

## From Ocean-Scent DIY to Senior and Family Travel, TTA Partners With an Airline and Local Communities



**Seattle, Washington Oct 11, 2026 ([IssueWire.com](https://www.issuewire.com))** - Since opening in downtown Seattle in June 2025, the Taiwan Tourism Information Center (TTIC) has given Pacific Northwest travelers a place to walk in and talk through a trip to Taiwan in person. Now the Taiwan Tourism Administration's (TTA) Seattle office is taking that approach beyond its front desk and into workshops, community events and the local travel trade.

Registration for a September scent-making workshop filled within a week, drawing 30 participants. TTIC also joined EVA Air at a community event for more than 120 Filipino seniors and family members.

### Learning About Taiwan by Making Something

At the September 27 "Explore Taiwan's Ocean" workshop, participants made their own ocean-scented room sprays while learning about Taiwan's coastline and marine travel. One attendee, preparing for a ride on the Alishan Forest Railway, talked about the upcoming trip and asked TTIC for more travel

information.

The workshop is one of eight themed events TTIC is hosting this year, built around Taiwan's scenery, cultural crafts and wellness travel. A free group yoga class followed on October 11, introducing Taiwan's hot springs, nature and wellness travel. Cultural craft sessions and winter hot spring events are next.

### **Taking Taiwan to the Community**

At the invitation of the International Drop-In Center (IDIC), TTIC and EVA Air introduced the Transit Half-Day Tour, Taiwan PASS, accessible travel options and extended itineraries to more than 120 Filipino seniors and family members. The message to families who already fly to Asia to visit relatives: add Taiwan to the trip.

Community leaders and attendees asked about Taiwan travel on the spot, and the brochures ran out. TTA and IDIC are now discussing ways to work together further, with the goal of showing more families that Taiwan is not just a major Asian hub but a destination for every generation.

### **A Walk-In Resource for Trip Planning**

TTIC, located at Two Union Square, offers advice on first-time visits, family trips, themed itineraries, layover travel and current promotions. Recently, a second-generation immigrant stopped by to plan a family itinerary suited to seniors for taking their parents back to Taiwan. Others came in to ask how to apply for the incentive program for international travelers. For these visitors, TTIC is less an information desk than a place to turn a family visit or a travel idea into a concrete plan.

### **Building Ties With Travel Professionals**

TTIC also works with travel agencies across the region. This spring, TTA co-hosted a Taiwan-themed webinar with a local bicycle tour operator, introducing Taiwan's cycling routes and local culture to outdoor enthusiasts. A travel agency in Alaska requested Taiwan brochures to share with its clients. On December 9, the TTA San Francisco Office will attend the American Society of Travel Advisors (ASTA) Holiday Showcase in Seattle to meet more travel professionals and expand opportunities to promote and sell Taiwan travel products in the Pacific Northwest.

### **Making Taiwan the Next Trip**

Seattle's direct flights to Taiwan make it a key gateway to the Pacific Northwest market, said Szu-Hsien (Sylvia) Lee, Director of the TTA San Francisco Office. TTIC's role goes beyond providing travel information, Lee said: through community events, hands-on experiences and partnerships with travel agencies, it helps people who have never been to Taiwan discover it and gives returning visitors new ways to explore.

"We want more people in Seattle and across the Pacific Northwest to know that Taiwan is more than a layover on the way to other parts of Asia," Lee said. "It's a destination worth a dedicated trip, and one the whole family can explore together. From mountains and coastline to outdoor adventure, culture, food and hot springs, there is always something new to discover."

More information is available at [SoTaiwanEasy.com](http://SoTaiwanEasy.com), which brings together Taiwan travel offers, flight information, first-time visitor tips and TTIC event news. Visitors can subscribe to the newsletter for

upcoming events or book a visit to TTIC for personalized advice.

Taiwan Tourism Information Center (TTIC), Seattle

Address: Two Union Square, 601 Union Street, Suite 1634, Seattle, WA 98101

Phone: +1 (206) 888-8709

Email: [tticsea@mediawave.co](mailto:tticsea@mediawave.co)

Website: <https://sotaiwaneasy.com/>

**About the Taiwan Tourism Administration San Francisco Office** The Taiwan Tourism Administration San Francisco Office promotes tourism and provides travel information in Northern California, the U.S. Northwest and Western Canada. Working with local channels and industry partners, it organizes promotional events, media partnerships and brand marketing to raise Taiwan's visibility and inspire travel to Taiwan. More information: [eng.taiwan.net.tw](http://eng.taiwan.net.tw).



## Media Contact

Taiwan Tourism Administration

\*\*\*\*\*@mediawave.co

+1(206) 888-8709

601 Union Street, Suite 1634, Seattle, WA 98101

<https://eng.taiwan.net.tw/>

Source : Taiwan Tourism Administration – San Francisco Office

[See on IssueWire](#)