

# Potential of Taiwan Cruise Tourism

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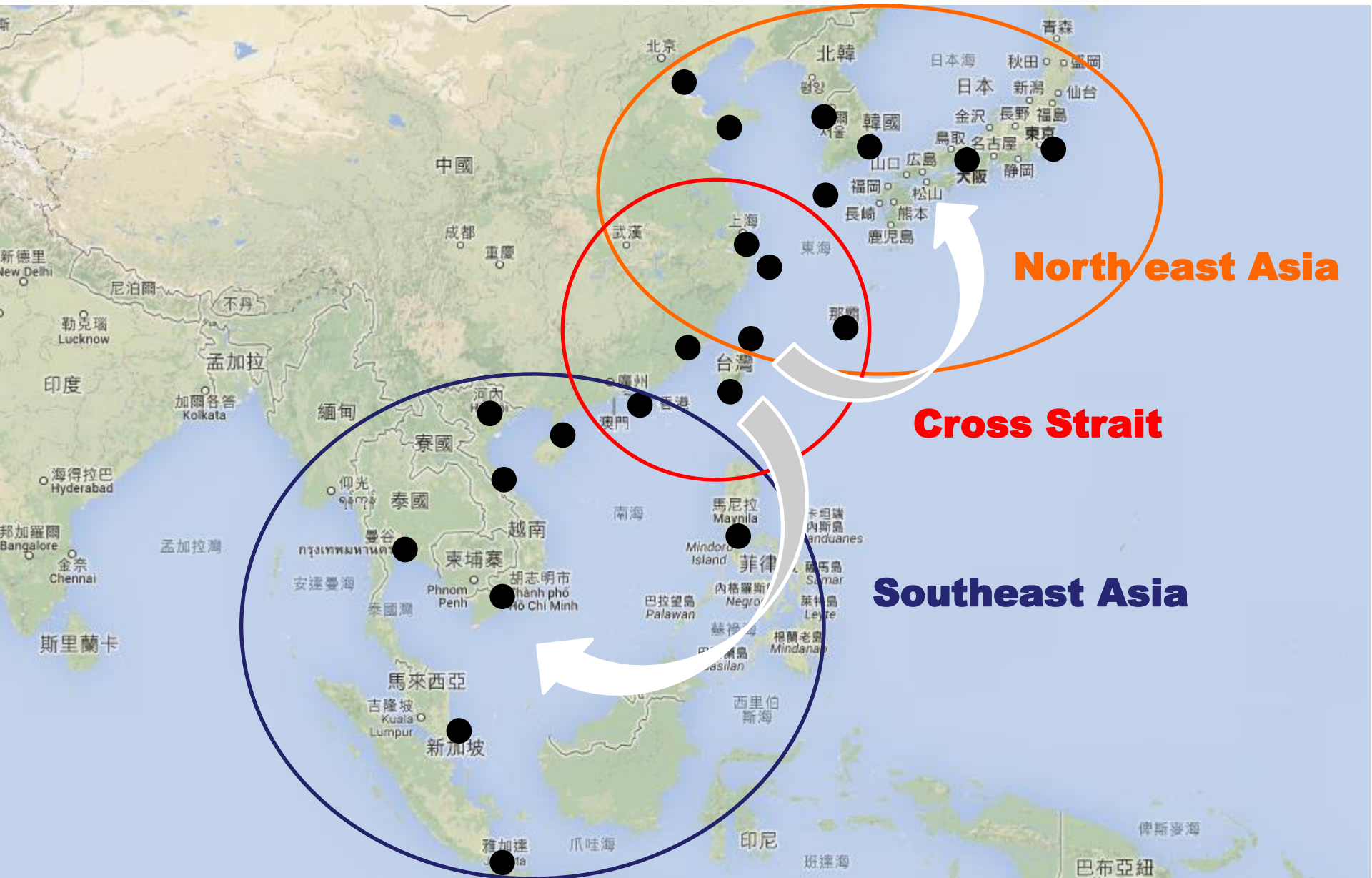
# INTRODUCTION

- ◆ **Why Asian cruise market?**
- ◆ **Why cooperation makes sense?**
- ◆ **The concept of ACF**
- ◆ **What we've done**
- ◆ **It's time for Taiwan**



# Why Asian Cruise Market?

# LOCATED IN ASIA'S CENTER



North east Asia

Cross Strait

Southeast Asia



# Why cooperation makes sense?

# ASIA CRUISE FUND , ACF

**Taiwan** 交通部觀光局  
THE HEART OF ASIA Tourism Bureau, MOTC

 HONG KONG  
TOURISM BOARD  
香港旅遊發展局



**HAINAN**  
All the sun, all the fun





COOPERATION

# The concept of ACF

# GOALS OF ACF

**Regional  
Cooperation**

**Increase  
investment  
in Asia**

**Add ports  
of call**

**1**

**+**

**1**

**>**

**2**





# ELIGIBILITY CRITERIA



In the same cruise itinerary, visit **2 or more ports** of ACF parties.



