



Time for Two Wheels

Renowned tea culture

Taiwan's unique natural landscape and climate have created perfect conditions for thriving tea plantations all across the country. Famous teas include Wenshan Pouchong, Emei Oriental Beauty, Yuchi Assam, Alishan High Mountain and Ruisui Honey Black. Taiwan also offers opportunities for visitors to experience the subtle wonders of tea culture, from personally picking tea leaves in the plantations to brewing your own cup right from the tea table.

Natural hot springs

Taiwan has more than 100 hot spring areas, many of which have special therapeutic qualities. For example, the Bulao, Baolai and Sichongxi spring areas in the south, the Zhiben, Green Island, Wenshan, Jiaoxi and Renze (Jiuzhize) spring areas in the east, and the Su'ao cold spring area, all contain sodium carbonate springs in which the water forms natural bubbles on the skin. The hot springs at Wulai, Jiaoxi and Zhiben, on the other hand, contain sodium bicarbonate, known as a superb natural skin lubricant.

The springs at Yangmingshan and Beitou are sulfur springs; Jinshan's springs are pure water and thus gentle on the skin, whereas the mud springs at Tainan's Guan-ziling have a natural salty flavor. When you are done dipping in the natural springs, enjoy a leisurely and delicious meal at your hot spring resort to complete a relaxing and rewarding day.

Adventures for the mind, body and soul

An increasingly health-conscious Taiwan offers visitors the opportunity to experience oriental delights such as meditation, tai chi, qigong, yoga and spa treatments. Many local restaurants offer healthy and organic cuisine, and there are also classes that specialize in teaching



healthy cooking, massage, yoga and meditation, making Taiwan the perfect destination to balance your mind, body and soul.

Bike tours

Cycling has become a popular trend in Taiwan in recent years, with many scenic, eco-friendly and fun cycling paths appearing everywhere as part of a plan to link up the entire country with an island track network totaling 5,000km in distance. Some lighter tracks are suitable for the whole family, while others contain mountain trails that pose a challenge even for experienced professionals. The Taiwan Cycling Festival held in November is the highlight of the annual cycling calendar, with professional races, short cycling tours and even organized cycling trips around the entire island.

Internationally famous bike paths

Taiwan's comprehensive cycling track network has caught even the attention of foreign media. Deserving of special mention is the Sun Moon Lake bike path, which was listed by international travel network CNNgo as one of the 10 most beautiful cycling tracks in the world. The best part about going on a cycling tour in Taiwan is that it allows you to sample local delicacies from different locations, as well as the opportunity to get up close and personal with Taiwan's most precious asset – its friendly and generous people.

Golf holidays

As Taiwan is a mountainous island, most of its golf courses are built on slopes or hills, with diverse landforms giving rise to many unique course designs and challenges for players of every level. If you love golf and beautiful scenery, why not come to Taiwan and enjoy a wonderful golfing holiday?



Time for Nature

High mountains, diverse scenery

Taiwan is internationally renowned for its mountainous terrain, with 272 peaks measuring at least 3,000 meters above sea level. The 3,952-meter Yushan (Mt Jade.), in particular, is the tallest mountain in Northeast Asia. Apart from tall mountains, Taiwan also boasts a spectacular array of complex and ever-shifting geological formations, including an abundance of mounds, plains, basins, gorges, delightful coastlines and submarine coral reefs.

Spectacular landforms

With a long coastline and water on all sides, Taiwan is blessed with a wide variety of amazing landforms. The southwest coast is filled with sandy beaches, lagoons and sandbars; the east coast is dominated by rocky shores, deep slopes and narrow plains; the north coast has rocky headlands; and the south coast is highlighted by coral reefs. The offshore islands also feature breathtaking geology, from Penghu's basalt mountains and Kinmen's granite terrain to Matsu's sea-eroded formations.

Unique ecology

Taiwan is a beautiful island rich in wildlife resources. Like Germany's Black Forest, Taiwan has flora that date as far back as 3,000 to 60 million years ago, from the Chinese Yew, mangroves and the Taiwan quillwort to rare high-altitude grass landscapes. Unique animal species include the world's oldest frog, the Taiwan salamander, as well as the Formosan black bear, the Formosan rock monkey, Swinhoe's pheasant, the Mikado pheasant and the Formosan landlocked salmon.

Butterfly, bird and fish-watching

Taiwan has long been known as a paradise for butterfly and bird watchers. According to statistics, Taiwan has around 400 of the world's 17,000 butterfly species, including 50 which are unique to the island. Aside from its warm climate, frequent rain and dense vegetation, Taiwan also lies on an important route for migrating birds in the Pacific. There are 440 species of resident and migratory birds to be found in Taiwan, including the Black-faced Spoonbill and terns. Taiwan is further blessed with rich marine resources and powerful landscapes such as the coral-friendly Kending and Green Island, which have created wonderful ecological environments that regularly attract all types of tropical fish.

