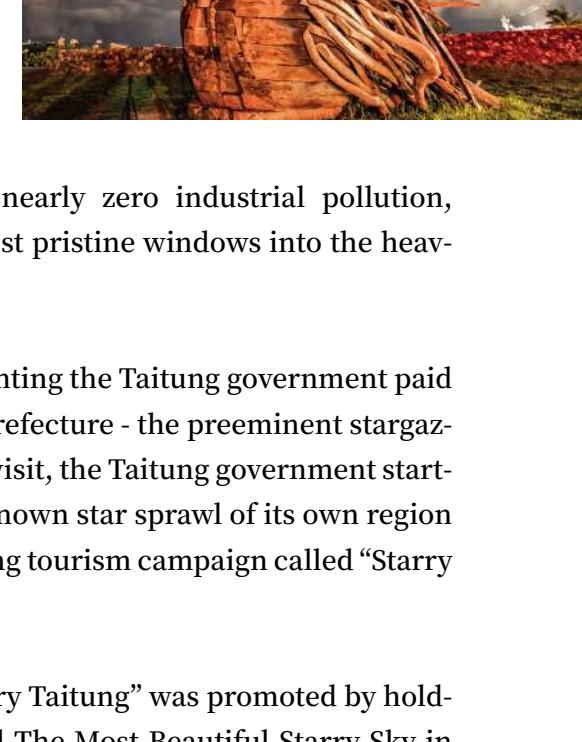


TAITUNG X IRONMAN 70.3



STARRY TAITUNG

Listed as one of the “Top 10 Up and Coming Destinations in 2018” by Booking.com as well as one of the “19 Destinations to Visit in 2019” by AirBnB, Taitung is a nature sanctuary. However, not only is Taitung home to terrestrial wonders such as soaring mountains and untouched coastlines – due to nearly zero industrial pollution, Taitung also boasts one of the most pristine windows into the heavens in Taiwan.

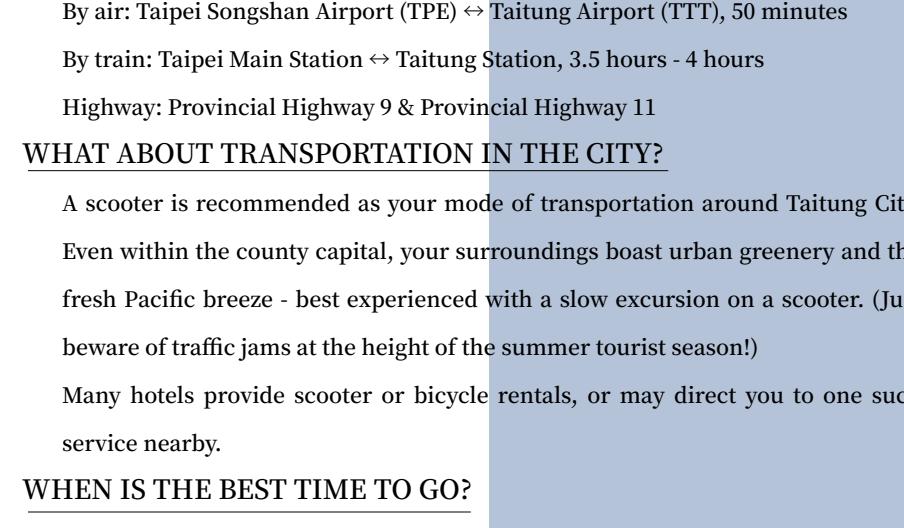


In May 2017, a delegation representing the Taitung government paid a visit to Achi Village in Nagano Prefecture - the preeminent stargazing site in Japan. Inspired by this visit, the Taitung government started to take advantage of the well-known star sprawl of its own region and in 2018 launched the stargazing tourism campaign called “Starry Taitung.”

In its first year of inception, “Starry Taitung” was promoted by holding a photography contest named The Most Beautiful Starry Sky in Taitung, challenging Taitung residents to find exactly what the title described. Studded jewelry was awarded to the finalists as trophies which tied in cogently with the cosmic theme.

Supplementary to the photography contest, a nighttime concert was held beside Dapo Lake in Taitung, to both promote Taiwanese musicians and the Arcadian night scenery of Luye Township. Further, marketing specialists who worked with Achi Village were invited to give a speech to local Taiwanese businesses at the Starry Sky Workshop, presenting tried-and-proven techniques for integrating stargazing into tourism initiatives. All in all, “Starry Taitung” 2018 concluded as a successful endeavor in international exchange.

As we look ahead into 2019, “Starry Taitung” will continue to bolster the public’s interest for visiting the celestial windows of Taitung. Taitung County Government invites our international friends to connect with us in a mutually beneficial bid to explore stargazing as a tourism feature.



PLAN YOUR TRIP

HOW DO I GET THERE?

Many options are available for reaching Taitung City - air, trains, and highway.

By air: Taipei Songshan Airport (TPE) ↔ Taitung Airport (TTT), 50 minutes

By train: Taipei Main Station ↔ Taitung Station, 3.5 hours - 4 hours

Highway: Provincial Highway 9 & Provincial Highway 11

WHAT ABOUT TRANSPORTATION IN THE CITY?

A scooter is recommended as your mode of transportation around Taitung City.

Even within the county capital, your surroundings boast urban greenery and the fresh Pacific breeze - best experienced with a slow excursion on a scooter. (Just beware of traffic jams at the height of the summer tourist season!)

Many hotels provide scooter or bicycle rentals, or may direct you to one such service nearby.

WHEN IS THE BEST TIME TO GO?

We recommend March when the IRONMAN Triathlon takes place. Since its launch in 2010, IRONMAN Taiwan has been among the most prestigious competitions in Asia, and was selected out of 106 countries in 2016 for the Choice Award, “Will Attend Next Year”. We invite you to join us this year for the 10th anniversary of the event.

WHAT SHOULD I DEFINITELY NOT MISS ?

A trip to Taitung city would not be complete without sampling the local fruits, which can be found in street markets and small family-owned eateries. No matter the time of year, the temperate climate of Taitung is sure to yield delicious treats!

WHERE CAN I GET MORE INFORMATION?

More information can be found on our website: <https://www.discovertaitung.com/en/>

We look forward to seeing you in Taitung!