

2026 TAIPEI TOURISM EXPO



5/22^{FRI} - 5/25^{MON}

Taipei World Trade Center

2026 TAIPEI TOURISM EXPO



EXHIBITION PROPOSAL



- Advisor:  Tourism Administration,  Ministry Transportation and Communications, Republic of China
- Organizer:  Taipei Association of Travel Agents,  Top Link International Exhibition Co., Ltd.
- Special sponsor:   Foreign Trade Bureau, Ministry of Economic Affairs



The Most Influential Tourism Expo in the First Half of the Year Creating Unlimited Business Opportunities with over 300,000 People



TTE attracts over 300,000 visitors annually, making it the most effective platform for direct interaction between brands and consumers. It is not only a key destination selection platform for travelers but also the top platform tourism industry players to showcase, connect, and close deals on-site.

2026: A New Peak in the Travel Market Ushering in a Golden Era of Tourism

As global tourism continues to surge, 2026 is poised to become a milestone year for the travel industry. Consumers value quality, safety, personalization, and sustainability, pushing demand toward diversified and digitized experiences. Taiwan’s tourism and hospitality sector is expanding in response, with cross-border marketing and international outreach gaining momentum.

Guided by the “Tourism 2025” initiative, the government is promoting smart, diversified, and resilient tourism strategies. With a projected 92 million outbound trips from Asia in the first half of 2026 alone, the Taipei Tourism Expo (TTE) is set to be a key platform for brand exposure and international business growth.

Bridging Consumer Markets and Trade Opportunities Capturing Dual B2C + B2B Synergies

Celebrating the 20th anniversary and organized by the Taipei Association of Travel Agents, gathering tourism bureaus, local governments, airlines, travel agencies, and hotel operators, creating a highly credible and professional travel platform. It offers a comprehensive consumer and trade interface that annually attracts over 300,000 visitors. It serves as a crucial event for industry networking, promotion, and cross-sector collaboration. With a combination of B2C exhibitions and B2B matchmaking, TTE creates an ideal environment for industry professionals to exchange insights and foster business growth. It is a powerful platform that connects global travel trends with local market needs.



Date	Number of Visitors
5/23 (Fri)	85,499
5/24 (Sat)	96,401
5/25 (Sun)	90,684
5/26 (Mon)	72,421
Total: 345,005	

◆ Exhibition Areas Oversea Tourism

Worldwide Tourism Bureaus and promotion organizations based in Taiwan, airline, travel agencies, overseas travel and independent travel packages, overseas accommodations, overseas touristic spot tickets, ferry and railway travels, customized overseas travels, online instant sales system, international thematic travels including parent-child, sports, cultural experience, foodies, elders, photography etc.

◆ County and City Tourism

Based on the Taiwanese authority units at different levels, including Tourism Administration, M.O.T.C., Council of Agricultural, Council for Hakka Affairs, Council of Indigenous Peoples, Farms of Veterans Affairs Council, Bureau of Consular Affairs of the Ministry of Foreign Affairs, Sport Administration, MOE, Tourism Bureaus of different cities and counties, national parks, Taiwan Tobacco and Liquor Corporation, Taiwan High Speed Rail, Taiwan Railway etc.

◆ Fun Taiwan

Taiwan international tourist hotels, star hotels, brand resorts, spa hotels, featured B&B, Taiwan theme parks, tourism factories, tourism farms, SPA leisure halls, motels, accommodation tickets, vouchers, domestic pass coupons, dining coupons etc.

◆ Cross-Strait Tourism

Thematic tourism areas in cities and provinces in China, group travel packages, independent travel packages, including famous touristic spots, hotels, packages of domestic and foreign travel agents.



◆ International Pavilion

Experience traditional cultural performances, culinary tastings, tourist attractions, and travel accommodations from various countries and regions.

◆ Outdoor Leisure

Camping supplies, trekking equipment, photography equipment, sun protection products etc.