Eight distinctive national parks

Taiwan boasts eight national parks with distinctive characteristics, from the grotto formations and magnificent precipitous gorges of Taroko National Park in the east to the volcanic landforms of Taipei City's Yanming-



shan National Park in the north. In the central part of the country lies Shei-Pa National park, known for the endemic Formosan landlocked salmon, as well as Yushan National Park, famous for its layers of ridges and peaks stretching across the horizon. In the south, there is Kenting National Park, popular for its tropical charm.

In addition, there is the offshore Kinmen National Park, which houses relics from Taiwan's past battles; Dongsha Atoll National Marine Park, which has a unique white landscape formed from corals and shells; and Taijiang National Park, which houses a wealth of cultural and natural attractions. All of these spectacular parks combine natural scenic views with rich wildlife, making them ideal destinations for recreation, education or academic research.

If you want to experience Taiwan's natural delights, be sure to visit one of its National Scenic Areas, National Forest Recreation Areas, National Parks or Nature Reserves, where amazing scenery and wildlife are always waiting to be explored.

TAIWAN'S 13 NATIONAL SCENIC AREAS

Characteristics	National Scenic Area
Unique coastal landscape	North Coast and Guanyinshan
Mountains and sea	Northeast Coast
Fruit and Buddhism	Tri-Mountain
World-famous lake	Sun Moon Lake
Picturesque sunrises & sunsets	Alishan
Sandbanks, wetlands & lagoons	Southwest Coast
Indigenous culture (Plains tribe)	Siraya
Indigenous culture (Rukai tribe)	Maolin
Rich ecology	Dapeng Bay
Rugged seaside cliffs	East Coast
Country idylls	East Rift Valley
Spectacular land formations	Penghu
Beautiful terrain & beaches	Matsu



Time to Shop

All you can buy

Taiwan is a shopper's paradise. From the latest international fashion and luxury brands to Taiwan-flavored products combining local designs and traditional elements; from creative boutique goods and daily necessities to diverse and large-scale commercial districts combining leisure, entertainment and dining – there is guaranteed to be something special for everyone.

Infinite creativity

The growth of Taiwan's creative and cultural industry has given rise to many dynamic local artists who have developed uniquely Taiwanese products that are both interesting and ingenious. There are many places to shop for a wide range of creative and cultural products, such as Taipei's Dihua Street, Ximen's Red House, the Huashan 1914 Creative Park and the Songshan Cultural and Creative Park, and Kaohsiung's Pier-2 Art Center.

Bargains galore

Apart from pricey branded goods, Taiwan is also known for its quality but inexpensive clothing, stationery, lifestyle products and electronics. To grab a great bargain and experience Taiwanese shopping at its finest, take a stroll through Taipei's Ximending, Wufengpu or the commercial district behind Taipei Main Station; Taichung's Yizhong Street and Fengjia Night Market; or Kaohsiung's Sanduo Commercial District and Dream Mall.

Electronics paradise

Lovers of electronic goods cannot afford to miss out on a visit to Taipei's Guanghua Mall, Taichung's Electron-



ics Street or Kaohsiung's 3C chain stores. With hundreds of outlets vying for business, customers can be sure to grab the latest computers, mobile phones and consumer electronics at the most competitive prices. Another highly popular source of electronics is Taiwan's annual computer exhibitions, which attract thousands of visitors every year with their sexy models and bargain basement prices.

Exciting night life

For those who enjoy nightlife, Taiwan has no shortage of pubs, nightclubs and five-star hotel bars, many of which provide live performances from world-class bands and professional singers. Most karaoke bars (KTVs), cinemas and other entertainment venues stay open well into the early hours of the morning – or even 24 hours a day! Night owls who prefer a quieter evening can head to a 24-hour book store and experience the other side of Taiwan's nightlife through a world of engrossing Chinese and foreign titles.

Retro trends

In addition to contemporary fashions and trends, Taiwan also has many historically sentimental old streets that have been revamped alongside the burgeoning creative and cultural industry to become stunning new attractions. Learn about the history of nostalgic old buildings or appreciate the historical significance of architectural styles that range from Baroque and Tudor to Chinese and Japanese. All of these things reflect the evolution of Taiwanese history, politics and economics over hundreds of years. A visit to one of Taiwan's retro destinations also offers the opportunity to experience creative or cultural products such as retro handiworks and toys made by local artists, and of course, the mouth-watering traditional delicacies that have been around for generations.



Time for Love

An island of romance

Taiwan is full of romantic destinations. Whether it is nostalgic historical buildings, elegant museums and trendy contemporary architecture, or beautiful mountain scenery and beaches, there will be something that appeals to the hidden romantic in everyone.

