



Tourism 2020

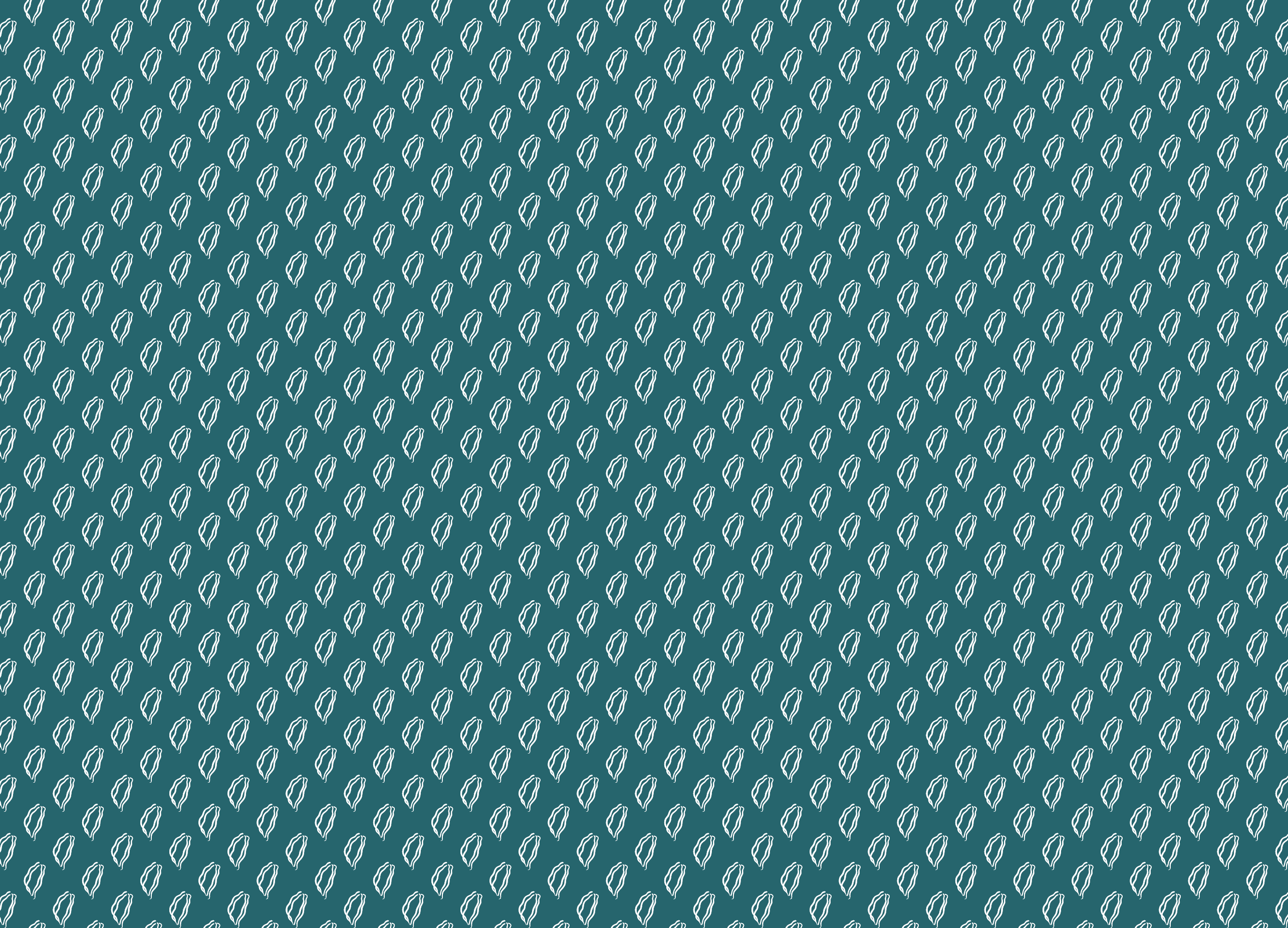
# Taiwan Kaleidō



台灣映象



**Taiwan**  
THE HEART OF ASIA



Tourism 2020

# Taiwan Kaleido



台灣映象

## Taiwan – A Beautiful Island in the Pacific

In spring, fields of colorful Taiwanese lilies sway in the breeze on Taiwan's North Coast, while pink alpine azaleas adorn slopes as high as 3,000 meters, making the mountains seem beautifully delicate. The season's colors extend to the seas off Matsu, where bio-luminescent organisms known as Blue Tears radiate their captivating glow under the evening skies.

In summer, brilliant Orange Daylilies bask under the warm sun on Liushidan Mountain, while in the afternoons the green tea farms of Alishan are cooled by mountain clouds and mist.

Autumn brings another harvest of color to Taiwan. Mullet roe laid out under the southern Taiwan sun creates the smell of something cooking, while warm golden persimmons offer a refreshing snack after a stroll through a Hakka village.

Winter beckons the black-faced spoonbills from the north to the warmer climes of Qigu in Tainan. This is also the time when sky lanterns ascend the skies over Pingxi lifting hopes and gratitude to the heavens for the many wonders of this land Taiwan.

