

交通部觀光署

2025 年「台灣好樂園 瘋玩國際大使」徵選活動簡章

2025 Amusement Park in Taiwan – Fun Play International Ambassador Application Guidelines

一、活動目的

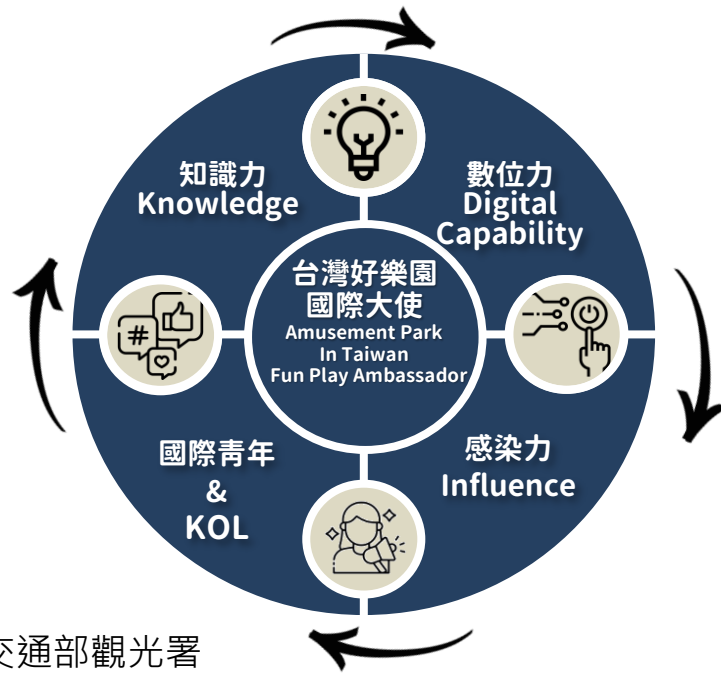
全臺 26 家觀光遊樂園具有機械遊樂、文化體驗、自然探險、生態渡假及動物療癒等多元特色類型，交通部觀光署透過本活動推廣「台灣好樂園」品牌，並藉由在臺外籍國際青年於社群媒體上的「知識力」、「數位力」、「感染力」及「樂園即是校園」的精神，將臺灣觀光遊樂園的多元特色與歡樂活力傳遞到世界各地，吸引更多國際旅客來臺，並將觀光遊樂園納入不可錯過的景點之一，行銷推廣「台灣好樂園」活動品牌。

i. Purpose of the event

Taiwan is home to 26 tourism amusement parks, offering mechanical rides, cultural experiences, nature exploration, eco-resorts, and animal-assisted wellness.

To promote the “Amusement Park in Taiwan” brand, the Tourism Administration, MOTC is launching this campaign to recruit international youth ambassadors currently residing in Taiwan.

Through their knowledge, Digital Capability, and influence, and by embracing the spirit of “Amusement Parks as Campuses” —where parks serve as fun, experiential learning spaces—ambassadors will showcase the diversity and energy of Taiwan’s amusement parks to the world and attract more international visitors.

