

## The 4<sup>th</sup> Youth Trekkers Wanted Campaign

◎ Sponsor: National Youth Commission (NYC), Executive Yuan, Taiwan

◎ Purpose

To Encourage international youth travelers to visit Taiwan, take advantage of in-depth tourism opportunities, and interact positively and substantively with Taiwan society, culture and environment.

The activity should present and share youth travel experiences from the point of view of youth travelers who make use of the NYC youth travel service network and visit NYC youth travel spots in Taiwan.

◎ Participant Qualifications

All international youth 18~30 years of age with a love of travel, photography, being creative and sharing their adventures with others are welcome to participate. (note: eligible participants must be born between January 1, 1981 and December 31, 1993)

◎ Activity Theme

Each participant should design a uniquely themed 10-day (or longer) Taiwan trek itinerary suited and attractive to youth “backpacker” travelers. The best itinerary proposals will receive awards of either US\$2,000 or US\$3,000(detail are down below), which may be used to make the entrant’s “Taiwan Trek” dream come true. (note: 20 awards will be made in total)

◎ The Two Stages of this Activity Include:

### Stage 1: Activity Registration

Registration must be done online via the activity’s official webpage (<http://youthtravel.tw/youthtrekker>). All required registration information must be submitted by December 11<sup>th</sup>, 2011.

(1) A complete registration should include:

- a. Basic personal data (including a photograph);
- b. Proposed length of itinerary must be constant and at

least 10 days;

c. Registration facts:

- a. Motivation for participating; brief explanation of personal club and/or travel experiences; theme and special character of your proposed Taiwan itinerary;
- b. All eligible entries must include the utilization of at least two NYC youth travel service items (i.e., NYC website [<http://youtravel.tw>], Youth Travel Card, NYC Digital Tour Buddy, Tour Buddy, TR Pass, Taipei Pass, and Youth Guesthouse) or Youth Travel Spots;
- c. Describe how you intend to share your Taiwan travel experience with others;
- d. Itinerary proposals must be submitted in one of the following languages: Chinese, English, Japanese or Korean.
- d. Other: Entrants may provide examples of previous work (e.g., video/film, photographs, blog posts, illustrations) to the selection committee for reference. (note: this item is optional, and such submissions are not restricted to any particular format or category)

(2) Entry selection and evaluation

A selection committee shall review all entries and award a score for each based on the following criteria: Creativity (35%); Impact & Promotion Potential (25%); Utilization of NYC Youth Travel Service Items (20%); Application Completeness & Implement ability.

- (3) Announcement of Winners: Winners shall be formally announced in the end of December 2011. Winners' names will be posted to the activity website and winners shall be

contacted individually.

(4) Awards

(1) The 20 best entries (chosen regardless of nationality) will earn awards in one of two award categories as follows (category assignment based on entrant's nationality):

- a. Winners from Northeast and Southeast Asia shall receive a Taiwan Trek award of US\$2,000. These countries / territories include Mainland China, Japan, South Korea, Hong Kong, Macau, the Philippines, Thailand, Myanmar, Vietnam, Laos, Cambodia, Singapore, Malaysia, Indonesia, Brunei, and Timor-Leste.
- b. Winners from other areas, including Europe, the Americas, Africa, Oceania, and other parts of Asia shall receive a Taiwan Trek award of US\$3,000.

(2) This award may be used to cover roundtrip airfare to Taiwan, domestic ground transportation in Taiwan, room & board, and appropriate travel insurance.

(3) Receipt of Awards

Taiwan tax laws require that non-citizens pay 20% on income earned in Taiwan. Therefore, the received value of the award for winners will be either US\$1,600 or US\$2,400 (based on award category). The winners will sign the activity agreement before arriving in Taiwan, and the activity sponsor will present the entire received value to winners after they have arrived. (note: airfare may be self-purchased or arranged through the organizer. In the latter case, airfare costs shall be deducted from award payment).

## Stage 2: Implementation

- (1) Time of Travel: Winners must schedule travel to Taiwan between March 1<sup>st</sup> and August 31<sup>st</sup>, 2012.
- (2) We will select a total of 20 winning itineraries and designate winning itinerary entrants as honorary “Taiwan Tourism Ambassadors”. Ambassadors will be invited to Taiwan to “fulfill the dream” and follow their proposed itinerary and schedule. Anyone not able to travel to Taiwan during the specified period shall forfeit his / her rights as a winner and shall not be otherwise compensated.
- (3) The 20 selected Ambassadors must, within 15 days of finishing itinerary travel, complete the following:
  - a. Participants should post to the activity website (Taiwan Trek diary) and personal blog daily update in video, photographs, text and/or illustrations as well as update their progress (posted information may cover pre-travel planning, descriptions / records of various activities and personal thoughts, insights and impressions). Participants are encouraged to take on the role of “Taiwan Travel Ambassadors”.
  - b. Participants should also share their travel itinerary and experiences using other web platforms such as Youtube, personal blogs, Facebook, Myspace and Twitter.
  - c. Participants must provide to the sponsor with a presentation of their Taiwan Trek results and information regarding how and where their travel diary and Trek updates were shared. (including at least twenty photos with the participants. )
  - d. All daily Taiwan Trek diary updates and shared information must be accompanied by the official National Youth

Commission logo, Youth Travel in Taiwan logo and the keywords “Taiwan Youth Travel” as well as include hyperlinks to related National Youth Commission websites.

#### Addendum

1. Entrants guarantee that all data and information submitted are accurate and do not infringe on the rights of others. All submissions must be original works of the submitting author. Falsities or accusations of falsities may result in cancellation of eligibility and/or right to be considered for an award. The sponsor may seek return of the full value of award disbursements, with no compensation provided. Participants shall bear full legal liability for any harm they may cause to either the sponsor or any third party.
2. Awards shall be made as stated on the official activity website and may not be exchanged or transferred. In the event of unavoidable circumstances, the sponsor reserves the right to change the award offering unilaterally, without prior notification.
3. In the event of unavoidable circumstances caused the sponsor to be unable to hold this activity as planned, the sponsor reserves the rights to cancel, end, revise or suspend its execution temporarily.
4. Personal information and data on participants held by the sponsor shall not be made released to third parties without the expressed permission of participants. Such information / data shall also receive protection under all relevant laws.
5. The sponsor has the rights to provide to the media video, photography, images and text provided by participants while in Taiwan as well as to use excerpts and copies and to incorporate such into printed material without additional compensation or reward. The sponsor has the right to interview winners and to arrange interviews, promotion events, and media coverage of

winners with regard to their individual experiences in and impressions of Taiwan.

6. The sponsor reserves the right to alter at its discretion activity contents and award items.
7. International youth currently resident, working or studying in Taiwan are ineligible to participate.
8. Free independent travel (FIT) by youths to Taiwan from Mainland China is currently restricted to youth from Shanghai, Xiamen and Beijing. Youth travelers to Taiwan from Mainland China must meet regulations outlined in the document ***FIT Travel to Taiwan by Citizens of Mainland China*** and make all arrangements for relevant documents and approvals in order to participate in the Youth Trekkers Wanted campaign. Please follow the weblinks below for further details:

- Tourism Bureau, MOTC:

<http://admin.taiwan.net.tw/news/news2.aspx?no=160>

- National Immigration Agency, MOI:

[https://www.immigration.gov.tw/ct\\_cert.asp?xItem=1101583&ctNode=32595&mp=1](https://www.immigration.gov.tw/ct_cert.asp?xItem=1101583&ctNode=32595&mp=1)

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