

TAIPEI Xinyi



A Vibrant and Modern Hotspot

觀光傳播局
TAIPEI
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- ◆ City Landmarks
- ◆ Shopping Paradise
- ◆ Fashion Hub



Xinyi

Xinyi District is the heart of Taipei. It is home to commercial skyscrapers, international conference and exhibition centers, and numerous department stores featuring global brands. There are also cultural-creative parks, temples, museums, art galleries, historical sites, and mountain trails for endless exploration of all kinds.

District Flower



Wild Peony

Xinyi

- Tourist Spots
- Culture
- Food
- Nature
- Other
- ★ 2025 Michelin
- 📍 Visitor Center
- 🚗 Taipei Sightseeing Bus (Red Line)
- 🚇 Taipei Metro



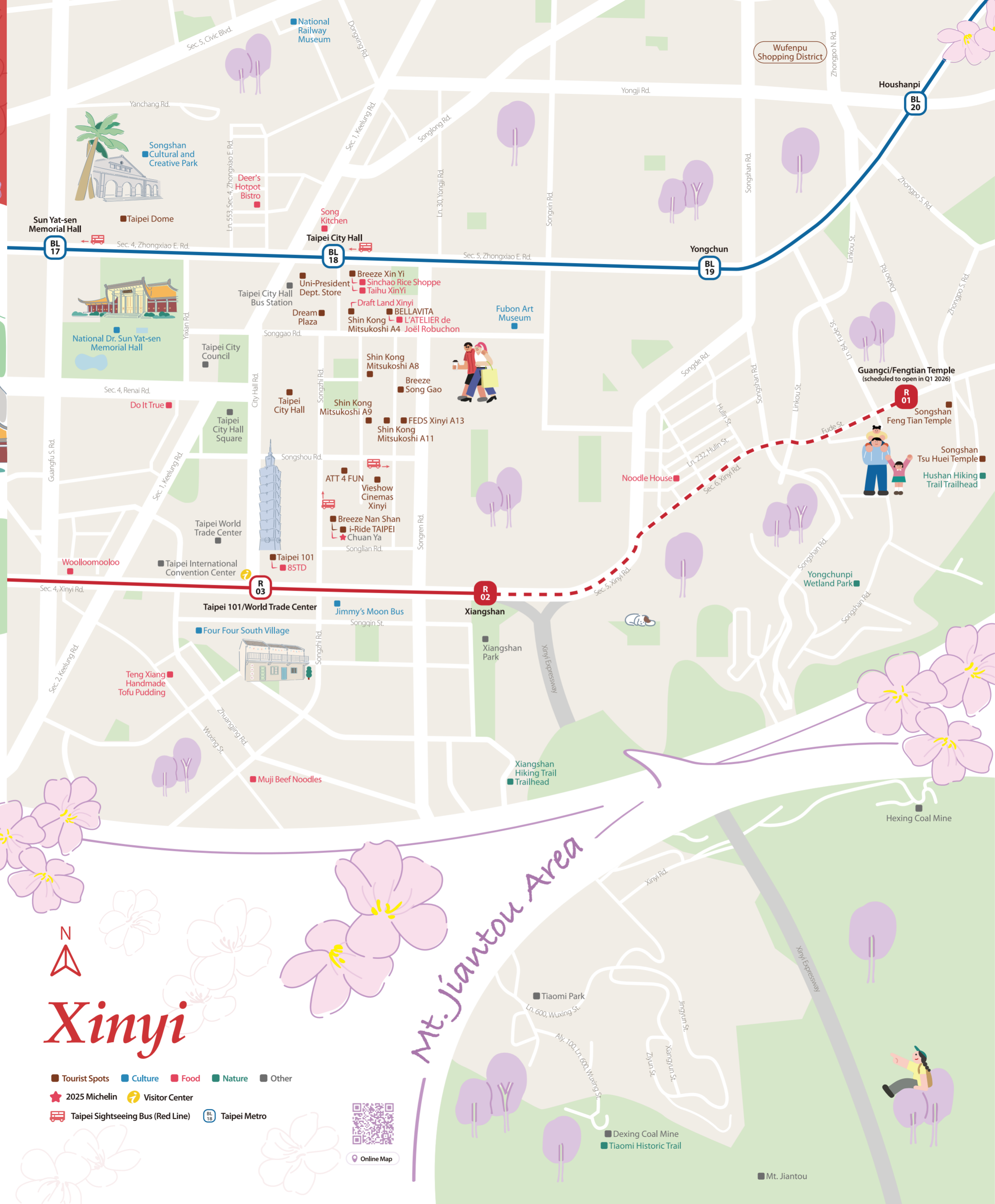
Taipei Travel Net Legal Hotels



Online Map

* Information contained in this publication is subject to change after release.

