

Taiwan Tourism Administration

「Having Fun in Taiwan Amusement Parks」

International Amusement Park Player Recruitment Guidelines

To promote the international brand image of Taiwan's amusement park industry and further cultivate Asian and New Southbound tourism markets, the Taiwan Tourism Administration is launching the "International Theme Park Player Recruitment Project." We cordially invite international youth residing in Taiwan to experience Taiwan's theme parks through a first-person perspective, exploring their natural ecology, cultural experiences, signature cuisines, thrilling adventures, and hospitable services.

Centering on the theme "Having Fun in Taiwan Amusement Parks," this project aims to leverage the relatable, authentic, and multilingual storytelling of international youth on social media. By sharing the "Beyond Expectation" charm of Taiwan's theme parks, we hope to inspire more international travelers to visit Taiwan.

I. Event Theme

Having Fun in Taiwan Amusement Parks

We're looking for international youth living in Taiwan! If you love travel-sharing and video creation, join our free 2-day, 1-night theme park tour and show the world the magic of Taiwan's amusement parks!

II. Target Audience & Eligibility

i. Target Audience

1. International youth studying, participating in exchange programs, interning, working, or legally residing in Taiwan who possess social media content creation skills, video creation skills, and a passion for travel sharing.
2. Individuals from Japan, South Korea, Hong Kong, Macau, and New Southbound markets (including the Philippines, Vietnam, Thailand, Singapore, Malaysia, Indonesia, etc.). Passionate creators from other countries with international promotional potential are also highly welcome.

ii. Eligibility Criteria

1. Legally reside, study, exchange, intern, or work in Taiwan as an international youth.
2. Applicants under 18 must provide parental consent.

3. Have a public social media account (IG, FB, YouTube Shorts, etc.) open for public view during the event.
4. Proficient in photography, writing, short video creation, or social media sharing.
5. Able to participate in the 2D1N tour and complete all pre-trip, during-trip, and post-trip requirements.
6. Content creation in English, Mandarin, or native languages is preferred.
7. Skills in video editing, photography, writing, hosting, performance, design, or marketing serve as bonuses.

iii. Quota

120 players in total (4 tours × 30 players). Quotas may be adjusted based on entries, nationalities, and tour capacities.

III. Application Process

i. Application Period

Now through August 31, 2026. (Subject to official announcements.)

ii. How to Apply

1. Please proceed to the "Application Section" to register, log in, and complete the required information fields.

*Registration website: <https://www.playerswanted.com.tw/>

2. Applicants may click "Save Draft" to log in and modify their information at any time prior to the application deadline.
3. Click "Submit" to complete your application. Data cannot be modified once submitted.
4. Unsubmitted applications by the deadline will be deemed withdrawn.

iii. Required Materials

1. Basic Info: Full name, nationality, and contact details.
2. ID Proof: Copy of Passport, ARC, Student ID, or employment/internship proof (choose one).
3. Social Reach: Main platform names, account links and follower counts.

4. Portfolio: Links to 3 original posts or short videos showcasing your personal style.
5. Bonus Skills: Descriptions and proof of skills in editing, photography, hosting, collaborations, etc.

IV. Selection Process & Criteria

i. Selection Process

1. Eligibility Review: Verifying entry eligibility, completeness of data, and availability.
2. Content Evaluation: Assessing social accounts, quality, engagement rates, and sharing potential.
3. Comprehensive Review: Finalizing rosters based on nationality, language, style, and tour needs.
4. Results: The final roster will be announced by September 15, 2026, and selected applicants will be notified via email.

ii. Evaluation Criteria

Item	Assessment Content	Weight
Social Reach	Followers, engagement rates, reach potential, and fan loyalty.	35%
Content Quality	Visual aesthetics, video pacing, storytelling, and past content quality.	30%
Bonus Skills	Proficiency in editing, design, hosting, performance, travel planning, or collaborations.	25%
Market Representation	Target nationality, language diversity, and global promotional potential.	10%

iii. Admission Principles

Applicants are ranked by score, with consideration given to nationality, gender, platform, and content style. A waitlist may be used if needed.

V. Event Missions & Perks

Selected "International Amusement Park Players" are entitled to:

1. Free participation in the designated 2D1N theme park tour.
2. Transit, meals, hotel, tickets, and travel insurance are fully covered by the organizer.

3. Receive pre-trip info, mission cards, and promotional materials.
4. Lucky draw eligibility upon completing the "Mission Challenge" during the tour.
5. An official certificate of completion or souvenir upon fulfilling posting duties and surveys.
6. Top performers may win Popularity/Mission Awards or receive future collaboration invites.