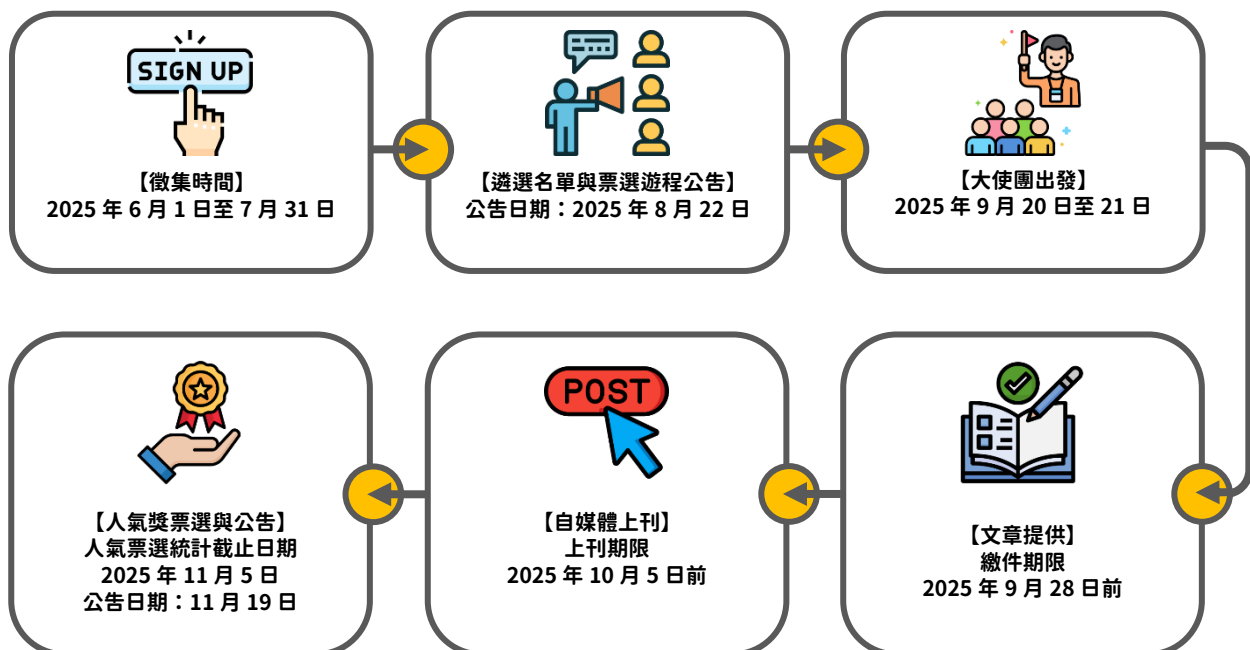


二、活動簡介

- (一)主辦單位：交通部觀光署
- (二)協辦單位：台灣觀光遊樂區協會
- (三)承辦單位：傑森全球整合行銷股份有限公司
- (四)活動說明

活動將遴選 60 位國際大使，深入體驗 2 天 1 夜、具有多元主題特色的觀光遊樂園遊程，並透過國際青年的視角與創意，向國際市場宣傳台灣好樂園魅力，成為樂園旅遊最佳代言人。國際大使透過指定社群媒體平台分享貼文或影片，還有機會獲得最高人氣獎新臺幣 3 萬元獎金。

(五)活動時程



序	推動步驟	執行內容
1	徵選時間	自 2025 年 6 月 1 日起至 2025 年 7 月 31 日。
2	遴選名單 公告與票 選遊程	<p>① 遴選名單：由主辦單位工作小組進行書面初審，資料不齊者須於通知後 2 個工作天內補件，符合資格者進入複審，複選採總積分高低錄取，依據個人社群平台 (Facebook、Instagram) 粉絲數及加權分數計算，每梯次大使團錄取正選 30 位、備取 5 位，預計 2025 年 8 月 22 日公告入選名單。</p> <p>② 積分計算規則：</p> <ol style="list-style-type: none"> 1. 粉絲總數：合計 Facebook、Instagram 粉絲數。 2. 加權分數 (占總粉絲數的 10%) <p>請擇一說明以下內容，限 300 字內，歡迎用簡單清楚的方式表達：</p> <p>(1)創作構想：請簡述你會如何運用「知識力、數位力、感染力」推廣台灣好樂園。</p> <p>(2)自我推薦：簡單說明你為什麼適合擔任台灣好樂園推廣大使。</p> <p>③ 票選遊程：3 條推薦遊程將由入選國際大使票選出 2 條最具吸引力之路線作為大使團行程，公告時間同上，發布於 台灣好樂園官網 與 交通部觀光署 臉書粉絲專頁。</p>
3	行前通知	出發前一周以電子郵件發送行前通知通知及注意事項。
4	大使團 出發	<p>① 活動說明：大使團分為 2 團行程執行，每團為 2 天 1 夜，參加者需於活動結束當日填寫滿意度調查表單。</p> <p>② 出發日期：2025 年 9 月 20 日至 9 月 21 日</p>
5	文章提供	<p>①上刊規格說明：參加者需配合於活動後一週內產出社群宣傳文章(需為母語)，社群平台包含 Facebook、Instagram，文章共計至少 2 篇 (不同平台為佳，非限時動態)、每篇至少 10 張照片或影片 1-2 分鐘，所有貼文需標註指定 Hashtag (#TaiwanAmusementPark、#台灣好樂園)，未標註者不列入人氣獎計分統計。</p> <p>②文章提供期限：請於 2025 年 9 月 28 日前提供</p>
6	自媒體 上刊	<p>① 經主辦單位確認宣傳文章內容無誤後，需於 1 週內發布完成於個人平台(Facebook 或 Instagram)</p> <p>② 自媒體上刊期限：請於 2025 年 10 月 5 日前發佈</p>

7	票選 人氣獎	<p>① 評選機制：由參加者擇優提供，共計兩則貼文或影片（僅限發佈於 Facebook 或 Instagram 之作品），參與人氣獎評比。</p> <p>※積分將以兩篇貼文加權統計的總按讚數相加計算</p> <p>總積分計算方式 = 按讚 x 1 + 留言 x 2</p> <p>主辦單位將統計每梯次大使團參加者之總積分，並依積分高低排序人氣獎名次。</p> <p>② 得獎名單將於 11 月 19 日公告</p> <p>③ 票選統計截止時間：2025 年 11 月 5 日</p> <p>④ 每團獎品說明</p> <p>第 1 名獲得新臺幣獎金 3 萬元</p> <p>第 2-5 名可獲得住宿券 1 張(隨機贈送，恕無法挑選)</p> <p>完成社群宣傳文章的國際大使可獲得樂園門票 1 張(隨機贈送，恕無法挑選)。</p> <p>✦主辦單位保留審查互動紀錄真實性的權利，若經查證有異常互動（如機器人按讚、短時間暴增留言等），將取消該則貼文計分資格。</p>
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ii. Event Overview

(1) Organizers :

- Tourism Administration, Ministry of Transportation and Communications, R.O.C.
- Taiwan Amusement Park Association