## Tourism 2020 : Presenting Taiwan to the World

Under the Tourism 2020 program, the Tourism Bureau of the Ministry of Transportation and Communications (MOTC) has promoted tourism in Taiwan with annual themes focused on sustainability and highlighting different dimensions of Taiwan's abundant tourism charms. They include the 2017 Ecotourism Year, 2018 Year of Bay Tourism, 2019 Small Town Ramble Year, and 2020 Year of Mountain Tourism.

Celebrated travel writer Joshua Samuel Brown wrote an article listing five good reasons to visit Taiwan: scenery, cuisine, hot springs, temples, and museums. He also praised Taiwan for its rich culture, heritage, and fascinating scenery.

Tourism 2020 Taiwan Kaleido presents Taiwan's sustainable tourism appeal in all of its brilliant colors. Within these pages, the island's seasonal beauty and the amazing diversity of its local culture and customs come vividly to life with the aid of 3D holographic images, inviting you to experience the beautiful kaleidoscope that is Taiwan.

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The Colors of Taiwan

# SPRING



玉山雪色

## Yushan (Mt. Jade)

Taiwan is a mountainous island with 268 peaks rising over 3,000 meters high. Chief among these alpine giants is Yushan (Mt. Jade), Northeast Asia's highest peak, towering 3,952 meters high. In winter, its snow-capped peaks stretch along its ridge brilliant against the deep blue sky.



HOLOGRAPHIC IMAGE



Yushan National Park  
玉山國家公園

合歡山杜鵑花色  
**Azalea Blooms  
on Hehuanshan**

Each year in April and May, the 3,000-meter heights of Hehuanshan come ablaze with the colors of the azalea blooms. In tandem with the warming weather, the *Rhododendron pseudochrysanthum* and *Rhododendron rubropilosum* successively take the stage, sprinkling the emerald alpine fields with their powdery white and deep red hues. Flower lovers and professional photographers journey to Hehuanshan each year to see this magical sight.



Taroko National Park  
太魯閣國家公園





台灣百合色

## Taiwanese Lilies

The Taiwanese lily is a highly adaptable species endemic to Taiwan. The flower grows widely across the island, gracing the land with its pure white blooms in spring and summer. Wild lilies sway in the breeze near the trail at the century-old Fugui Cape Lighthouse on Taiwan's northernmost tip. Spring travelers can also discover these beautiful blooms at the North Coast and Guanyinshan National Scenic Area.



North Coast & Guanyinshan  
National Scenic Area Administration  
北海岸及觀音山國家風景區管理處



老梅石槽綠色

## Laomei Green Reef

Located on Taiwan's North Coast in Shimen District, New Taipei City, the Laomei Green Reef area assumes its namesake color each year in April and May, when algae blanket the rows of stones in vibrant greens. The white spray of the seawater adds to the dream-like landscape that has made this site popular with photographers and visitors alike.



North Coast & Guanyinshan  
National Scenic Area Administration  
北海岸及觀音山國家風景區管理處





客家桐花色

## Tung Blossoms

Every April and May, the mountain greenery along Provincial Highway 3 and the Northern Second Highway is splashed with the tender white blooms of the Tung flower. During the annual Hakka Tung Blossom Festival, visitors can enjoy these beautiful blooms, visit Hakka towns, and savor the local cuisine, culture, and customs. In 2019, the Executive Yuan rolled out the Romantic Route 3 to promote economic revitalization in Hakka townships with a series of activities celebrating the natural attractions, culture, history, and industry of these communities.



Romantic Route 3 :  
Hakka Romantic Avenue  
浪漫台三線—客家浪漫大道



Hakka Tung Blossom Festival  
客家桐花祭

台灣花布色

## Taiwan Flower Cloth

Taiwan flower cloth is a traditional style of printed cotton fabric in Hakka culture. Scarlet peonies, phoenixes, and other motifs symbolizing wealth adorn these fabrics with contrasting colors and a down-to-earth spirit that vividly captures collective cultural memories. These beautiful fabrics are widely used during Hakka cultural events and are also fashioned into bed sheets, quilt covers, baby slings, and other daily life items.



Romantic Route 3:  
Hakka Romantic Avenue  
浪漫台三線—客家浪漫大道





灰面鵟鷹色

## Grey-faced Buzzards

Grey-faced buzzards pass over Mt. Bagua on their northward migration each year around the time of the Spring Equinox. The birds soar by the thousands on currents of air, carried up in spectacular columns. The Tri-Mountain National Scenic Area's annual Free Buzzard in Mt. Bagua activity has become a highlight event in the international conservation community, attracting tens of thousands of people each year. The Hawk-Watching on Mt. Guanyin activity is also held at this time.



Tri-Mountain  
National Scenic Area Administration  
參山國家風景區管理處



阿里山櫻花鐵道色

## Cherry Blossoms on the Alishan Forest Railway

The mountain areas of Taiwan are seasonally changing wonders. Nowhere is this truer than among the tiered ranges of Alishan, a verdant land as steeped in natural beauty as it is rich in culture. Dawn lit cloud formations, cherry blossoms, and the Alishan Forest Railway, a World Heritage Site, are among the many attractions here. This area assumes an especially romantic note in spring, when the white and red petals of the Taiwan cherry and Yoshina cherry blooms drift down like a light rain along the tracks.



