

2014 Love You for Eternity – Penghu Love Festival

I. Event objective: In resonance with the Tourism Bureau's "Time for Taiwan" marketing theme and using the Chinese homonym of 2014 (Love You for Eternity) as the annual marketing theme, the Penghu National Scenic Area Administration has incorporated the elements of romance and LOHAS into the events to enhance tourism enthusiasm and attractiveness. Through marketing promotion activities combining destinations such as the Exorcising Stone Tablet, Chiyu Treading Fun, Tianhou Temple and Xiing Rainbow Bridge, new tourism resources will be discovered to create another wave of tourism excitement for the scenic area.

In order to sculpt Penghu's romantic, LOHAS tourism image as well as its traditional culture, folk characteristics and natural landscapes through stories, scenarios, touching sentiments and creativity, the Penghu National Scenic Area Administration and Penghu County Government will jointly organize the "2014 Love You for Eternity – Penghu Love Festival" marketing event between February 12 and April 10 to correspond with the sentiments and expectations of Valentine's Day and the Lantern Festival, thereby raising the curtain for Penghu's tourism activities and generating enthusiasm and buzz for the annual tourism promotion.

II. Event duration: February 12 ~ April 10, 2014

III. Event title: Leisurely Stroll in Search of Four Ways to Serve as Testament of Love

IV. Organizer: Penghu National Scenic Area Administration, Penghu County Government

V. Co-organizer: ezTravel

VI. Event description: Provides visitors to Penghu with activities during the event period to search for and experience the path of love.

1. In search of the Love Exorcising Stone Tablet

Penghu offers a diverse selection of scenic attractions; besides magnificent natural landscapes, the island also features unique culture and history. There is a beautiful legend in Penghu that as long as lovers make a lifelong commitment before the South and North Pagodas of Suogang, they will be able to seal their love for all eternity. In addition, after praying for blessings, lovers can visit the adorable Neian Village Tower God and Goddess figurines produced by the Penghu Visitor Information Center to further pray for blessings and whisper romantic words of love to each other.



Event method:

A. Click “Like” on the Penghu Island Joyous Tour Facebook fan page established by the Penghu National Scenic Area Administration and leave the following message “I want to participate in the Penghu Love Festival – In Search of the Love Exorcising Stone Tablet” to join the lottery (200 Magic Headscarf).

B. Post a photo of you and the Exorcising Stone Tablet figurine at the Penghu Visitor Information Center to win a magic headscarf without even joining the lottery (repetitive photos will not qualify).

2. Take a Stroll on the Trail of Happiness (one of 30 secret trails in Taiwan)

“Chiyu” is a red island located east of Kuibi Hill in Beiliao. The island is roughly 120m long and 60m wide. It becomes an isolated island during high tide and there is a sedimentary layer beneath the southeastern sea cliff of the island formed by ash rock. Part of the rock formation appears red in color due to oxidation of iron. Amid the distinct stratification are some craven faults documenting fluctuations in the rock formation.

During low tide, Chiyu exposes a gravel path approximately 500m long that connects to Penghu Island. Visitors can walk on the basalt gravel path amid the tidal flat to enjoy the fun of treading waves.

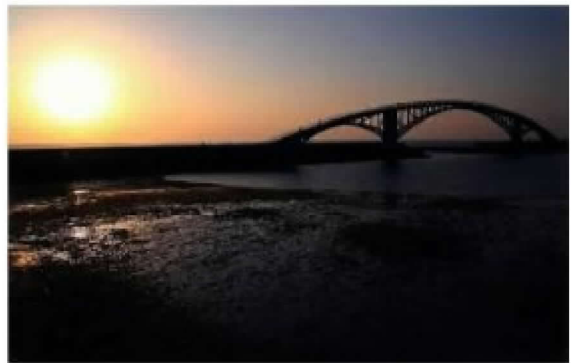


Event method:

The secret trail emerges during low tide, so that visitors may head to Chiyu by treading waves, take a photo on the secret trail and post it on the Penghu National Scenic Area Administration's Facebook page to receive an exquisite testament of love certificate.

3. Walk Hand-in-Hand Across the Lovers' Bridge

The front of Guanyin Temple offers a resplendent view of the ocean, while the rainbow colored lights on the bridge reflect many shades of color on the waves. Lovers can walk



hand-in-hand across the bridge as a symbol of their eternal love.

Event description: Lovers can walk hand-in-hand across Lovers' Bridge by Xiing Bridge. By taking a photo at hand-in-hand Lover's Bridge and posting it on the Penghu County Government's Facebook page, they will receive exquisite love memento stamps from the Penghu County Government.

4. God as Testament of Eternal Love

Visit Tianhou Temple and let Mazu bear witness to the eternity of your love.

Event description:

Lovers can pray at Tianhou Temple together and take a picture; by posting the picture on the Penghu County Government's Facebook page, they will receive exquisite figurines or love memento cups from the Penghu County Government.

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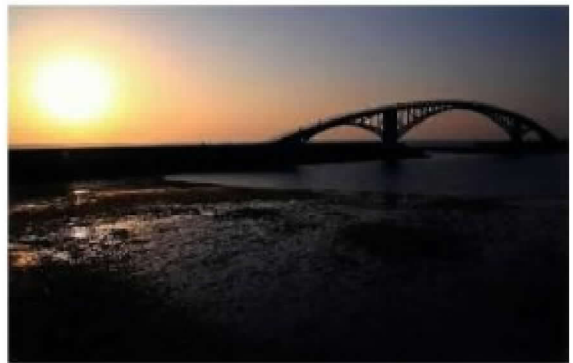


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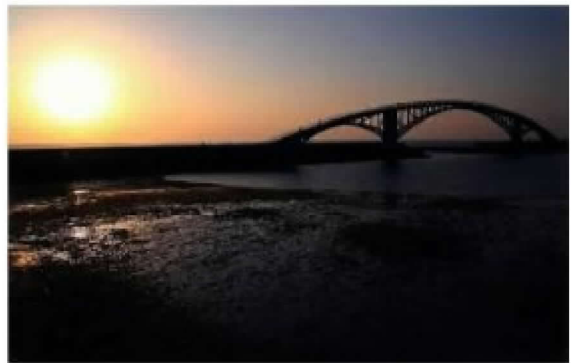


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