Note: Personal shopping, private expenses, transit to/from non-designated meeting points, and extended trips are borne by participants.

Selected players must comply with the following requirements:

i. Before the Trip

1. Confirm availability and itinerary, and sign the participation, portrait, and copyright authorization agreements.
2. Sign the Event Participation, Portrait, and Copyright Authorization Agreement (Appendix I).
3. A refundable deposit of NT\$500 is required (fully refunded upon completing the trip and posting content).
4. Provide necessary documentation for travel insurance as requested.
5. Review pre-trip notices, guide materials, and safety regulations.

i. During the Trip

1. Fully participate in the 2D1N tour. Unauthorized group separation or early withdrawal is prohibited.
2. Comply with park safety rules, schedule times, staff instructions, and public order.
3. Complete "Mission Challenge" tasks (e.g., creative photos with rides, filming highlights, interacting with mascots).
4. Share your favorite moments and top park recommendations with friends around the world.
5. Complete the feedback survey before the trip ends regarding services, friendliness, and ideas.

ii. After the Trip

1. Post at least two original pieces of content (posts, Reels, Shorts, or videos) on public social media within the deadline.

2. Tag designated official accounts and include specified hashtags.
3. Submit your content to the organizer for review before publishing.
4. Provide social media analytics data within the deadline and keep posts public until the data collection period ends.

VI. Trip Itinerary (Tentative)

This project features 4 distinct 2D1N player routes. Each includes visits to at least 2 theme parks plus surrounding spots. Exact details are subject to official announcements.

Route	Theme	Main Theme Parks	Marketing Highlights
A	Classic Reality Shows & Miniature Worlds	• Lefoo Village Theme Park • Window on World Theme Park	Wildlife safari, thrilling rides, miniature structures, youth-friendly.
B	Extreme Carnivals, Shopping & Cuisines	• Janfusun Fancyworld • Lihpao Resort	World-class rides, land/water parks, Ferris wheel, outlet shopping.
C	Greek Mythology & Animal Therapy	• E-DA Theme Park • Wanpi World Zoo	Exotic backdrops, theatrical shows, close animal interactions, and photo-worthy scenery.
D	Mountain-Ocean Fantasy & Culture	• Dancewoods Hotels & Resorts • Farglory Ocean Park	Cultural aesthetics, DIY workshops, marine ecology, immersive themes.

Note: Tours are scheduled for September–October 2026. Subject to change due to weather, traffic, park operations, or force majeure.

VII. Awards & Incentives

- i. Popularity Award (1 winner per tour, 4 total)

Taiwan Fun Parks VIP Pass

The top-performing player in social media engagement for each tour wins a 1-year unlimited free entry to designated parks.

Scoring Rules

To ensure cross-platform fairness, scores are calculated by content type:

- Image/Text (FB/IG): Total Points = Likes × 3 + Comments × 1 + Shares × 1

- Video/Shorts (Reels/YT): Total Points = Views $\times$ 0.05 + Comments $\times$ 1 + Shares $\times$ 1

Regulations

1. Evaluated solely on a single highest-performing post/video; no multi-post accumulation.
2. Provide social media analytics data within the deadline or forfeit entry.
3. Any intentional manipulation (e.g., buying likes, bot comments, fake traffic) results in instant disqualification.

ii. Mission Lucky Draw

Complete specified tasks during the trip to enter the lucky draw:

Taiwan Fun Parks VIP Pass

1-year unlimited free entry. (1 winner per tour, 4 total)

Theme Park Gift Pack

Limited-edition theme park merchandise. (5 winners per tour, 20 total)

iii. Completion Incentives

Certification of Completion

Awarded upon completing all program requirements.

Video Bonus

Submissions that include a video, Reel, or Short receive an exclusive theme park gift (Limited to 45 slots, while supplies last).

iv. Tax Notice

Prizes are subject to Taiwan tax regulations. Applicable taxes will be withheld in accordance with the law.

VIII. Important Notices

1. All application information must be accurate. False claims result in immediate disqualification.
2. Admitted status is non-transferable and cannot be substituted.
3. All published photos, videos, and texts must be original or legally authorized.

4. The organizer reserves the right to modify, postpone, or cancel schedules, itineraries, or prizes due to weather, traffic, park operations, or force majeure.
5. The organizer reserves the right of final interpretation and may revise, adjust, or amend these guidelines at any time.