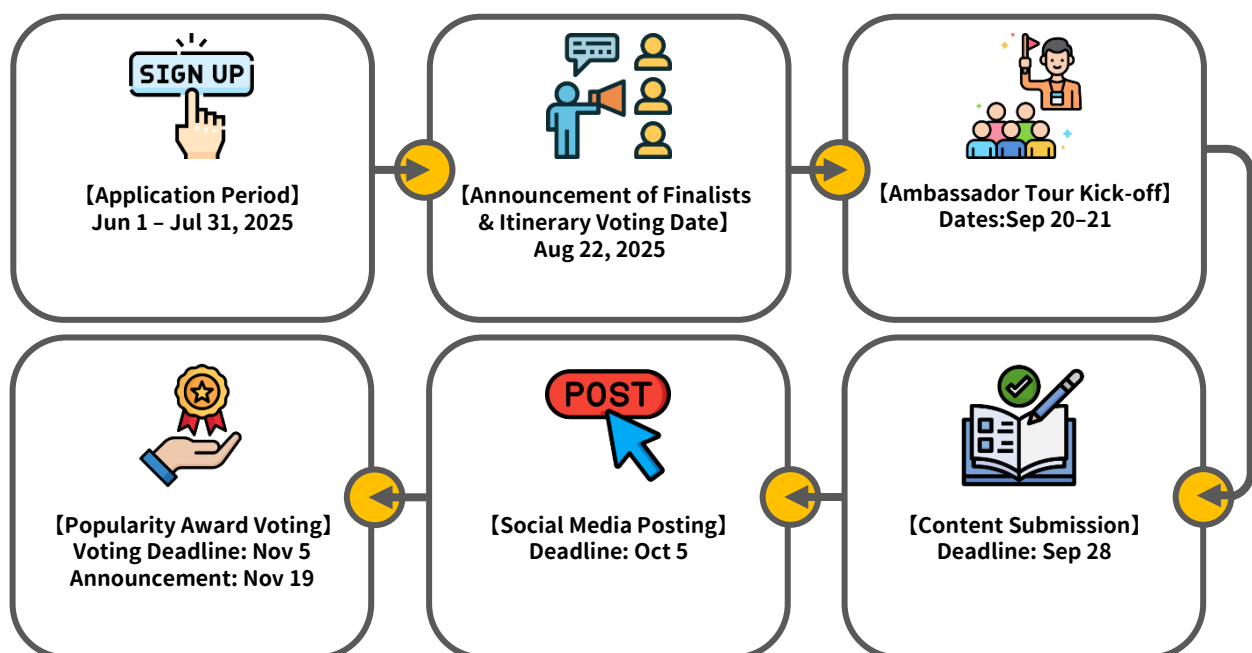
(2) Implementing Agency : JWI Marketing Co., Ltd.

(3) Activity Description :

A total of 60 international ambassadors will be selected to participate in immersive two-day, one-night themed itineraries at designated tourism amusement parks across Taiwan. Through their unique perspectives and creative content, these ambassadors will help promote the charm and diversity of Amusement Park in Taiwan to the international market and serve as enthusiastic advocates for Taiwan's amusement park tourism.

Participants are required to share posts or videos on designated social media platforms. Those with outstanding engagement will be eligible for the Popularity Award, which includes a cash prize of NTD 30,000.

(4) Key Stages and Timeline :



No.	Step	Details
1	Application Period	From Jun 1 to Jul 31, 2025.
2	Finalist Announcement & Itinerary Voting	<p>① Finalists Announcement: The screening will be carried out by the organizing committee, with an initial review based on written documents. Incomplete submissions must be completed within two working days of notification. Those who meet the qualifications will proceed to the second round of review. Final selection will be based on the total score, considering the number of followers on personal social media platforms (Facebook, Instagram) and weighted points. Each group will select 30 official ambassadors and 5 alternates. The finalist list is expected to be announced on Aug 22, 2025.</p> <p>② Point Calculation Rules:</p> <ol style="list-style-type: none"> 1. Total Followers: Total followers on Facebook and Instagram. 2. Weighted Points (10% of total followers) Please select one of the following topics (maximum 300 words, clear and simple language is encouraged): (1) Creative Idea: Briefly explain how you would use your "knowledge, Digital Capability, and influence " to promote Taiwan Amusement Park. (2) Self-Recommendation: Briefly explain why you are suitable to be the Taiwan Amusement Park Ambassador. <p>③ Itinerary Voting: The three recommended itineraries will be voted on by the selected international ambassadors, with the top two selected routes chosen for the ambassador group itinerary. The announcement will be made on the Taiwan Amusement Park official website and the Tourism Administration, MOTC's Facebook fan page.</p>
3	Pre-trip Notification	Details and reminders will be emailed one week before departure.

