

IFEA World Festival
and Event City Award 2017

New Taipei City



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Mayor's Message



Dr. Eric Liluan Chu
New Taipei City Mayor

Eric L. Chu
朱立倫

As a citizen of New Taipei City and behalf of the New Taipei City Government, I am pleased to support New Taipei City's submission for a 2017 IFEA World Festival and Event City Award.

New Taipei City government and non-governmental communities hold all kinds of festivals and events every year, such as sports, religions, music and other categories of activities that attract many tourists. In 2016, more than 45,483,000 attendance came to our city, and nearly 23% of them were from overseas.

In the relevant festivals and events, Wan Jin Shi Marathon is Taiwan's only race accredited with an International Association of Athletics Federations (IAAF) Label.

Every year, an average of 12,000 marathon enthusiasts participates and competes among many top international runners. The Sky Lantern Festival in Pingxi District has held for 18 years, attracting over 300,000 attendance around the time of the Lantern Festival. As thousands of sky lanterns ascend into the dark sky, they carry the blessings of people to the heavens. This festival was chosen by Discovery Channel as the "second biggest New Year's Eve celebration in the world" in 2008, "one of the 52 things to do in 2013" by CNN Travel, and "one of the world's 15 festivals to attend before you die" in 2016 by Fodor's festival.

Christmas Land in New Taipei City Citizens Square organized every year is also a hot spot for citizens and tourists to visit during the show time.

In 2016, the festival demonstrated 5,239 square meters projection mapping on New Taipei City Hall which became the largest projection mapping in Taiwan and attracted more than 3,000,000 attendance. The world famous magazine "Harper's Bazaar" named the festival as "The world's most amazing Christmas tree."

It is a great honor to showcase our spectacular city to current visitors and potential tourists. New Taipei City still has lots of exciting festivals and events waiting for you to experience our hospitality. I wholeheartedly recommend New Taipei City not only for its charming festivals and events but also for its passion preserving diverse cultures.

Introduction

Situated in the northern part of Taiwan, surrounding the country's capital; New Taipei City has an estimated population of over 3.9 million and an area of 2052 square kilometers. Given its location advantages, today's New Taipei City is a major city of Business Industries, with over 250,000 privately owned companies and 20,000 factories. High technology, service and tourism are all part of the major industries in New Taipei City, attracting a high volume of job forces from all over the country with abundant employment opportunities.

New Taipei City has been on a mission to lay stress on the importance of raising global competitiveness by working closely on industrial, cultural, tourism, transportation and city developments. Therefore, the city is gradually transforming into an international city.

In addition to developing, our city is on its way to preserving traditional culture. New Taipei City still has a variety of histories industries like pottery industry in Yingge, glass industry in Tamsui, Drum Arts in Xinzhuang, and blue dyeing artifact in Sanxia.

The picturesque natural landscape makes New Taipei City abundant in tourism resource. The famous natural parks, hot springs and the Northeast Coast known for its beautiful mountain and ocean view have attracted numerous tourists and taken their breath away. Other historical assets such as sky lantern heritage can also be found in New Taipei City. The Pingxi district is the only legal area to light and release these lanterns. The city of Tours can trace its roots back to foreign cultures. Tamsui district, home to a variety of western

colonial, Japanese, Southern Fujianese, and native Taiwanese cultural and architectural attractions, is a must visit location for all visitors to the Taipei area.

Highly valued as a multicultural society, the city continues embracing traditional as well as foreign festivals and showcasing its passions for innovation and preservation.

Section 1.

Community
Overview





3,982,268

The Current City Population*

*The statistic is estimated in May, 2017

Numbers of City Population

1,952,622

Current Male Population



2,029,646

Current Female Population



The most populous city in Taiwan



Primary Festival and Event Venues Available

	District	Capacity	Festivals or Events
Citizens Square	Banqiao	5,000 people	Christmas land
Fuzhong 15	Banqiao	115 Seats in Screening Room	Children's Art Festival
Xinzhuang Stadium	Xinzhuang	7,125 Seats	International Drum Art Festival
435 art zone	Banqiao	370 Seats in Screening Room	Children's Art Festival
Xinzhuang Cultural Arts Center	Xinzhuang	645 Seats in Auditorium	International Drum Art Festival
New Taipei City Arts Center	Banqiao	737 Seats in Auditorium	Children's Art Festival

Hospital and Emergency Response Availability



There are 4,336 medical institutions, 1,767 firefighters, and 118 ambulances in New Taipei City. With the aim of saving rescue time, the Fire Department reconstructed the Emergency and Rescue Command Center in 2013, which successfully reduces dispatch time from 84 sec to 39 sec, and becomes a more powerful command center than any other fire departments in Taiwan.

With more telephone lines, wiring operators, and centralized direction to avoid multiple commands, the department has the ability to answer over 811,000 calls every year.

For citizen's safety, the Fire Department always endeavors to provide the best service.



Public Transportation Options



MRT

The Mass Rapid Transit (MRT) creates convenient public transportation in New Taipei City. MRT covers a distance of 60.66km, with 41 stations in the city. Meanwhile, the new routes are under construction. The future plan about MRT calls “ 3 rings and 3 lines “ system, and the aim is to cover most of the districts in the city.

Bus

There are 598 bus routes in New Taipei City, which covered almost every area in the city. The convenient transportation makes it possible to narrow the gap between urban and rural areas.



YouBike is a sub-system of the MRT service. It provides commuters an alternative option to commute between locations. It also allows commuters to rent from one station and return at another. EasyCard, major credit cards, and cell phones are all accepted as payment methods for YouBike rentals, making it the most convenient rental system in the world.

The number of monthly rentals in April, 2017 was 2,085,640. As the rate of YouBike rentals increase, traffic congestion will decrease, and commuting around New Taipei will become more convenient and pleasant.

Festival Shuttle Bus



For fear of the congestion during the festivals and events, the traffic controls will be initiated within several hours. To encourage citizens to take public transportations, New Taipei City offers shuttle buses for free in festivals, such as Pingxi Sky Lantern Festival, Tong Blossom

Festival, and Gongliao Ho-hai-yan Rock Festival. The shuttle bus will stop at MRT or train stations to pick tourists up and drives them to the destination (so as the return road.) It can not only ease congestion problems but also attract visitors.

Parking Availability



Despite the fact that the public transportation in New Taipei City is convenient, adequate parking spaces are still critical for our citizens.

New Taipei City has organized 788,218 parking spaces, and earned 42,339,957USD parking fees in a year. To reconstruct old parking spaces and design co-construction station, there are still 17 government-owned public parking facilities under construction.

