

# Switch Digital wins Taiwan Tourism and announces the opening of the Australian Visitor Information Centre to support booming interest

Leading Independent digital agency, Switch Digital, have been appointed to handle Taiwan Tourism and last week the agency launched the new tourism information centre in the heart of Sydney. In addition to hosting the centre, Switch will also co-ordinate PR, trade shows and travel industry education.

Up until recently Taiwan has been largely undiscovered by Australians. The partnership with Switch Digital has been created to better service the growing demand of Australian travellers and support Australian travel professionals, providing information on industry presence and guides on travelling to Taiwan.

Switch Digital recently established an Auckland office and was chosen due to their ability to manage the contract across both Australia and New Zealand. Taiwan Tourism also acknowledged that the start of a consumer's holiday planning begins online. Switch was able to prove their ability to manage travellers' need for information through the line.

Taiwan has received over 10 million tourists over the last 4 years. Australian tourists accounted for over 100,000 tourists in 2018, with a 60% increase in Australian travellers arriving year-on-year in April 2019 alone.

"We are delighted to be appointed to work with Taiwan Tourism in APAC. Taiwan is one of Asia's most exciting food, recreation, diving and cultural travel destinations and is also a regional leader in health, sustainable and active outdoor travel with a uniquely Taiwanese character," said Lee Stephens, CEO of Switch Digital.

A visit to Taiwan is a special experience because of the openness and hospitality of the Taiwanese people. Interest has peaked with Taiwan becoming the first country in Asia to legalise same-sex marriage.

Taiwan will also feature prominently in travel and dive expos across Australia and is offering tailored training sessions to major travel groups over the next 12 months.

The Sydney centre was officially opened by Dr Trust H.J. Lin, Director, Taiwan Tourism Bureau of New Zealand, Australia, Singapore, India, Middle East. "We are very happy to open our new Information Centre in Australia. and our new Australian presence will showcase Taiwan's many exciting, beautiful and cultural experiences available to Australian holiday makers. When travellers consider their next regional holiday, we want to assure them that they are very welcome in Taiwan," Dr. Lin said.

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