# SCOPE OF FUNDING



Duration of Stay of Each Ship Call in the Participating Port / Territory	Amount of Funding (USD) Per Ship Call Per Port / Territory
<u>Category 1</u> <b>Stay &gt; 12 hours</b>	<b>\$15,000</b>
<u>Category 2</u> <b>Stay ≤ 12 hours</b>	<b>\$7,500</b>





# **USAGE OF FUNDING**

**Advertising**

**Travel Fair  
Participation**

**FAM Tours**

**Promotion  
Activities**



# ADVERTISING-NEWSPAPERS

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5天4晚

10月1日出发  
香港-三亚-岷港-香港

6天5晚

10月5日出发  
香港-厦门-冲绳-香港

香港-厦门-冲绳(那霸港)-香港

6天  
5晚

9月13日出发 凯撒旅游独家包船  
9月26日 / 10月5日出发

香港-岷港-芽庄-香港

香港-高雄-香港

6天  
5晚

9月18日出发 芒果网独家包船

4天  
3晚

9月23日出发 广东国旅独家包船



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So, there's something for everyone.

#### Featured Excursions

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Taste your way through Stanley Market.



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##### Manila, Philippines, Plantation Tour

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# ADVERTISING-OUTDOOR AD

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Taiwan  
THE HEART OF ASIA

SANYA



HONG KONG



HALONG BAY



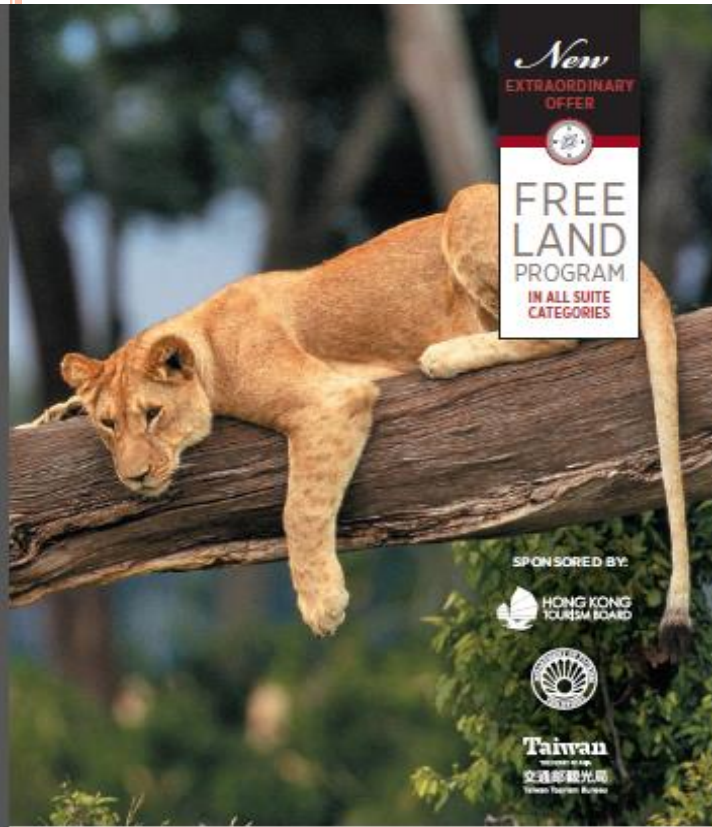
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# What we've done?



- Join the international sea trade shows
  - Set up incentives for port-welcome performance
  - Hold and participate international conferences
- 
- Fam tour for cruise liners
  - Set up ACF incentive directors
  - Endorse Asian cooperation



# EDITING PROMOTIONAL MATERIAL

- ◆ **Guidebooks**
- ◆ **Brochures**
- ◆ **Postcards**
- ◆ **Videos**



# COOPERATION

- International Cruise Council Taiwan → Training courses for tour leaders/guides
- Taiwan International Ports Corporation → Promote Taiwan cruise ports
- Local government → Enrich ports' welcoming performance





# It's Time for Taiwan

# Why Taiwan ?

*“Asia’s best kept secret.”*



# Why Taiwan ?

## **TAROKO GORGE**—

*“It feels like we’re entering an intricate Chinese landscape painting, a vertical land layered with trees and rock.”*



# Why Taiwan ?

*“World’s Top 5 Museum, home to one of the world’s largest collections of Chinese art, with more than 650,000 artifacts.”*

**TIME**



# Why Taiwan ?

*The world's best Chinese  
music center, right here  
in Taiwan*





# Why Taiwan ?

*TAIPEI-“Asia’s underestimated city .”*

*The New York Times*



# Why Taiwan ?

*“World’s Top 10 best bike routes .”*



# Why Taiwan ?

*“World's Top 10 best restaurants”*

*The New York Times*



# Why Taiwan ?

*“Voted the world's best desserts.”*



# Why Taiwan ?

*“Timeless traditions meet glittering urban cityscapes.”*



# Why Taiwan ?

*"Amazing warmth and hospitality"*





郵輪篇 3min

**Our New Release Video**

Taiwan  
THE HEART OF ASIA

Thank you