Dreamy scenery

Popular destinations for romance in northern Taiwan include Yangmingshan, the Shimen Wedding Plaza on the north coast, and Jinguashi and the old streets of Jiufen in New Taipei. Central Taiwan has the Formosan Aboriginal Culture Village, Qingjing Farm and Jiji Township, all of which have beautiful dreamlike scenery, as well as the majestic Sun Moon Lake, the perfect place for couples and newlyweds. Southern Taiwan's Love River is the site of Kaohsiung's most romantic night out, while Kending is a lovers' vacation paradise. In the eastern part of the country, Qixintang Beach is regarded by Hualien locals as the best date spot, whereas the lovely views of the Twin Heart Stone Weir (Double-Heart of Stacked Stones) in Penghu are guaranteed to bring lovers closer together.

Wedding photo paradise

Taiwan has attracted many honeymooners from all over the world since the 1950s, and in recent years it has become a popular destination for couples looking to take wedding photos while also enjoying a great holiday. Taiwan is perfect for such "wedding photo vacations." After taking studio and outdoor shots in selected outfits, couples can spend the next couple of days touring the country. The photos can be selected before leaving Taiwan, and the completed album will be sent directly to their homes, turning an otherwise hectic vacation into a smooth and relaxing experience.

Sunrises, sunsets and night views

Many touring couples list Taiwan's romantic sunrises, sunsets and night views as the highlight of their visits. From the intoxicating dusk at Tamsui and the picturesque



Gaomei Wetlands in Central Taiwan to the breathtaking Taipei city lights from Yangmingshan and night views of Kaohsiung's Love River, no romantic will be disappointed by what Taiwan has to offer.

Romantic rail journeys

Taiwan's rail network is not just a transportation device – it is a tool that allows visitors to develop a deep and genuine relationship with local Taiwanese culture and society. Many old train stations and tracks still possess the charms of their glory days, and each train line provides its own unique adventure. Exploring Taiwan's beautiful landscape and terrain by train offers a romantic experience that cannot be duplicated by car.

A rail journey around Taiwan is highly recommended for those who want to sample Taiwan's romantic scenery but don't want to be bothered by maps and traffic. Wide-reaching sea views, wondrous mountains and an idyllic countryside – what more could one ask for?



Time to Marvel

Diverse mix of cultures

Taiwan's political and economic development has undergone hundreds of years of change and evolution, with a long list of inhabitants all contributing to its diverse culture and unique local flavor.

A cultural history worthy of appreciation

Taiwan's major cities are filled with formerly prosperous commercial districts and harbors. Be sure to check out Taipei's Dihua Street and Wanhua District (Monga), Taichung's Lukang and Tainan's Anping, as well as the various ancient forts, temples and old streets scattered across the country. Monga's Longshan Temple has a history of more than 270 years, while Lukang features well-preserved old streets and buildings from its glorious past. Old temples such as Tianhou Temple and Longshan Temple, regarded as benchmarks of architectural and artistic achievement, are definitely worth a special visit.

Offshore islands and indigenous culture

Taiwan's offshore islands of Kinmen, Matsu and Penghu hold many valuable historic and cultural artifacts. Locals there have a deep appreciation for the country's indigenous and Hakka cultures, including their languages, clothing, customs, cuisine and housing, all of which have unique tribal or traditional features. Indigenous harvest festivals and the Hakka Yimin Festival are regarded as highlights of Taiwan's cultural calendar and are renowned for their ability to bring out the abundant vitality of the Taiwanese people.

Distinct artistic atmosphere

Taiwan is blessed with a lively arts and culture scene, with ample performance platforms ranging from great halls to small community stages. Young or old, arts and culture have become an inalienable part of daily life for most locals. Performances can be found all year round across the country, including international acts, operas, orchestras, pop concerts, folk dances, stage plays and local cultural productions.

Must-visit museums and galleries

Taiwan is filled with convenient museums and galleries covering specific themes. The National Palace Museum in Taipei, ranked as one of the world's top four museums, features a staggering 650,000 artifacts from 5,000 years of Chinese civilization. A must-see for art lovers is the remarkable works of internationally renowned sculptor Ju Ming, on outdoor display at Jinshan District's Juming Museum in New Taipei.



Handicrafts and traditional artworks

The creative vitality of Taiwanese artists can be seen in their delicate and innovative handicrafts made with local materials. There are the renowned ceramic arts of Yingge in New Taipei City, Shuli of Nantou, and Kinmen; the wood carvings of Sanyi in Miaoli; the stone carvings of Hualien; the paper umbrellas of Meinong in Kaohsiung; and of course, the traditional works of Taiwan's indigenous people. Taiwan's growing glassmaking craft industry has even stepped onto the global stage, becoming a proud part of Taiwanese culture.

