

**LIKE IT  
FORMOSA**

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A teal speech bubble with a white outline, containing the word "HELLO" in white capital letters.

HELLO

# OUTLINE



Taiwan



Like It  
Formosa

WHAT IS  
**TAIWANESE CULTURE**

SIMPLE QUESTION, HARD ANSWER



TAIWANESE  
TRADITION?



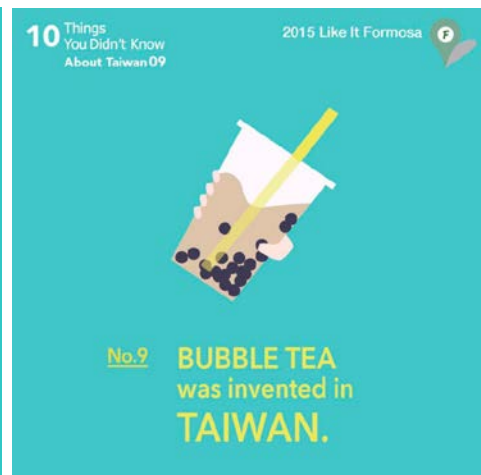


WHAT ELSE?





# 10 Things You Don't Know About Taiwan





Taiwan  
(35,883 km<sup>2</sup>)



Belgium  
(30,528 km<sup>2</sup>)

No.1 TAIWAN  
is BIGGER THAN  
BELGIUM.

## HOW BIG IS TAIWAN?

**Bigger than  
Belgium!**

Taiwan has a population of over 23 million, while there are only 11 million people living in Belgium.

WHICH FAMOUS  
DRINK IS INVENTED  
BY TAIWANESE?

**Bubble Tea!**

Taiwanese consume 100 million  
bubble tea per year!

10 Things  
You Didn't Know  
About Taiwan 09

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No.9

**BUBBLE TEA**  
was invented in  
**TAIWAN.**





No.6 Taiwan has the  
**HIGHEST DENSITY of  
CONVENIENCE STORES.**

WHAT KIND OF  
SERVICES CAN YOU  
GET IN CVS?

**Almost  
Everything!**

Apart from buying food and drink,  
you can also pay the bills, print  
documents, call a taxi, ship packages,  
get a concert ticket.....



NEXT TIME WHEN  
YOU STAND IN  
FRONT OF A  
TRAFFIC LIGHT...

**Welcome To  
TAIWAN!**

**10** Things  
You Didn't Know  
About Taiwan 10

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No.10

**TAIWANESE ENGINEERS  
invented  
THE RUNNING  
GREEN MAN.**

# LIKE IT FORMOSA





LIKE IT FORMOSA

# CULTURAL BRIDGE



TOUR

MAP

MEDIA



A group of people, including men and women of various ages, are gathered outdoors in a park-like setting during sunset. The sun is low on the horizon, creating a warm, golden glow. In the background, there are city buildings and a large, modern building with a curved roof. The people are dressed in casual summer clothing. The text "Service - TOUR" is overlaid on the right side of the image.

# Service - TOUR



  
DISCOVER PRAGUE  
TOURS

Prague Royal Walk  
**FREE TOUR**

AMERICAN  
& FITCH



## MODERN TOUR

EVERY TUESDAY 7PM

EVERY SATURDAY 3PM

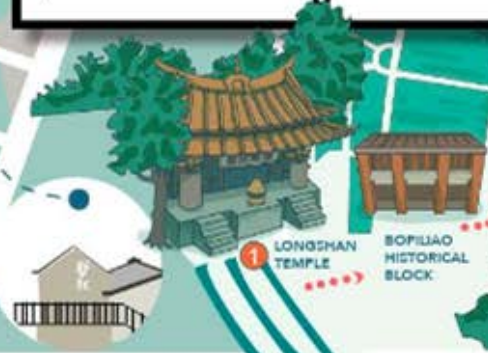
EVERY SUNDAY 3PM

MEET @ MRT SUN YAT SEN MEMORIAL HALL EXIT 5



## LIKE IT FORMOSA

*free walking tours!*



## HISTORIC TOUR

EVERY THURSDAY 7PM

EVERY SATURDAY 10AM

EVERY SUNDAY 10AM

MEET @ MRT LONGSHAN TEMPLE EXIT 1









**Service - TAIPEI MAP**



## Taiwanese Cuisine

For sure you should visit our famous night markets!