◆ Study Tour Program

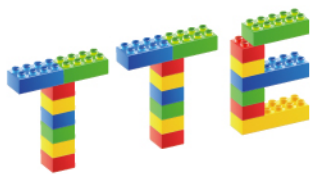
Education tour, Visa apply, homestay, etc.

◆ Innovative Travel Supplies and Accessories

Travel supplies, including: car rentals, travel books, luggage, backpacks, various storages, supplies, sleep supplies, souvenirs, WiFi machine, pre-paid internet card, airport shuttle, baggage transportation etc.

◆ Tourism Specialty

Local souvenirs, tourism souvenirs, famous shops, team buying, festive gift boxes, all kinds of food and beverage, tea wine gift boxes etc.



TTE Integrated Marketing Strategy



Marketing and Advertising

Advertising by TV, broadcasting, internet, newspaper, social media platform etc. to enhance the brand image.



Multi-Industry Collaboration

Developing business opportunities by gathering a variety of resources from diverse industries.



Premier B2B Matchmaking Platform

Expanding overseas market by participating in the B2B business matchmaking to build up the network.



Public Relationship

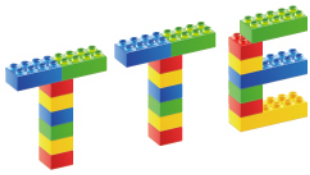
Increasing brand exposure through media events, including opening ceremony, press conference, and large exposure via printed and online media.



Effective Ticketing Strategy

Understand the needs of the target audience to offer a variety of ticket types, including early bird tickets, VIP and premium tickets, e-tickets, membership package, etc.

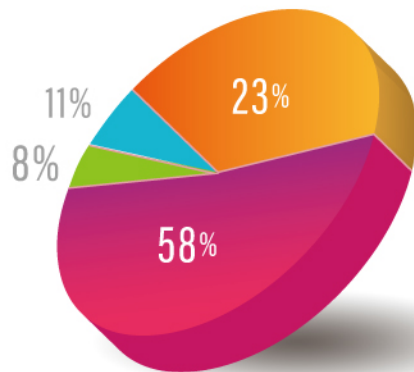




2025 Exhibition Highlights

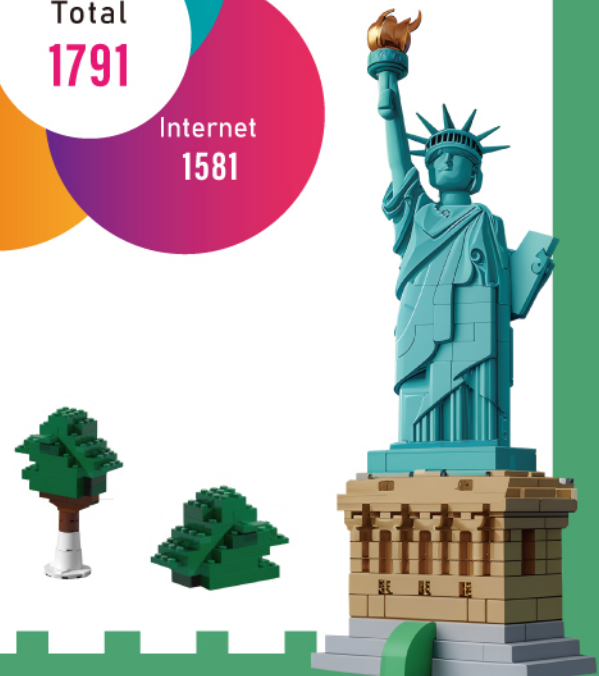
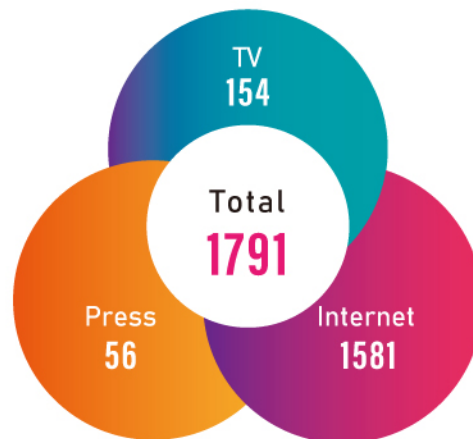