HOLOGRAPHIC IMAGE



Alishan National Scenic Area Administration  
阿里山國家風景區管理處

台灣茶色

## Alpine Tea Plantations

Taiwan is world-renowned for its tea. Shaken tea has become an indispensable daily beverage, bubble tea has swept the world, and high-grade teas are a treat to be carefully savored. Taiwan's tea culture is also creatively represented in the beauty of its tea wares. Visitors can experience the joy of tea-picking and learn about the tea-making process at the islands' recreational tea farms. During the Tea Festival in Four Seasons at Alishan National Scenic Area Administration, local tea masters introduce visitors to the art of tea in Taiwan.



Alishan National Scenic  
Area Administration  
阿里山國家風景區管理處



Tea ceremony in nature's embrace.



台灣燈會燦金色

## Taiwan Lantern Festival

Launched in 1990, the Taiwan Lantern Festival is the premier event of the Lantern Festival period. Since 2001, it has been hosted by a different community each year. A highlight of the festival is the decorative lantern displays that draw on local themes, including the main lantern which, up until 2019, had traditionally depicted the Chinese zodiac animal for the year. The lantern displays are presented with sound and light effects and musical scores, combining cutting-edge technology with traditional culture to brilliant effect. In 2019, several of the works presented at the festival earned the A' Design Award from Italy and Germany's Red Dot Award for Brand and Communication Design.



HOLOGRAPHIC IMAGE



2020 Taiwan Lantern Festival  
2020 台灣燈會

The 2019 Taiwan Lantern Festival was held at Dapeng Bay in Donggang Township, Pingtung County.

平溪天燈色

# Pingxi Sky Lanterns

The Pingxi Sky Lantern Festival is one of the headline events on the Lantern Festival calendar, along with the Yanshui Beehive Fireworks Festival and Taiwan Lantern Festival. During this time, crowds flock to the New Taipei City district of Pingxi to release lanterns bearing blessings to the heavens. The slowly ascending lanterns dot the night sky with their captivating orange glow. The Pingxi Sky Lantern Festival has been heralded as one of the world's must-experience events by the Discovery Channel, National Geographic Magazine, CNN, and other international media outlets.



HOLOGRAPHIC IMAGE



New Taipei City Tourism Network  
新北市觀光旅遊網



Photo provided by New Taipei City Government.





媽祖金色

## Mazu Pilgrimage

Mazu is one of the best-known deities in the pantheon of Taiwan's folk religions. Each year during a period known as "March Madness for Mazu," worshippers of the goddess set out on huge pilgrimages. The processions from Dajia's Zhenlan Temple and Baishatun in Miaoli are the grandest, attracting nearly everyone in town. Bursts of firecrackers fill the air with brilliant golden hues along the route as the faithful show their respectful devotion to Mazu.



HOLOGRAPHIC IMAGE



Taichung City Mazu  
International Festival  
台中媽祖國際觀光文化節



磺火捕魚色

## Sulphuric Fire Fishing

Sulphuric fire fishing is an age-old fishing technique that today is practiced by only four fishing boats based at Huanggang Fishing Port in Jinshan. Each April and May during the Jinshan Sulphuric Fire Fishing Festival, these boats ignite sulphuric rocks that illuminate the night seas with bursts of light that attract thousands of silver-scaled sardines into their waiting nets. This dramatic display has become a popular attraction for cultural tourists and professional photographers alike.



HOLOGRAPHIC IMAGE



North Coast & Guanyinshan  
National Scenic Area Administration  
北海岸及觀音山國家風景區管理處

蘭嶼海色

## Orchid Island Ocean Blues

Taiwan's second-largest outlying island, Orchid Island (Lanyu) is a unique natural paradise and the only one of Taiwan's top-10 islands populated by an indigenous tribe. The Yami (Tao) people to which the island is home have a marine-based culture. The tribe's character is vividly conveyed in the unique Tatala boats with their characteristic red, white, and black patterning.



Taitung Tourism Network  
台東觀光旅遊網



# 原住民文化色 Indigenous Culture

Taiwan is a culturally diverse and welcoming land where people of all ethnicities coexist peacefully. There are 16 ethnic groups in Taiwan, each with its own unique customs and lifestyles that are evident in traditional festivals, costumes and other cultural elements. The diversity and richness of Taiwan's indigenous cultures provide visitors from around the world with an opportunity to experience these communities in an in-depth manner. The Maolin National Scenic Area Administration manages an event in which visitors can participate in the patterns of a traditional Austronesian wedding that provides attendees with a chance to experience this type of grand celebration of Taiwan's indigenous peoples.



HOLOGRAPHIC IMAGE



Austronesian Wedding  
南島族群婚禮



Maolin National Scenic Area Administration  
茂林國家風景區管理處



Austronesian Wedding : True Love on Dawu Mountain.

木棉花色

# Kapok Road

In spring and winter, the trees lining Tainan's Baihe Linchupi Kapok Road bloom with stunning red flowers. The Spanish travel website Bored Panda has heralded the road as one of the world's 15 most beautiful flower routes. Indeed, cycling under this tunnel-like canopy of blooms is a perfect way to experience the tropical charms and local flavor of southern Taiwan.



