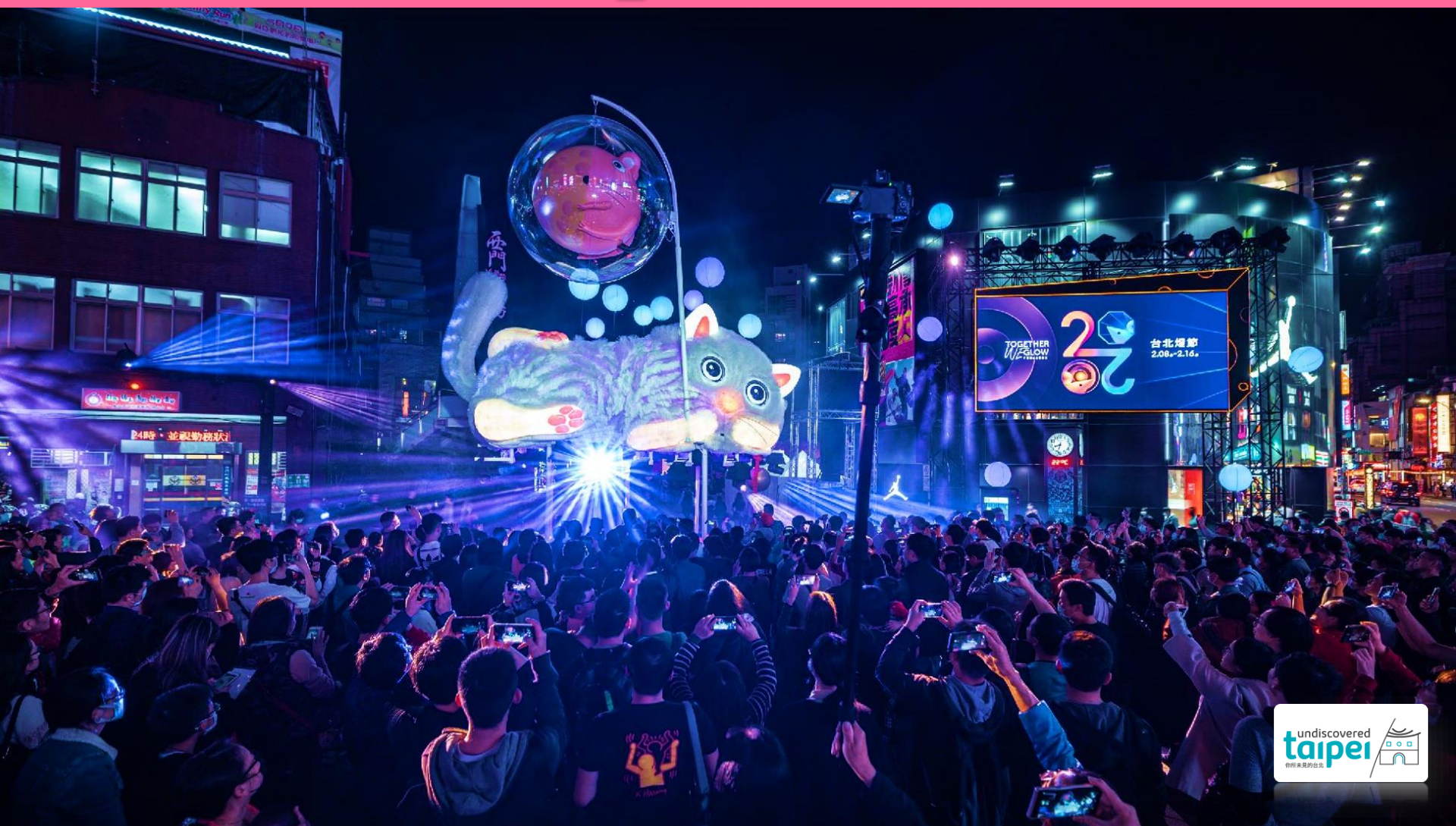


2021 Taipei Lantern Festival



TAIPEI Lantern Festival



Vision

- ❑ Combine the special characteristics of the Taipei City brand with city imagery, and develop the Taipei Lantern Festival into a Taipei City -tourism milestone event.
- ❑ Synthesize old and new, developing Taipei City distinctiveness, bringing innovation to a traditional celebration while honoring the creativity and inheritance of Taipei's culture.

TAIPEI Lantern Festival

Infuse the new birth to Event

- ❑ To energize the old town, the 2021 event will be held in Taipei City, environs of TRA Wanhua Railway Station (East and West buildings) and newly completed station front Plaza 1 and Plaza 2.
- ❑ Combining the local abundant resource, and increasing the civic participation of big events.
- ❑ Strengthening of international exchange, and creation of Asian nighttime tourism spectacle.



TAIPEI Lantern Festival

Time & Venue

Feb.26(Fri) - Mar.7(Sun), 2021

□ Location:

Taipei City, environs of TRA Wanhua Railway Station (East and West buildings) and newly completed station front Plaza 1 and Plaza 2.

