



Home of the Hot Springs, Blessed with Beauty Environmentally Friendly Jiaoxi: An International Destination



Jiaoxi Township Supervisor,
Huang Tai-Ping

Jiaoxi is like the synonym for hot springs. Indeed, Jiaoxi is home to Taiwan's only flatland hot springs, the waters of which nourish its hot spring tomatoes, water spinach and rice vermicelli. The hot springs not only warm the land, but also enrich Jiaoxi's agriculture and landscape. It's no wonder that township supervisor, Huang Tai-ping, is grateful for the town's blessings of bountiful produce and a multitude of attractions.

In the Tourism Bureau's 2012 Top 10 Small Tourist Towns contest, Jiaoxi's natural bounty and warm hospitality won it a top spot amongst fierce competition.

Picturesque Scenery, Endless Fun

Jiaoxi's wonderful environment and convenient transportation has long made it a domestic travel hotspot. Township supervisor, Huang Tai-ping, says that the current popularity of the slow and healthy lifestyle means Jiaoxi's hot springs and wholesome produce have attracted more and more tourists on every day of the week. The many free hot spring parks, invigorating forest trails, and Linmei Mountain's majestic views of the sunrise and nightscape have all become new and unique tourist attractions for Jiaoxi.

Huang recommends Jiaoxi's lush landscape as an ideal choice for family outings. Apart from its renowned hot springs,

there are the lofty mountains, the majestic Wufongqi Waterfall, the beautiful Linmei Shih-Pan Trail, Paoma Historic Trail, the famous St. Mary's Villa Hiking Trail, the Wunuan Stone Plank Bridge, and the Wu Sha Old House. There is a cornucopia of relaxing trails, natural attractions, historical sites, and whale-watching trips. There are also plentiful hotels and charming homestays for trips of all lengths. In Jiaoxi, something captivating is around every corner!

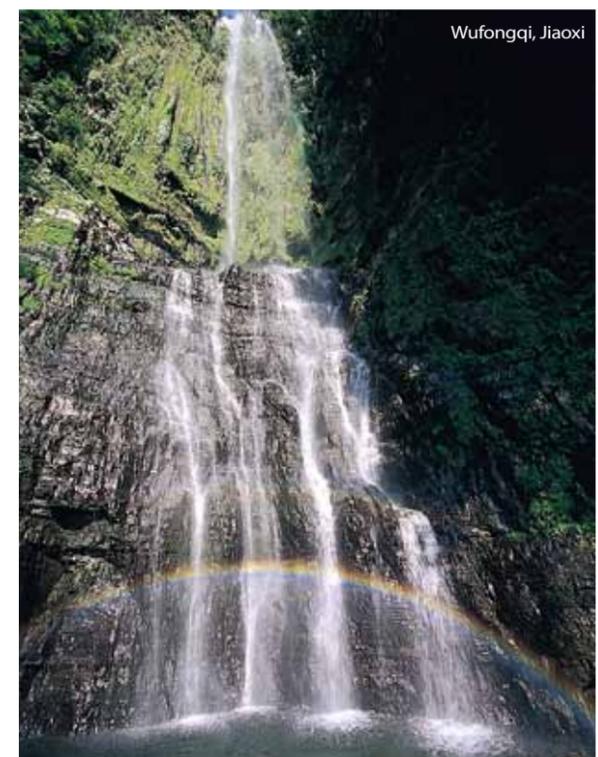
Heartwarming Hospitality, Disabled-Friendly Facilities

The slow small town lifestyle of Jiaoxi affords a unique

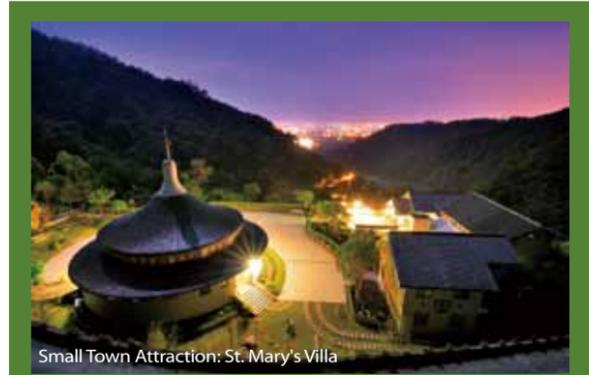
travel experience. The local hospitality is particularly heart-warming for any visitor. The al fresco hot spring foot spa area, as an example, reserves seats for disabled individuals. For those visitors preferring self-guided travel, bicycles are available for rent, so take one out and enjoy the rustic sights at your leisure.

To welcome visitors to Jiaoxi, the town is the first in Taiwan to designate tourist-friendly shops in collaboration with 33 hotels, which provide free restrooms, water stations, and travel information, so tourists can enjoy Jiaoxi in comfort. For families with infants, nursing rooms are provided so that mothers can nurse at ease and enjoy sightseeing hassle-free.

These 33 tourist-friendly hotels, which can be identified by signs at the entrance, aim to give visitors a feeling of coming home. Huang says Jiaoxi's advancement of local tourism has led to the creation of the tourism development center, where professional teams assist local industries in creating local brands. To realize sustainable development, Jiaoxi must develop unique gifts and hot spring products, creating a Jiaoxi brand of leisure. Together with its citizens, Jiaoxi is promoting quality tourism, and working to create a fountain of innovation for new trends and opportunities in the local tourism industry.



Wufongqi, Jiaoxi



Small Town Attraction: St. Mary's Villa

Jiaoxi's recommended itinerary includes a half-day trip of hot springs, nature, and good food; one-day trips centered on cycling, nature trails, or history and culture; two-day trips centered around the invigorating trails, Lanyang's scenery, or local culture and arts. Summer brings a beer festival ideal for fun with friends. Which-ever you choose, every day is a good day to visit Jiaoxi!



Hot Spring Rice Vermicelli



Hot Spring Aromatic Rice

International Tourism, World Class Service

After winning recognition in the Top 10 Small Towns contest, Jiaoxi's beauty attracted domestic tourists, and as news spread, the number of international tourists increased as well. To this end, Jiaoxi is actively working to enhance its foreign language services, as well as holding various English and Japanese training courses to prepare local residents in welcoming international tourists. Of course, many other conditions are necessary in becoming a world-class tourist destination, such as expansion of local facilities, and a diverse promotional campaign. Huang is confident in this, saying, "We hope to establish Jiaoxi as a window on Yilan through active collaborations on capacity building, and to market Jiaoxi to the world through foreign language travel guides."

Jiaoxi is also steadfast in meeting the traffic problems brought on by tourism. Huang explains that Jiaoxi is limited by its original urban planning of narrow local roads. Jiaoxi's residents understand this well, and have been active in creating parking lots and developing the public transport system, which they hope tourists can use to enjoy uninterrupted travel, flowing as freely as the hot springs within exciting and beautiful Jiaoxi.