

Go cycling
and
feel the
sensation.

感覺真實的自己



Taiwan
THE HEART OF ASIA



2021 YEAR OF CYCLING TOURISM
Tire pressure checked? Break checked?
Are you ready? Let's be started!



BRAD SHIH

- Director, LA office, Taiwan Tourism Bureau
- A nature guy
- 27 yrs in marketing experience
- Questions?
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Tourism 2020-Taiwan

Sustainable Tourism Development Program

- Ilha Formosa! Portugal sailors' sayings in 16 century!
- Review, classify and orientate what we have, need, and want
- 5 major strategies and 21 specific implementation efforts
- To make Taiwan a top tourist destination in Asia



LOHAS TAIWAN

- Lifestyles of Health and Sustainability
- Green Tourism
- Year's key themes:
 - 2018 Ecotourism
 - 2019 Ocean and Bay
 - 2020 Hiking and Mt. Climbing
 - 2121 Cycling
- Principle: Fit your Market



World's top design and manufacture forward to Cycling Paradise

Taiwan

- Giant (Trek, Specialized, Schwinn, Bianchi... OEM or ODM)
- Merida
- KHS



TCR ADVANCED SL DISC 0
2021 USD\$3400 - \$11,300



Taiwan

WHY CYCLING TAIWAN?

- Traveler's Healthiest Portal to Taiwan's Scenic and Cultural Beauties.
- A new, health-enhancement and eco-friendly journey
- Varied natural scenery
- Evermore comprehensive infrastructure of rental and repair facilities
- Quality accommodations, affordable food, and the warmhearted friendliness of the local people
- Hassle-free cycling tour within a finger click

700+ Cycling Friendly hotels

Taiwan



CARRY-ON BIKE PROGRAM

Taiwan





Rental shop, Rest Stop,
Visitors information
center, Bike fix station

Everywhere!!!

Enjoy The Breeze

- Renting Public City Bikes
- Cycling in the Cities
- Best Bike Routes
- Annual Cycling Festival



Renting Public City Bikes- YouBike Sharing System

Taiwan



Cycling in the Cities

-Taking Advantage of Public Bike Rental Systems in Taiwan

Taiwan



TAIPEI, Tamsui River Riverside Bike Paths

Taiwan



Longshan Temple

Old Quarters and Traditional Taiwanese Food

TAINAN, A Southern Jewel

Taiwan

Anping riverside



TAINAN CITY



Confucius Snack Noodles

Try Guabao!

Old Building, Old Food



Tainan city bike Path

Easy Bike Routes in Kaohsiung

Taiwan

BO'ai Bridge



Mathew Bike



SUN MOON LAKE,

Top 10 of world's best bike routes-
CNN TRAVEL 2017



Black Tea





Best Bike Routes
CHISHANG/GUANSHAN, HUALIEN COUNTY



- Best Bike Routes
- Guanshan Town Circle Bicycle Path, Taitung county

Best Bike Routes
DAPEN BAY, PINGTUNG COUNTY



Cycling Route No.1, 900 km, 9-12days

Taiwan



ROUTE DETAILS

For your ride around Taiwan, you can travel either clockwise or counterclockwise. We have arranged an itinerary which is a short version of the trip around the country, clocking in at 866.3 kilometers. The longer version of a tour of Taiwan is about 1200 kilometers in length. The short version takes 10 days. The longest distance you'll need to ride during a day is 115 kilometers. If you average 20 km/h, then you should be able to complete the longest daily ride in about six hours.

- 1 Taipei → Hsinchu
- 2 Hsinchu → Taichung
- 3 Taichung → Chiayi
- 4 Taichung → Sun Moon Lake
- 5 Sun Moon Lake → Chiayi
- 6 Chiayi → Kaohsiung
- 7 Kaohsiung → Checheng
- 8 Checheng → Taitung City
- 9 Taitung → Yuli
- 10 Yuli → Hualien
- 11 Hualien → Toucheng
- 12 Toucheng → Taipei



Taiwan Cycling Festival, Oct- Nov.