□ Surrounding Areas:

1. South of Sec. 2, Changsha St., north of Sec. 3, Heping W. Rd., west of Kunming St., east of Sec. 2, Huanhe S. Rd.
2. South of Sec. 3, Heping W. Rd., north of Bangka Blvd., west of Sec. 3, Heping W. Rd., east of Sec. 1, Xiyuan Rd.





TAIPEI Lantern Festival

Related Activities



Opening Ceremony

Main Theme Lantern

Lantern Festival Float Parade

Lantern Festival Display Areas

Lantern Riddle Activities

Street Artist Shows



2021 Taipei Lantern Zone

Corporation Lantern Districts

- ❑ **Lantern Base Dimensions:** Length 6.3 ± 0.1 meters, width 1.8 ± 0.1 meters, height 0.6 meters, total lantern height (including base) not to exceed 4 meters.
- ❑ DOIT will provide lantern base service provision **free** of charge (including power supply)



2021 Taipei Lantern Zone

Japan



日本愛媛縣松山市

2021 Taipei Lantern Zone

Belize



2021 Taipei Lantern Zone

Taipei European School



2021 Taipei Lantern Zone

GUAM



2021 Taipei Lantern Zone

Shanghai



2021 Festival Float Parade – Special Notes

Festival Float Parade

Float Dimensions: Total length 4.8meters, total width 2meters, total height 3.5meters (within).



2021 Festival Float Parade – Special Notes

Float Parade Performances

- ❑ To be staged on single day in February 2021. (date to be determined)
- ❑ In addition to the street parade, groups can coordinate with schedules of international performance groups in Taipei during period, staging other multi-attraction stage-performance times.



2021 Taipei Lantern Zone & Festival Float Parade – Special Notes

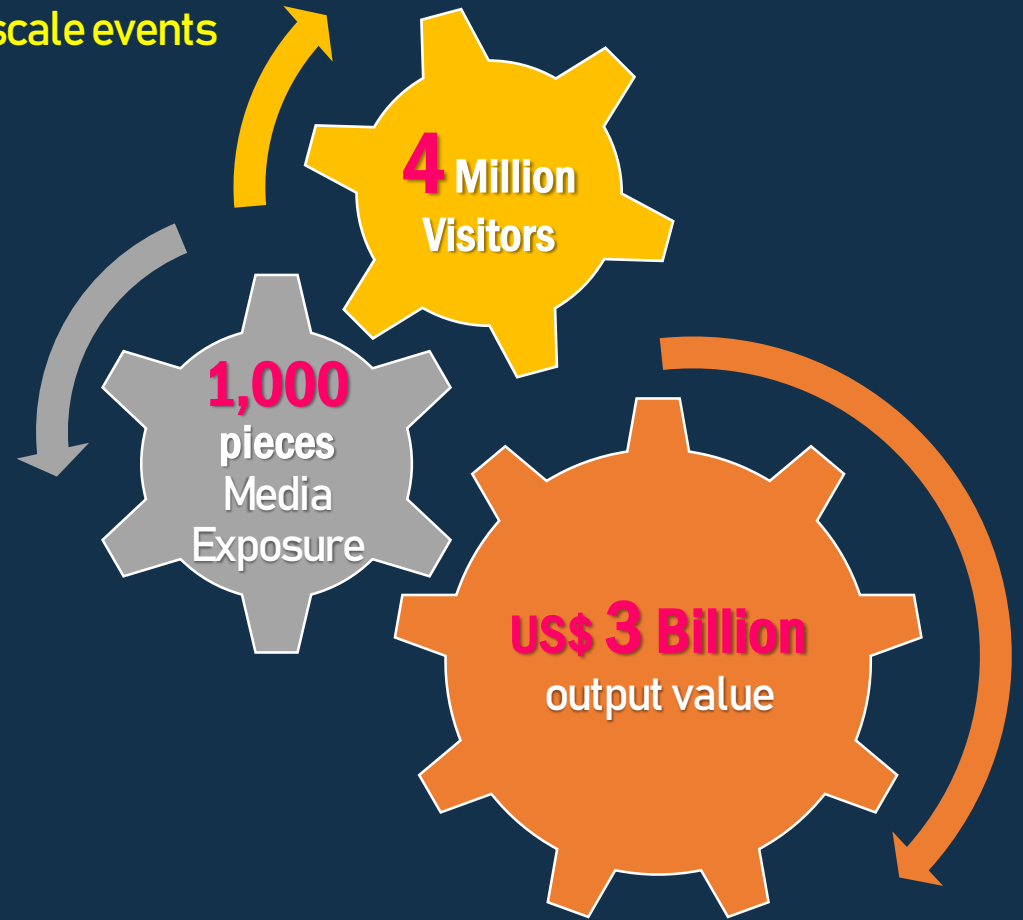


DOIT can provide assistance to participation organizations in the following areas :

- Recommendations on makers of festival lantern bases and festival floats.
- Provision of promotional publicity for your organization.
- Provision of 1 Lantern Festival booth for use by your organization.

Benefits Evaluation of 2021 Lantern Festival

Marketing Promoting tourism images of countries and cities through iconic large-scale events





Thank you for your attention