

## 臺中市政府公務出國或赴大陸地區報告提要

類別：其他

出國報告名稱：參加馬來西亞MITM國際旅遊展	
含附件： <input checked="" type="checkbox"/> 是 <input type="checkbox"/> 否	
出國計畫主辦機關：	
聯絡人：陳明婕	電話：22289111分機58321
出國人員姓名/服務機關/單位/職稱	
莊右孟/臺中市政府觀光旅遊局/主任秘書	
陳明婕/臺中市政府觀光旅遊局/旅遊行銷科/約僱人員	
出國類別：其他 <input type="checkbox"/> 出席國際會議 <input type="checkbox"/> 業務接洽 <input type="checkbox"/> 表演 <input type="checkbox"/> 比賽 <input type="checkbox"/> 競技 <input checked="" type="checkbox"/> 洽展 <input type="checkbox"/> 海外檢測 <input type="checkbox"/>	
出國期間：103年8月7日至103年8月11日	出國地區：
報告日期：103年11月6日	馬來西亞
內容摘要：	
<p>壹、目的</p> <p>經交通部觀光局統計去年全年來臺旅客累計801萬6,280人次，創歷年來臺人次新高，與前年同期相較成長9.64%。其中馬來西亞來臺旅客計有39萬4,326人次，較前年成長15.63%，已成為東南亞地區來臺最大客源國之一。交通部觀光局為持續擴展開發馬來西亞觀光客源及掌握旅遊趨勢與脈動，由謝謂君局長親自帶領臺中市、高雄市及屏東縣與臺灣觀光旅遊業者前往馬來西亞參加第13屆MITM國際旅遊展，共同行銷臺灣觀光。本次本府特由觀光旅遊局主任秘書莊右孟率團前往，期藉由此展，達到有效拓展本市國外旅遊行銷通路及觀光交流之目的。</p>	
<p>貳、過程</p> <p>一、8月7日(星期四)</p> <p>(一)馬來西亞華人旅遊公會歡迎晚宴：當天下午抵達馬來西亞吉隆坡，隨即前往飯店辦理住宿手續後，並於下午6時30分前往吉隆坡翠恆酒家參加主辦單位馬來西亞華人旅遊業公會舉辦之展前歡迎晚宴，晚宴中邀請有泰國、韓國及香港等參展國家代表出席，臺灣部分由交通部觀光局謝謂君局長率領吉隆坡辦事處主任曹逸書、新加坡辦事處主任謝長明、香港辦事處主任巫宗霖、高雄市政府代表、屏東縣政府代表、本府觀光旅遊局及相關旅遊協會、旅行業者參加。此次歡迎晚宴目的</p>	

係為主辦單位為旅展熱身，安排各國參展代表相互交流，並預祝旅展順利進行。

**(二)展場整備工作：**晚宴後即前往參展地點谷中城展覽中心領取參展證進行展攤之整理佈置及宣傳資料開箱擺設，以迎接明日正式之開展活動。

## 二、8月8日（星期五）

**(一) 2014 年馬來西亞國際旅遊展開幕：**上午 9 時前往會場參加 2014 年馬來西亞國際旅遊展開幕典禮，該展從 2001 年開始至今，已經連續舉辦 13 屆，為馬來西亞主要的大型旅遊展之一。當天出席貴賓包括有馬來西亞旅遊及文化部秘書長拿督黃宏炳先生、馬來西亞旅遊促進局副局長鍾玉霞女士、2014 馬來西亞國際旅遊展籌委會主席黛梅女士、馬來西亞華人旅遊業公會總會長包一雄先生、亞洲航空公司總監 Dato' Bernard Francis 及臺灣交通部觀光局謝謂君局長等人參與盛會。會中華人旅遊業公會總會長包一雄特別提到臺灣觀光局為旅遊展的最大贊助單位，特向臺灣觀光局致以萬分謝意，並期延續美好及深厚的情誼共同為臺灣旅遊業打拼。由此可見，馬來西亞旅遊業者十分重視臺灣旅遊市場，並與臺灣保持友好之關係。

**(二)第一天旅展：**本次旅展臺灣館以「臺灣觀光年曆」為宣傳主軸，介紹臺灣具國際魅力及特色活動。本府展攤也以「2014新社花毯暨臺中國際花毯節」及「2015臺灣燈會在臺中」二大年度盛事為宣傳重點。另本府觀光旅遊局特地準備歷年燈會小提燈與現場民眾互動，藉以宣傳行銷「2015臺灣燈會在臺中」活動。