Here are a list of food you should try in night markets:

- 1 Flaky scallion pancake [Cōng zhuā bǐng]
- 2 Pig Blood's Pudding Cake [Zhū xiě gāo]
- 3 Chicken Fillet [Jī pái]
- 4 Braised pork rice [Lǚ ròu fàn]
- 5 Oyster vermicelli [Héizǐ miàn xiàn]
- 6 Oyster omelette [Héizǐ jiān]
- 7 Stinky tofu [Chòu dòufu]
- 8 Soy sauce braised food [Lǚwèi]
- 9 Taiwanese sausage with sticky rice [Dàcháng bāo xiǎocháng]
- 10 Meat ball soup [Gòng wán tāng]
- 11 Pan-fried bun [Shēng jiān bāo]
- 12 Bean curd [Dòuhuā]
- 13 Bubble milk tea [Zhēnzhū nǎichá]

## Wifi Spot

You can get access to free wifi connection at the following places:

- MRT stations
- Conveniences stores
- Cafes
- Bus with Free wifi logo



## A local designed map with everything you'll need to know when traveling to Taipei/Taiwan.

**How to use:**  
Rent either as a member or as a single rental user.

**How to register:**  
Register with your cellphone number/credit card and get your EasyCard authorized on the official website or at YouBike stations.

**How much:**

- NT\$ 5 for the first 30 mins
- Within 4 hours: NT\$ 10 per 30 mins
- Over 8 hours: NT\$ 20 per 30 mins

\* for any change in such rate, please refer to the Official Website.



**Where:**  
Most YouBike stations are located near MRT stations. Find stations on the maps in MRT stations or with the apps below:

- YouBike 微笑單車
- uBike-Taipei







# Media

LIF Fan Page

## TAIWAN CULTURE INFOGRAPHIC



talk about  
ghost month



10 things  
you didn't know  
about Taiwan

## TRAVELLERS OF TAIPEI



## TAIPEI STORY



## LIKE IT MANDARIN



## SUNDAY, NEWS DAY



world's 8<sup>th</sup> best  
migrate destination



introducing Taiwan's  
traditional market



A vibrant night scene on a busy street in Taipei. The street is filled with people walking, and the atmosphere is festive, enhanced by strings of red and blue lights hanging from the buildings. A prominent sign in the center of the crowd reads "TAIPEI FREE WALKING TOUR". The word "Performance" is overlaid in large white text across the middle of the image. In the background, various commercial signs and posters are visible, including one for "大電影 2" (Big Movie 2) and another for "超級英雄" (Super Hero). The overall scene captures the energy and cultural vibrancy of the city at night.

# Performance

## WITHIN 1 YEAR, WE'VE REACHED...

**1500+** TOUR GUEST

**20,000+** MAP DISTRIBUTION

in **30+** hostels/ restaurants/ bars/ universities


**12,000+** FACEBOOK PAGE LIKE

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FORMOSA

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I come, I see, I like it

# CULTURAL ATTRACTION

Like It Formosa  tripadvisor

18 Reviews | #17 of 356 things to do in Taipei

*"Perfect for a Taipei first-timer"*

*"Like It Formosa is a GEM!"*

*"Great introduction to Taipei"*

*"Definitely worthwhile"*

*"The best you can expect in Taipei"*



10 Things You Didn't Know About Taiwan 十件你所不知道關於台灣的事 by Like It Formosa 來去福爾摩沙

Taiwan, Republic of China, Chinese Taipei, Formosa... However you refer to her, one thing is for certain - this beautiful island is definitely worth visiting! To fall deeper in love with Taiwan, we'd like to tell you 10 amazing things you probably didn't know about Taiwan! 台灣，中華民國，中華台北，福爾摩沙...不論是以什麼樣的稱呼，能肯定的是，這座美麗的島嶼絕對值得旅人們一探究竟！關於台灣，這裡有十件你可能不知道的事，看完之後，也許你會更加熱愛台灣！

#TravelinTaiwan #10things #youdidnotknow #aboutTaiwan

736 Likes · 43 Comments

736 likes  
1,504 shares





I COME, I SEE, I **LIKE IT!**

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<https://www.facebook.com/likeitformosa/>