For citizens who stay in one place for just a short of time—such as going to the bank, or applying for a document from government office—



停車未滿30分鐘免費
Free within 30 minutes

some parking facilities allow residents to park free within 30 minutes.

At present, there are 290 parking facilities that provide free parking within 30 minutes in New Taipei City.



Bicycle Lanes



Let's explore our city by bicycle!

For the sake of utilizing riversides efficiently, New Taipei City built 9 main bicycle lanes which most of them are near the rivers. The most popular spot is the Golden River Bank Bicycle Lane next to Tamsui River.

Along the Golden River Bank Bicycle Lane, the tourists will have the chance to explore Tamsui River Mangrove Wetland. Besides

natural scenery, if the tourists keep riding, they will finally reach Tamsui Old Street. Choose one exotic coffee shop, stay there for a while, and enjoy the magnificent sunset in Fisherman's Wharf.

In addition to bringing your bike, you can also choose to rent bicycles here. Just feel free to take joy in our New Taipei City fascinating riverside views.

Hotel



The hotel number has been increasing in New Taipei City. In 2013, there were 236 hotels, 10,399 hotel rooms, 153 B&Bs, and 552 B&B rooms. By the time in 2017, there are 253 hotels, 12,225 hotel rooms, 220 B&Bs, and 763 B&B rooms in the city. Moreover, the occupancy rate in 2017 is 73.4%, and total revenue in 2016 was 449,283,690 USD.

The "New Taipei City Travel" website, which classifies hotels into several categories, such as price level, location, and purpose of travel, provides a platform to integrate hotel information in New Taipei City. No matter how special your requirement is, our diverse hotels can always meet your need.

Theme All Tourist Hotel Excellent Hotel Regular Hotel

District All Districts Wanli Jinshan Banqiao Xizhi
 Rueifang Pingxi Shuangxi Gongliao Xindian
 Yonghe Zhonghe Tucheng Sanxia Shulin
 Xinzhuang Taishan Linkou Luzhou Wugu
 Sanjhjh Shimen

keyword Enter Keyword

Home > Accommodation > Hotel

Luzhou Regular Hotel
Well Article Hotel

Xindian Regular Hotel
Longshan Hotel

Zhonghe Regular Hotel
Hungren Hotel

Legal Hotels



人行

道

Section 2.

Community
Festivals and
Events



Spring

Píngxí Sky Lantern Festival

Sānxǐa Qīngshuǐ Zūxǐ Rítuān

Yelín Rélìgióus Fèstíval

Cherry Blossom Season

Wān Jīn Shì Mǎrǎthón



Pingxi Sky Lantern Festival



The Sky Lantern Festival in Pingxi is an annual festivity held in celebration of the Lantern Festival every year, and it is considered as the most prominent event in Taiwan alongside the Fireworks Festival in south Taiwan.

The Sky Lantern Festival in Pingxi has held 18 years, attracting over 300,000 visitors around the time of the Lantern Festival. As thousands of sky lanterns ascend into the dark sky, they carry the blessings of people to the heavens while the specks of red light adorn the sky with a mesmerizing, maroon hue.

Years Hold: 18
Event Date: 2/11, 2017
The Number of Tourist Attraction:
300,000

The sky lantern releasing event has been held for more than a dozen years in a row, and it was chosen by Discovery Channel as the "second biggest New Year's Eve celebration in the world" in 2008 and "one of the 52 things to do in 2013" by CNN Travel. Additionally, it was named by Fodor's Travel – the world's largest publisher of travel guides – as one of the world's 15 festivals a person must attend in their lifetime.

In 2016, it was selected as one of the best winter trips by National Geographic Travel. Therefore, it is evident that events filled with happiness and are hoped to be favored by domestic and overseas travelers alike.

Worldwide Recommendations

“One of the 52 things to do in 2013” – CNN Travel

“15 Festivals to Attend Before You Die,” – Fodor’s Travel



Sanxia Qingshui Zuxhi Rituals

Every January 6th of the lunar calendar, pilgrims hold Qingshui Zushi Rituals to celebrate Qingshui Master's birthday in Sanxia Qingshui Zushi Temple, which presents refined carvings and sculptures and it is the work of Taiwanese artists.

Qingshui Zushi (Qingshui Master) was an expert in medicine and a wizard. In memory of Qingshui Master, local people built a temple to worship him. The temple is a third-grade historic site and is one of the three major temples in Taipei.

In Qingshui Master's birthday, the locals will hold "Holy Pig Competition" as well. This competition aims to find the heaviest pig.

On top of that, the faithful pilgrims will follow Qingshui Zushi through Sanxia the day before January 6th. During the pilgrimage, every household in Sanxia will place some offerings in front of the house in honor of Qingshui Zushi.

Fun Fact

The champion in 2017
Holy Pig Competition
weights 1,402kg.



Yeliu Religious Festival

Legend has it that over a century ago, in order to protect the port Kai Zhang Sheng Wang, the main deity enshrined in Baoan Temple, called upon the Gods to cleanse the port of evil spirits. The aim is also to pray for favorable weather conditions, prosperity, calm seas, prosperity and abundant catch, therefore young, strong pilgrims are selected to carry the sacred sedan into the sea and jump over fire to carry on the heritage of this special religious ceremony.

The event has been declared a folklore and cultural asset of New Taipei City citizen in 2008. Over the years, it has evolved into a unique local event during the Lantern Festival in New Taipei City, where citizens are given the opportunity to experience the religious ceremony of “coming from water and going into fire”, savor the freshest seafood of the season and Wanli crabs.

In addition, they can also participate in challenges to obtain limited edition souvenirs, join the queue to purchase some Japanese amberjacks or pray to the Kai Zhang Sheng Wang for a blessing.

Other activities include the Hundred people diving activity (held on January 15 of each year on the lunar calendar), body and spiritual cleansing (to welcome good fortune), deity blessing area, deity sculpture crossing the fire ceremony and abundant catch.





2016 新北市宗教文化節

野柳 神明淨港

文化節

神明淨港

宗教文化節

Cherry Blossom Season

Around February and March every year, a time when winter gradually changes to spring and the weather is still cold, 150,000 cherry trees bloom in the mountains of Sanzhi, Tamsui, Wulai, Xizhi and Shiding. The species of cherry include Yoshino Cherry, Taiwan cherry, Peony Cherry, all of which make New Taipei City's spring more vigorous and romantic.

In order to make more tourists know about the beauty of Cherry blossoms in New Taipei City, the New Taipei City Government organizes special lottery and photo competitions in these five cherry areas. These activities also integrate local food and the scenic characteristics, so that tourists pay a visit to the cherry blossoms and have a wonderful travel experience.

