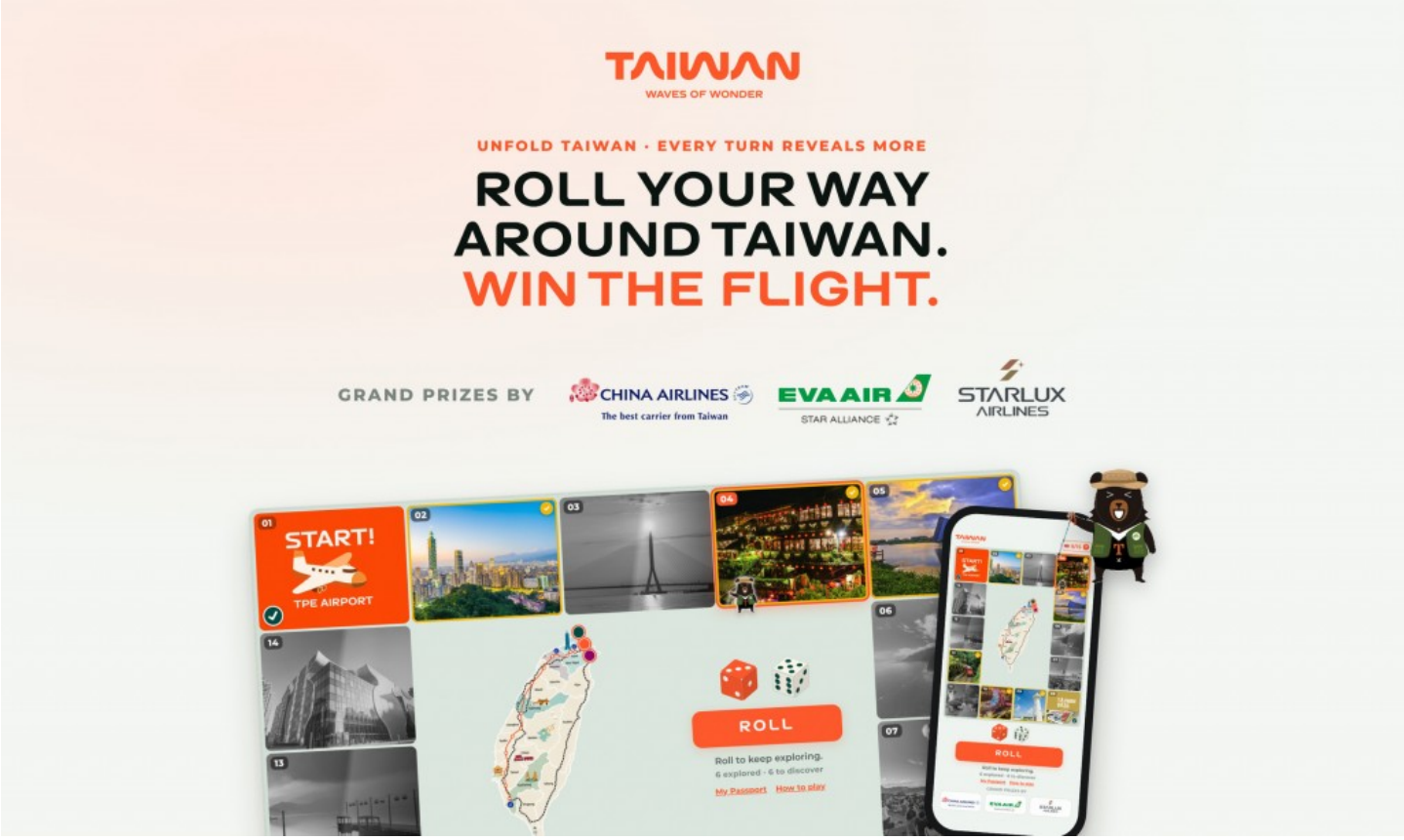
Taiwan Tourism Administration Launches "Rally Around Taiwan" Online Campaign

Free online game offers a chance to win one of three round-trip tickets from San Francisco to Taipei



San Francisco, California Nov 20, 2026 (Issuewire.com) - Rally Around Taiwan

The Taiwan Tourism Administration (TTA) San Francisco Office today launched Rally Around Taiwan at unfold.feeltaiwan.com, a free online travel game for North Americans, especially those in the San Francisco Bay Area. With the theme “Unfold Taiwan – Every Turn Reveals More,” the game invites people to explore Taiwan on their phones or computers and discover new reasons to visit.

Discover your own Taiwan

Taiwan brings lively cities, mountain forests, scenic coastlines, rich food culture, and warm hospitality together on one compact island. From night markets and tea-growing regions to temples, distinctive neighborhoods, hot springs and outdoor adventures, each season and region offers a different way to explore.

Inspired by the “Taiwan 100 Ways” campaign, Rally Around Taiwan takes players on a virtual journey through the island’s scenery, food, culture and everyday life. Quizzes and travel stories help them find experiences that match their interests. Players who complete the journey receive a personalized Taiwan travel highlights card to inspire a future trip.

“Taiwan’s appeal is that every traveler can find their own way to explore,” said Szu-Hsien Sylvia Lee, Director of the TTA San Francisco Office. “We hope this online experience helps Americans who have never visited discover Taiwan’s beauty and variety, while giving past visitors fresh ideas for their next trip. ‘Taiwan 100 Ways’ means more than a hundred travel experiences. It means a hundred reasons to come back.”

Turn travel ideas into a trip

TTA has partnered with China Airlines, EVA Air and STARLUX Airlines to offer three round-trip tickets from San Francisco to Taipei, giving lucky participants a chance to experience Taiwan in person.

The activity runs from November 20 through December 30, 2026. Participation is free at unfold.feeltaiwan.com, where players can explore Taiwan and enter the flight prize draw.

The website also provides information on nonstop flights to Taiwan, Taiwan PASS, and free half-day transit tours. These resources help travelers plan a trip around the island, explore a particular region or enjoy a short visit during a layover on the way to another Asian destination.

More reasons to return

TTA also encourages past visitors to return with friends or family through its “Return to Taiwan, Double Your Luck” travel incentive program, exploring new seasons, themes and routes.

Eligible independent international travelers who have visited Taiwan on or after January 1, 2023, can register for a prize draw at 5000.taiwan.net.tw between 7 and 90 days before their planned arrival. Winners receive NT$5,000 in travel credit. With an eligible friend or family member, the combined prize can reach NT$8,000 for two people. The program runs through March 31, 2027.

Through online experiences, airline partnerships, and travel incentives, TTA aims to help Americans turn interest in Taiwan into a visit. Whether it is a first trip or a return visit, each journey offers something new to discover.

Your Taiwan journey can begin before you board a plane. Start exploring online and find your own reasons to visit.

About the Taiwan Tourism Administration San Francisco Office

The Taiwan Tourism Administration San Francisco Office promotes travel to Taiwan in Northern California, the northwestern and inland United States, and Western Canada. Through industry partnerships, tourism events, media outreach, and integrated marketing, the office raises awareness of Taiwan as a travel destination and provides travel information and advice to visitors and the travel trade.



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