Siraya National  
Scenic Area Administration  
西拉雅國家風景區管理處



Baihe Linchupi Kapok Road in Tainan. / Photo by Kuo, Jen-Hui



螢火蟲色

## Taiwan Fireflies

The presence of fireflies is an important sign of a healthy ecosystem. More than 60 of the world's 2,000 or so types of fireflies make their home in Taiwan, 42 of which can be found in the Alishan area alone. The late spring to early summer months are the best time to see the fireflies, but their luminous dance can be enjoyed throughout the year at various elevations. In 2017, the Tourism Bureau designated 2017 as Ecotourism Year. Firefly scholars from around the globe came to Taiwan that year for the International Firefly Symposium to discuss ways to restore firefly habitats and learn from Taiwan's achievements in this area.



HOLOGRAPHIC IMAGE



Alishan National Scenic  
Area Administration  
阿里山國家風景區管理處

Alishan fireflies.

藍眼淚色

# Blue Tears

The Blue Tears of Matsu is a phenomenon produced by dinoflagellate algae. These organisms radiate a beautiful blue bioluminescence in the agitated waters around Matsu during the months from April to June. They create a mysterious dream-like scene lauded by CNN as one of the world's 15 natural scenic wonders.



HOLOGRAPHIC IMAGE



Matsu National Scenic Area Administration  
馬祖國家風景區管理處



Photo provided by Lianjiang County Government. / Photo by Wang Ting-Yu

The Colors of Taiwan  
SUMMER



澎湖雙心石滬色

## Twin-Hearts Stone Weir

The Twin-Hearts Stone Weir in Qimei, Penghu, is an example of a traditional fishing technique dating back over 700 years. The weirs are constructed from pieces of basalt and coral reef shaped into two nested hearts set in the clear blue sea, making this Penghu visitor hotspot especially popular with couples.



HOLOGRAPHIC IMAGE



Penghu National Scenic Area Administration  
澎湖國家風景區管理處



龜山島色

## Guishan Island

Guishan Island is important Yilan landmark off the coast of the Lanyang Plain. In summer, the island appears like an emerald floating in the blue Pacific. Access to Guishan is limited by daily visit quotas to protect the island's ecology. Also, the island is closed to the public from December to February. In addition to exploring the island, visitors can take a boat tour to see the whales and dolphins frequently shown in the water here.



Northeast and Yilan Coast  
National Scenic Area Administration  
東北角暨宜蘭海岸國家風景區管理處



Photo provided by Yilan County Government / Photo by Eva Chang



海洋鯨豚色

# Whale and Dolphin Watching

More than 30 of the world's 80 or so cetacean species have been sighted in the waters surrounding Taiwan. April to October is the best time to watch the whales on the East Coast. Whale watching boat tours are offered in this area to bring you up close to these magnificent creatures of the sea.



Northeast and Yilan Coast  
National Scenic Area Administration  
東北角暨宜蘭海岸國家風景區管理處

Photo provided by Yilan County Whale Watching Association / Photo by Eva Chang

小琉球色

## Little Liuqiu

Little Liuqiu (Liuqiu Islet) is a coral reef island located in the waters southwest of Pingtung County. Ranked as the most popular destination among the top-10 islands of Taiwan in 2018, it is one of only a few places in the world where the protected green sea turtle can be sighted both on land and in the sea.



Dapeng Bay National Scenic Area  
Administration  
大鵬灣國家風景區管理處



Green sea turtles on Little Liuqiu. / Photo by Su, Huai



綠島海色

## Green Island

Located off the coast of Taitung County in the Pacific Ocean, Green Island is ranked among the world's top 100 dive sites. Divers in these clear sea waters are greeted with a rich marine world of coral reefs and an amazing array of colorful fish brought by the north flowing Kuroshio Current. One of the world's few saltwater hot springs is also located here.



East Coast  
National Scenic Area Administration  
東部海岸國家風景區管理處

馬祖燕鷗色

# The Terns of Matsu

Summer is a time of wonders on the islands of Matsu. One can enjoy not only the bioluminescent glow in the sea known as "Blue Tears," but also the return of thousands of terns that nest on uninhabited islands and reefs. Visitors can join a boat tour to see these white birds soaring in the blue skies over the Matsu Islands Tern Refuge.



Matsu National Scenic Area Administration  
馬祖國家風景區管理處



Tern watching in Matsu.



陽光沙雕色

## Sand Sculpting under the Sun

The beaches from Gongliao to Fulong on Taiwan's Northeast Coast form a three-kilometer stretch of fine golden sand that has earned this area certification from the World Sand Sculpting Academy as Taiwan's best spot for sand sculpting. Every year, people stream to the sunny beaches here to participate in the Fulong International Sand Sculpture Art Festival, which offers an interesting cultural combination of sculpture, painting, architecture, physical stamina, and recreation that produce creative inspirations enjoyed by both artists and visitors.



Northeast and Yilan Coast  
National Scenic Area Administration  
東北角暨宜蘭海岸國家風景區管理處

澎湖海灣燈光色

# Penghu Bay Lights

The Penghu International Bay Light Festival began in 2018 in conjunction with the World Congress of the Most Beautiful Bays in the World gathering in Penghu that same year. Planned by the Penghu National Scenic Area Administration, the festival extends Penghu's tourism event calendar into the autumn months. Culture, art, music and technology come together in creative light displays and colorfully illuminated bridges. In 2019, the festival's dazzling light creations were recognized with both Brisbane and Berlin Design Awards.