There are various species of cherry. In the season of cherry blossoms, the local township will organize shuttle buses, so that visitors can easily appreciate cherry blossoms without worrying about parking.





Wan Jin Shi Marathon

The New Taipei City Wan Jin Shi Marathon, held every third Sunday of March, is Taiwan's only race accredited with an IAAF Label. Every year, an average of 12,000 marathon enthusiasts participate and compete among many top international runners. The marathon course, distinguished among races by its sumptuous scenic delights, is set along the Northeast Coast, which includes the "Venus Coast," known for its beautiful mountain and ocean view. What's more, the local, over-a-thousand-members-strong Cheerleading Squad (organized by the Wanli, Jinshan, and Shimen District Offices) would be stationed along the race course by early morning before the marathon.

The cheerleaders would be festively attired, blending in with local attractions such as the Wanli crabs, the Queen's Head, Jinshan hot springs, and kites of Shimen. Also featured are performances on large drums as well as electronic versions of traditional Taiwanese customs such as the San Tai Zi.

Undeterred by early morning low temperature, the Squad members would cheer every contestant with wholehearted fervor, heating up the local atmosphere while strengthening the community's unity. This is an annual festivity recognized and supported by North Coast's residents.



Summer

New Taipei City Songkran Festival

New Taipei City Tung Blossom Festival

Fulong Sand Sculpture Festival

Gongliao Ho-hai-yan Rock Festival

Children's Art Festival



New Taipei City Songkran Festival

Songkran is a New Year's tradition in Southeast Asia. Held between April 13 and 16, it is the most important traditional holiday among the Thai-speaking community and Southeast Asia, where people splash water on one another to symbolize the cleansing of all negativities in the past year and embracing the arrival of a brand new year. People who are splashed the most also receive the most blessing and therefore more happiness.



New Taipei City boasts the largest new immigrant population in Taiwan, with Nanshijiao region in Zhonghe featuring the largest Burmese population in the nation, hence Huaxin Street has gradually evolved into a unique hub of Southeast Asian gourmet cuisine and shopping districts.

In order to alleviate the homesickness of Burmese and Thai expatriates, as well as to allow the people of Taiwan understand more exotic cultures, since 1998 the New Taipei City Government began hosting the annual New Taipei City Songkran Festival in mid- April.

Through events such as "Songkran theme activities", "cultural and art performance groups", "Southeast Asian cuisine", "Buddha cleansing and blessing ceremony" and "diverse cultural experience", the public will be immersed in the exotic Burmese and Thai New Year's ambiance to appreciate the most Southeast Asian-like Songkran Festival.



နှစ်စဉ်က ဆွမ်းနွဲ့

2017 Songkran Festival

နယူးထိုင်ပေ သင်္ကြန်ပွဲတော် ဖေ့ဖါဂါလ်ဆွဲကရားနတ်



New Taipei City Tung Blossom Festival



Years Hold: 21
Event Date: 4/22,
2017

Around February and March every year, a time when winter gradually changes to spring and the weather is still cold, 150,000 cherry trees bloom in the mountains of Sanzhi, Tamsui, Wulai, Xizhi and Shiding. The species of cherry include Yoshino Cherry, Taiwan cherry, Peony Cherry, all of which make New Taipei City's spring more vigorous and romantic.

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There are various species of cherry. In the season of cherry blossoms, the local township will organize shuttle buses, so that visitors can easily appreciate cherry blossoms without worrying about parking.



Fulong Sand Sculpture Festival

The sand at Fulong Beach is made of quartz. Quartz has great malleability after being mixed in water. Fulong Beach is therefore recognized by the World Sand Sculpting Academy as the perfect place for sand sculpture in Taiwan. Both domestic and foreign sand sculptors are invited to have artistic exchanges concerning professional sand sculpture and together create amazing works for the Sand Sculpture Festival.

The two-month festival has exhibitions of sand sculptures, competitions of creative sand sculpture and parent-child DIY sand sculpture. The festival each year attracts a lot of tourists for visits and photo shoots and in 2011 the number of visitors was over 350,000 person-time, which was a record for the festival. The International Sand Sculpture Festival is now one of the major tourism activities in the northeast area every summer.



Years Hold: 10
Event Date: 5/6,
2017

Gongliao Ho-hai-yan Rock Festival

Every summer, music fans and bands descend on the long-awaited Ho-Hai-Yan Gongliao Rock Festival to experience the passion of rock and roll. Held since the year 2000, the rock and roll marathon takes place over several days, where heavyweight rock and roll bands from Taiwan and around the globe congregate in Fulong Beach.

Whether it's swinging to the rhythm of guitar music with the sea breeze blowing in your face or admiring the dazzling high-tech stage lighting accompanied by powerful, awe-inspiring beat of the music, each extraordinary performance attracts over several hundred-thousand music and band enthusiasts.

The rock festival adopts the marathon approach, where a band's performance is followed by another band, consisting of mostly well-known domestic or overseas bands. There are also passionate performances by numerous underground bands to offer diverse entertainment for the fans and the festival also serves as a launching pad for emerging bands.





Children's Art Festival

Every summer vacation, New Taipei Children's Art Festival got underway at some famous art places near Banqiao District, offering a fantasy summer wonderland for showgoers of all ages until the end of August.



By creating public arts and holding a huge number of creative events, New Taipei City offers great resources for children to nurture their habits of participating in artistic activities.

In addition to the activities held in Citizens Square, the festival also combines with some art places nearby, such as 435 art zone, Fuzhong 15, and New Taipei Gallery, in order to provide various sorts of artistic activities for children.

Famous Art Places

435 art zone
Fuzhong 15
New Taipei Gallery



黃永生中醫

合證券
請上四樓

請上樓
7樓

巨匠美
英代外

EASY SHOP

新東陽
XIN DONG YANG

新莊
Motocycle Lane
Kinchuan

Autumn

International Drum Arts Festival

Shimen International Kite Festival

Sanxia Blue Dyeing Festival

Tamsui Environmental Arts Festival



International Drum Arts Festival



Xiang Ren He Bell and Drum Factory was founded by Master A Tu (1907-1973, original name Wang Kui-chih) over eight decades ago. Currently, the baton has been passed onto the hands of second generation master Wang Hsi-kun. Wang's handcrafted drums have always been renowned for excellent sound quality and durability.

After revolutionary improvements made by Master A Tu, who replaced the manual process of stretching the drumhead over the drum with a jack, the golden label of "Xiang Ren He" has been carried on for nearly a century,

and it has been instrumental in the production and promotion of "Xinzhuang Drum".

