



Annual **Tourism Events**

The Seven Heroes of Guguan Hiking Event

This event encourages mountain tourism and vigorous hikes up the Seven Heroes nountains) of Guguan, culminating in the award of completion badges and certificates.

Eye-catching illuminations and lanterns

charm of a happy and livable Taichung.

transform the city into a joyful and

chung Dongshi Sindingban Festival

Houli Cherry Blossom

deur stretches for 200 meters.

February

for more detai

Moment in

Yu Yue Lou

Torien Yakitori

Inflorescence

Isagi

in full bloom next to the most beautiful

police station in Taiwan, the Tai'an

Police Station, the unforgettable gran-

wcasing a 60 kg gigantic sindingban (a rice

ake for newborns), the Festival combines

novation with tradition and connects local

industries to build a well-known Hakka festivity

Festival

harmonious spectacle, reflecting the

Wuling Farm Cherry Blossom Season With 16,000 cherry trees in full bloom, this farm attracts hundreds of thousand of visitors annually. It's hailed as the premier cherry blossom viewing spot in

Central Taiwan Lantern Festival

Taichung Coastline Promotional Activity It showcases Taichung's four key tourism elements: Mazu culture, marine ecology, local culture and history, and sand sculpture art, with the aim of promoting coastal-themed tourism activities

May

2345 Taichung Mazu International Festival The Festival combines religious rites and folk events with artistic and cultural performances, bringing the Mazu worship

back to the cultural core and making it the folk festival with the greatest Taiwanese ambiance. When nearly a hundred cherry trees are

Dakeng Butterfly and Firefly

ecological observation activities, this event

vouchers and hiking activities, making it an

also combines shopping district consumption

With professional guided tours and

★ Miyahara (Ice Cream & Pastry)

★ Shin Sei Green Waterway

Watching Carnival

Taichung Children's Arts Festival The exhibitions and performances in parent-child participation, aiming to promote family involvement and create a high-quality art feast filled with joy

the Festival are designed specifically for promoting a bicycle-friendly Taichung Tung Blossom Festival This trail hiking event combines the rites of the "Tudigong (Lord of the Land)," unplugged music performances, and armers' markets, all amidst the beautiful blooming "May Snow" (Tung flowers),

Taichung Comic Arts Festival

of events, it's an invitation to the world of animation, comics, and games.

June

from Taiwan and abroad, coupled with a series

Church.

Wedding in the Clouds

This event is filled with romantic

elements designed to promote Lishan.

featuring a wedding at the Lishan Jesus

Noon Water-fetching

Ritual at Sword Well

folk event.

Taichung Bicycle Carnival

In conjunction with "World

ism Administration, MOTC and

took place in Taichung for the first

time, this carnival is aimed at

Bicycle Day", which held by Tour-

Every year on the Dragon Boat Festival,

the Sword Well opens for fetching

water at noon. The water is believed to

bring good luck and ward off disasters,

making this a significant traditional

6

Taichung International

August

Both local and international performance

transforming them into outdoor stages.

groups parade and perform in the streets,

Dance Carnival

dedicated to coastal tourism

Daan Beach Park Marina Tourism Promotional Campaign Featuring kite-surfing competitions, excursions, and various experiential activities, this initiative promotes a unique tourism brand

Lishan-Guguan New

Year's Eve Celebration

Celebrating New Year's Eve at two

primary tourist attractions, this

event welcomes the sunrise and the New Year with Taiwan's

highest-altitude flag-raising

ceremony

Octobe

Taichung Picnic Day

Taking place in parks across the city's

the Picnic Day event integrates local

features to build Taichung's city brand.

mountain, coastal, and downtown areas,

Taichung Jazz Festival Ranked alongside Tokyo, Bangkok, and Seoul as one of the top four jazz festivals in Asia, this Festival features continuous performances ov renowned jazz bands.

> Muguet Street Strolling and Chill-out Festival Muguet Street, one of Taichung's earliest contemporary shopping streets, reclaims its old charm with this event, which closes the street for parades, markets, and performances.