No.	Step	Details
4	Ambassador Tour	<p>① Description: The tour will be conducted in two groups, each for 2 days and 1 night. Participants must complete a satisfaction survey on the final day.</p> <p>② Dates: Sep 20–21, 2025</p>
5	Content Submission	<p>① Post Specifications: Within one week after the tour, participants must publish at least 2 promotional posts (in their native language) on Facebook or Instagram (preferably on different platforms, not Stories), each with at least 10 photos or 1–2 minutes of video. Posts must include the hashtags #TaiwanAmusementPark and #台灣好樂園. Posts without hashtags will not be counted for the Popularity Award.</p> <p>② Content Submission Deadline: Sep 28, 2025</p>
6	Social Media Posting	<p>① After approval of the content by the organizer, participants must publish the posts within one week on their own Facebook or Instagram.</p> <p>② Social Media Posting Deadline: Oct 5, 2025</p>
7	Popularity Award Voting	<p>① Evaluation Mechanism :</p> <p>Participants must select and submit a total of two posts or videos (only those published on Facebook or Instagram) to be considered for the Popularity Award.</p> <p>※ The final score will be calculated based on the total number of likes and comments from up to two posts, using a weighted scoring system :</p> <p>Scoring Formula : Total Score = (Number of Likes × 1 point) + (Number of Comments × 2 points)</p> <p>The organizer will tally the total scores of each group of ambassadors and rank the Popularity Award winners according to the scores.</p> <p>② Winners will be announced on Nov 19, 2025.</p> <p>③ Voting Deadline: Nov 5, 2025</p> <p>④ Prizes:</p> <ul style="list-style-type: none"> - 1st Prize: NT\$30,000 cash - 2nd–5th Prize: One accommodation voucher (random

		<p>selection)</p> <ul style="list-style-type: none"> - All participants who complete the required posts will receive one amusement park ticket (random selection). <p>✦ The organizer reserves the right to verify authenticity. Any suspicious activity (e.g., bot likes or sudden spikes in comments) will result in disqualification of that post.</p>
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三、 報名與徵選辦法

(一) 徵選報名管道

透過 Google 表單線上報名連結 <https://forms.gle/cfpSa7ntLBEUQgak8> 為主，活動相關資訊同步公告於以下平台：

1. 台灣好樂園官網 <https://www.themepark.net.tw>
2. 交通部觀光署臉書粉絲專頁
<https://www.facebook.com/timefortaiwan101>

(二) 徵選條件

凡符合以下資格之在臺國際青年，即可報名參加甄選，活動將遴選 2 團，每團 30 名，共 60 名國際大使，10 名備選。

1. 合法在臺之外籍人士（如於學校就讀之留學生、於臺灣工作之工作者等領有居留證之外籍人士，菲律賓、泰國、越南、馬來西亞、印尼等新南向國家尤佳）。
2. 須活躍於社群平台、並經營個人頁面（如：Facebook、Instagram 等）。
3. 照片拍攝及文字能力佳、能夠詳細描述參加台灣好樂園國際大使團體體驗心得。
4. 活動將加總報名者個人 Facebook、Instagram 的總粉絲數，佐以報名者說明如何在參加行程後之貼文或影片呈現台灣好樂園之知識力、數位力及感染力或自我推薦為加權粉絲數(加權粉絲數最多為總粉絲數之 10%)，總粉絲數和加權粉絲數相加較高者，依序優先錄取。
5. 預計 2025 年 8 月 22 日於台灣好樂園官網與交通部觀光署臉書粉絲專頁公告錄取名單。

III. Application and Selection Guidelines

(1) Application Channel

Applications must be submitted via the designated Google Form <https://forms.gle/cfpSa7ntLBEUQgak8>. Event information will also be announced on the following platforms:

1. Taiwan Amusement Park official website: <https://www.themepark.net.tw>

2.Tourism Administration, MOTC Facebook fan page:

<https://www.facebook.com/timefortaiwan101>

(2) Eligibility Criteria

International youth currently residing in Taiwan who meet the following requirements are eligible to apply. A total of 60 international ambassadors will be selected, divided into two groups of 30 participants each.

- 1.Be foreign nationals legally residing in Taiwan (e.g., international students, foreign workers holding valid residence permits). Applicants from New Southbound countries such as the Philippines, Thailand, Vietnam, Malaysia, and Indonesia are especially encouraged.
- 2.Be active on social media and maintain a personal public profile (e.g., Facebook fan page, Instagram, etc.).
- 3.Possess strong photography and writing skills and be able to clearly share their experience as a Taiwan Amusement Park International Ambassador.
- 4.The total number of followers on applicants' personal Facebook and Instagram accounts will be calculated. Additionally, applicants must provide a brief plan describing how they intend to present the features of Taiwan Amusement Park—through the lens of “knowledge,” “digital capabilities,” and “influence” —in their social media posts or videos after participating in the trip, or alternatively submit a short self-recommendation. This written plan will be used to determine a “weighted follower score” (up to 10% of the total follower count). The combined total of actual followers and the weighted score will be ranked, and those with the highest totals will be selected.

5. The list of selected ambassadors is scheduled to be announced on **August 22** via the Taiwan Amusement Park official website and the Tourism Administration, MOTC Facebook fan page.