HOLOGRAPHIC IMAGE



Penghu National Scenic Area  
Administration  
澎湖國家風景區管理處



2019 Penghu International Bay Light Festival.

大鵬灣港灣色

# Dapeng Bay

Dapeng Bay in Pingtung County is home to Taiwan's only semi-enclosed lagoon. The lagoon is well suited for sailing, canoeing, and other water recreation activities. The Dapeng Bay Bridge spans the mouth of the lagoon, connecting on both sides with the road that circles the bay in the Dapeng Bay National Scenic Area. Its special open-type sectional design was a first in Taiwan and allows for the passage of sailboats. The three-dimensional design of its cables gives the bridge a sailboat-like shape. Beautifully illuminated at night, the bridge has become a popular tourist attraction in its own right.



HOLOGRAPHIC IMAGE



Dapeng Bay National Scenic Area Administration  
大鵬灣國家風景區管理處







正濱漁港色

# Zhengbin Fishing Harbor

Zhengbin is a historic fishing port located on the south side of Heping Island in Keelung. The Keelung City Government recently revitalized the port under the Small Town Ramble Year project in 2018, including painting 16 buildings lining the harbor in a rainbow of bright colors. The nearby Heping Island Park was designed to integrate with the unique sea-eroded landscapes of the North Coast. The park's careful design also earned it the Most Accessible Tourist Attractions Award from the Svayam National Center for Inclusive Environments.



HOLOGRAPHIC IMAGE



Heping Island Park  
和平島地質公園

芒果金黃色

## Mango Shaved Ice

Taiwan is the kingdom of fruit, and no fruit better represents summer in Taiwan than the mango. Tainan, Kaohsiung, and Pingtung are major mango-growing areas in Taiwan, but Yujing District enjoys particular distinction as the island's "Land of Mangoes." Every year, the Tourism Bureau organizes the Formosa Summer Festival, and mangoes are always a highlight of the activities. Whether served with shaved ice, paired with ice cream or served as smoothies, this sweet and juicy fruit is always a welcome cooling summer treat. Other fun parts of the Summer Festival include "Summer Solstice 235," the Fulong International Sand Sculpture Art Festival and special railway travel events.



HOLOGRAPHIC IMAGE



Siraya National  
Scenic Area Administration  
西拉雅國家風景區管理處





四草綠色隧道色

# Sicao Green Tunnel

The Sicao Green Tunnel is mangrove-canopied waterway in Taijiang National Park and the Southwest Coast National Scenic Area in Tainan that feels like being in Taiwan's own "Amazon forest." Visitors can ride bamboo rafts through this tunnel-like passage surrounded by emerald leaves, light-dappled waters and the calls of insects and birds. Sicao is also rich in intertidal organisms, and is a wonderful natural classroom.



Taijiang National Park  
台江國家公園



Southwest Coast National  
Scenic Area Administration  
雲嘉南國家風景區管理處



花東縱谷色

## East Rift Valley

Board the Summer Formosa Steam Locomotive for a journey through tranquil rice paddies, green mountains and refreshing waters. The dark black of this old-style train is particularly stunning as it travels through the lush greenery of the East Rift Valley. As you travel by rail and bicycle, under the sunshine and through the beautiful countryside, the East Rift Valley invites you to slow down and experience the charms of Taiwan's small towns.



East Rift Valley  
National Scenic Area Administration  
花東縱谷國家風景區管理處



Formosa Summer Steam Locomotive. / Photo by Lin, Chih-Hao



鐵路便當色

# Railway Bento Boxes

Taiwan Railway introduced bento boxes in 1949, and over the 70 years since then sales have increased to 30,000 per day. The traditional pork version enjoys an especially loyal following. Whether taking Taiwan Railways, High Speed Rail, or the Alishan Railway, no journey is complete without trying one of these tasty boxed meals. In 2015, the Taiwan Railway Administration began holding the Formosa Railroad Bento Festival to provide an international showcase for Taiwan's railway bento box culture.



Formosa Railroad Bento Festival  
2019 鐵路便當節

2019 Formosa Railroad Bento Festival. / Photo provided by Taiwan Railway Administration, MOTC

熱氣球色

# Ballooning

Begun in 2011, the Taiwan International Balloon Festival is held annually on Taitung's Luye Highland. Lasting more than a month and a half, it's the world's longest hot air balloon festival and provides a visual feast in the middle of Taiwan's summer. The event attracts visitors from around the globe, providing them with a chance to soar high into the sky in one of the beautiful balloons.



HOLOGRAPHIC IMAGE



East Rift Valley  
National Scenic Area Administration  
花東縱谷國家風景區管理處



Taiwan International Balloon Festival  
臺灣國際熱氣球嘉年華



Taiwan International Balloon Festival. / Photo provided by Taitung County Government



金門戰地風光色

## Kinmen Battlefields

Kinmen National Park was established with a dual mission to preserve Kinmen's battlefield history and cultural assets, as well as to protect its local ecology. The park's historic military tunnels and traditional southern Fujian homes recall an earlier time and invite visitors on a journey to the past. The Kinmen Tunnel Music Festival is held annually in the park's Zhaishan Tunnel, providing an opportunity for musicians and singers to use the tunnel's natural amplifying acoustics to create a uniquely stirring musical feast.