Taichung Hot Spring Festival The themed events are designed to promote Taichung's hot springs in places such as Guguan、Dekeng、Houli、Wuri and Dongshi. The public is urged to visit these attractions of hot springs and enjoy many preferential



Taichung Christmas Carnival Christmas trees and light decorations are set up around the city, creating a sweet Christmas ambiance.

by light decorations, and music and

November

Rock in Taichung

As the largest music festival in the

fall, Rock in Taichung features

dance performances.

people an opportunity to appreciate

the city's beauty while cycling.

countdown ceremony to usher in the Music Festival

Taichung New Year's Eve Party

This celebration features performances by famous singers and an exciting

Taichung Parent-Child This entirely free event invites cartoon stars and performers from children's shows to encourage children to sing along, aiming to foster a family-friendly urban environment.

Lishan Guguan Light Art Festival At Lishan and Guguan, those visiting the Heping District during Christmas

and New Year's Eve will be welcomed Sea of Flowers in Xinshe/ Taichung International Flower Carpet Festival This Festival combines a dazzling sea of flowers with floral art installations and

agricultural produce sales, inviting everyone to visit the beautiful mountain areas of Taichung.

December

erformances by select domestic and ternational bands, coupled with Taichung's local creative markets Join us in Taichung and rock on!

Wheels Ride Festival The Festival has designed a 100 km route through Taichung's mountain, Taichung Shopping Festival coastal, and downtown areas, giving

Enjoy low-carbon

Lunch/ Xinshe Shopping District

#Cycling/Hiking/HotSprings/FruitPicking

lifestyles and hot spring

/special mushroom dishes 🚗

Bailu Suspension

★ Butterfly Valley Waterfall

★ Songhe Tribe

Discounts offered all over Taichung! Shop in Taichung to join a lucky draw and win a grand prize worth a million dollars. This annual event consistently breaks sales records, further stimulating the local economy.

Tourism Administration, MOTC 24-Hour Toll-Free Travel Information Hotline

0800-011-765

Tourist Toll-Free Complaints line

Foreigner Service 24-Hour Hotline 1990

Tourist Service Center 18, Zhanqu 2nd Rd., Wuri Dist., Taichung City 04-36006646

Tourist Service Center No. 168, Sec. 1, Zhonghang Rd. Shalu Dist., Taichung City 04-26155029

Shigang Tourist Service Center Taichung City

Guguan Visitor Center (Guguan Museum) No. 102, Sec. 1, Dongguan Rd., Heping Dist., Taichung City 04-25951496

Taichung Harbor Passenger Service Center Wuqi Dist., Taichung City 04-26642299

> **Gaomei Wetland Visitor Center** No. 8, Meiti St., Qingshui Dist., 04-26111566

Taichung Central Park **Visitor Center** Xitun Dist., Taichung City 04-37048955

Travel Service Center, Taichung Office, Tourism Administration, MOTC No. 95, Gancheng St., Nantun Dist., Taichung City

Daan Beach Tourist Center (Nayang Beach) No. 1, Aly. 86, Beishan Rd.,

Daiia Tiezhenshan No. 221, Chenggong Rd., Dajia Dist., Taichung City 04-26874543

Lishan Visitor Center No. 91-2, Zhongzheng Rd., Heping Dist., Taichung City 04-25981331

Guide Restaurants ★★★ Three Stars ★ One Star

Fu Kuei Ting O Moon Pavilion

Emergency Call 110,119,112

Public Transportation & Rapid Transit

System Office of Taichung City

Citizen Service Hotline 1999

04-22289111#61100

Tourist Service

04-22540809

Da'an Dist., Taichung City 04-26868513

Tourist Service Center

MICHELIN

January

Küisine

\star La Maison de Win 🞧 Rong Cuisine Chin Chih Yuan (Central)