Since 2007, New Taipei City Government has hosted the "Drum Arts Festival" every May and June. Inspired by the theme of "Xiang Ren He drums", myriads of static exhibitions, drum arts classes, arts performances and DIY experiences are organized to promote drum arts in New Taipei City. Furthermore, domestic and international drum arts groups are invited to design the Drum Night, Parade, Drum Power, Drum Tour, Drum Park experiential activities and Exhibition of Drum Culture.

The festival is extremely popular among domestic/foreign performers and the audiences, making it an important stage for Taiwanese drum art groups to interact with other drum arts groups around the world, and it is also a quintessential event for drum arts enthusiasts.

2017 11th
NEW TAIPEI CITY
INTERNATIONAL
DRUM ARTS FESTIVAL
新北市國際鼓藝節

05.19 FRI. — 06.18 SUN.

International Percussion Legends

05.21 Xinzhuang Gymnasium Sunshine Lawn
SUN. 19:30



Ticketing 05.25 **《Amazing Amadinda》**
Special THU. 19:30
Tickets sold at Arts Ticket **Fares500/350**



Shimen International Kite Festival

Due to its unique geographical environment, New Taipei City North Coast is endowed with the special gift of "wind". Over the past four to five decades, the kite has always been a popular game for children in the Shimen and North Coast regions, because cattle herders were able to fly kites while they worked. It is also a common childhood memory for many people from the older generation.

The unique tourism resources and abundant wind in the Shimen District, New Taipei City has culminated in the flourishing kite culture. In 2000, the international kite festival was held on a trail run basis, and the event grows in scale year after year, ultimately breaking the limitation of flying kites in the rain, thereby allowing the Shimen Kite Festival to gain an international reputation.

In September each year, seasoned kite flyers from all over the world gather in Baisha Bay, Shimen to put on a series of spectacular aerobatic performances that adorn the azure sky of the North Coast in an explosion of vibrant colors. Combined with artistic kite creation, kite DIY, kite street art as well as a plethora of amazing stage performances and competitions, the kite festival has become an international kite gathering with educational and cultural arts meanings.





Sanxia Blue Dyeing Festival

Sanxia was formerly known as Sanjiaoyong, it was the main production area of assam indigo (also known as *Strobilanthes cusia*), a plant used to make blue dye. Our forefathers produced dyes from assam indigo found in the mountain areas of Sanxia and used fresh water from Sanxia River to rinse the dyed fabric. As a result, the blue dye industry was developed amid the serene environment, and Sanxia's fabric dyeing industry flourished and became very popular on the Old Street.

"Sanxia Blue Dyeing Festival" aims to continue and rebuild the heritage of blue dyeing culture, thereby establishing the brand and core values of "Sanxia Dyeing". Through the series of events, arts and creative talents are invited to facilitate the exchange of blue dyeing culture



by combining performing arts with popular everyday life elements, in turn expanding local participation and demonstrating the character and charisma of the fabric dyeing street. Related activities include the blue dye boutique exhibition, blue dye industry talent cultivation, DIY experiences and photo contests, etc.

Tamsui Environmental Arts Festival

Looking at Tamsui from an international perspective, it is a potential World Heritage Site candidate. Looking at Tamsui from Taiwan, it is a river estuary city with longstanding history and scenic attractions. Looking at Tamsui from the local community's perspective, Tamsui is a melting pot of diverse culture and ethnicities. The Tamsui Environmental Arts Festival embodies



Tamsui's rich culture and creates the city's cultural characteristics via the strength of the local community.

Since 2009, residents of Tamsui have expressed the dialogue between culture and people with their bodies. Through parades and environmental theaters, they have pioneered the creative spirit of "arts in the community and life", thereby reconnecting people to the land and inspiring enthusiastic participation from the community residents, ultimately successfully shaping the local characteristics of "Cultural Arts in Danshui".

In October each year, events such as art parades, environmental theaters, fringe performances, exhibitions and campus tours are held to build a platform dedicated to developing and sharing performing arts.



SEVEN
STORE
02-26250250

BROOKLYN
BOUTIQUE

寶聚
翠翡翠
天然寶石
美萬奇

街狗



Winter

Christmas Land in New Taipei City
Taishan Lion Dance Culture Festival
New Taipei City Hot Spring Festival

Christmas land in New Taipei City

You can also feel the rich atmosphere of Christmas in New Taipei City! In December every year, Christmas land in New Taipei City event is organized, consisting of major Christmas celebration activities and stunning art installations.

On the Citizens Square, a dazzling array of lights and the tallest open-air Christmas tree in Taiwan attract many passersby to take photos. Furthermore, a series of activities such as the family garden party, Christmas parade carnival and Christmas Eve concert will be designed.

Do you know...

Voted by the citizens as the most romantic spot during Christmas in 2013.

Although the programs are different every year, happiness will always be in abundance! Everyone is invited to come to Christmas land in New Taipei City to join the greatest Christmas party in the country to enjoy the cheerful Christmas ambiance and embrace the arrival of a brand new year.





Taishan Lion Dance Culture Festival

Mt. Tai (Taishan) is the most majestic of the Five Sacred Mountains, since the lion is the king of beasts, therefore the combination of two kings – Mt. Tai and the lion – to create the "Taishan Lion Dance Cultural Festival" has transformed Taishan into the most iconic venue synonymous with lion dance culture in the country.

Since its inauguration in 2007, Taishan Lion Dance Cultural Festival not only merges local religious procession with the bustling ambiance of lion dance, it has also created a local lion dance culture closely associated with the lives of Tainan's residents. The annual "lion dance competition" invites elite lion dance troupes from domestic and abroad to compete against one another based on international judging criteria in order to vie for the coveted Lion King title and glorify the spirit of "lion dance" in Taishan.

In addition, the "Funny Lion LOHAS Carnival" comprises cultural & creative stalls, local gourmet delicacies and lion dance experiential activities, while the top three lion dance troupes from the "lion dance competition" are invited to participate in the Xianying Zushi Birthday Religious Procession Ceremony held on September 18 of the Chinese lunar calendar.



New Taipei City Hot Spring Festival

The most blissful thing to do in the chilly winter is to soak in steaming hot spring to keep warm and release pressure.

In order to provide visitors with a cozy winter and to help hot spring related industries stimulate business, the New Taipei City Government has integrated hot springs across New Taipei City

Including Jinshan, Wanli and Wulai to host the New Taipei City Hot Spring Festival, offering a series of promotional packages such as stores, accommodation, gourmet recommendations and transportation. This enables domestic and foreign tourists to enjoy high quality hot springs at affordable prices.



