A Layover Worth Exploring: Taiwan Tourism Administration Launches “HeyHey Taipei”

What if your next layover could be more than a few hours at the airport? What if it became a chance to enjoy authentic Taiwanese food, explore a lively neighborhood, or discover a place you might want to return to?



Seattle, Washington Nov 18, 2026 (Issuewire.com) - The Taiwan Tourism Administration (TTA) is inviting North American travelers to rethink their time between flights with the launch of “HeyHey Taipei” (https://www.sotaiwaneasy.com/heyheytaipei), a new travel website that turns a routine airport

connection into an opportunity to experience Taiwan.

Launched on November 16, 2026 (Pacific Time), the website brings together firsthand travel stories from North American content creators, information about the TTA's complimentary half-day tours, and airline travel resources. Inspired by the “100 Ways to Wonder Taiwan” campaign, HeyHey Taipei shows how even a short visit can offer a memorable introduction to the island's food, culture, and everyday life.

For travelers from the Seattle, Portland, San Francisco, and Los Angeles areas heading to destinations across Asia, a connection through Taiwan could become an experience worth adding to the itinerary.

From Airport Connections to Real Travel Experiences

Taiwan Taoyuan International Airport (TPE) is a major gateway connecting North America with destinations throughout Asia. In 2025, the airport handled approximately 6.69 million transit passengers, with travelers from North America accounting for about 40% of the total.

With so many international travelers passing through Taiwan, there is an opportunity to introduce them to a destination they might otherwise only see from an airport terminal.

To help travelers make the most of their time, the TTA offers complimentary half-day tours for eligible international transit passengers. Depending on the available program options, travelers can join guided excursions or explore independently, discovering Taiwan's culture, food, and local attractions.

From the historic waterfront streets of Tamsui and Taipei's iconic landmarks to the bustling night markets of Taoyuan, these experiences give travelers a glimpse of Taiwan beyond the airport.

HeyHey Taipei builds on these existing programs by making travel inspiration and practical information easier to discover in one place. Through engaging videos, personal travel experiences, and helpful links to official tour resources, the website encourages travelers to see a layover as a chance to explore rather than simply wait.

Visitors can also find information about tour itineraries, eligibility requirements, and reservations, helping them decide which experiences best fit their travel plans.

Three Travel Creators, Three Different Ways to Discover Taiwan

There's no single way to experience Taiwan, and that's exactly the idea behind “100 Ways to Wonder Taiwan.”

In October 2026, the TTA invited three North American travel creators to explore Taiwan and share their experiences through their own interests, travel styles, and cultural perspectives.

Their stories highlight something that makes Taiwan especially appealing: whether you're a foodie, a couple looking for a memorable getaway, or a curious traveler eager to discover somewhere new, there's always something worth exploring.

Vanessa (@vanessaxcamille): A Taste of Taiwan Through Food and Shopping

Filipino American creator Vanessa discovered Taiwan through its food, shopping, and lively neighborhoods. From local flavors to everyday street scenes, her journey captured the energy and

variety that make exploring Taiwan so rewarding. Her experience shows how food and shopping can open the door to discovering a destination's personality, even on a short visit.

Aish (@thebrowngirleats): A Couples' Getaway with Room for Spontaneity

Seattle-based Indian creator Aish traveled to Taiwan with her husband, discovering a destination where convenient transportation, welcoming communities, and diverse experiences made it easy to explore at their own pace. Their journey offered a more relaxed and romantic perspective on Taiwan, where the best memories often come from sharing a meal, wandering through a neighborhood, or making an unexpected discovery together.

Conner (@findmeinseattle): Making the Most of a Short Stay

Seattle-based travel creator Conner experienced both the TTA's complimentary half-day tour and independent exploration. From traditional cultural experiences and distinctive neighborhoods to scenic spots beyond the city, his journey showed how much travelers can discover, even when their time is limited. His story offers an especially relatable perspective for North American travelers who may be considering stepping outside the airport during a connection.

Together, the three creators bring “100 Ways to Wonder Taiwan” to life through experiences that feel personal, approachable, and easy to imagine. For one traveler, the highlight might be a bowl of Taiwanese beef noodle soup. For another, it could be a quiet walk through a historic neighborhood or a spontaneous encounter with local culture.

No two visits need to look alike. And sometimes, just a few hours are enough to leave travelers wanting more.