**(三)拜會馬來西亞旅遊促進局：**當天下午 2 時出發前往拜會馬來西亞旅遊促進局，和黃燕燕主席進行會談，會中也允諾協助開拓馬來西亞穆斯林市場，發展多樣化客源，了解穆斯林所需的旅遊環境，並期望中臺灣業者能共同努力，打造穆斯林友善旅遊環境。且近二年來，馬來西亞陸續開放旅行社及飯店投資興建，建議可邀請馬來西亞官方及觀光業者店及媒體記者前來本市踩線交流，開創臺馬觀光商機。會後由觀光旅遊局主任秘書莊右孟代表本市參訪團，致贈太陽餅、鳳梨酥等特產，表達謝意。

## 三、8月9日至8月10日（星期六至星期日）

**第二天及第三天旅展：**本府參展人員持續於現場發送「臺中市山海花都觀光地圖」等文宣摺頁及「臺中市觀光景點」明信片，展場現場人氣滿滿，詢問及索取資料民眾非常踴躍，並深入詢問自由行及中部地區相關旅遊景點狀況，且馬來西亞旅行社與展場中大都有推出臺灣旅遊行程，臺馬旅業共同行銷臺灣，有加乘及加分效果。另為推廣本市特產之多樣性及增強本

市美食之都印象，提供太陽餅、鳳梨酥予民眾試吃，以達到此行推廣本市觀光旅遊之目的。

#### 四、8月11日(星期一)

本府參展人員上午 11 點離開飯店，前往吉隆坡國際機場，搭乘下午 3 時 20 分班機回臺，結束於馬來西亞觀光行銷推廣活動。

#### 參、心得

- 一、此次參展發現馬來西亞為開發觀光客的潛在市場，特別是馬來西亞華人眾多，曾於臺灣求學者也不少，不少民眾更是來臺灣多次，對臺灣知名小吃也十分了解，唯來臺旅遊旅客多數前往北部及東部，較少停留於中南部，經過參展人員強力推薦本市知名景點及賞燈、遊花海、採香菇、採果特色行程後，詢問本市自由行規劃及中部地區相關旅遊景點的民眾增多，並紛紛表示非常有意願到臺中一遊。
- 二、馬來西亞總人口多達 3 千萬人，其中 64%為穆斯林(回教徒)，由於穆斯林出國觀光，必會挑選有穆斯林的國家或城市，馬來西亞是一個相當進步的回教國家，也是我們進軍回教國家的門戶，值得開發與拓展。清真食品的哈拉認證在鄰近國家，如新加坡、香港等地發展快速，因此臺灣當然也不能缺席，有鑑於臺中市是全臺第一個發起取得認證的政府機關，為掌握契機，進軍清真市場，本市應更積極協助旅館、餐廳及伴手禮食品等業者取得認證，並結合觀光旅遊共同行銷推廣，開創馬來西亞穆斯林的觀光市場，將大臺中行銷到清真世界。

#### 肆、建議

- 一、馬來西亞近年來陸續開放旅行社及飯店投資興建，觀光旅遊業蓬勃發展，建議可透過交通部觀光局駐吉隆坡辦事處協助，邀請馬來西亞官方、當地媒體記者及觀光業者等，前來本市踩線，相互交流，開創雙方觀光旅遊商機。
- 二、持續參與國內、外旅展行銷本市，並積極與本市航空公司、旅行社及飯店等業者結合共同促銷推廣，吸引觀光客到本市旅遊，進而促進本市觀光商機。

#### 伍、附件



主席介紹交通部觀光局謝謂君局長



交通部觀光局謝謂君局長率團出席華人旅遊公會晚宴



參加馬來西亞MITM國際旅遊展開幕典禮



謝局長與2014馬來西亞國際旅遊展籌委會主席黛梅女士等貴賓合影



拜會馬來西亞旅遊促進局



莊主任秘書代表致贈本市特產





MITM國際旅遊展會場人潮



臺灣館



臺中市政府展示攤位



莊主任秘書向詢問民眾介紹本市旅遊行程



參展人員接受民眾詢問本市旅遊景點



臺灣參展代表團於臺灣館前合影



# MITM

OFFICIAL SHOW DAILY

2014

MCTA

Kuala Lumpur

Day

# 1

8th August 2014

A Publication of

AmLeisure media

## 8 - 10 August 2014

Free Copy For MITM Travel Fair

## MITM Travel Fair Back With More Goodies!



MCTA President Mr. Paul Paw & MITM Travel Fair 2014 Chairwoman, Ms. Annie Ng with all the official sponsors.