Exciting cultural calendar

Taiwan has an exciting cultural calendar filled with spectacular folk festivals and activities all throughout the year. Every street and alley becomes infused with the festive spirit during the Chinese New Year holidays, while the ensuing lantern shows always attract tens of thousands of visitors every year. There is also the releasing of sky lanterns over Pingxi in New Taipei City and the spectacular fireworks display of the Yanshui Beehive Rocket Festival in Tainan, both of which are highly recommended by foreign media.

Religious activities with a human touch

Religious activities are thriving in Taiwan. Large-scale activities are held every year across the country to commemorate the birth of Mazu, the Taoist goddess of the sea, around the 23rd day of the third lunar month. The boisterous celebrations don't get any bigger than those seen at Dajia's Zhenlan Temple in Taichung City and Chaotian Temple in Beigang. In recent years, Mazu's birthday has attracted hordes of tourists and foreign media coverage, with the consensus being that Taiwan's warm human touch turns its religious festivals into unforgettable experiences.

What are you still waiting for? Come to Taiwan to experience the depth of Asian culture and throw yourself into our joyous and bustling activities!



Taiwan – The Heart of Asia

Come and enjoy Taiwan's unique cuisine, romance, lifestyle, shopping, culture and ecology.

What are you waiting for?

It's time to plan your leisurely adventure on this beautiful island wonderland!



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Taiwan Tourist Brochure



Time to Eat

Rich produce and amazing variety

With its favorable climate and superior geographic location, Taiwan is blessed all year round with a wealth of fruits and vegetables and fresh seafood. Together with its rich history and economic development, Taiwan offers an abundance of authentic cuisine ranging from Chinese food and traditional Taiwanese dishes to roadside stir-fries and hotpots.

Refined food culture, healthy cuisine

Taiwanese people not only know their food – they also know how to create refined new delicacies combining eastern and western elements, forming a dining culture that is uniquely Taiwanese. Whether it is infusing western ideas into oriental-style dishes or adding local produce to western cuisine, Taiwan's food culture will be sure to surprise and satisfy. Taiwanese chefs are also well-known for developing health-conscious dishes. From five star hotels to restaurants tucked away in tiny alleys, diners will have no problem finding a meal that is both scrumptious and kind to their bodies.

Diverse options

Taiwan's varied cultural exchanges have cultivated a diverse local food culture that enables visitors to sample exotic cuisines from all around the world, from Italian, French and German to Japanese and Korean.

Local delicacies and night markets

To truly experience Taiwanese life, don't forget to visit one of its internationally renowned night markets. Apart from shopping at the endless stalls, don't miss out on famous local delicacies such as stinky tofu, pig blood cake, oyster omelets, stewed pork rice, spicy duck blood, squid



thick soup and pepper buns. In addition to these delicious and affordable snacks, tourists must also try the unforgettable Taiwanese stewed beef noodle soup and the world famous xiaolongbao (steamed soup dumpling), both of which have become a fixture of every tourist itinerary.

Coffee and sweets

Taiwan has become a coffee lovers' paradise in recent years with a wealth of international coffee chains and local cafes littered along back alleyways. Many have professional baristas making coffee with home-roasted coffee beans and pastry chefs designing signature desserts such as honey toast, waffles and ice cream, making these cafes a popular destination for Taiwan's trendy young people.

Renowned tea

In addition to being a food haven, Taiwan is also known as a tea paradise. The island's unique landscape and climate conditions have given birth to popular teas such as Wenshan Pouchong, Tung-ting Oolong and Tie-guanyin, as well as Hakka ground tea, and of course, the world-famous pearl milk tea.

Fruits and souvenirs galore

Taiwan is additionally known as a fruit kingdom, with an all-year abundance of sweet and juicy fruits such as guava, bell fruit, mango, banana, watermelon and many more. When you leave, don't forget to take back some of Taiwan's unique and delicious snacks to share with friends and loved ones, from pineapple cakes and sun cakes to peanut candies and ox tongue-shaped cookies.

TAIWAN'S TOP 10 NIGHT MARKETS

Tastiest, Friendliest	Miaokou Night Market (Keelung)
Most Charming	Shilin Night Market (Taipei)
Best Shopping	Huaxi Street Night Market (Taipei)
	Ningxia Night Market (Taipei)
Most Unique	Wenhua Night Market (Chiayi)
	Flower Night Market (Tainan)
	Zhonghua Street Night Market (Fengshan)
Tastiest	Fengjia Night Market (Taichung)
Most Popular	Liuhue Night Market (Kaohsiung)
Friendliest	Luodong Night Market (Yilan)



Taiwan
THE HEART OF ASIA