Travel Inspiration Meets Practical Planning

HeyHey Taipei is designed to do more than inspire. It also helps travelers take the next step toward experiencing Taiwan. Alongside creator videos and destination highlights, the website features airline information from carriers serving Taiwan, including China Airlines, EVA Air, STARLUX Airlines, and Delta Air Lines. Travelers can explore flight connections through Taiwan and learn about stopover opportunities offered by individual airlines, making it easier to consider a longer visit as part of an Asia itinerary. Flight availability, applicable fares, eligibility, and fees are subject to each airline's policies.

For those with limited time between flights, the website connects visitors with the TTA's official complimentary half-day tour resources, including guided tour options, independent exploration information, and reservation details. Eligible passengers may also find information about applicable transportation and tourism-related offers, subject to official program guidelines.

Whether travelers have just a few hours or are considering an extended stopover, HeyHey Taipei helps them discover experiences that match their interests and schedules.

A Short Visit Today, a Longer Adventure Next Time

“What makes Taiwan special is that there's no single way to experience it,” said Szu-Hsien (Sylvia) Lee, Director of the Taiwan Tourism Administration's San Francisco Office.

“Some travelers come for the incredible food. Others are drawn to the energy of our cities, the beauty of

our landscapes, or the chance to share meaningful experiences with family and friends. That's what '100 Ways to Wonder Taiwan' is all about. Every traveler can find something that speaks to them, and every visit brings something new to discover."

Lee noted that many North American travelers already connect through Taiwan on their way to other Asian destinations, but may not realize what they could experience during a short stop.

"Even a few hours can be enough to step outside the airport, enjoy a local meal, explore a historic neighborhood, and experience the warmth of Taiwanese hospitality," Lee said.

"With HeyHey Taipei, we want travelers to see that Taiwan isn't just a convenient place to change planes. It's a destination worth discovering in its own right. Maybe this trip is just a half-day visit. Next time, it could be three days, five days, or an entire vacation. We hope that the first taste of Taiwan gives travelers a reason to come back for more."

From an Immersive Experience in Seattle to Travel Inspiration Online

HeyHey Taipei builds on the TTA's "HeyHey Taipei: Immersive Door Experience," an interactive installation introduced in Seattle in 2025.

The original experience invited visitors to discover Taiwan through immersive storytelling. The new website takes that idea further, bringing the destination into travelers' everyday lives and helping them explore Taiwan while planning their next trip.

By combining authentic creator stories with practical travel resources, HeyHey Taipei bridges the gap between travel inspiration and real-world trip planning. The website also supports the TTA's broader efforts to introduce Taiwan as a destination offering experiences beyond a typical airport connection.

Under the "Taiwan – Waves of Wonder" destination brand, the TTA will continue working with airlines, travel industry partners, and content creators to inspire more North American travelers to discover Taiwan. With convenient air connections, diverse cultural experiences, welcoming communities, remarkable landscapes, and a celebrated food scene, Taiwan offers plenty of reasons to stay a little longer—or plan a return trip.

Because sometimes, the best part of a journey is the place you didn't originally plan to visit.

About HeyHey Taipei

Launch Date: November 16, 2026 (Pacific Time)

Official Website: https://www.sotaiwaneasy.com/heyheytaipei

TTA Complimentary Half-Day Tour Website: https://halfdaytour.taiwan.net.tw/

Website Highlights:

- Firsthand Taiwan travel videos featuring North American content creators
- Information about complimentary half-day tours for eligible transit passengers

- Taiwan destination highlights and travel inspiration
- Airline routes and stopover information
- Links to official tour itineraries, eligibility requirements, and reservations

For the most up-to-date information about tour availability, eligibility, reservations, and applicable offers, travelers should visit the Taiwan Tourism Administration's official half-day tour website.

About the Taiwan Tourism Administration, San Francisco Office

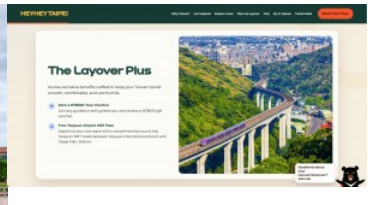
The Taiwan Tourism Administration San Francisco Office promotes tourism and travel information services across Northern California, the U.S. Pacific Northwest, and Western Canada. Working with local partners and industry channels, the office runs promotional campaigns, media partnerships, and brand marketing 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.









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