Section 3.

Governmental
Support of
Festivals and
Events



Tourism and Travel Department



New Taipei City is rich in tourism resources, in order to integrate resources from both public and private sectors, the city government spared no effort to promote the development and construction of tourism hardware and software, enhance the level of tourism unit, and establish a tourism bureau, which was officially to the public on October 1,2007.

NTPC travel is looking to aggressively reorganize its tourist facilities, promote sightseeing tours and a variety of flagship development plans including the launch of water recreational activities, development plans of crown coastline, underground

coalmine park, and Wulai hot spring, as well as the renovation of popular scenic areas' facilities. In terms of software, it aims to design a variety of in depth packages and promote a series of promotional events such as sky lantern and rock festivals, NTPC travel wished to promote its tourism resources, introduce the unique charm as well as features of the city to tourists, and promote the vitality of local economics through large scaled events, and furthermore, to fulfill its mission of creating "Happiness, Beauty, Big Taipei."

About New Taipei City Tourism

- Number of visitors in 2016: 45,483,101
- The most popular attraction : Golden coast in Tamsui (4,553,901 tourists in 2016)

Culture Affairs Department

By upholding the principles of being forward-looking, innovative, sustainable as well as answering the needs of New Taipei citizens, the Department is dedicated to combining culture and industry, carrying out community empowerment, encouraging regeneration and reuse of cultural heritage as well as promoting local culture to global audience. The aims are to provide citizens a top-quality cultural life and to exhibit the new cultural atmosphere of "New Taipei City".

The department includes several affiliated units, such as:

Fuzhong 15
435 art zone
New Taipei City Arts Center



Agriculture Department

The various kinds of flowers, fruits, and vegetables have enriched New Taipei City. In order to protect our environment, the Agriculture Department takes an effort to popularize organic vegetables, ecological conservation, and sustainable development. By developing local market and providing opportunities to buy products directly from farmers, agriculturists are able to get the best earnings.

The Agriculture Department not only promotes agricultural products but holds events related to plants. One of the most famous events is New Taipei City Cherry Blossom Season. Around February and March every year, a time when winter gradually changes to spring and the weather is still cold, 150,000 cherry trees bloom in the mountains of Sanzhi, Tamsui,



新北市政府農業局

Agriculture Department, New Taipei City Government

Wulai, Xizhi and Shiding. The species of cherry include Yoshino Cherry, Taiwan cherry, Peony Cherry, all of which make New Taipei City's spring more vigorous and romantic.



Transportation Department



Due to high population density in New Taipei City, the Transportation Department aims to build a public transportation system that covers the city widely.

By constructing extensive unlimited transportation network, extending YouBike stations and routes, and enhancing the accessible environment, the Transportation Department is able to lower the impact on the environment, as well as to create a friendly space for people who physically challenged.



Information

YouBike monthly rental is
1,839,327

Urban and Rural Development Department



To development urban and rural area in New Taipei City, the Urban and Rural Development Department takes an effort to redesign and reconstruct the city. In addition to modernizing, the development focuses more on preserving the tradition.

For instance, the architecture in Sanxia Old Street consists of red brick buildings with hallways connected by small lanes. Dating back to the early 1900s during the Japanese occupation, the unique traditional architecture was quite different from the rest of the island, but time had eroded their structures. The department noticed that serious situation, and underwent series of reconstruction.

After three years of renovation, the Sanxia Old Street officially had its reopening to the public in 2007. Nowadays, the old street is filled by a rendezvous of mouth-watering Taiwan specials, precious artifacts, Chinese style teahouses, old-fashioned style fabric stores, Chinese herbal medicine pharmacies, and traditional handicrafts and indigo dye stores. Cloth dyeing industry in Sanxia Old Street was passed down from Qing dynasty; it was also the heart of cloth dyeing industry at that time. Visitors may visit the local workshops to learn how to dyeing and enjoy the fun and spirit of traditional dyeing industry.

With well-preserved cultures and nostalgic ambiance, Sanxia Old Street is crowded with people on the weekend, surrounded by a lively market and its rich heritage.

Sports Office



The Sports Office is an affiliated unit of the Education Department. Its missions are organizing sports teams, participating in both international and local competitions, and programming large-scale sports events, such as Wan Jin Shi Marathon.

Wan Jin Shi Marathon is Taiwan's only race accredited with an IAAF Label. Every year, an average of 12,000 marathon enthusiasts participate and compete among many top international runners. The marathon course, distinguished among races by its sumptuous scenic delights, is set along the Northeast Coast, which includes the "Venus Coast" and is known for its beautiful mountain and ocean view. The marathon is an annual festivity recognized and supported by North Coast's residents.



Department of Information



It's always necessary to march New Taipei City towards the world arena. The Department of Information strives to enhance the city's international publicity, as well as to encourage local development.

The recent mission of Department of Information is filming the Documentary about New Taipei City. The New Taipei City Documentary Award has been held for 7 years. With this event, the filmmakers get the chance to increase their reputation, and let our citizens raise awareness in certain kinds of social issues.

The Department of Information is always there to voice for our citizens.



Section 4.

Non-Governmental
Community Support of
Festivals and Events



Volunteer Involvement

New Taipei City Volunteer Center provides a platform for citizens who would like to participate in voluntary works. The volunteers can match their desired works by location, time, and purpose. Besides, residents are able to join the voluntary works in their community as well. New Taipei City is also welcome the citizens who lack experience but are full of great enthusiasm. For those newcomers, the city offers several kinds of training to help them fit into the jobs. In 2017, New Taipei City has 25,287 registered volunteers and 1,010 voluntary teams. The volunteers' support is vital for our city; without their dedication, most of our events and festivals cannot run smoothly.



Downtown Associations



While every festival can bring nearby district a large number of tourists, the downtown associations can help the festival run smoothly.

The 2016 Pingxi Sky Lantern Festival cooperated with GOMAJI, an APP that combines all the travel information. GOMAJI collected shops and events in Pingxi district during 2016 Pingxi Sky Lantern Festival in

order to attract more customers. It also offered a special discount for who had downloaded this APP and checked in within the specific location.

Apart from GOMAJI, the police station in Pingxi district had been reconstructed in lantern-shaped to fit in the custom. What really makes the station unique is not just its shape, but is the exterior glass wall also doubles as a giant light-emitting diode, or LED, screen, so visitors can watch their sky lanterns rise heavenward in a brief televised spectacular.

“The lantern-shaped police station matches modern techniques with local culture,” Pingxi business leader Li Wen-Quan said. “We look forward to taking local traditional lantern celebrations to a new level.”