四、權利與義務

1. 正取國際大使可免費參與一次 2 天 1 夜大使團活動(包含保險、門票、餐費、住宿費等)。
2. 需配合於活動結束當日填寫滿意度調查表單。
3. 需配合於活動後一週內產出社群宣傳文章(需母語)，社群平台包含 Facebook、Instagram，文章共計 2 篇(不同平台為佳，非限時動態)、每篇至少 10 張照片或影片 1-2 分鐘，所有貼文需標註指定 Hashtag (#TaiwanAmusementPark、#台灣好樂園)，未標註者不列入人氣獎計分統計。
4. 經主辦單位確認宣傳文章內容無誤後，需於 1 週內發布完成於個人平台。

IV. Rights and Responsibilities

1. The selected international ambassadors are entitled to participate in one **2-day, 1-night ambassador tour free of charge**, which includes insurance, admission tickets, meals, accommodation, and other related expenses.
2. Participants are required to complete a **satisfaction survey** on the day the event concludes.
3. Within one week after the tour, ambassadors must create and submit at least two social media posts (preferably in their native language) on platforms such as Facebook and Instagram (different platforms preferred; Stories are not accepted):
 - Posts must be public (not Stories).
 - Each post must include at least 10 photos, or a 1–2 minute video.
 - All posts must include the designated hashtags:

#TaiwanAmusementPark and **#台灣好樂園**. Posts without both hashtags will not be counted toward the popularity award.

4. After the organizer confirms that the content of the posts is accurate, participants must publish the posts on their personal social media accounts within one week.

五、活動獎項

- 1.於個人社群媒體平台所之宣傳文章中票選人氣獎，每梯次選出 5 名按讚積分數高者，積分計算方式以發佈的 2 篇文章加總加權統計，總積分數=按讚 x1 分+留言數 x2 分，每團第 1 名獲得新臺幣獎金 3 萬元，第 2-5 名可獲得住宿券 1 張(隨機贈送，恕無法挑選)，完成社群宣傳文章的國際大使可獲得樂園門票 1 張(隨機贈送，恕無法挑選)。
- 2.總積分數截止統計時間為 11 月 5 日，11 月 19 日公告人氣票選名次。
- 3.台灣好樂園豐富好禮如下：

得獎者	獎項內容	數量	備註
每團第 1 名	獎金新台幣 3 萬元	2 名	
每團第 2 至 5 名	住宿券 1 張	8 名	隨機贈送 恕無法挑選
完成社群宣傳文章者	樂園門票 1 張	60 名	

V. Event Awards

- 1.Popularity Award Voting: In the promotional posts on personal social media platforms, the top 5 participants with the highest like scores will be selected each round. The points will be calculated based on the total weighted statistics of 2 published posts. The total points are calculated as follows: Total points = Likes x 1 point + Comments x 2 points. The 1st place winner in each round will receive a cash prize of NT\$30,000. The 2nd to 5th place winners will receive one accommodation voucher (randomly distributed, no selection available). International ambassadors who complete the social media promotional posts will receive 1 ticket to the theme park (randomly distributed, no selection available).
- 2.The deadline for the total points calculation for the 1st round will be Nov5, and for the 2nd round, it will be Nov12. The results will be announced on Nov19.

3. Taiwan Amusement Park offers the following rich rewards :

Winners	Award Description	Remark
1st Place in Each group	NT\$30,000	2 winners
2nd to 5th Place in Each group	1 Accommodation Voucher	8 winners (Randomized gifts)
Completion of Social Media Promotional Posts	1 Theme Park Ticket	60 winners (Randomized gifts)

六、體驗行程規劃

- 出發時間： 9/20(六)-9/21(日)
- 行程天數：2 天 1 夜，共計 2 團
- 邀約對象：在台國際青年 (外籍人士)，每團 30 名
- 遊程票選：本次活動共規劃三組具特色的觀光遊樂園遊程。申請者在報名時，可從中選擇 1~2 組最想體驗或推薦的遊程。最終將依據錄取名單中票選人數最多的兩組遊程作為實際體驗路線。票選結果預計將於 8 月 22 日公告，公布平台包括「台灣好樂園」官方網站及交通部觀光署粉絲專頁。
- 遊程內容：(主辦單位有權變更調整)

遊程	行程簡表
1	<ul style="list-style-type: none"> ● 主題：動物親親~親近海洋精靈動物之旅 ● 地區：北、東台灣 ● 走訪樂園：遠雄海洋公園、怡園渡假村、野柳海洋世界
	DAY 1 09:00 台鐵南港站集合出發(08:30 報到) →13:00-17:00 遠雄海洋公園 (含午餐) →17:30-19:00 入住怡園渡假村與享用晚餐
	DAY2 08:00 飯店大廳集合 →08:00-09:00 園區導覽 →12:00-13:00 享用午餐 →13:30-17:00 野柳海洋世界 →18:00 抵達台鐵南港站

遊程	行程簡表
2	<ul style="list-style-type: none"> ● 遊程二、藍皮慢旅 × 台東植物園：一場身心靈的深呼吸 ● 地區：南、東台灣 ● 走訪樂園：台東原生應用植物園 <p>DAY1 08:40 台鐵新左營站 1 樓集合(08:10 報到) →09:50 藍皮意象館 →枋寮車站搭乘 →10:25 藍皮解憂號中途停靠加祿站、瀧溪站 下車導覽 →行經多良車站慢行欣賞太平洋海上風光 →13:30 抵達台東 →14:30-16:30 都歷遊客中心 →17:30 享用晚餐 → 入住飯店</p> <p>DAY2 09:30-12:30 台東原生應用植物園(園區導覽+享用午餐) →14:00-大武之心 →17:30 抵達台鐵新左營站</p>
3	<ul style="list-style-type: none"> ● 主題：人文風情~體驗台灣原住民文化之旅 ● 地區：中台灣 ● 走訪樂園：杉林溪森林生態渡假園區、九族文化村、九九峰動物樂園 ● 台灣觀光 100 亮點：日月潭風景區 <p>DAY1 08:30 高鐵台中站集合出發(8:00 報到) →09:30-14:00 九族文化村(含午餐) →14:00-16:00 日月潭(含搭乘纜車) →18:00 入住杉林溪森林生態渡假園區 (含晚餐)</p> <p>DAY2 08:30 飯店大廳集合出發 →08:30-11:00 杉林溪森林生態渡假園區 →12:00-13:00 享用午餐 →14:30-16:30 九九峰動物樂園 →17:30 抵達高鐵台中站</p>