Exhibitors Analysis



- Overseas Tourism and International Exhibitor
- Fun Taiwan Area
- Souvenir Area
- City and County Government Area

Press Exposure Statistics



Exhibitors Service

Pre-exhibition Marketing

- **Press-conference:** First exposure of exhibitors' features, limited concessions, topic packaging to enhance the efficiency of exhibitors and sales.
- **EDM Delivery:** 500,000 precise TA to exposing unique products.
- **Fan Page Activities:** Gifting through sharing and commenting on social media to publicize the exhibition information. Exhibitors can expose sales content and limited activities for free.
- **TTE Official Website**

Introduction of exhibitors: Publishing of the exhibitors' logo, brand presentation and stand number.

Online tourism exhibition: Publishing of exhibitors' products and limited offers.

News: Press releases and activity announcements for the exhibitors.

Exhibition Event

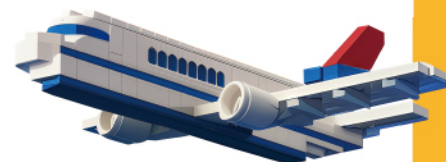
- **Opening Ceremony:** Inviting VIPs from the industry, authority and academy to join the grand opening.
- **Stage Performances:** Exhibitors can apply the use of the stage. The performances may include "national/international performance", "celebrities-related topics", "travel experiences sharing" etc.
- **Touristic Product Briefing:** Detailed product presentation to both business and consumer, strengthening the force and intensity of the tourism exhibition.
- **Media Reports:** Daily press-release to the major media, increasing the exposure of the exhibitors.
- **FB Instant Notices:** Exhibitors' limited offers, stand promotional activities, etc.



Scan for Exhibitor
Online Promotion Form



Booth Specification and Rent



Booth Type	Spec.	Booth Rental	Note
Standard	Basic equipment included	2,800 USD / per booth	Booth scale: 9 m ² (3m x 3m)
Raw Space	Empty booth with a minimal renting surface of 36m ² (4 booths)	2,600 USD / per booth	Booth scale: 9 m ² (3m x 3m)
Double-Deck Booth	9 m ² per booth	Please contact the organizer for the fee	Double-deck can be only applied for booths with more than 4 rented booths.
Ultra-High Booth	Every 18m ² is 1 unit for ultra-high booth (4-6m). Additional fee of 3,300 USD for 1 unit		

Standard Booth with Basic Equipment

A. Three-whiteboard-wall compartment and brackets

B. Equipment	1.Reception Desk (100cmX50cm) x 1	
	2.10W Spotlight (power included) x 3	
	3.Folding Chair x 2	
	4.Carpet x 1	
	5.Name Panel x 1	

C. Power supply contractor shall be assigned by the organizer.

D. Additional fee shall be charged if power usage is above the basic standard.

Raw Space

A. The power supply contractor shall be assigned by the organizer.

B. The organizer will only provide basic power supply (500W per booth). For more power usage or additional lighting equipment, please contact the contractor company.

Application



I. Application Procedure

- **Application** : The application starts now until the booths are sold out. Online application is available at www.tte.tw/en only.
- **Review** : The organizer is entitled with the right to accept or reject the applicants based on the quality of the exhibition and the vendors.
- **Payment** : Please complete full payment within one week after receiving approval from the organizer. Registration will be considered complete only after the payment is made.

