



8 Travel Service

1. Management concept for Freeway Service Areas

Freeway Service Areas have been open mainly to allow those traveling on freeways rest after long hours when required. The service areas are available with refueling and vehicle service facilities assuring safe travel on freeways.

As closed pay-road systems, all freeway service areas offering direct services to travelers are to provide quality and diverse facilities free of charge to travelers. All the commodities provided for sale in the areas must be of like quality and price as that of neighboring cities at no difference. As TANFB has come highlighting its service-oriented strategy, freeway travelers are increasingly demanding new services as time goes by, fellow feeling needs to be upgraded to when it comes to updating the management strategy for service areas at this time, otherwise, no service provided would meet the demand of the customers. Accordingly, a sound management concept for freeway service areas in the future needs to rest on offering satisfactory public services by actively lowering the royalty upon recruiting new operators which would then provide more quality products at affordable prices and, at the



same time, highlighting local characteristics as well as ecological as well as environmental concerns. Eventually, a freeway service area is not only a place to allow travelers to rest, but also a tourist destination as a really exclusive service area.

In the future, recruiting new service area operators will focus on management concepts and highlights proposed by the contenders. Doing so would assure that quality and all-purpose are available in service areas, where more business opportunities could be created as the government, the private sector and freeway travelers are all beneficiaries.

2. Performance of the new system implemented in 6 service areas in 2011

- (1). When new recruitment contracts undergone full reviews in this office in 2011 for the service areas in Zhongli, Hukou, Guanxi, Shiding, Taian and Rende, lowering the royalty percentage was a major issue as prices of fast food items, menus offered by diners were stipulated to keep at equal rates that of like items available in neighboring university shopping areas; further, lunch boxes and noodle items at affordable prices must also be made available. Bidding operators are requested to bring in both Chinese and Western fast food items offered by renowned establishments through franchise as additional options. On the website of this office, the public may check specifications and sales prices of key items. By lowering the royalties by 25%~30%, the prices have come down and consumers in the aforementioned service area showed approval as sales revenues in the 6 service areas grew remarkably compared with the same period last year and satisfaction rate of the public improved significantly. The new measures have successfully driven the sales price down.



The Taian Service Area at night



Remembering the Hukou Service Area



The public enjoying dining and beverage in service areas



The Hukou Service Area demonstrating the past

(2). Soon, 8 more service areas will undergo recruitment for new operators when current contracts expire and the royalty rates will equally be lowered and customer-orientation will govern. The effort is to help the operators streamline their business costs while lowering the sale price. By following business performance, new contracts will be evaluated as improvement of service quality of the operators will be monitored on an ongoing basis for the purpose of satisfactory service to the public.