VI. Itinerary Planning

1. **Departure Dates:** Sep 20 (Saturday) – Sep 21 (Sunday)

2. **Duration:**

Each group will participate in a **2-day, 1-night** itinerary. There will be a total of **two groups**.

3. **Target Participants:**

International youth (foreign nationals) currently residing in Taiwan.

Each group will include **30 participants**, with a total of **60 participants** across both groups.

4. **Itinerary Voting:**

Itinerary Voting: Three unique amusement park tour packages are planned for this program. During registration, applicants may select 1 to 2 itineraries they are most interested in experiencing or recommending. The two itineraries with the highest number of votes among the selected participants will be finalized as the actual tour routes. The voting results are expected to be announced on Aug 22 on the Amusement Park In Taiwan official website and the Tourism Administration, MOTC Facebook fan page.

5. **Itinerary Content:** *(Subject to change or adjustment at the discretion of the organizer.)*

Itinerary	
1	<ul style="list-style-type: none">● Theme: An Animal Encounter – Getting Close to Marine Creatures● Region: Northern and Eastern Taiwan● Parks Visited: Farglory Ocean Park, Yiyuan Resort, Yehliu Ocean World
	<div>DAY 1</div> <p>09:00 Depart from TRA Nangang Station (Check-in at 08:30) → 13:00–17:00 Visit Farglory Ocean Park (including lunch) → 17:30–19:00 Check-in and dinner at Yiyuan Resort</p>

	<div>DAY2</div> <p>08:00 Meet at hotel lobby → 08:00–09:00 Resort guided tour → 12:00–13:00 Lunch → 13:30–17:00 Visit Yehliu Ocean World → 18:00 Return to TRA Nangang Station</p>
	<div>Itinerary</div>
2	<ul style="list-style-type: none"> ● Theme: A Soulful Journey – BREEZY BLUE × Yuan Sen Applied Botanical Garden. ● Region: Southern and Eastern Taiwan ● Park Visited: Yuan Sen Applied Botanical Garden <div>DAY1</div> <p>08:40 Meet at TRA Xinzuoing Station, 1st floor (Check-in at 08:10) → 09:50 Visit Blue Train Heritage Museum → Depart from Fangliao Station → Stops and guided tours at Jialu and Longxi Stations on the Blue Train route → Scenic coastal ride past Duoliang Station → 13:30 Arrive in Taitung → 14:30–16:30 Visit Duli Visitor Center → 17:30 Dinner → Check-in at hotel</p> <div>DAY2</div> <p>09:30–12:30 Visit Yuan Sen Applied Botanical Garden (guided tour + lunch) → 14:00–15:00 Visit Dawu' s Heart → 17:30 Return to TRA Xinzuoing Station</p>
3	<ul style="list-style-type: none"> ● Theme: Cultural Discovery – Exploring Taiwan' s Indigenous Traditions ● Region: Central Taiwan ● Parks Visited: Sun-Link-Sea Forest and Nature Resort, Formosan Aboriginal Culture Village 、JOJOZOO PARK <div>DAY1</div> <p>08:30 Depart from THSR Taichung Station (Check-in at 08:00) → 09:30–14:00 Visit Formosan Aboriginal Culture Village (including lunch) → 14:00–16:00 Visit Sun Moon Lake (including cable car ride) → 18:00 Check-in and dinner at Sun-Link-Sea Forest and Nature Resort</p> <div>DAY2</div> <p>08:30 Meet at hotel lobby → 08:30–11:00 Visit Sun-Link-Sea Forest and Nature Resort → 12:00–13:00 Lunch → 14:30–16:30 Visit JOJOZOO PARK → 17:30 Return to THSR Taichung Station</p>

七、常見問題 Q&A Frequently Asked Questions (FAQ)