O Hello Vietnam

O Mr. Good Gulu Gulu O Luo Jia Food O Bamboo Country Indian

Peng Cheng Tang Chilliesine (West) Min Shin Feng Ji Goose 🔿 Saka

O MINIMAL

Small Eats Orient Dragon O Qin Yuan Chun Fresh Fish Stock 🚺 Hibiki Seafood (Central) Taichung Meatball Chien Wei Seafood 🔿 Xiao Chu Den

★ Oretachi no Nikuya Abura Yakiniku ★ Forchetta TU PANG

★★★ JL Studio \$\mathbb{q}\$ Le Plein

O A Kun Mian Mu Gong Noodles

No Name Noodles Meidz Seafood Ke Kou Beef Noodles Congee

C Lao Shih Kuan Noodles Tai Ke Meat 1 L'Atelier par Yao 1 Ying Tsai Ta Mien Congee FReNCHIE FReNCHIE Keng

Visit Quaint Old Towns & Historic Sites

★Nantun Old Street

Day1 Stay in legal accommodations in the Xitun District

National Taiwan

★ Art Museum Parkway

★ Zhongxin Market

Day2

Main Tourist Attractions

Day1 Stay in legal accommodations in the Central/West Districts 1 Railway Cultural Park * / sh 2 Arts Hall

★Fushing Space 1962 **★**Cultural Heritage Park

★ Taichung Fifth Market

Central Bookstore ★ Taichung Prefectural Hall

□ 200 **Wufeng Lin Family Garden** ★ Democratic Assembly Affairs

Wan He Temple 56 💭 😲 Rainbow Village G1+151 💭 🐧 Guangfu New Village 200 🖵



★ Fantasystory_Green Ray



★ Tunghai Art Street

11 Zhaixing Villa

★ Okuma Center

★ Miso Cultural Factory



★Cycling Culture Museum

Tanya Shen Green Bikeway (Start from Zhongke Park)











practicing environmental sustainability.







on / ₹







of The Coast Line

#Beach/Sunset/Railway







Dinner/ Nayang Beach Resort

★ Sculpture Park

★ Sword Well

Dongshi Forestry

★ Dongshih Forest Garden

Dinner/ Guguan

Culture Park

Miao Dong Night Market

Day1 Stay in legal accommodations in Wuqi/Qingshui, or at Daan's Nayang Beach

★ Sea of Flowers in Xinshe(Seasonal)

Dongfeng Bicycle Green Way
(Start from Dongshi)

→Zero Egg (Lingdan) Platform

★ Dongshi Hakka Cultural Park→Shigang Dam

†+811 (Connect to Dongfeng Bicycle Green Way)

★ Longgu Waterfall

★ Shaolai Trail







★ Jenn Lann Cultural Building



★ Houli Horse Ranch←Tunnel No. 9←Hualiang Steel Bridge















Taichung Station

Tourist Service Center Central Dist., Taichung City 04-22212126 **HSR Taichung Station**

Taichung International Airport

No. 1, Shicheng St., Shigang Dist., 04-25724511

TAICHUNG 觀光旅遊局 臺中市政府 Tourism and Travel Bureau

2023.11 AD

○ Bib Gourmand **④** Selected

O Fu Din Wang(Central) O Niou Jia Juang

Shin Yuan (West) O Fu Juang Yuan

Master of Mushroom

Wen Tao

Nan Shin

Π Yuan

PI

NR Prime Steak

MeatGQ

★ Fleur de Sel

Yat Sen Mansion

O Night School **Braised Pork Rice**

Mori Teppanyaki

O Shanghai Food



#History/Strolling/CultureCreativity

★Taichung Broadcasting Bureau

Teikoku Sugar Factory 3 Taiwan Connection 1908 ★ / औ 9 Taichung Office



































★ Niumatou Site Cultural Park ★ Zi Yun Yan

★ Zhi Gao Zun Walking Trail

★ Wan Li Chang Cheng Hiking Trail



大/ so 4 Lunch/ Night Market