3. Basic information on service areas

(1). Characters of Main Theme

Freeway	Service Area	Managing Merchant	Duration	Characters of Main Theme
National Freeway No. 1	Zhongli	Hsin Tung Yang Co., Ltd.	94.5.16~100.5.15	Theme-park landscaping with water-dancing fountains in a modern Shangri-La-style hotel for businessmen
		Hi-Scene World Enterprise Co., Ltd.	100.5.16~106.5.31	Based on the theme of Impressive Taiwan for Travelers, theme service areas are built on the concept of a living museum. Next to the Taoyuan International Airport, the Zhongli Service Area is actually the main entrance to Taiwan for international visitors, reason why it is built on the theme of Window to the World, Where Dreams Take Off—Amazing Taiwan GO GO GO.
	Hukou	Hao Yun Enterprise Co., Ltd.	94.5.16~100.5.15	An active and warm family route
		Hi-Scene World Enterprise Co., Ltd.	100.5.16~106.5.31	Based on the theme of Showing its old streets, the island paradise—A date back in 1974, thanks to well-planned design skills and decoration art, Taiwan reappears in a nostalgic yet musing ambient, part of its culture.
	Taian	Nan Ren Lake Leisure Amusement Co., Ltd.	94.3.1~100.2.28	Northbound No Frontier Theme Restaurant, Red Ants and other theme original works on display in steel sculpture in the plaza in front of Southbound hall.
			100.3.1~106.2.28	The area is arranged to highlight the theme of the Wonderful Wizard of Oz Painting of Music The theme park in the North Station is a fairytale-like outdoor space featuring amusement facilities for children and a park that serves as habitat for bugs, butterflies and squirrels. The South Station: The European-style fountain park features streets and wooden artworks for the theme and the plantation is arranged to reinforce aestheticism. The chairs and evening lighting have been improved.
	Xiluo	Hsin Tung Yang Co., Ltd.	96.3.1~102.2.28	The whole site is made as a 3D forest-like totem. The pagoda and the corridor in front of the veranda are transformed into a Puppet Opera Stage for visitors coming with family.
	Xinying	Oceanic Beverages Co., Inc.	96.3.1~102.2.28	Available in the form of a Japanese Lodge, the entire landscape features greens, light, wind, sound and water among other elements provided by Mother Nature.
	Rende	President Chain Store Corp.	94.5.26~100.5.25	The theme highlights POWER.
			100.5.26~106.5.31	Based on the structure of Ongoing and Endless Cycle, local natural and cultural landscapes are introduced to revive traditional elements and Charming Nan Ying in a brand new design, where Nan Ying New Age is presented as Old is New thanks to the different designs of the North Station and the South Station.



Freeway	Service Area	Managing Merchant	Duration	Characters of Main Theme
National Freeway No. 3	Guanxi	Nan Ren Lake Leisure Amusement Co., Ltd.	94.6.1~100.5.31	Having the Hakka architecture as key that houses Hakka products. Fountains and rest areas under trees are provided.
		Hsin Tung Yang Co., Ltd.	100.6.1~106.5.31	The Lohas Lodge and Charming Guanxi make the theme of the park based on the charming Guanxi and the attitude of the Hakka people.
	Xihu	I-Mei Foods Co., Ltd.	97.10.16~103.12.6	Both the North and South halls feature a crystal chandelier and LED lights on top of the pyramid..
	Qingshui	Hsin Tung Yang Co., Ltd.	97.9.1~103.8.31	The steam ship represents the theme of ocean.
	Nantou	Hsin Tung Yang Co., Ltd.	97.4.16~103.4.15	Based on the aboriginal culture, the aboriginal totem is used to highlight the aboriginal folklore.
	Gukeng	Hi-Scene World Enterprise Co., Ltd.	96.7.2~102.7.1	The romantic Gukeng Service Area is highlighted with flora, rainbow and coffee. The outdoor parks come in European style and the outdoor café and water dancing plaza contribute to the food court where people may enjoy local cuisine in Yunlin and Chiayi area.
	Dongshan	President Chain Store Corp.	96.4.16~102.4.15	The 200-year-old banyan tree makes the renowned landmark as this is known as the largest highway service area in Southeast Asia. The Dongshan Service Area is known for its LOHAS green concept as it features outdoor fountain plaza, banyan stage and veranda as well as lakeside pagodas.
	Guanmiao	Oceanic Beverages Co., Inc.	97.11.23~103.11.22	The Phoenix Canopy Bamboo Shade Hall and the Guanmiao Noodle Workshop and the siding of the public restrooms feature a pineapple canopy as public art contributed by the local Guanmiao population.
National Freeway No. 5	Shiding	Oceanic Beverages Co., Inc.	95.6.16~100.6.15	European-style gardens and rock sculpture parks are available outdoors.
			100.6.16~106.8.31	Based on the theme of Sunshine Market, the Shiding Service Area undergoes remodeling by highlighting the concept of market. By taking advantage of solar energy, the service area is brought nearer to Mother Nature and lighting, the design itself also make travelers feel relaxed.