(一)行程與參與資格 Itinerary & Eligibility	
Q1.	我可以選擇參加哪條遊程嗎？ Can I choose which itinerary to join?
A1	報名時會進行行程票選，票數最高的兩條遊程將安排出團，主辦單位會依實際狀況分配，不接受個人指定行程。 You can vote for your preferred itinerary during registration. The two itineraries with the most votes will be selected, and participants will be assigned accordingly. Personal preferences will not be accommodated.
Q2	我可以帶伴侶、小孩或朋友同行嗎？ Can I bring a partner, child, or friend along?
A2	本活動為國際宣傳踩線團，僅限入選者本人參與，恕不開放陪同。 This program is part of an international promotional tour and is limited to selected participants only. Accompanying persons are not permitted.
Q3	活動期間我可以中途脫隊去辦事或找朋友嗎？ Can I leave the group temporarily during the trip to handle personal matters or meet friends?
A3	為確保行程順利與安全，請全程與團體行動，恕不接受脫隊行動。 To ensure the safety and smooth running of the trip, all participants must stay with the group throughout the itinerary. Leaving the group is not allowed.
Q4	如果我臨時不能參加，可以請其他人代替嗎？ If I can't participate at the last minute, can someone else take my place?
A4	本活動為公開甄選，不得轉讓參與資格。如無法參與，請最晚於出發前一週通知主辦單位，以利行程安排。 As this is a publicly selected program, the spot is non-transferable. If you are unable to attend, please notify the organizers at least one week before departure so proper arrangements can be made.
Q5	確認後無法參加怎麼辦？ What if I confirm my participation but later find I can't attend?

A5	<p>請最晚於出發前一週通知主辦單位，無故缺席將影響未來參加類似活動的資格。</p> <p>Please notify the organizers at least one week before departure. Unexcused absences may affect your eligibility for similar future programs.</p>
Q6	<p>參加活動需要自費嗎？</p> <p>Will I need to pay for anything?</p>
A6	<p>活動期間的食宿、門票、保險與交通皆由主辦單位負擔，但自居住地至集合地點之往返交通需自行安排與負擔，其他個人花費亦請自理。</p> <p>The program covers accommodation, meals, tickets, insurance, and local transportation during the trip. However, you are responsible for your own travel to and from the designated meeting point, as well as any personal expenses.</p>
(二)貼文與人氣票選 Social Media Posts & Popularity Contest	
Q1	<p>我主要經營的社群平台不是 Facebook 或 Instagram，也可以參加人氣獎嗎？</p> <p>My main social media platform isn't Facebook or Instagram. Can I still compete for the popularity award?</p>
A1	<p>歡迎您在各平台分享，但人氣獎僅統計 Facebook 與 Instagram 上的兩篇指定貼文的按讚與留言數，其他平台不計入分數。</p> <p>You're welcome to share on any platform, but the popularity award will only count the number of likes and comments on the two designated posts on Facebook and Instagram. Engagement on other platforms will not be counted.</p>
Q2	<p>我想自己住一間房，可以嗎？</p> <p>Can I request a single room?</p>
A2	<p>可以，但需自費補房費，請洽主辦單位。</p> <p>Yes, you may request a single room, but you will need to cover the additional cost. Please contact the organizers for more details.</p>

(三) 行程票選 Itinerary Voting	
Q1	如果我選的遊程沒被選中怎麼辦？ What if the itinerary I voted for doesn't get selected?
A1	僅票數最高的兩條遊程會安排出團，若您選的未入選，將依分團情況安排加入其中一團。 Only the two itineraries with the most votes will be selected. If your choice is not among them, the organizers will assign you to one of the final itineraries based on group allocation.
Q2	票選結果什麼時候公布？ When will the voting results be announced?
A2	預計將於 2025 年 8 月 22 日在「台灣好樂園」官網與交通部觀光署官方粉絲專頁公布。 The results are expected to be announced on Aug 22, 2025, via the "Amusement Park in Taiwan" official website and the Tourism Administration's official Facebook page.
(四) 行程出發前 Before Departure	
Q1.	Q1. 我沒收到入選通知怎麼辦？ What if I didn't receive the selection notification?
A1	請先確認收件匣與垃圾郵件匣，官方網站與粉絲專頁也會公告。如有疑問請主動聯繫主辦單位。 Please check both your inbox and spam folder. The results will also be posted on the official website and Facebook page. If you still have questions, contact the organizers directly.
Q2	入選後需要做什麼？ What should I do after being selected?
A2	需於期限內完成線上報到，提交保險及旅遊文件、飲食需求等，逾期視同放棄資格。 You must complete online check-in by the deadline and submit documents such as insurance, travel information, and dietary preferences. Missing the deadline will be considered a forfeiture of your spot.
Q3	確認後無法參加怎麼辦？ What if I can't join after confirming my participation?
A3	請最晚於出發前一週通知主辦單位，無故缺席將影響日後參與資格。 You must notify the organizers at least one week before departure. Unexplained absences may affect your eligibility for future events.

Q4	什麼時候會收到詳細行程與集合資訊？ When will I receive the detailed itinerary and meeting information?
A4	行前約一週將以 email 方式通知詳細資訊。 The detailed itinerary and meeting information will be emailed to you about one week before departure.
Q5	集合地點不在我居住的城市，怎麼辦？ What if the meeting point isn't in my city of residence?
A5	請自行前往集合地點（如台北南港火車站），如有需要可請主辦單位協助建議交通方式。 You must travel to the designated meeting point (e.g., Taipei Nangang Station) on your own. If needed, the organizers can provide transportation suggestions.
Q6	Q6. 出發當天需要攜帶什麼？ What should I bring on the day of departure?
A6	建議攜帶身份證件影本、盥洗用品、衣物、手機 / 相機、行動電源、常用藥品，以及適合戶外活動的鞋子。 We recommend bringing a copy of your ID, toiletries, clothing, phone/camera, power bank, any needed medications, and comfortable shoes for outdoor activities.
Q7	我可以事先知道同房的人是誰嗎？ Can I know in advance who I'll be sharing a room with?
A7	為保障隱私不會事先公布名單。如您有特殊需求可提出偏好，但不保證一定能安排成功。 To protect privacy, roommate names will not be disclosed beforehand. You may request preferences, but specific arrangements are not guaranteed.