The National President of MCTA, Mr Paul Paw announced that the MITM Travel Fair 2014 would once again be held at Mid Valley Exhibition Centre (MVEC) from 8 – 10th August 2014. This year's travel fair has the participation of over 70 exhibitors with 300 exhibition booths. The MITM committee expects the fair to attract over 78,000 visitors shattering their previous record and achieve an estimated RM40, 000, 000 gross sales turnovers. A highlight and great news to visitors is that admission is free yet again! Ms Annie Ng, Chairwoman of MITM Travel Fair 2014 stated that there's more great and exciting prizes to be won in the annual buyer's contest. The committee strongly urge visitors to take part

in the contest, as the prizes are worth RM250, 000 of international air tickets, tour packages and hotel vouchers for grabs. Just spend a minimum of RM250 during the three days and this will qualify you for one buyer's contest. The more you buy during the MITM Travel Fair 2014, the more chances for you to win the lucky Buyers Contest prizes. It's that easy!

The chairwoman also mentioned that the MITM Travel Fair is the biggest of its scale and will gather some of the best tourism players boarding from local to international waters under one roof offering a wide range of attractive travel packages, air fares and travel related products

& services during the three days travel fair. Among some of these industry giants include Air Asia and Hong Kong Disneyland who will be flying down some hinge of magical Disneyland wonders over to Kuala Lumpur. The MITM committee would like to express their sincere thanks to the Ministry of Tourism & Culture Malaysia, Taiwan Tourism Bureau and other NTOs and sponsors for their continuous support rendered to the success of the MITM Travel Fair 2014. Since the fair's inception, the Malaysian Chinese Tourism Association (MCTA) is one of the top five tourism associations in Malaysia with more than 500 members.

### Preserve Your Memoirs



Kelvin Chuah, Pixajoy Business Development Manager.

Every moment in life comes only once and they are truly precious. Pixajoy helps you preserve your every joyful moments snapped digitally and printed into a long lasting photo book. To say more, Pixajoy's personalised photo book is the best choice for you to print your memorable photos.

Pixajoy hopes through the MITM Travel Fair, that the introduction of a new way to preserve travel memories in Photo Book will attract visitors. Experience the difference of photo books with traditional photo print albums.

"We would like to thank MCTA for giving Pixajoy the opportunity to participate in this MITM Travel Fair. We will be giving out a FREE 36 pages of Mini Softcover 6" x 6" photo book. We truly hope this years MITM Travel Fair will be the most successful travel fair", said Kelvin Chuah, Pixajoy Business Development Manager.

### Great Wall Travel Prepaid Card – The Only Travel Companion You'll Ever Need!



Jenny Xu, Deputy Chief Executive Officer (Left) & Liu Yue, Deputy Director (Right)

Created by the Bank of China for travellers far and wide, the Great Wall Travel Prepaid Card can be utilized in 143 countries and regions around the world. The card allows you to bypass unexpected forex fluctuation risks, comes with no cross-border currency exchange service fees, and offers access to preferential deals and services at a wide range of merchant outlets in Mainland China, Hong Kong, Macau and Taiwan. In every sense of the word, it is the ultimate travel companion for the travel enthusiast. The Great Wall Prepaid Card aside, the Bank of China also provides UnionPay Online Payment services for travel agencies specializing in receiving Chinese tourists; effectively enabling them to clear payments made by China-based clientele direct from accounts in Malaysia.

Furthermore, trades and account settlements can be done in Malaysian Ringgit, Renminbi and US Dollar, as well as a whole host of other options. In conjunction with the MITM, all who purchase a travel package from the fair will receive a free Great Wall Travel Prepaid Card gift voucher. Simply present the voucher at the Bank of China's booths (No. 4012 and 4013), and you will receive a Great Wall Travel Prepaid Card as well as a chance to win fantastic prizes via a spin on the Lucky Wheel. To top it off, cardholders also get free gift bags at the fair information counter (while stocks last).

RELIAANCE Crazy 88 Deals

## HAPPY HOUR CRAZY DEALS

Available only at Reliance Booth, MITM Travel Fair

Date	8 - 10 Aug	10:30am	3:00pm	8:00pm
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Crazy Deal 1</b></p> <p><b>NOW RM 18</b> (Usual - RM 88)</p> <p style="font-size: x-small;">Digital Luggage Scale • Avoid excess baggage charges • Can take up to 50kgs in weight</p> </div> <div style="text-align: center;"> <p><b>Crazy Deal 2</b></p> <p><b>8D EUROPE</b></p> <p>from <b>RM 1888</b></p> </div> <div style="text-align: center;"> <p><b>Crazy Deal 3</b></p> <p><b>FURTHER MARKDOWN</b></p> <p>for tours to EUROPE, JAPAN, KOREA &amp; many more...</p> <p><b>UP TO RM 888</b></p> </div> </div>				

HURRY, DON'T MISS THESE CRAZY DEALS!

