW US



Photo by F.A.C.V

# TOUR TAIWAN

## HOT NEWS FLASH

### TRADESHOWS

- **World Travel Market (WTM) 2011**  
7 - 10 November 2011

Tour East Taiwan will participate this leading global event for the travel industry in London this year. It is a vibrant four-day business-to-business event, presenting a diverse range of destinations and industry sectors to UK and international travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business. By attending WTM 2011, participants efficiently, effectively and productively gain immediate competitive advantage for their business and stay abreast with the latest developments in the travel industry.

- **Taipei International Travel Fair (Taipei ITF 2011)**  
11 - 14 November 2011



Organised by the Taiwan Visitors Association, under the direction of the Ministry of Transportation and Communications and with the support of the Ministry's Tourism Bureau, the Taipei International Travel Fair has been staged for over 25 years. The upcoming Taipei ITF 2011 will mark its 19th edition.

The fair will open on Friday, 11 November 2011, and end on Monday, 14 November 2011. To satisfy the continuous expanding needs of attendees from Taiwan and overseas, this year's fair will extend over Hall 1 to include

the nearby Hall 3 at the Taipei World Trade Center. The total number of booths is expected to rise 25%, from 1,200 to 1,500. The increased available display space will heighten the quality and experience for both participants and the visiting public.

A press conference will be scheduled to kick-start the Taipei ITF 2011, featuring events such as Travel Fair, Travel Mart, Product Presentation, Travel Seminar, Center Stage Performance and Lucky Draw.

With these exciting activities in place, Taipei ITF 2011 strives to become the leading travel industry fair in Asia by greatly enhancing promotional exposure, fostering closer working relations, improving networking opportunities and increasing information exchange for participants.

The fair is also one of the yearly highlights for Taiwanese travel enthusiasts who flock to the fair with a mission to hunt down premium consumer travel products.

## DESTINATION NEWS

### SPECIAL AND PUBLIC HOLIDAY

- **Taiwan Centennial National Celebration**  
10 October 2011



Last year marked the 60th anniversary of the government of the Republic of China's move to Taiwan. And this year, Taiwan will celebrate its 100th birthday.

The 100th National Day is a big event for Taiwan and it is a day worthy of celebration for everyone. From the north to the south Taiwan, there will be non-stop activities throughout the day.



### MONTHLY SPECIAL

- **2011 Sun Moon Lake Music Festival**  
8 October 2011 - 11 November 2011



The Sun Moon Lake Music Festival will return bigger and better this year in celebration of the centennial anniversary of the founding of the Republic of China.

Famous performers from Taiwan and overseas are invited to enliven this unprecedented birthday party. A total of eight lakeshore concerts, accompanied by fireworks, will be held from 8 October 2011 to 19 November 2011. If you would like to join in the festivities, do make your arrangements early to avoid disappointment.



Come celebrate Taiwan's 100th birthday!

## TOUR TAIWAN

### BE THE FIRST TO KNOW!

#### NEW TOURS

##### Tea Plantation & Hiking One Day Tour



#### Tour Highlights:

##### Sanxuan Temple Path (Old Tea Road Path)

Visiting tea plantations as a tourist activity has gained popularity since the 1980s. Now on weekends and holidays, crowds of people come to have a good time, and the old tea road path draws lots of hikers passing through the mountains.

##### Zhangshan Temple Area (Feilong Trail)

Feiling Trail is a mountain trail that leads to the National Chengchi University. The unique feature of this trail is the many stone outcroppings along the way. From a distance, they look like a dinosaur's spine, thus the word 'long', meaning dragon in Chinese, is used in the trail's name.

##### Camphor Tree Trail

Highlights along this trail include the plaza in front of the station, the renovated mud brick house, the old charcoal kilns, the scenic pond, and the bull cart and granary images. These are scenes that will stir up memories of rural life and the old farming way of life. The leaves of the Tieguanyin tea plant are thick and rich, and when you infuse them with water, they burst with flavour. Sip the tea slowly and the taste lingers long in the mouth, a trait that locals call the "Guanyin Effect". Tieguanyin is an aristocrat of tea and each year, the Muzha District Farmers' Association holds a contest to choose the annual's best tea crop. Take a hike up the mountains to enjoy the fun and the flavour of fresh tea at Maokong!

##### Return to hotel.

##### Culture and Scenic Two Days Tour

#### Tour Highlights:



Day 1: Taipei/ 921 Earthquake Museum of Taiwan/ Monument/ Wushe/ Sun Moon Lake

##### 921 Earthquake Museum of Taiwan

Learn about the worst earthquake of the

past century that happened in Taiwan during 1999 and view part of the ruins retained for educational purpose.

##### Monument of Monaruta

This monument was erected in memory of the brave warrior Monaruta, who led his tribe to fight against Japanese soldiers during colonial times.

##### Wushe

Located in the Ren-ai Township in Nantou, visit the cherry blossom bloomy within the precinct.