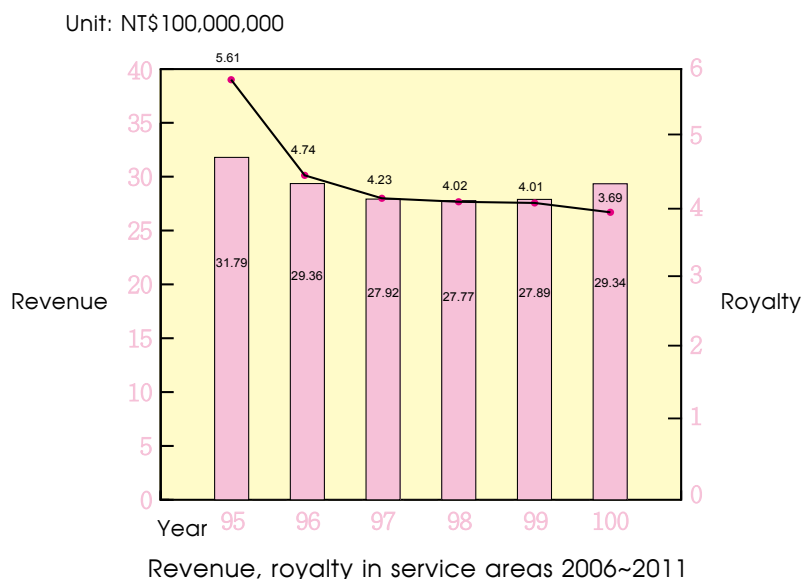
(2).Primary free-of-charge service facilities

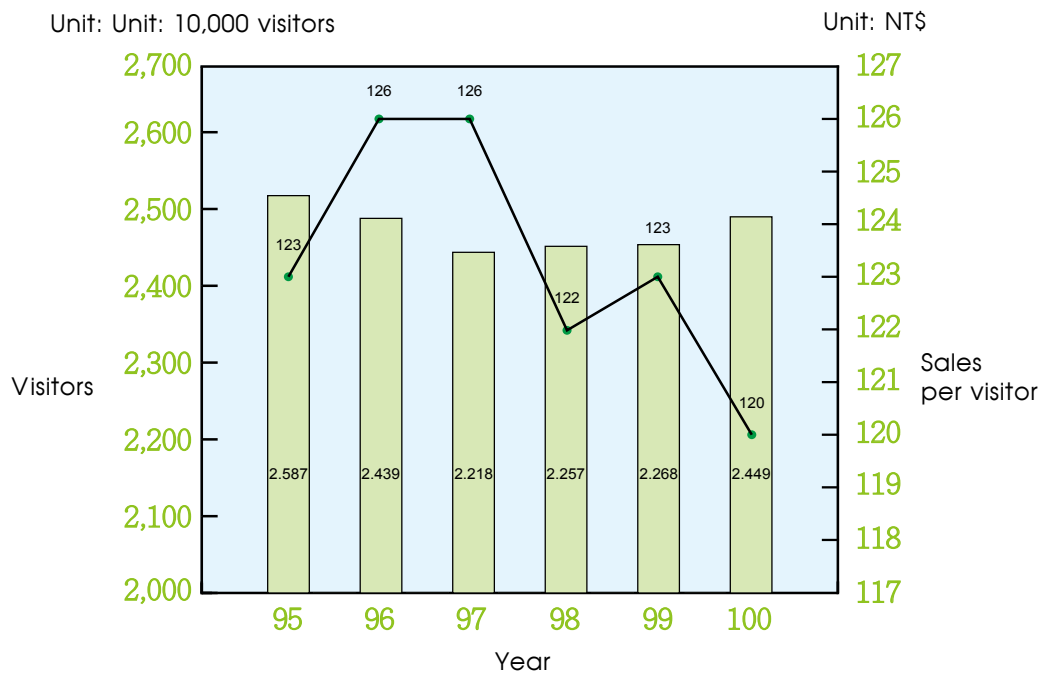
Facility	Service
Public restrooms	Clean, carefree, bright, greenery land and caring quality restrooms
Information desk	Sale of ticket coupons, wheel chairs and toddler carriages, paging, lost and found, change into coins, Fax, photocopying, traffic updates and other tourist information.
Breastfeeding room	Diapers, hot water and cradles.
ATM	Cash withdrawals, fund transfers and balance checks among others.
Wireless Internet	Free-of-charge wireless internet in the halls
Parking	Free parking for all vehicles and trailers.
Landscaping rest area	Available with bonsais.

