

委刊專線：0933-125-007

2020 Taipei Lantern Festival



青龍
武清服裝
舞龍用品

大

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.



All-New “Taipei Lantern Festival”

- Twin Key Venues : in Zhonghua Rd. area, creating new Western District Gateway tourism highlight+ Nangang East District Gateway Project



All-New "Taipei Lantern Festival"



- Attraction of civic organization sponsorship for Festival Lantern Float Parade.
- Strengthening of international exchange, and creation of Asian nighttime tourism spectacle.



TAIPEI Lantern Festival

Time and Venue

Feb. 8 (Sat.)



Feb. 16 (Sun.), 2020



- Taipei Travel Plaza, North Gate, 1 Sec., Zhonghua Rd. (Zhongxiao W. Rd. to Guiyang St.) and Ximending Commercial District in Taipei City
- Nangang East District Gateway Project



Related Activities

- Opening Ceremony
- Main Theme Lantern (Main Exhibition/Performance Area)
- Lantern Festival Float Parade
- Lantern Festival Display Areas
- Lantern Riddle Activities
- Street Artist Shows



2020 International Lantern Zone & Festival Float Parade – Special Notes

① International / Corporation Lantern Districts



- **Lantern Base Dimensions: Length 6.3±0.1 meters, width 1.8±0.1 meters, height 0.9 meters, total lantern height (including base) not to exceed 4 meters.**
- **DOIT will provide lantern base service provision free of charge (including power supply), and light box with Chinese and English description. (Chinese and English decoration explanations must be provided by the organization making the lantern.)**

2019 International Lantern Zone



Japan/Hirosaki



Japan/Chiba

2019 International Lantern Zone



Japan/Mazuyama

2019 International Lantern Zone



China/Shanghai

2019 International Lantern Zone



2019 International Lantern Zone



Saint Kitts and Nevis

2019 International Lantern Zone



Taipei European School

2020 International Lantern Zone & Festival Float Parade – Special Notes

② Festival Float Parade

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



2020 International Lantern Zone & Festival Float Parade – Special Notes

③ Float Parade Performances

- To be staged on single day in February 2020. (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.



2020 International 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 Assessment



- Marketing through large number of events/ activities, at the same time promoting organization.
- During course of event, over million visitors in 2018 and 2019.
- Respective output value for 2018 and 2019 Lantern Festival events was approximately NT\$900 million (US\$30 million)

2020 TAIPEI Lantern Festival



*Thank you for your attention
See You in Taipei*

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Department of Information and Tourism