

Taiwan launches new tourism brand in London

- A Monitor Desk Report

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London: The Taiwan Tourism Administration unveiled its new brand concept, "Waves of Wonder," in the U.K. this week to promote tourism in Taiwan.

The tourism administration opened a booth on Friday (Aug. 30) at London's Battersea Power Station, showcasing some of Taiwan's unique cultural attractions. With "Waves of Wonder," Taiwan hopes to boost tourism over the fourth quarter of 2024 by emphasizing the country's appeal as a year-round tourist destination.

The "Waves of Wonder" brand was first announced in May 2024 alongside a short promotional video. However, the booth in London marks the debut of campaign materials abroad with the new brand design, according to a press release.

In addition to the new brand, the tourism administration is also

highlighting that Taiwan was recently honored with the “Best Leisure Destination in Asia” award by the American travel magazine Global Traveler.

The booth in London was coordinated with marketing initiatives to increase awareness of Taiwan among the British public. The press release said that Taiwan has placed advertisements on the London Underground, taxis, and public buses to promote Taiwan as a tourist destination in every season.

The Tourism Administration will reportedly cooperate with major airlines to make it even more convenient for European travelers to arrange vacations to Taiwan. They also hope to promote Taiwan as a wonderful place for working holidays to attract young people for longer stays in the country.

The promotional campaign for the “Waves of Wonder” brand will continue at tourism expos in Paris and New York in the coming weeks.

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