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# MITM 2014

## OFFICIAL SHOW DAILY

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# 8 - 10 August 2014

MCTA

## Kuala Lumpur

Free Copy For MITM Travel

Day

# 2

9th August 2014

## MITM Travel Fair 2014 Opens Its Doors Once Again!



Ribbon cutting ceremony to officiate the launch of the 14th MITM Travel Fair 2014

The Malaysian Chinese Tourism Association (MCTA) hosted the MITM Travel Fair 2014 once again at Mid Valley Exhibition Centre (MVEC), Mid Valley Megamall. During the opening ceremony, MCTA invited more than 80 guests ranging from exhibitors, national tourism organisations, airline representatives and MCTA members to attend the function. This auspicious event was graced and officiated by Yang Bahagia Datuk Dr Ong Hong Peng, Secretary General of the Ministry of Tourism and Culture. Datuk Dr Ong Hong Peng stated that the fair is getting bigger and bigger each year to cater for both the international and

domestic tourism businesses. He said that this annual travel fair is a mega market place for different segment of tourism players to display their attractive packages and promotions targeting consumers who wish to travel in the second half of the year. Paul Paw, National President of MCTA announced that MITM Travel Fair 2014 will host over 70 exhibitors with 300 exhibition booths and expected to attract over 78,000 visitors and achieve an estimated RM50,000,000 gross sales turnovers. Admission into the fair is free once again, so visitors rejoice! Ms Annie Ng, Chairman of MITM Travel Fair 2014 stated that there'll be

exciting buyer's contests with attractive prizes worth RM250,000 of international air tickets, tour packages and hotel vouchers. Just spend a minimum of RM250 during the three days and you will qualify for the buyer's contest. The more you buy or spend during the fair, the more chances there is to win prizes. The MITM committee would like to thank Tourism Malaysia, Air Asia, Taiwan Tourism Bureau, Hong Kong Disneyland, Tourism Authority of Thailand, Philippine Department of Tourism, Pixajoy, Bank of China and other NTOs and sponsors for their continuous support rendered to the 14th MITM Travel Fair 2014.

## Taiwan

臺灣觀光局吉隆坡辦事處  
TAIWAN TOURISM BUREAU KL OFFICE

### Taiwan Tourism Bureau: Providing the Best of Taiwan

The Southeast Asia's market, especially the Malaysian market is important to the Taiwan Tourism Bureau. The director general of Taiwan Tourism Bureau, Mr. David W.J. Hsieh brought his team of travel entities from Taichung, Kaohsiung and Pingtung and the Taiwan Visitors Association to bring visitors the latest travel news about Taiwan. The director general appreciates the support from Malaysians and has prepared various fun games and activities for the customers.

The development of mobile apps is constantly



Y.Bhg Datuk Dr Ong Hong Peng (3rd from left) flanked by MCTA (left) and Taiwan Tourism Bureau (right)

gaining in the Taiwan tourism. They have three main apps which are "Travel Taiwan", "Transport Taiwan" and "Calendar Taiwan". The director general states that he would like to combine these apps so that they can be more comprehensive. Taiwan won "The Best Innovative Destination" at the "International Federation for IT and Travel & Tourism 2014" yearly forum. Taiwan creates a friendly and informative environment actively. Welcoming people to experience different travel concepts of Taiwan, The Taiwan Tourism Bureau shares product information on the collaboration

between China Airlines and EVA Airways.

The director general recommends Mirs Bay as his private destination to readers. He stated that it is truly a happy place, equipped with beautiful bicycle paths along the bay; Mirs Bay is definitely a peaceful destination. Besides that, any package purchased during the fair will be gifted with a stainless vacuity mug. People will receive a travel toiletry pouch and discount vouchers from Restaurant Tian Sian Hui Wei for purchase of ground arrangement package priced over RM 800.

RELIFANCE Crazy 88 Deals

## HAPPY HOUR CRAZY DEALS

Available only at Reliance Booth, MITM Travel Fair

Date	3 Sessions Daily
8 - 10 Aug	10:30am - 3:00pm - 8:00pm

**Crazy Deal 1**

**NOW 18**  
RM (Usual: RM 88)

Digital Luggage Scale  
• Avoid excess baggage charges  
• Can take up to 50kgs in weight

**Crazy Deal 2**

**8D EUROPE**

from **1888**

for tours to EUROPE, JAPAN, KOREA & many more...

**Crazy Deal 3**

**FURTHER MARKDOWN**

UP TO **888**

**HURRY, DON'T MISS THESE CRAZY DEALS**

**888**

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# MITM

2014

Kuala Lumpur

OFFICIAL SHOW DAILY

MCTA

Kuala Lumpur

旅游快报

## 3

第 天

2014年8月10日

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### 8 - 10 August 2014

免费赠阅

## 香港迪士尼乐园度假区： 迪士尼乐园精彩无限、惊喜连连！

香港迪士尼乐园度假区首次参与MITM国际旅游展。香港迪士尼乐园度假区旅游销售总监梁浩昌表示，他们重视东南亚市场，尤其是大马市场。此次的参与希望继续吸引更多的游客到香港迪士尼乐园度假区游玩。在旅展现场也会为参观者带来不同的精彩互动活动，添加了不少的娱乐元素，势必让马来西亚游客感受到香港迪士尼乐园的特别之处，诚挚邀请各位前来体验。

在不久的将来，香港迪士尼乐园度假区也将会陆续加入新的元素，如即将于10月1日推出的“迪士尼光影汇”夜间巡游、明年的10周年庆典、2016年以漫威人物“铁甲奇侠”为主题的度假区。另外，预计于2017年完工的第三家酒店，以冒险为主题，在度假区里原有的1000间客房增添了多达750间的客房。

这次，香港迪士尼乐园度假区与马来西亚四家旅行社联手合作，结合旅行社机票和香港迪士尼乐园门票，齐齐为马来西亚游客带来更优惠的配套。为了回馈游客的支持，迪士尼乐园的旅游套票将进行买



香港迪士尼乐园度假区行政总裁金民豪与开幕嘉宾一同在香港迪士尼乐园度假区合照留念。

2送1(2成人1小孩)的超值优惠，但当然是先到先得，还有另外加送香港迪士尼乐园度假区的限量纪念品。

香港迪士尼乐园热烈欢迎各位的马来西亚人到来游玩，感受迪士尼乐园的魅力！

## 台湾提供 优质旅游配套

台湾观光局驻吉隆坡办事处主任曹逸书表示，该局借由MITM国际旅游展为马来西亚民众带来更多丰富、详细的旅游资讯及高质的旅游配套，希望这次的会展可为台湾注入更多旅客。

观光局近年持续开拓穆斯林旅游市场，许多酒店、餐馆都获回教认证，酒店部分客房亦改装成为穆斯林专属客房，例如加设祈祷方位指示、改善如厕空间等，皆符合国际回教标准，让他们安心到台湾旅游。

台湾馆位于5015-5020展位，将推出“



台湾观光局谢清源局长亲自带领台中市、高雄市、屏东县与台湾观光游乐区协会25位观光业者，为马来西亚民众带来最新、最好玩、更丰富的台湾旅游资讯。

台湾观光年历”活动介绍，交由大马旅行社结合周边活动，包括食、住、行、购等元素，包装台湾特色主题行程销售。此外，本次旅展，高雄市观光局配合特别送

出好礼给前往高雄观光的旅客，凡购买高雄配套行程，可获高雄太阳能游船票；自由行旅客，可获文化观光公车一票通，每日限量100张，送完为止。

## 亚航：会员卡有更多优惠

亚洲航空拥有最大旅游网络，提供廉宜机票和网上订票服务，非常方便，使“每个人都能飞”。亚洲航空商务总监伯纳弗兰西斯表示，亚航国内航线有超过80%是网上订票。他也指出，亚航这次将带来更多优惠配套，凡在亚航网站出现的航线，MITM国际旅游展期间可获20%折扣。此外，亚航也与世界特定酒店合作，为各顾客带来10%折扣。此外，亚航在MITM展会上也售卖会员卡，凡拥有AirAsia BIG、AirAsia City Bank，可

不必队而购买亚航AirAsia X长途航空豪华座位。此外，亚洲航空公司将在三天旅游展举行体验亚洲航空产品和服务活动，其中包括商务舱品牌重塑、亚洲航空X Japan信息计数器，大家可以在这里得到日本的资讯、参与机上点餐测试。在这三天预订餐饮、行李及购买旅游保险者，即可参与“幸运转盘”抽奖游戏。绝对优惠，还等什么，赶快来吧！欲知更多详情，请亲临展位2037-2044 询问。



左起) 马来西亚旅游及文化部部长拿督黄宏英与亚洲航空X商务总监伯纳弗兰西斯一同在AirAsia X长途航空豪华座位合照。

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