Sponsorship Support

With the support from the business community, the city will definitely gain more resources to advance the quality of events and festivals.

As one of the most attractive celebrations, the Christmas land in New Taipei City in 2016 was sponsored by the Far Eastern Group, TVBS Channel, Panasonic, etc. Unlike previous Christmas land, the one in 2016 demonstrated projection mapping on New Taipei City Hall. The projected area was almost 5,239 square meters, which became the largest projection mapping in Taiwan.

Because of Far Eastern Group's support, New Taipei City got the chance to cooperate with Hexogon Solution, an outstanding company which sets New Guinness

World Records Title for the greatest light output in a projected image at Opening Ceremony of the 28th Southeast Asian Games, and gave citizens an once-in-a-lifetime visual feast.



Media and Influencer Support



People can hardly live without media and technology nowadays. To best keep track of the latest news, New Taipei City offers some materials for citizens. The online NTC Newspaper, subscribed by over 170,000 people, is published once a week. With its aim to provide useful information related to recent events, social welfares, and special offers from the government, the citizens can receive information from one-stop service. Beside the NTC Newspaper, the ebook APP also presents an online platform to raise popularity with all kinds of government publications.

In addition to governmental materials, the nongovernmental media plays an important role as well. The Apple Daily, Liberty Times Net, and Chinatimes, three of the largest market share of Newspaper in Taiwan, frequently write about New Taipei City's news including its event sector. On top of the newspaper, TV channel, such as TVBS Media, Formosa TV, Unique Satellite TV, all have a close relationship with New Taipei City.

New Taipei City also uses media as a material to do propaganda. In 2016, the city released "Happiness New Immigrant Documentary," which was broadcasted on Channel 3 once a week, and shared the experience of new immigrants in New Taipei City. By voicing out for immigrants and facing out their real life, the documentary won the Public Relations Award in 2016.

Organizations to Assist Individuals with Disabilities

To assist individuals with disabilities, the Social Welfare Department in New Taipei City planned a division of welfare services for the people with disabilities. As an old proverb goes, “teaching a man how to fish is better than giving him a fish,” the Social Welfare Department’s mission is to help these people develop their skills.

The Labor Affairs Department also organized a website called “Sheltered Workshop in New Taipei City”, which allows people to search all registered shelter workshops in the city. The city also enforced a law to make governmental offices buy a certain amount of product made by shelter workshops to avoid competing with other private companies. Additionally,

some pieces of training are also available as well. New Taipei City will do our best to encourage individuals with disabilities.



Educational Institutes



The youths' opinions can truly lead our city to a better road, that's the reason why **New Taipei City always takes their advice seriously.** The New Taipei City Youth Commission was established in 2016, with 21 members from educational Institutes in Taiwan. In this commission, government officials and young people gathered together to discuss policies such as the topic related to employment, startup business, and upcoming cultural events.

Apart from policy, arranging festivals can also cooperate with educational institutes. In Tamsui Environmental Arts Festival, there were 14 schools in New Taipei City that joined parades and held art performances in their schools. Immersed in an artistic atmosphere, these promising pupils will get the chance to deeply realize what the true meaning behind artworks is.



Section 5.

Leveraging “Community Capital” Created by Festivals and Events



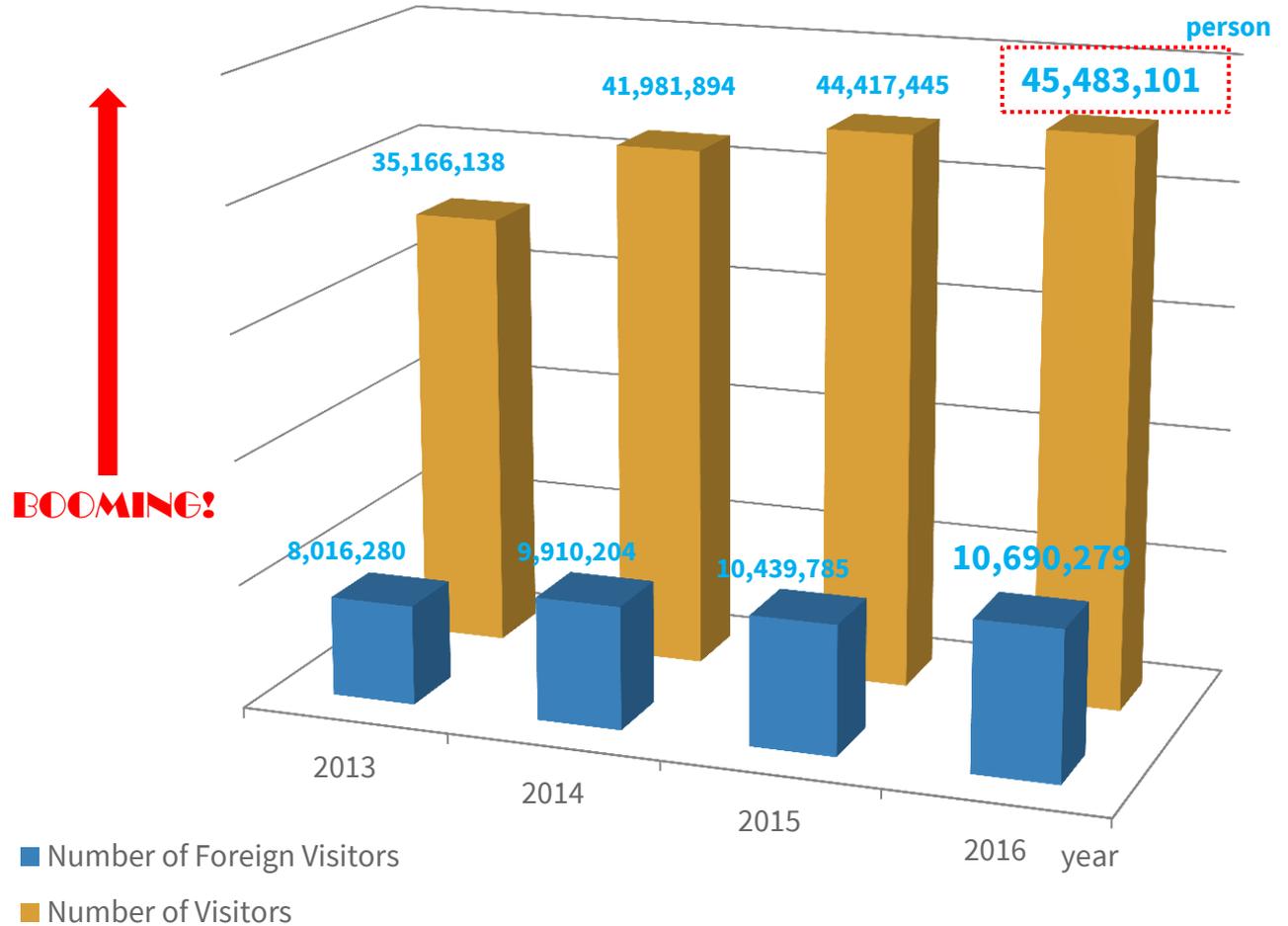
Community Branding



Intending to create a coherent sense of identity among citizens, the Tourism and Travel Department designed a calendar that set up splendid images for New Taipei City, which represented several outstanding festivals in New Taipei City, such as Songkran Festival, Gongliao Ho-hai-yan Rock Festival, and Christmas land in New Taipei City.

All these different kinds of events, which encompass arts, foreign cultures, pop cultures, and agriculture, make New Taipei City become a multicultural society. We embrace characteristic and continue to raise the city's profile as a land of diversity.

Promoting Tourism



The Top 5
Scenic Spots in
New Taipei City



Local Delicacy

Base on the concept of brand marketing, New Taipei City combines the local products with regional festivals, such as the Yeliu Religious Festival and Wan Jin Shi Marathon are both boosting the local tradition product called Wanli crabs. Almost 80% of crabs in Taiwan come from Wanli, but instead of knowing their taste, locals chose to be fascinated with foreign crabs.

Since 2012, New Taipei City has made an effort to build “Wanli Crab” brand. By advertising through the Internet and other resources, cooperating with local stores and mingling with tourism in Wanli, Wanli Crab really went viral. The recent event has attracted almost 40 thousand visitors came to experience this yummy feast.



Familiarization Tours

As an international city, New Taipei City often invites foreign countries to join our festivals. Among all the events, the Pingxi Sky Lantern Festival has been a significant rise in the number of Japanese and Korean tourists. As a result, Japan-Taiwan Exchange Association was invited to participate in this event in 2017.

In addition, the pupils of Taipei Japanese School and New Taipei City Municipal Shifen Elementary School joined hands in creating the drawings on the large main lantern, which was released on the day of the event, a gesture that expressed the sustainable friendship between the tourism industry of Taiwan and Japan while also bringing blessings to the whole world.

On February 11th starting at 10 am, free lantern releasing tickets were handed out on site. The grand scene of hundreds of lanterns being released at the same time was once in a blue moon and was also the best way to market our event.



Enhancing Exposure to the Arts

“Fuzhong 15” is the first themed film theater to offer cartoons and documentary films in Taiwan. It is divided into the New Taipei City Documentary Cinema and the New Taipei City Animation House. New Taipei City Documentary Cinema is to display the many faces of New Taipei City through organizing activities and playing documentary films regularly to connect the world with its cross-field imaging art. It has successfully connected the hard work and results of New Taipei City in promoting movies and has become a center of attention in the local film industry.

The second is New Taipei City Animation and Story Gallery; in addition to holding exhibitions, expanding its collection, planning a theme for its annual program and increasing the quality of promotional activities for animation and film art education,

It aims to become the cradle of Taiwan animation industry and the related ones, and to provide space for new talents to express themselves so that they can be seen by more people. It is indeed an art-friendly base and important resource for promoting the local animation industry.



Encouraging Community Bonding

New Taipei City boasts the largest new immigrant population in Taiwan, with Nanshijiao region in Zhonghe featuring the biggest Burmese population in the nation, hence Huaxin Street has gradually evolved into a unique hub of Southeast Asian gourmet cuisine and shopping districts.

In order to alleviate the homesickness of Burmese and Thai expatriates, as well as to allow the people of Taiwan understand more exotic cultures, the New Taipei City government has begun hosting the annual New Taipei City Songkran Festival in mid-April since 1998.

Nowadays, Burmese and Thai expatriates in Huaxin Street bond together with the locals. They not only preserve their own culture, but also share it with the natives.



Preserving Heritage

During Taiwan's long history, prehistoric people, indigenous tribes, Dutch, Spanish, Japanese, and Han Chinese have successively populated Taiwan, creating a varied culture and developing different local customs and traditions along the way.

In New Taipei City, the Fort San Domingo in Tamsui is the most prominent monument to foreign involvement. With its aim to rule over the local populations, the Spanish built Fort San Domingo in 1629 in northern Taiwan. This fort was occupied by the Dutch in 1642 when they expelled the Spanish from the island. The fort was also known as the "Hongmao Castle" (Fort of the Red Heads) related to the colorful locks of its Dutch occupants.

In 1867, the British rent the fort and instructed series of renovations, which included the construction of adding British Consulate in the eastern section of the fortress compound. Its red brick verandah and red roof tiles complement to the Fort. Hongmao Castle's stands on the mouth of the Tamsui River makes it a notably charming scenic spot, especially at sunset when the red sun blends with its red wall.



Smart City

A sustainable community remains an ability to take advantage of modern technology. New Taipei City is making full use of Internet of Things opportunities available for the different areas, such as environment, safety, and tourism. The New Taipei City government has developed an APP called “My New Taipei City,” which is able to integrate all kinds of information into one platform. By browsing the APP, our citizens can reach the latest news, welfares, festivals, traffics, etc.

In addition to releasing municipal news, keeping citizens healthy is also our first priority. In 2017, the Department of Health released an APP named “Fit for Age” to best keep track on people’s health. You just need to enter several basic questions like height, weight, and blood sugar, the APP will estimate your health condition and give some advice to improve it. It’s an easy way for citizens to monitor their bodies.



Creating Legacies and Images Beyond the Event

In Taiwan, there is a strong belief in religion among citizens. In addition to Sanxia Qingshui Zuxhi Rituals and Yeliu Religious Festival, Mazu Cultural Festival is also a central religious event in New Taipei City.

Mazu, the Goddess of the Sea, migrated to Taiwan with the people of Fujian Province in the 17th century to become one of the most revered deities on the island, where today about 870 temples are dedicated to her worship. Mazu's birthday falls in the third month of the Chinese lunar calendar, and at that time temples all over the island hold birthday activities including the burning of incense and tours of the deities around their domains.

Following the belief in Mazu, the rituals, folk legends, artistic achievement and festival customs now become one of the significant Han cultural assets in Taiwan.

On Mazu's birthday, March 23rd of the lunar calendar, the Mazu Temple around Taiwan all have grand celebrating activities. With sounds of gong and drum and firing fireworks, it creates a cheerful atmosphere that makes every corner in Taiwan all crazy about Mazu. The activities also include exhibition, photo competition, experiencing traditional custom, as well as art and culture party, from which tourists can feel the power of belief in Mazu.

