



*Taipei City Government*

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Mayor

*Office of the Mayor  
Taipei, Taiwan, Republic of China*

臺北市市長 柯文哲

Greetings, dear friend!

On behalf of the people of Taipei, I'd like to welcome you on your visit to our city.

Taipei is a wonderfully diverse international metropolis with a strong and soaring city identity built on our safe travel environment, ultra-convenient transportation network, friendly and hospitable people, unique culture and scenic attractions. Our objective is now to make Taipei a city of cultural intelligence, synthesizing our unique cultural aesthetics, intelligent technology and cross-industry strengths and advantages. I invite you to explore our delicious food and enticing scenery that I am sure will make your stay unforgettable and leave you with many memories that you will cherish.

As part of our efforts to make our city even more welcoming, Taipei has unveiled a new "Taipei ABC" approach built around a new intelligent tourism design. ABC stands for **App, Bus, Culture**. We use high-tech to eliminate travel barriers by offering travel apps in numerous languages and providing cross-functional online services. Our tourism-oriented bus routes connect the many distinctive neighborhoods and scenic sights of the city's oldest districts on the west side, immersing you in the Taipei of yesteryear. Finally, the meticulously crafted culture tour itineraries have been developed to transport you deep into the world of Taipei's rich traditional culture, cuisine and historical ambience, so that you can experience first-hand one of the city's most striking features—the harmonious coexistence of traditional culture with the most advanced technology.

Taipei has on several occasions been rated by the international media as one of the world's premier travel destinations. Here is a place where old and new are seamlessly intertwined, where tradition and innovation live in a charming synthesis. We offer the visitor a marvellously diverse array of special themed tour itineraries and delicious local culinary delicacies. By increasing the number and quality of our tourism services, and with our creative added-value, we help you to experience our beautiful and unique city in an authentic and enjoyable way. We're sure you'll love it!

Sincerely

*Wen-Je Ko*

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