Kinmen National Park  
金門國家公園

Kinmen Tunnel Music Festival. / Photo provided by Kinmen National Park



太平雲梯色

# Taiping Suspension Bridge

The Taiping Suspension Bridge spans 281 meters, and with an elevation of 1,000 meters is the highest suspension bridge in Taiwan. Located in Chiayi County's Alishan National Scenic Area, the bridge crosses over the Sanyuan Rainbow Waterfall and connects Taiping Village in Meishan Township with the district of Guishan. On a clear day, one can see the Chiayi-Tainan plain and, in the distance, the Taiwan Straits. On foggy days, the mists enshroud the falls and create an impressive sight.



HOLOGRAPHIC IMAGE



Taiping Suspension Bridge in Meishan  
梅山太平雲梯

Night View at Taiping Suspension Bridge. / Photo by Zhang, Rui-Tsung





高山星空銀河色

# Stargazing in the Peaks

Taiwan is a mountainous island with hundreds of towering peaks. These lofty alpine heights are gloriously free of light pollution, making them excellent spots to watch the stars. Hehuanshan, a high-altitude mountain with low atmospheric disturbance, is a particularly popular site among Taiwan's stargazers. In summer, the Milky Way can be seen here in all its dream-like wonder. In 2019, the International Dark-Sky Association certified Hehuanshan as Taiwan's first International Dark Sky Park.



HOLOGRAPHIC IMAGE



Taiwan Forest Recreation website  
台灣山林悠遊網

Starry skies over the North Peak of Hehuanshan.

The Colors of Taiwan  
AUTUMN



金針花色  
Day lilies

Every year from August to October, the Day lilies of Hualien and Taitung counties burst into bloom and create a tapestry of brilliant yellows. This colorful sight has become one of the most popular and photographed visitor attractions in Eastern Taiwan.



HOLOGRAPHIC IMAGE



East Rift Valley  
National Scenic Area Administration  
花東縱谷國家風景區管理處

池上金黃稻海色

# Chishang Rice Fields

Chishang in Taitung County is a major rice-growing region, and it's famous throughout Taiwan for its beautiful swaying expanses of golden rice fields. Whether strolling down Mr. Brown Avenue or cycling through the countryside, visitors can immerse themselves in the sights and fragrances of this area's tranquil rice fields. The fields also provide a beautiful setting for the Chishang Autumn Rice Harvest Arts Festival, which features the Cloud Gate Dance Theatre and other celebrated groups.



East Rift Valley  
National Scenic Area Administration  
花東縱谷國家風景區管理處



Chishang Autumn Rice Harvest Arts Festival.  
Photo provided by Lovely Taiwan Foundation  
Photo by Chen, Hsiang-Liu



菅芒花色

## Silver Grass

November and December are the best months to enjoy the silver grass on Taiwan's Northeast Coast. At this time, the clustered tassels of the silver grass turn a snowy white and release drifts of soft fluff to the wind. Visitors flock to enjoy this seasonal sight and hike in the great outdoors during the Caoling Historic Trail Silver Grass Festival held annually by the Northeast and Yilan Coast National Scenic Area Administration.



Northeast and Yilan Coast  
National Scenic Area Administration  
東北角暨宜蘭海岸國家風景區管理處

Caoling Historic Trail Silver Grass Festival.

# 鹽田色 Salt Fields

The Jingzijiao Tile-Paved Salt Field in Beimen District, Tainan, was established over 200 years ago, making it the oldest surviving salt field in Taiwan. Every day, the setting sun reflects in beautiful colors off of the salt fields, attracting photographers and a steady stream of visitors. This is one of the most popular small town places to visit in the Yunlin / Chiayi / Tainan area.



HOLOGRAPHIC IMAGE



Southwest Coast National  
Scenic Area Administration  
雲嘉南國家風景區管理處





三義雲海山色

## Sanyi Sea of Clouds

In 2016, Sanyi Township in Miaoli County was certified by Cittaslow as an "International Slow City." It was also included among the must-see townships during the Tourism Bureau's Small Town Ramble Year in 2019. Sanyi is known for its wood sculptures and the beautiful Old Mountain Line railway. The stunning sunset views from the high-perched Yundong Villa is another popular draw and is a frequently photographed scene here.



HOLOGRAPHIC IMAGE



Small Town Ramble Year  
小鎮漫遊年



### 藝術展演色

## Center for the Arts

Taiwan is a land of amazing cultural diversity and artistic richness. It's home to several world-class venues for art exhibitions and performances, including the National Palace Museum, the National Performing Arts Center, the National Theater, the National Concert Hall, the National Taichung Theater, and the National Taiwan Museum of Fine Arts. The National Kaohsiung Center for the Arts, Weiwuying, which opened in 2018, is a recent addition to this list. Boasting the world's largest single-roof theater and a futuristic design inspired by banyan trees and steamship shapes, the new center has brought new artistic energy to southern Taiwan.



National Kaohsiung Center for the Arts, Weiwuying  
衛武營國家藝術文化中心

Adroit Performance from National Kaohsiung Center for the Arts, Weiwuying.

日月潭水色

## Sun Moon Lake

The natural surroundings of Nantou County's Sun Moon Lake have a rather poetic and tranquil quality, with the hues of the sky and water seeming to blend into one. The lake is encircled by a bikeway that was rated by CNN as one of the world's 10 most beautiful cycling routes. Cyclists gather here annually in late autumn for the Taiwan Cycling Festival held by the Tourism Bureau.