The activities in this cultural festival bring the public's power of belief in Mazu together, endeavoring to preserve and pass down this traditional Mazu culture.





Section 6.
WHAT LIES AHEAD

What Lies Ahead

Leading New Taipei City to the best has always been our mission. We wholeheartedly integrate religious, cultural, sporting, and other events that display Taiwanese artistry and innovation. Not being complacent about current events, New Taipei City is still on its way to plan new festivals.

Last year in 2016, the Economic Development Department held “InnoSquare Hackathon,” with all participants gathered for two days trying to design an APP, website, software or hardware from New Taipei City governmental open data. The event was a huge success; with the cooperation with sponsors like Microsoft, iOS@Taipei, the city profitably created an industry – government partnership. The winner of

this competition created a platform for new parents which combined with restaurants, postpartum nursing care centers, and nurseries in New Taipei City. With high technology widely being used nowadays, Hackathon has struck a chord with citizens and keep discovering new gadgets for good.

This year, to provide undergraduate and high school students a platform of sharing diverse cross-cultural experience, we are now preparing to host Model United Nations in the name of New Taipei City. Regardless of delegates ‘ major or degree, they will gather for two days to discuss, debate, and attempt to solve a variety of international issues in English.

The conversation enables delegates to deeply understand the complex yet critical international situation. Through the discussion, participants work together to find out solutions, which enhances the ability to think comprehensively and to explain accurately.

The forward-looking vision and a keen eye for trend make New Taipei City never lose track of the innovation. Still, the city values modernization as well as tradition. As a multicultural city, New Taipei City will keep embracing all kinds of cultural events.

Appendix

Supporting
Materials



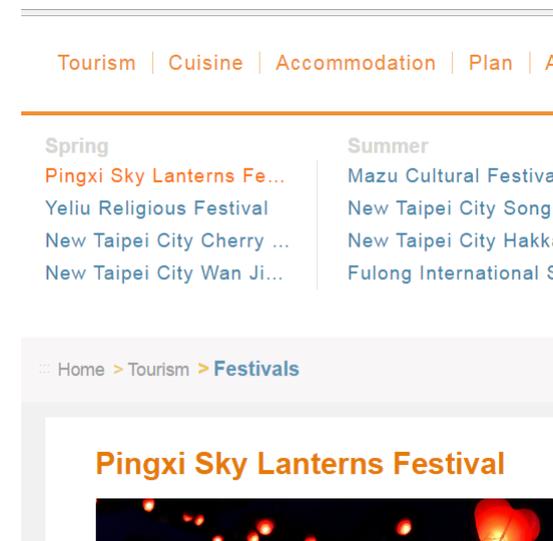
The websites of New Taipei City Government-1



New Taipei City Official Website



Research, Development and Evaluation Commission



Tourism and Travel Department

The websites of New Taipei City Government-2



Transportation Department



Department of Information



Agriculture Department

The websites of New Taipei City Government-3

」設地標 遊客打卡看在地故事

了沒 | 幸福人生 | 地方大小

新北市人口統計

人口統計 | 各區人口統計 | 新北市各里人口

年 106 | 月 4 | 匯出 | 查

里數	隸屬區	鄰數
126	板橋區	2509

Population of New Taipei City

Home Site

Language




Culture Affairs Department

新北市政府消防局
Fire Department, New Taipei City Government



分眾導覽

- ▶ 一般民眾
- ▶ 專業人士

公告事項

冠昇水電行所報燃氣

Fire Department

The websites of New Taipei City Government-4



Sport Office



Venues Available

The websites of Art Places in New Taipei City

板橋 435 藝文特區 435 ART ZONE NEW TAIPEI CITY Home

Home / About Banqiao 435 Art Zone

About Banqiao 435 Art Zone

Previous Page Print Mail to Friend

435 Art Zone

府中15 FZ FIFTEEN 新北市動畫故事館 新北市紀錄片放映院 Home

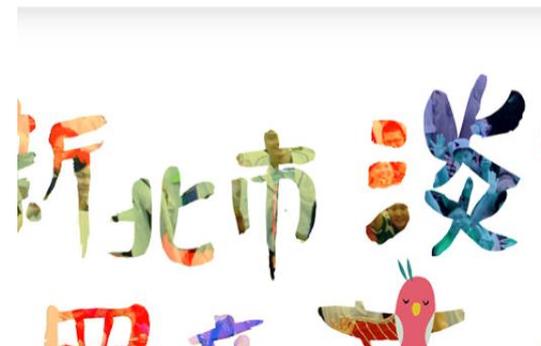
Home / About Fuzhong 15

About Fuzhong 15

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Fuzhong 15

新北市淡水 2016 10/1-10/19 New Taipei City Tamsui Environmental Arts Festival



Tamsui Environmental Art Festival

The websites of Tourist Information



Tourism Bureau, Taiwan



Hotel Star-rating System



Taiwan's Annual Calendar of Events

Other Websites-1

幸福新報第三季完整版



幸福新報第3季-第10集 越語導遊武秋玄
NGO工作者孫珮珊

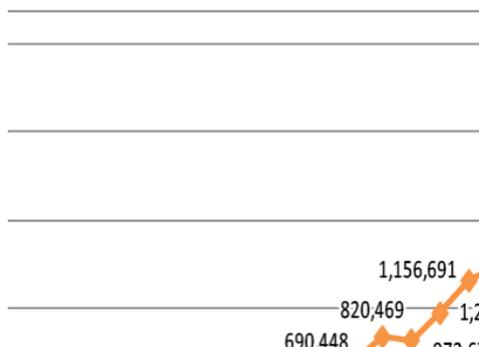
全台灣僅有27位越南籍導遊，秋玄來台已經
16年，擁有一間美容工作室，甚至得過全國
紋繡比賽亞軍

幸福新報
人陳鳳凰 真

陳鳳凰老師
目最佳主持
藝協會》，

Happiness New
Immigrant Documentary

2017/3 新北市租賃次
2017/3 Monthly Rentals @ N



Youbike Monthly Rentals

喜憨兒社會福利基金會
Children Are Us Founda'

認識喜憨兒 社會福利服務

餐券優惠

Children Are Us
Foundation

Other Websites-2



Hackathon Taiwan



Workshop with Happiness



Wanli Crab

Special Thanks

Special thanks to all the people who made and released these awesome resources for free.

- Presentation template by SlidesCarnival/Ulysses presentation template

Website: <http://www.slidescarnival.com/ulysses-free-presentation-template/1790>

- Photographs by Unsplash

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