II. Payment Method

- **Check** : Date of the check shall be January 30th, 2026, and please specify "Endorsement transfer prohibited" on the check.
- **Remittance transfer** :

Title	Taipei Association of Travel Agents	Top Link International Exhibition Co., Ltd.
Address for the check	6F., No. 20, Siping St., Zhongshan Dist., Taipei City 10458	4F., No. 552, Sec. 5, Zhongxiao E. Rd., Xinyi Dist., Taipei City 11081
Account name	Taipei Association of Travel Agents	Top Link International Exhibition Co., Ltd.
Bank	Mega International Commercial Bank Foreign Department	Taiwan Business Bank, Yong Chun Branch
Account	007-13-36179-2	10312023933
Fax	02-2541-5825	02-2759-6067

※ Please fax the remittance certificate and your company/institution's name to the organizer after payment is done.

III. Cancellation and Refund

- Applicants who completed the applications and payment shall provide an official document to withdraw from the exhibition.
- For withdrawals that applied before February 22nd, 2026, 50% of the fee will be refunded after the tourism exhibition. No refund shall be given for applicants after February 23rd, 2026.

IV. Confirmation of Application

- The review result for the application will be sent to the contact person email within one week after receiving the application.



V. Booth Allocation

- The organizer is in charge of the booth planning, and has the right to decide the final allocation of the booths.
- Allocation Chosen Order: The order will be sort by the quantity of the booth. If the vendors have the same amount of booth, the priority shall be decided by draw.
- The estimation time of booth allocation is scheduled at the first half of March, 2026. The location shall be further notified by the organizer.
- The organizer shall decide the location for vendors who do not attend the coordination meeting. The vendors shall not object.

VI. Stage Lighting and Stereo Setting

- Application is available only for exhibitors with more than 4 booths (1.5m shall be deducted to the inside of the stage). Exhibitors with less than 4 booths shall not use amplifiers.
- The volume shall not exceed 85 dB (the usage of amplifying speaker and microphone shall not directly affect the other booths).
- The planning shall be in compliance with the committee's preparation and coordination.
- Announcement by the organizer shall be followed for the violators.

VII. Other

- The organizer has the final decision right to adjust or change the booth number of the applicants, or reduce the booth area.
- In case of sudden force majeure situation, the organizer has the right to change of the date of the exhibition or the place of the exhibition, while the vendors shall not have objection.
- Exhibitors badges and other tickets: 5 exhibitors badges per booth. If you need more than these, please buy more exhibitors badges from the committee (10 USD the preparatory committee shall review the number). 20 VIP invitations per booth. 5 more invitations are given for every increase of booth amount (and so on).



Regulations for Attending the Exhibition



Exhibitors must follow the regulations strictly, and any exhibitor that violates the rule will be stopped for the exhibition if they don't improve after given the advice.

