

## "Return to Taiwan, Double Your Luck": TTA Offers Up to \$255 in Rewards for Returning U.S. Travelers



**Seattle, Washington Oct 3, 2026** ([Issuewire.com](https://www.issuewire.com)) - Already been to Taiwan? Now there's another reason to go back. The Taiwan Tourism Administration (TTA) has launched "Return to Taiwan, Double Your Luck," a campaign encouraging international travelers who have previously visited Taiwan to return, this time with family or friends in tow. Eligible returning visitors can receive NT 5,000 (about US 160) in stored-value travel credit, with an additional NT 3,000 (about US 95) available when a qualifying

first-time companion joins the trip, for a combined reward of up to NT 8,000 (about US 255). The campaign positions a return trip to Taiwan as a fresh option for travelers planning their next Asia itinerary.

According to TTA statistics, repeat visitors accounted for 42.25% of international arrivals to Taiwan in 2025, showing that many travelers who discover Taiwan once are eager to come back. While first-time trips tend to focus on iconic sights, second and third visits allow travelers to explore regional cities, natural landscapes, culinary traditions, and seasonal events in greater depth, and offer a natural opportunity to introduce first-time companions to a different side of Taiwan.

The United States remains one of Taiwan's key long-haul source markets. Visa-free entry and a wide range of flight options between major West Coast cities and Taipei make Taiwan a convenient, experience-rich destination for North American travelers planning trips to Asia. The campaign aims to turn returning visitors' firsthand recommendations into an invitation for their first-time companions to join the journey.

### **A New Reason to Return Every Season**

Taiwan offers a distinct travel experience year-round: spring brings blossoms and mountain hikes; summer invites coastal exploration, surfing, and water sports; fall is ideal for hiking, cycling, and mountain scenery; and winter offers hot springs and sunrise hikes in cooler weather.

Taiwan Lantern Festival, held annually, is another standout reason to return. The festival relocates to a different city each year, with new designs, local culture, and themes, so even past attendees can expect an entirely new experience.

Returning visitors also don't need to retrace their first itinerary. Beyond Taipei, Taichung, and Kaohsiung, travelers can explore Tainan, Chiayi, the central mountains, the east coast, and smaller towns, discovering night markets, cuisine, tea culture, hot springs, hiking trails, cycling routes, and local festivals. Taiwan's extensive high-speed rail, conventional rail, and city transit networks make it easy to combine multiple destinations in one trip, or slow down and stay longer in a single region.

### **North American Social Media Buzz Signals Growing Interest**

Since the campaign's announcement, social media response across North America has been strong, with related content shared nearly 7,000 times. Many travelers commented on past trips to Taiwan, some noting this would be their second or third visit, while others shared plans to return later this year. Interests ranged widely: some travelers hoped to time their visit with Taiwan's Pride Parade, others planned family trips to Taichung, and many asked about registration, eligibility, and how to register a companion. The response suggests that for North American travelers who've already experienced Taiwan, a return trip is less about revisiting familiar sights and more about sharing a new kind of experience with loved ones.

### **More Ways to Explore, from Solo Trips to Business Travel**

Beyond independent travelers, TTA continues to attract international visitors through group tours, corporate incentive travel, and MICE-related programs. In 2025, average daily spending among all visitors to Taiwan reached US 185.14, while visitors attending international conferences or exhibitions spent an average of US 274.51 per day, underscoring the strong spending potential of the business, MICE, and incentive travel segments.

## Ready to Plan Your Return? Check Eligibility and Register

International travelers who entered Taiwan after January 1, 2023, and are planning a return trip can check eligibility and register for "Return to Taiwan, Double Your Luck" on the campaign website. North American travelers can also visit SoTaiwanEasy.com for travel inspiration, first-time visitor tips, seasonal activities, and current promotions. Travelers in the U.S. Pacific Northwest may also consult the Taiwan Tourism Information Center (TTIC) in Seattle for trip-planning resources.

Whether it's a family's first introduction to Taiwan or a return to a beloved city, coastline, or night market, the next trip to Taiwan can be a completely different journey from the last.

**More Information:** [https://5000.taiwan.net.tw/TravelerRegister\\_en.html](https://5000.taiwan.net.tw/TravelerRegister_en.html)

## About the Taiwan Tourism Administration, San Francisco Office

The Taiwan Tourism Administration's San Francisco Office promotes tourism and travel information services across Northern California, the U.S. Pacific Northwest, and Western Canada. Working with local partners and industry channels, the office runs promotional campaigns, media partnerships, and brand marketing to raise Taiwan's visibility and encourage travel to Taiwan, while providing travelers and trade partners with up-to-date information and consultation.

For more information, visit the official Taiwan Tourism Administration website at [eng.taiwan.net.tw](https://eng.taiwan.net.tw).

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