

Taiwan Tourism Marketing Partner Program  
Taiwan Tourism Administration

**What is Taiwan Tourism Marketing Partner Program?**

Philippine agents who sell Taiwan travel packages and plan to carry out advertising with the aim of increasing tourists to Taiwan, Taiwan Tourism Administration (TTA) is interested in sharing expense of the advertisements.

**Program Period**

Year	Promotion Time
2023	From now on until Dec 31 <sup>st</sup> 2023
2024	Jan 1 <sup>st</sup> to May 31 <sup>st</sup> 2024

Each year, there is a limited amount of subsidy, first come first served basis.

**Sharing amount**

The program will share maximum USD\$500 of the advertisement expense for each agent every year.

**Advertisements that can be used**

Types of media that can be used:

Traditional	Digital
<ul style="list-style-type: none"><li>● Newspaper</li><li>● Magazine</li><li>● Color Leaflet</li><li>● Giveaways</li></ul>	<ul style="list-style-type: none"><li>● Facebook/Instagram ads</li></ul>

\*Before executing promotion, **please fill in the application form and submit all the required documents.** It is better to submit application 15 working days before you are going to promote.

※ **Notice**

1. Advertisement should be executed after the application is approved by Taiwan Tourism Administration.
2. Advertisements design should be submitted for approval by TTA 5 working days before published.
3. Taiwan Tourism Bureau logo should be on all forms of advertisements.
4. Accommodation included in the itinerary should be legal, or TTA can refuse to share the advertisement cost.

- After application is approved by TTA, applicant must do the promotion according to the plan.

※ **Application Submission**

Time	Before running the advertisements
Contents	<ol style="list-style-type: none"> <li>Company profile</li> <li>Advertisement plan &amp; Budget (Types of Ads used, Ads schedule)</li> <li>Expected sales performance (from beginning of the promotion till the end of year)</li> <li>Itineraries which are going to be promoted</li> <li>Quotation from 3<sup>rd</sup> parties company (Publishing, printing company or souvenir manufacturer...)</li> </ol> <p>*no need if running social media ads</p>

※ **Payment Request**

Applicant should submit the following items while claiming the subsidy.

- Advertisement original samples.
- The copies-invoice from the 3<sup>rd</sup> parties (Publishing, printing company or souvenir manufacturer or receipt from FB/IG...)
- The original invoice from applicant.

Types	What should be provided when claiming
Newspaper	<p>Whole page newspaper</p> 

Magazine

Photo of magazine cover and the ads page

Taiwan Tourism Logo

Leaflet

Photo of the color leaflet and the area to place it

Giveaways

The giveaway sample

Taiwan Tourism Logo

<p>Facebook ads</p>	<ol style="list-style-type: none"> <li>1. Screenshot of the ads, number of share &amp; like</li> <li>2. Analysis report (Reach, impression, frequency, CTR, link click, post comments, post shares, post likes)</li> </ol> <div style="text-align: center;">  <p>Taiwan Tourism Logo</p> <p>Date</p> <p>Screenshot with share &amp; like included</p> </div>
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(2023.09 version)

Co-operative Marketing Partner Program  
Application

Date: \_\_\_\_\_

Proposal for	<input type="checkbox"/> 2023(Before Dec 31 <sup>st</sup> 2023) <input type="checkbox"/> 2024(Jan 1 <sup>st</sup> to May 31 <sup>st</sup> 2024)
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Company Name		
Contact Person	Job Title	
	Email	
	Phone	

I. Media Plan & Budget

Types of Media	Description	Scheduled Date	Budget
			PHP
(Example)Newspaper	<i>Manila Bulletin, quarter page</i>	<i>Feb 06, 2024</i>	<i>1000</i>
(Example)Magazine	<i>Pinoy Weekly, full page</i>	<i>Mar 10, 2024</i>	<i>1000</i>
(Example)Leaflet	<i>A5 1000 pcs</i>	<i>Nov-Dec, 2023</i>	<i>1000</i>
(Example)Facebook Ads	<i>1 post/month</i>	<i>Nov 15-30, 2023</i>	<i>500</i>
Total			3,500

II. Company Profile

III. Expected Sales Performance (from now on to the end of the year)

IV. Itinerary (Please put itinerary that you are going to promote)

V. Quotation copies (from publishing, printing company or souvenir manufacturer...) \*no need if running social media ads