Taiwan Cycling Festival: 2019 Formosa 900  
臺灣自行車節 2019 騎遇福爾摩沙 900



Sun Moon Lake Bikeway.





鯉魚潭色

## Liyu Lake

Liyu (Carp) Lake in Shoufeng Township is the largest inland lake in Hualien County. A lake-round path, forest trails, and campground are among the visitor draws at this recreation hot spot. Several other attractions are located nearby, including Mukumugi, Feicui Valley, and the Chinan Forest Recreation Area.



East Rift Valley  
National Scenic Area Administration  
花東縱谷國家風景區管理處

太平洋浪花色

# Riding the Waves

With its beautiful coastlines and pristine seas, Taitung County has emerged as a popular surfing destination for locals and visitors alike. This is particularly true of the Donghe and Jinzun areas, where the powerful waves are well-suited for this sport. Professional surfers from around the world come to Jinzun each year to test their skills during the Taiwan Open of Surfing.



HOLOGRAPHIC IMAGE



East Coast National  
Scenic Area Administration  
東部海岸國家風景區管理處



Photo provided by Taitung County Government / Photo by Dunbar



臺灣郵輪色

## Harbor Cruises

In recent years, the Tourism Bureau has been actively developing Taiwan's cruise industry to take advantage of the island's outstanding environment for marine leisure. The Bureau has planned a number of exchanges with Asia Cruise Cooperation (ACC) to accelerate development of the local cruise industry and highlight Taiwan's bay tourism charm. Kaohsiung, the biggest harbor and second largest cruise ship home port in Taiwan, has been working in recent years to become a major cruise tourism port in Asia. One such initiative is the Circular Line on Kaohsiung's light rail system, which will provide convenient links for port visitors to explore the city.



Kaohsiung Travel Website  
高雄旅遊網

Photo provided by Taiwan International Ports Corporation.

玄武石柱色

## Basalt Columns

Formed during the Jurassic Age, the basalt columns of Penghu are a magnificent sight that uniquely defines the bay landscape of this outlying island area. The columns in the Tongpan Geology Park are perhaps the most popular and spectacular in the archipelago. The majestic columns of basalt towering over the clear blue waters below create one of the most vivid and dramatic sights in Penghu.



Penghu National  
Scenic Area Administration  
澎湖國家風景區管理處



Basalt Columns on Tongpan Islet.



東港金色

## Donggang Fishing Port

Donggang Township in Pingtung County is Taiwan's bluefin tuna capital. At one time, the fisheries here yielded the world's largest bluefin tuna catch, valued in the billions of NT dollars each year. The wealth and abundance of those days is evident in the gold archway gracing Donglong Temple, the town's religious center. The annual Pingtung Bluefin Tuna Cultural Festival has helped to spur tourism and the local economy.



Pingtung County Tourism Website  
屏東縣觀光旅遊網

King Boat Festival at Donglong Temple in Donggang.

北港朝天宮色  
Chaotian Temple  
in Beigang

Constructed in 1694, Chaotian Temple in Beigang, Yunlin County, is a grade two national historic site and major center of faith in central Taiwan. It is commonly called Beigang Mazu Temple or Queen of Heaven temple in reference to its principle deity, the goddess Mazu. The temple attracts a steady stream of believers throughout the year, and thousands arrive to pray to the goddess each year on her birthday. The temple is notable for its elaborate design, consisting of four rows of buildings with eight halls, a square, and seven courtyards.



HOLOGRAPHIC IMAGE





八家將色

## Eight Infernal Generals

The Eight Infernal Generals and Chief Infernal Officers are mainstays of the folk religious troupes in Taiwan. They can often be seen impressively parading during temple fairs with fierce expressions and weapons in hand to ward off malignant spirits. The colors painted on their face each have a special significance that adds to the the distinctive kaleidoscope of religious culture in Taiwan.



HOLOGRAPHIC IMAGE

柿紅色

## Dried Persimmon

Hsinchu blushes in beautiful orange hues during the fall persimmon drying season. At this time, growers arrange washed and peeled persimmons on open racks and place them outside to dry in the sun and seasonal winds. The dried fruit is a deliciously sweet treat and classic ingredient in Hsinchu's autumnal cuisine.



Hsinchu County Government Tourism Website  
新竹縣政府旅遊網





黑面琵鷺色

# Black-faced Spoonbills

About 3,000 black-faced spoonbills winter at the Zengwen River estuary each year in late autumn, making Taiwan the biggest wintering site of this globally endangered species. The Black-faced Spoonbill Reserve in Qigu, Tainan is an ecotourism hotspot and an excellent outdoor classroom for learning about the local ecology.

The Colors of Taiwan

# WINTER



HOLOGRAPHIC IMAGE



Southwest Coast National  
Scenic Area Administration  
雲嘉南濱海國家風景區管理處





紫斑蝶色

## Purple Butterflies

The purple crow butterfly is a relatively rare butterfly globally that winters in Taiwan. Each fall, they make their way to Kaohsiung's Maolin Valley to escape the cold until the spring's warmth calls them north again. Countless visitors flock to the Maolin National Scenic Area each year during the Biennial Butterfly Beauty Festival to experience this ecological wonder.



