

Individual Mainland Tourist Visits: Taiwan Soft Power Touches the Heart

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The Mainland Affairs Council (MAC) released a promotional video today (Jan. 24) entitled "Individual Mainland Tourist Visits: Another Step Forward for the Economy". The video was directed by renowned director Wang Yu-lin upon the request of the MAC, with the production team traveling to the northern, central, southern and eastern parts of Taiwan on a route that included public transportation, scenic areas, B&Bs, temples, and night markets, just so that Taiwan's diverse customs and charms may be fully presented. Through natural and fresh filming techniques, the director captured travel experiences of Mainland tourists and conveyed the individual travel policy benefits of further economic growth and soft power that touches the heart.

The video begins with the female lead first setting foot in Taiwan at the airport with freedom and openness of the diverse Taiwan society unfolding before her eyes. Through in-depth individual tour, she discovers the kindness, warmth, and sincerity of the Taiwanese people, which she treasures as the most beautiful, touching, and valuable souvenir of her journey.

The MAC hereby states that, since the opening up of individual Mainland travels in June 2011, there has been a stable growth in Mainland individual tourists accumulating to over 220,000 visits as of December 2012. The daily average number of such visitors in 2012 was

520, demonstrating a sharp increase from that of 162 in 2011. In-depth travel and diversified consumption by Mainland tourists in Taiwan not only expands the scope of economic benefit to more industries, but also enables Mainland tourists to experience more deeply Taiwan's pluralistic, democratic, and free lifestyle.

Starting January 28, the video will be broadcasted by domestic wireless television stations for about six weeks. It will also be uploaded to the YouTube video-sharing platform, and be accessible on news websites such as UDN.com, Next Media-Apple Daily, Chinatimes.com, Libertytimes.com, NOWnews. In addition, the video will be shown rotationally at major cinemas nationwide for one month, starting on February 1st, during the government policy promotion time slot.

The MAC's 30-second video "Individual Travel by Mainland Tourists: Another Step Forward for the Economy" is now released at a time when Mainland individual tourism to Taiwan is gradually heating up. The MAC hopes to join hands with the public in marketing Taiwan's beautiful sceneries and promoting Taiwan's economy.

YouTube link: http://youtu.be/Ok_9LsObAqs