如有其他問題，請聯絡 **JWI Marketing Co., Ltd.** 白小姐

✉ 信箱：lizbailion@gmail.com

For questions, please contact ✉ Ms. Liz Bai at JWI Marketing Co., Ltd.

✉ Email: lizbailion@gmail.com

The poster has a blue background with festive decorations like string lights and fireworks. The title 'TAIWAN AMUSEMENT PARK PLAY ALL YEAR ROUND' is in large, bold, yellow letters with a blue outline. Below it, the text 'NOW RECRUITING TAIWAN AMUSEMENT PARK FUN PLAY INTERNATIONAL AMBASSADORS' is in smaller yellow letters. A line of Chinese text '徵集台灣·好樂園瘋玩國際大使 | 台灣好樂園·玩瘋一整年' is centered. The middle section features a colorful illustration of a map of Taiwan with various amusement park elements like a roller coaster, Ferris wheel, giraffe, and people. Below the illustration, the 'EVENT DETAILS' section is divided into three columns. The first column lists application details, the second lists award details, and the third lists itinerary voting details. At the bottom, there's a section for tour dates and responsibilities. A QR code and a cartoon bear character are also present.

TAIWAN AMUSEMENT PARK PLAY ALL YEAR ROUND

NOW RECRUITING TAIWAN AMUSEMENT PARK
FUN PLAY INTERNATIONAL AMBASSADORS

徵集台灣·好樂園瘋玩國際大使 | 台灣好樂園·玩瘋一整年

EVENT DETAILS

- **CALL FOR APPLICATIONS**
 - Open now until July 31st.
 - Join a free 2-day, 1-night theme park tour and explore Taiwan's top amusement parks!
 - Get a chance to win NT\$30,000 and exclusive Amusement Park in Taiwan prizes!
 - We're selecting 60 ambassadors, divided into 2 groups of 30 people each.
- **POPULARITY AWARD - WIN UP TO NT\$30,000 !**
 - After the tour, ambassadors will post about their experiences on social media.
 - The post with the most likes and shares wins a cash prize of NT\$30,000 !
 - Ambassadors ranking 2nd to 5th will receive exclusive Amusement Park in Taiwan merchandise.
- **AMBASSADORS VOTE FOR THE ITINERARY!**
 - After signing up, you'll vote for your favorite tour routes—choose 2 out of 3 exciting options!
 - The final list of selected ambassadors and itineraries will be announced on August 22.
- **AMBASSADOR TOUR DATES**

September 20 (Sat) – September 21 (Sun)
- **AMBASSADOR RIGHTS AND RESPONSIBILITIES**
 - Selected ambassadors will receive a free 2-day, 1-night tour, including insurance, tickets, meals, and accommodation.
 - Ambassadors must complete a satisfaction survey on the last day of the tour.
 - Within one week after the tour, ambassadors must create and submit at least two social media posts (preferably in their native language) on platforms such as Facebook and Instagram:
 - Posts must be public (not Stories).
 - Each post must include at least 10 photos, or a 1–2 minute video.
 - After the organizer confirms the content, ambassadors must publish the posts on their personal Facebook or Instagram within one week.
 - The organizer reserves the right to modify, adjust, or interpret the event details. Any updates or changes will be announced on the official event website.



Details & Apply

TAIWAN
UNited BY Wonders

台灣好樂園
TAIWAN AMUSEMENT PARK

附件二、個人影音資料使用同意書

個人影音資料使用同意書(徵選通過後提供填寫)

序號： _____ (免填)

本人參加交通部觀光署舉辦「台灣好樂園 瘋玩國際大使」活動，茲同意主辦機關因本活動而蒐集、處理及運用本人提供之個人資料、肖像、影音、文件等資料，並同意委辦單位攝錄、重製、編輯、公開展示、公開演出、公開上映、公開播送、公開傳輸，以利本計畫決選等活動之進行與活動期間及結束後之行銷宣傳。

本人保證所提供之各項資料未侵害著作權，如有侵害，願自行負責。

立同意書人：

簽名：

護照號碼：

聯絡手機：

西元 年 月 日

**Power of Attorney for Personal Audiovisual Data
(to be provided after approval of the selection)**

Serial No.: _____ (exempted)

I, participating in the “Tourism Administration, MOTC – Amusement Park in Taiwan Fun Play Ambassador” event, hereby consent to the collection, processing, and use of my personal information, portrait, audiovisual data, documents, and other information provided by the organizer for the purpose of this event, as well as the commissioning unit’s recording, reproducing, editing, public display, public performance, public release, public broadcast, and public transmission for the purposes of facilitating the conduct of activities such as the final selection of the project, and promotion of the project during and after the event.

I guarantee that the information provided does not infringe on copyrights, and I am willing to be responsible for any infringement.

The Consenting Party:

Signature:

Passport No:

Contact Mobile No.:

Date: