

Taipei City Shines at ITB Asia in Singapore, Showcasing Itself as a Premier MICE Destination

The Taipei City Government joined forces with the Taiwan Tourism Administration at the 2024 ITB Asia in Singapore, promoting Taipei as a leading destination for Meetings, Incentives, Conferences, and Exhibitions (MICE).



Singapore, Singapore Dec 5, 2024 ([Issuewire.com](https://www.issuewire.com)) - The Taipei City Government joined forces with the Taiwan Tourism Administration at the 2024 ITB Asia in Singapore, promoting Taipei as a leading destination for Meetings, Incentives, Conferences, and Exhibitions (MICE). At the event, Taipei highlighted a "Taipei Happy Hour" with free bubble tea, drawing in international buyers and offering a sensory introduction to the city's brand.

According to the ICCA Destination Report, Taipei ranked 23rd globally and 5th in the Asia-Pacific region in 2023 for hosting association conferences, underscoring its potential as a top business tourism hub. This year, Taipei City focused on MICE, business travelers, and Muslim visitors, spotlighting the city's halal-certified restaurants, attractions, hotels, and public facilities. This initiative enhances convenience for Muslim travelers and strengthens Taipei's appeal as a global MICE destination, encouraging international travel agencies and companies to consider Taipei as a prime location for large-scale

events.

Throughout ITB Asia, Taipei City hosted daily “Taipei Happy Hour” sessions, offering bubble tea and an interactive paint-by-numbers activity. This hands-on engagement helped attendees learn about Taipei’s unique landmarks, cuisine, and cultural events, fostering deeper connections and potential collaborations. Such efforts aim to attract more international events to Taipei in the future.

Beyond MICE facilities, Taipei offers diverse experiences for travelers. From the Taipei Grand Trail, a scenic hiking route blending cityscapes with nature, to internationally recognized sports events like the Taipei Marathon and the upcoming 2025 World Masters Games, Taipei appeals to a global audience of athletes and adventurers alike.

The Taipei City Government also provides sponsorships for international conferences, exhibitions, and incentive travel events. Applications for 2025 events will open in November, and organizers interested in bringing MICE events to Taipei are encouraged to contact the Taipei MICE One-stop Service (micetour@gov.taipei) for further information on sponsorships and support programs.

---<Contact Information>

MICE One-stop Service, Taipei City Government

Email: micetour@gov.taipei

Phone: +886 2 2720 8889 #2104

<https://www.travel.taipei/en/>

<https://www.expopark.taipei/en>



Media Contact

JCIM Taiwan Ltd

yvonne@jcim.tw

Source : Travel Taipei

[See on IssueWire](#)