

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*

undiscovered  
**taipei**  
你所未見的台北



觀光傳播局  
Department of Information and Tourism