General Information

1. Exhibitor should use one application form for one registering unit, and other industries must not be combined into the application.
 2. Exhibitors should not transfer the booth rented in private or attend the exhibition under the company name different from the name on the registration (including the names of the sponsors). If there is any violation, the organizer could take back the booth transferred and stop the exhibition of the exhibitor that is not the same as the one on the registration form.
 3. The deposit won't be refunded: Exhibitors who decide to cancel its qualification after booth allocation, all of the expense that has been paid won't be returned instead it will be used as the funds for the exhibition.
 4. The products exhibited must meet the topic of the exhibition. Otherwise, it must not be exhibited. If there is any deceiving, the exhibitor will be banned for the exhibition and the expense paid won't be returned.
 5. In order to comply with the measurement of anti-counterfeiting requested by the government, our exhibition strictly forbids the products with false information on country of origin as well as the products with false logo, or invasion of other people's patent or copyright. If it is found that the exhibitors know the product displayed has been judged with the facts of false mislabeling and invading trade mark, patent or copyright but still be displayed, the organizer could stop all of its exhibition as well as confiscate the expenses that have been paid. The products that are involved with lawsuit caused by trade mark, patent or copyright invasion will be forbidden for exhibition by the organizer, and the exhibitors must not have objection. Exhibitors should also take the full compensation responsibility if the organizer is involved with lawsuit or generated other damage.
 6. The organizer reserves the right of change the exhibition date and venue. If the date or venue must be changed because of natural disaster or other unavoidable forces, the organizer won't refund the expense received nor take other compensation responsibility. If the exhibitor fails to move the exhibition according to the above factors, it may apply to the organizer to cancel the participation and agree that the organizer will directly deduct 20% of the total participation fee as the pre-show operation fee, and the balance after deduction will be refunded. In addition, the organizer will announce the relevant measures for the change of the date and venue of the exhibition.
 7. The organizer has the right of reducing the booth area or booth quantity according to the capacity of venue.
 8. For energy-saving, please use energy saving light bulbs.
 9. Exhibitors must not produce smoke, gas & dust, odor & irritant gas, and volatile organic chemical solvent pollutant caused by demonstration and operating products should be carefully dealt with right away with the self-prepared pollution processing equipment. The booths nearby and the exhibition at the spot must not be influenced; otherwise, the demonstration should be stopped or the exhibition should be terminated.
 10. The products exhibited that are not allowed to be taken photos or videoed by the visitors should be added a remark board of "no photo" or "no video" in both Chinese and English. However, please work with those who hold PRESS ID card issued by the organizer for the promotion work.
 11. The products, interior materials and wastes at a booth should be cleaned before the time limit for a vendor to leave the site; If we find that a vendor leaves products, interior materials and wastes at its booth, we will take pictures for evidence and the expense for cleaning up shall be borne to the vendor.
 12. It is not allowed for a vendor to pack up or retreat from the site before the exhibition ends without the consent of the organizer.
 13. Standard Contracts
 - (1) If gift coupons, accommodation coupons, hot-spring coupons, and meal coupons will be sold during the exhibition, the relevant regulations of "Mandatory and Prohibitory Provisions To Be Included In Standard Contracts for Hotel Goods (Services) Coupons" must be followed and a copy of the contract should be provided during the registration.
 - (2) According to the rules on January 14th, 2010 from Tourism Bureau, Ministry of Transportation and Communications, the issuers of tourism hotel coupons from then on are only limited on the vendors in tourism and hotel industry to avoid the inconsistency of coupon issuers and service providers and cause confusion. Besides, the third party name, entrust sales period, and the reference number of the approval from target business competent authority must be stated clearly on the coupon in order to protect consumer's right if the vendor would like to entrust the third party to sell coupons.
 - (3) We refuse the troubled companies that are recognized by Consumer Protection Committee or consumer ombudsman officer at local government to attend the exhibition as the exhibitors.
2. Any exhibitor who wants to use open-fire equipment should follow the regulations of the exhibition center.
 3. The display area of the exhibitor is limited within the booth, and it is not allowed to display products on the area outside the booth such as public facilities, aisle or wall. It is also forbidden to put up any promotional information, including promotional item or distribute catalogue, publication and souvenir. If there is any violation, it will be removed with force by the organizer.
 4. All of the items that are explosive, inflammable and dangerous as well as prohibited products are forbidden to bring into the exhibition hall: If it is found, the organizer could force to move them away from the exhibition; all of the expense and responsibility should be at the exhibitor's side.
 5. If a exhibitor encounters incident or demonstration at its booth or outside the venue due to its debts or personal affairs and the incidents affect the order or image of the exhibition, which cannot be effectively coped with by the exhibitor, the organizer has the right to terminate its exhibition and returns no fee paid by it. If any litigation arises from the incident affecting the organizer or causing any damage to the organizer, the exhibitor shall bear all the responsibilities.
 6. Safety insurance:
 - (1) The exhibitor should estimates the use of power prior to the exhibition and make an application to the interior decorating company specified by the organizer if the estimation value exceeds the basic offering. If a exhibitor without related application causes the failure or interruption of the power at the venue due to overload, the exhibitor shall bear all the responsibilities for damages.
 - (2) During the exhibition (including pre-exhibition decoration and post-exhibited removal), the supervising staff at the organizer is in charge of monitoring the entrance of the exhibition hall, maintaining public order of staff and displayed items entering the exhibition. Exhibitor should assigned personnel to take care of its products, decorating materials, and engineering facility. Please buy the insurance for the valued articles as well as hire safety guide for security reinforcement. If there is any loss or damage, the organizer won't take the responsibility of compensation.
 - (3) Exhibitors must obtain fire insurance, burglary insurance, marine insurance, and public liability insurance (including additional natural disaster insurance, such as typhoon, earthquake, flood, heavy rain, and other natural disaster) themselves from the exhibiting items and decorations delivered to the exhibition hall until the removal from the hall after exhibition ends. If there is any loss or damage during above period, the organizer won't take the responsibility of compensation.
 - (4) Exhibitors should take the full compensation and legal responsibility for the casualties of their staff or any third party and property damage caused by the improper or neglecting setting-up, operation, maintenance, or management on the facilities, articles, and exhibiting items at booth during exhibition period (including decoration pre-exhibition and removal after the exhibition).
 - (5) Access the hall with badge: Exhibitors should collect badges from information desk when delivering the goods to the exhibition hall, and badge be wore to access the hall during exhibition.
 - (6) Other than the organizer, no one could distribute leaflet, conduct promotional activities, and place company or personal items in public area.