4.Service stations

- (1).22 service stations are available in the service areas along the National Freeway No. 1 and 7 service stations are available along the National Freeway No. 3 at Guanxi, Qingshui, Nantou, Gukeng, Dongshan and Guanmiao (southbound and northbound).
- (2).The service stations are open 24 for refueling, carwash, first-aid maintenance, water and tire air-charging free-of-charge as well as sales of ticket coupons among others.

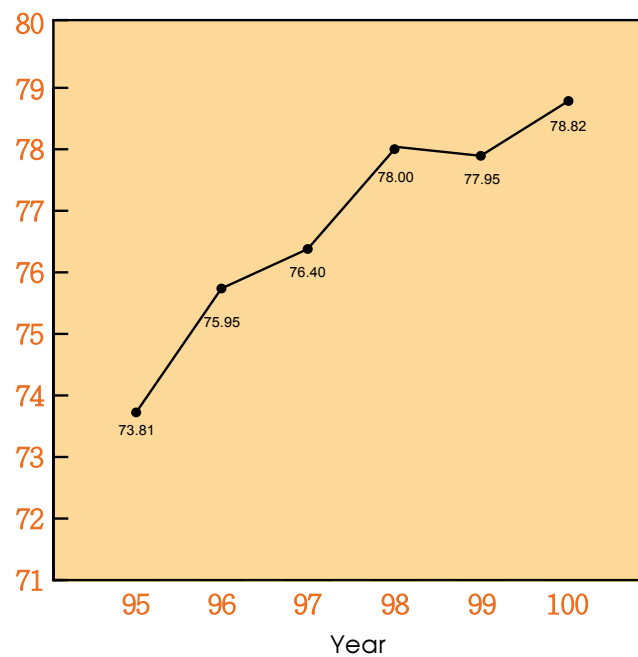
5.Service area business performance statistics





Visitors, sales per visitor in service areas 2006~2011

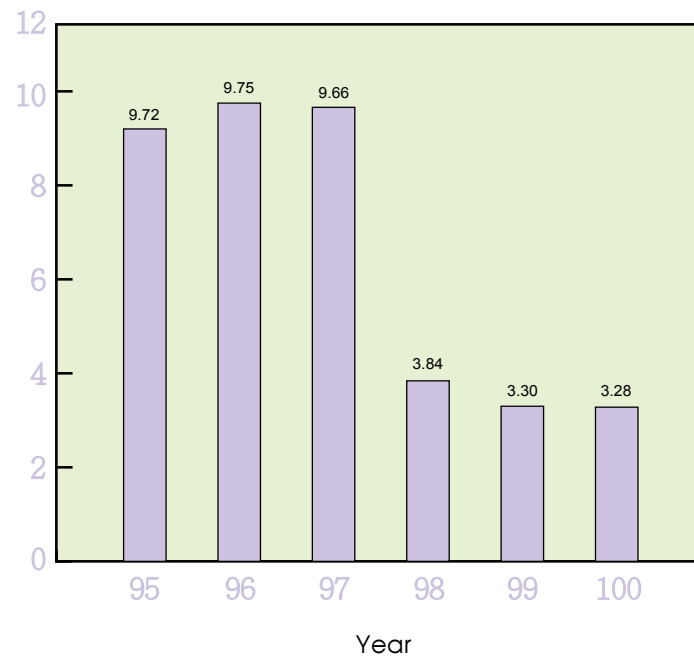
Unit: Point



Service area customer satisfaction survey 2006~2011



Unit: NT\$100,000,000



Service stations royalty 2006~2011