Taiwan

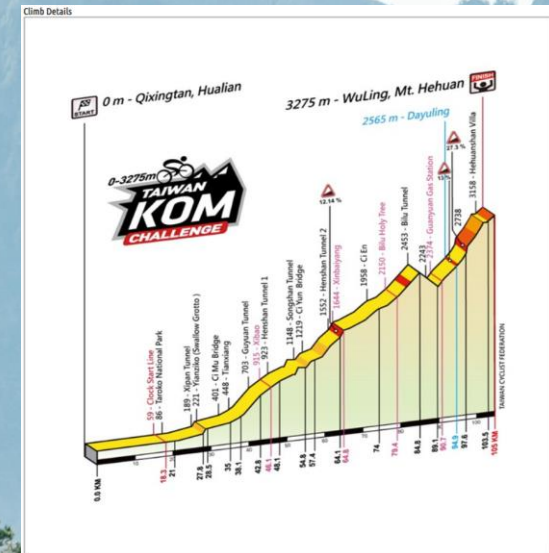


King of Mountain(KOM) Challenge

From 0 to +3000m sea level, 110K ride



Taroko Gorge National Park



Van Supported by operators

Taiwan



Uma surpreendente jornada de minibike por Taiwan. Por Erika Sallum

Taiwan

De minibike percorri Taiwan em quatro dias



Courtesy of Go Outside, <https://gooutside.com.br/taiwan-mini-bike-quatro-dias/>

Taiwan

BY BIKE

194 KM
2995 M



UM GIRO COMPLETO NA ILHA FORMOSA, TAIWAN (7D /6N*).
ROTEIRO DE CICLOTURISMO ABRANGENDO UMA GRANDE DIVERSIDADE CULTURAL, DE VILAS ANCESTRAIS A MUSEUS, ALÉM DE UMA INFINIDADE PAISAGÍSTICA, INCLUINDO AS COSTAS OESTE E LESTE, LAGOS, MONTANHAS E O FABULOSO PARQUE NACIONAL TAROKO GORGE.

- HOSPEDAGENS (6 NOITES) EM HOTÉIS DA REDE ROYAL
- CAFÉS DA MANHÃ, ALMOÇOS E JANTARES
- LOCAÇÃO DE BICICLETA COM CAPACETE
- TRASLADOS (ÔNIBUS E TRENS) DURANTE O ROTEIRO
- CONDUTORES FLUENTES EM INGLÊS
- VEÍCULO DE APOIO (ACOMPANHAMENTO INTEGRAL)

.: SAÍDA DE 03 A 09/12/2018 .: { DOUBLE: US\$ 2.290
*não inclui aéreo e traslados in/out { SINGLE: US\$ 2.990



► CONSULTE TAMBÉM: Tour adicional pelo Sun Moon Lake

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 - Queensberry
 - Brasil a Pé
 - GLADTUR
 - CHINATUR



For all ages and abilities

I've put my wheels on trains, used bike ramps at stations, and slept in quaint B&Bs. Rental outlets, bilingual signs and bike-only trails are ubiquitous. The infrastructure is there, and drivers are used to sharing with two wheelers. A bike tour of Taiwan can be as strenuous or as laidback as you want it to be.

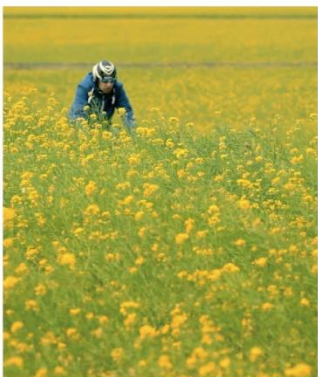
Olympians vie to be King of the Mountains

In the highlands, a world-class route awaits hardcore bikers. From the Pacific, through the marble canyon of Taroko Gorge, the brutal yet beautiful KOM ascent climbs to 3,275m (10,745ft) in a mere 105km (65 miles). Among elite riders taking on this challenge in 2015 was Olympic gold medalist Lasse Norman Hansen.



CYCLING IN TAIWAN

We who live for cycling need to know Taiwan — — a must-visit destination for adventurous riders.



Unforgettable hospitality

Taiwan, one of the world's safest destinations for tourists, is also one of the friendliest. Police greet me warmly when I stop at rural stations to refill my bidon. Countryside folk press tea and yummy Taiwanese fruit on me. And everywhere I hear the phrase locals shout to offer encouragement: jia you - "go for it!"

Year-round cycling events

There's no bad season for riding in Taiwan, but each year I mark two events in my diary. The Tour de Taiwan (www.tourdetaiwan.org.tw) is held in the first quarter. Come fall, the Taiwan Cycling Festival (<http://taiwanbike.tw>) encompasses the KOM race and other thrilling events. For complete details of other highlights, biking and non-biking, see <http://taiwan.net.tw>.

Taiwan
THE HEART OF ASIA

<http://eng.taiwan.net.tw> ; FB @TourTaiwan ; IG @ttb_na