Violation handling

The organizer will suspend the water and electricity supply immediately or conduct the measure of stopping exhibition if there is any violation from the exhibitors and they are advised by the organizer twice but in vain or when it is too urgent to give advice.

Notice

1. Standard contracts
 - A. If gift coupons, accommodation coupons, hot-spring coupons, and meal coupons will be sold during the exhibition, the relevant regulations of "Mandatory and Prohibitory Provisions To Be Included In Standard Contracts for Hotel Goods (Services) Coupons" must be followed and a copy of the contract should be provided during the registration.
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 - C. Please visit Tourism Bureau, Ministry of Transportation and Communications (www.taiwan.net.tw) for the relevant rules look up.
2. The exhibition name and content of the proposal are all at "estimation, planning" stage, and the correct exhibition name, content, advertisement, promotional name, and exhibition area planning will be adjusted according to the real recruitment.

2026 5/22-5/25 Taipei Tourism Expo Application Form

Applicants Info and Booth Rental

Name of Company/Body			Invoice to		
			Unified Business No.		
Owner/Responsible Person	Name		Job Title		
Undertaker/ Contact Window	Name		Job Title		
	Telephone	Extension	Mobile Phone		
	E-mail				
Booth Type	Booth Rental	Minimum Rental		Booths	Exhibition Fee Total (USD)
		Booths	Area Size		
Standard booth(w/partition)	2,800 USD/ Per Booth	1	9 m ²	qty	
Raw space W/o partition	2,600 USD/ Per Booth (Need to order more than 4 booths)	4	36 m ²	qty	
Ultra-high construction application	Ultra-high booth construction (over 4m) fee is calculated and charged at 18m ² as 1 unit, at 3,300 USD fee per unit (tax inc)				
Double deck	Please contact the organizer for the fee				
Telephone and ADSL application: Temporary telephone ____line(s) (USD 150/line); ADSL ____line(s) (USD 250/line)					
Exhibition Fee Total:					USD
Payment	☐ Bank Wire ☐ Cheque				
Event Lucky Draw Prize Sponsorship	☐ Willing to sponsor ☐ Unable to sponsor				
	☐ Sponsored Item Item: Qty:				
	Note 1. Prizes will be distributed over 4 prize draw events, so please use 4 as multiplier Note 2. Sponsors for the event lucky draw will be listed on the event website's list of sponsors				
Other requests					

We hereby apply for exhibit space at 2026 Taipei Tourism Expo. By signing this application, we accept the General Terms and Conditions of the exhibition.

Representative Stamp: Company Stamp / Owner/Responsible Person Stamp

Registration hotline: Travel Association 886-2-2531-2191
Top Link Int'l Exhibition 886-2-2759-7167

Event manager:

2026 TAIPEI