HOLOGRAPHIC IMAGE



Maolin Biennial Butterfly  
Beauty Festival  
茂林雙年賞蝶

台灣藍鵲色

## Taiwan Blue Magpie

The Taiwan blue magpie is a protected endemic species of Taiwan. It's distinguished by a long blue tail that has earned it the nickname of "Long-Tailed Mountain Lady." Taiwan's conservation and environmental protection efforts have successfully helped this species to thrive, and these brightly-colored beautiful birds can now often be seen in middle- and low-elevation mountain forests.



HOLOGRAPHIC IMAGE





## 温泉色 Hot Springs

Taiwan is world-renowned for its hot spring resorts. The island has an amazing array of springs, including hot springs, cold springs and turbid springs. In the annual Hot Spring & Fine-Cuisine Carnival, the Tourism Bureau combines the therapeutic effects of a relaxing hot spring soak with healthy and delicious local cuisines to warm away the winter chills and heal the body and soul. Future events may place a focus on themes such as "Taiwan's Good Soups".



HOLOGRAPHIC IMAGE



Taiwan Hot Spring Fine  
- Cuisine Carnival  
台灣好湯—溫泉美食嘉年華

Green Island's Zhaori Hot Spring is one of the world's few saltwater hot springs.

南雅奇岩色

# Nanya Rock Formations

The unusual beauty of Taiwan's distinctive coastal landscape is nowhere more apparent than at the Nanya Rock Formations on Taiwan's Northeast Coast. The product of eons of sculpting by natural forces, these peculiarly-shaped sandstone formations have beautiful striped patterns produced by the oxidation of iron ore within the rock striations. Visitors can get a close-up view of formations along the Nanya Geo Trail. From Nanya, you can head south to the Zhuangwei Sand-Dune Visitor Service Park on the Yilan coast. Opened in 2018, this new visitor hot spot combines art, culture, travel, and recreation in a manner rooted in the local ecology.



HOLOGRAPHIC IMAGE



Northeast and Yilan Coast  
National Scenic Area Administration  
東北角暨宜蘭海岸國家風景區管理處





九份懷舊色

# Jiufen

Jiufen is a hillside town that retains a nostalgic air and Japanese style from its former bustling gold mining days. Historic old homes and teahouses with red lanterns line the alleys and hillside. The stone stepped ascent up Shuqi Road is a good route for enjoying Jiufen's yesteryear charm as well as its local cuisine.



HOLOGRAPHIC IMAGE



New Taipei City Tourism Network  
新北市觀光旅遊網

Photo by Hsu, Chan-Yuan

烏魚子色

## Mullet Roe

Mullet is a migratory fish that returns to the southern tip of Taiwan each year at the winter solstice to spawn. After the eggs are removed from the captured mullet, they are cleaned, salted and placed out in the sun to dry. The delicious resulting roe is a favorite seafood in Taiwan, and a requisite dinner table dish on New Year's Eve.



Kaohsiung Travel Website  
高雄旅遊網



小籠包色  
**Xiaolongbao**

Taiwan is a gourmet's paradise, with a wonderfully diverse food culture stretching from everyman night market snacks to fine cuisine from across China and the wider world. The island's specialty gift confections are also popular with visitors. Xiaolongbao (small steamed dumplings) are one of the must-try treats in Taiwan. In order to heighten Taiwan's international profile for culinary tourism, the Tourism Bureau partnered with Michelin to publish the Michelin Guide Taipei in 2018 and Michelin Guide Taichung in 2020.



\\ //  
HOLOGRAPHIC IMAGE



Michelin Guide Taipei  
台北米其林指南



## 101 煙火色 Taipei 101 Fireworks

The Taipei 101 New Year Fireworks show has become a global phenomena watched by millions of revelers each year. The countdown to the New Year climaxes with a stunning eruption of brilliant color as fireworks light up the night sky over Taipei's iconic skyscraper.



HOLOGRAPHIC IMAGE  
Video provided by Taipei 101



Taipei Travel Website  
台北旅遊網



High spirits at the 2020 New Year's Eve Party in Taipei  
台北最 High 新年城—2020 跨年晚會



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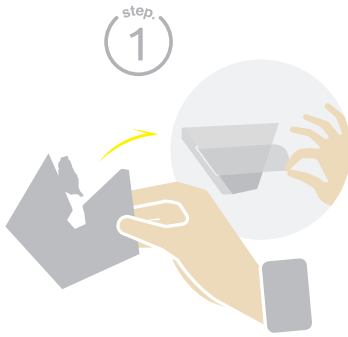
Tourism 2020  
**Taiwan**  
Kaleido  
台灣映象



Tourism 2020

# Taiwan Kaleido

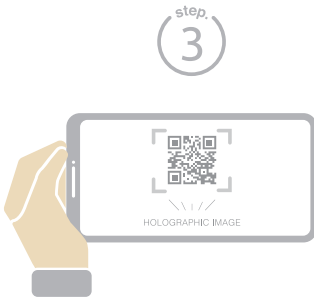
台灣映象



Take the plastic sheet out  
and peel the protective layers  
off both sides.



Assemble the pyramid.



Play the video horizontally  
and full screen.



Enjoy your Taiwan Kaleido !