Organizer: Taiwan Tourism Administration
Co-organizer: Taiwan Amusement Park Association
Executive Agency: KingSpread Creative Digital Co., Ltd.
Contact Email: player@kingspread.com.tw
Contact Phone: +886-2-23928599 ext.12

Appendix I

Event Participation, Portrait, and Copyright Authorization Agreement

Event Name: "Having Fun in Taiwan Amusement Parks" International Player Recruitment

I, _____, hereby participate in the "International Player Recruitment Project" organized by the Taiwan Tourism Administration and agree to the following terms and conditions:

I. Event Participation Agreement

1. I verify that all registration, identity, contact, and social media account details provided are true and accurate.
2. I agree to follow all itineraries, safety instructions, schedule times, and on-site regulations set by the organizer, co-organizer, executive agency, and park staff.
3. I understand that this is a 2-day, 1-night group tour. I will not separate from the group, arrive late, leave early, or engage in behaviors that compromise group safety or order without a valid reason.
4. I agree to complete the satisfaction survey before the end of the trip to provide feedback on the itinerary, park services, and international visitor reception.
5. I agree to complete all required social media posts, short videos, and performance metrics within the deadline designated by the organizer after the trip ends.

II. Portrait Rights Authorization

1. I authorize the organizer, co-organizer, executive agency, and their authorized work teams to take photos, videos, voice recordings, interviews, and relevant event records during the trip.
2. I authorize the organizer and its partners to use my portrait, voice, name, nationality, social media handles, and testimonials captured or generated during the event for promoting Taiwan tourism and Taiwan theme parks domestically and internationally.
3. The scope of use includes, but is not limited to, websites, social media, press releases, media reports, performance reports, presentations, promotional videos, exhibitions, event archives, print materials, and other tourism marketing resources.
4. This authorization is royalty-free, non-exclusive, and worldwide. The organizer may clip, reproduce, edit, translate, add subtitles, or alter layout designs as needed for promotional purposes.

III. Copyright Authorization

1. I guarantee that all photos, videos, texts, music, images, and other materials I provide or publish for this event are my own original creations or have been legally authorized.
2. I guarantee that my works do not infringe upon any third party's copyright, portrait rights, privacy, trademarks, reputation, or other legal rights.
3. I authorize the organizer, co-organizer, executive agency, and their partners to use my event-related posts, photos, videos, texts, social media links, and statistical results for promoting Taiwan tourism and Taiwan theme parks.
4. The organizer may clip, reproduce, screenshot, excerpt, translate, add subtitles, create graphics, or adapt my content into summaries or promotional assets as needed.
5. I shall retain the original photo and video files and provide them upon the organizer's reasonable request for project aggregation and promotion.

IV. Content Guidelines

I agree that all published content must comply with the following standards:

1. Content must be positive, respectful of diverse cultures, and socially appropriate.
2. Content must not contain pornography, violence, gore, defamation, personal attacks, hate speech, discrimination, or anything contrary to public order and good morals.
3. Content must not involve controversial political, religious, racial, gender, or cultural statements or attacks.
4. Content must not spread unverified or incorrect information regarding park operations, ticket prices, transit, event rules, or government policies.
5. If using third-party music, images, videos, or assets, I am solely responsible for securing legal licenses.

V. Data Privacy and Consent

1. I consent to the collection, processing, and use of my personal data by the organizer and executive agency for review, communication, insurance, travel/hotel bookings, event management, metrics tracking, prize distribution, and tourism promotion.
2. Personal data includes name, nationality, date of birth, contact info, ID/Passport details, school/institution info, social media accounts, portraits, event photos, videos, and testimonials.

3. The organizer and executive agency will handle all data strictly in accordance with the Personal Data Protection Act of Taiwan and will not use it for unrelated purposes.
4. According to the Personal Data Protection Act, I reserve the right to request access to, review, copy, supplement, correct, cease collection/processing/use of, or delete my personal data through the event team.

VI. Liability and Indemnity Statement

1. If the content I provide or publish involves infringement, falsehood, illegality, or violates third-party rights, I shall bear full legal responsibility.
2. I am solely responsible for any damages caused by my violation of rules, lateness, group separation, hazardous behavior, or personal issues.
3. The organizer reserves the right to disqualify my participation, prize eligibility, or future collaborations depending on the severity of any violation.
4. If the event is postponed, modified, or canceled due to weather, transit issues, park operations, health emergencies, force majeure, or other safety concerns, I agree to comply with the organizer's adjustments.

VII. Signature Block

Participant Signature: _____

Passport / ARC Number: _____

Nationality: _____

Phone Number: _____

Email: _____

Social Media Handle(s): _____

Mailing Address: _____

Legal Guardian Signature: _____

(Required if the participant is under 18 years old; exempt if 18 or older.)

Date: Year 2026 / Month _____ / Day _____