##### Stay overnight in Sun Moon Lake.



Day 2: Hotel/ Sun Moon Lake (Dehua Village, Lalu Island) + Ropeway tour/ Paper Dome/ Taipei

##### Sun Moon Lake

The beauty and peace of Sun Moon Lake's emerald waters amidst jade mountains have made this scenic place the most popular honeymoon resort.

##### Paper Dome

Puli's Paper Dome traces its origins to the 6.8 magnitude earthquake that struck Kobe, Japan in 1995 and took the lives of over 6,000 people.

Architect Shigeru Ban decided to build a church made out of inexpensive, recycled materials when he saw worshipers holding services in the rubble of the Takatori Church. The church was transported to Puli's Taomi Village, which is near the epicentre of the 921 Earthquake of 1999 as a symbol of solidarity between Japan and Taiwan.

This once poor village has since reinvented itself as a popular eco-tourism destination and is an excellent example of conservation-based post-disaster recovery.

##### Return to Taipei – End of Journey.

#### NEW TOURIST ATTRACTION

##### The Lover's Tower

The Lover's Tower, a 100-metre observatory tower, offers panoramic views of Danshui and the Lover's Bridge. Situated on-site the Fullon Hotel, the tower also overlooks the Taiwan Straits and Guanyin Mountain. With a maximum capacity of 80 people per trip, the Lover's Tower is truly a remarkable experience that will literally sweep you off your feet!



The Lover's Tower, Danshui, Taiwan



SPARK 101

### RESTAURANTS AND NIGHT SPOTS

- L'Atelier de Joël Robuchon



The highly popular L'Atelier de Joël Robuchon, has finally arrived to conquer Taiwan gastronome's taste buds by its noted creative yet classic French cuisines.

The profounder, Mr Joël Robuchon, a great Chef who has won the most Michelin stars in the world, specially appoints one of his best pupils, Mr Angelo Agliano, to be the executive chef to carry out his very wish of providing unparalleled luxury dining experience to one and all in Taiwan.

The unique and pure taste from each fresh seasonal ingredient will be displayed through the chefs' innovative cooking techniques.

L'Atelier de Joël Robuchon's open-kitchen and bar concept will create a dynamic interaction between the kitchen and diners for the most spectacular dining experience.

- SPARK 101

Sporting a whole new club lighting scheme, brand new sound system and hot new live video mixing visuals, SPARK is the newest and hottest addition to Taipei's nightlife located in the lower level of the Taipei 101.

Designed by previous Plush and Mint owner as well as renowned interior designer Howard Liao, SPARK includes VIP seating, a modern rectangular bar, a translucent glowing dance floor, a seemingly endless glowing ceiling, and an array of LCD screens.



Be part of the Guinness World of Records at One Bike One

SPARK provides the best in hip-hop, R&B, Electro and House music to both Taiwan and international party goers. With its elegant decor, smooth vibes, and classy party atmosphere, you may find yourself crashing glasses with a local celebrity or dancing the night away with the next top model.

Sundays, Mondays, Tuesdays and Thursdays are opened for lounge nights providing an array of house specials and happy hours along with smooth R&B and lounge tunes.

Wednesdays, Fridays, and Saturdays are club nights providing special SPARK cocktails along with the very best in Hip Hop, R&B, Electro and House music.

On any night of the week, SPARK is certain to add a SPARKLE to your night.

### HOTEL NEWS

#### NEW HOTEL

- Home Hotel



Located at the heart of Taipei, Xin-Yi District, Home Hotel is smack right at the trendiest area in Taipei!

Home Hotel is right next to Taipei 101, Mitsukoshi Shopping Complexes, Cinemas, Elite Bookstore, Taipei World Trade Center and not to mention the hottest night clubs and lounges in Taipei! Only 10 minutes walk to Taipei City Hall MRT Station and 45 minutes drive to Taoyuan International Airport.

Home Hotel is truly proud to be MIT (Made In Taiwan). The hotel has collaborated with various Taiwan specialty and designer brands to provide a platform for guests to experience and learn more about the creativity, innovation and traditions of Taiwan.

### WHAT'S HAPPENING?

#### LOCAL EVENTS

- 2011 Taipei World Design Expo  
30 September 2011 - 30 October 2011

The international Design Alliance (IDA) Congress is coming to town. Not only is this the first time such an important large-scale event is being staged in Taipei, but also the first time such an event is being staged in Asia. The world's most illustrious names in the world of design are headed this way, from 47 countries, and the city will soon be sizzling with an outpouring of dynamic cutting-edge creative energy.



Participants will interpret the theme, "Design at the Edge", from an angle to empower the general public to experience the dynamics of design and also to appreciate the value of Taiwan's designers.

- One Bike One  
31 December 2011



"One Bike One" is an unprecedented event, with more than 100,000 people gathering to cycle around Taiwan on 31 December 2011 to celebrate the 100th founding anniversary of the Republic of China!

Join us and become part of the Guinness World Records as the 'Largest Parade of Bicycle' in the world!