AD



Exciting Events

Taiwan LGBT+ Pride

▶ Last Saturday of October ▶ Taipei City Hall Square (start)

The annual Taiwan LGBT+ Pride parade is one of the largest pride events in Asia. Alongside the parade, the Rainbow Market, a themed street fair will be held in front of Taipei City Hall, while the celebrations will also feature an after-party with a main stage for performances.



Taipei Xmas

▶ November to early January ▶ Department stores in Xinyi District

This Taipei-exclusive Christmas celebration, a collaboration with department stores, features unique themed light displays for stunning photo ops, fantastic shopping deals, diverse exhibitions and various performances, creating a rich festive atmosphere.



Taipei Marathon

▶ Third week of December
▶ Taipei City Hall Square and Taipei Municipal Stadium

This Gold label-certified annual running event attracts tens of thousands of participants from around the world. Beginning at Taipei City Hall Square and finishing at the Taipei Municipal Stadium, the route takes athletes past multiple city landmarks.



Taipei New Year's Party

▶ December-January 1 ▶ Taipei City Hall Square

A must-visit New Year's Eve event, preliminary activities start in December, leading up to the main event on the last day of the month, featuring top-tier international and local performers. At the countdown, revelers welcome the new year under the spectacular Taipei 101 firework show.

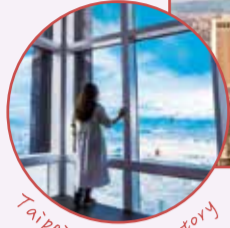


Tourist Spots

Taipei 101

- ▶ 45, City Hall Rd.
- ▶ (02) 8101-8800

Taipei's most famous and visible landmark features an international shopping center, diverse dining options, and scenic restaurants. The 89th floor observatory provides stunning panoramic city views.



Taipei 101 Observatory

Taipei Dome

- ▶ 515, Sec. 4, Zhongxiao E. Rd.
- ▶ (02) 2722-8811

Taiwan's first indoor baseball stadium is ideal for thrilling sports competitions and dazzling music events. In the surrounding area, you will find shops, restaurants, and other amenities.



Baseball events



Department Stores in Xinyi District

- ▶ Area bounded by Sec. 5 Xinyi Rd., Songren Rd., Songgao Rd., and City Hall Rd.

A collection of department stores offering entertainment, leisure, gourmet dining, and special weekend events, interconnected by skywalks, forms a bustling shopping haven and a one-stop destination for fun and indulgence.



Taipei City Hall

- ▶ 1, City Hall Rd.

Taipei City Hall is an office building open to the public. At the "BravoOffice" on the first floor, you can find a variety of souvenirs featuring the city's beloved mascot BravoBear.



i-Ride TAIPEI

- ▶ 6F, 17, Songzhi Rd. (inside Breeze Nan Shan)
- ▶ (02) 2723-8098

This immersive theater utilizes a sensory flight simulation system, engaging sight, sound, touch, smell, and motion to create a truly realistic experience.



Wufenpu Shopping District

- ▶ Area bounded by Songshan Rd., Zhongpo N. Rd., Yongji Rd., and Songlong Rd.

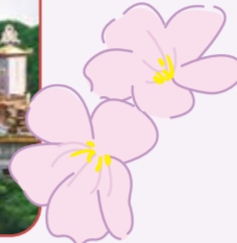
This district is a major wholesale and retail clothing market in Taipei, offering a wide variety of affordable apparel and accessories across all age groups.



Songshan Feng Tian Temple

- ▶ 12, Ln. 221, Fude St. ▶ (02) 2727-9765

This is the largest temple dedicated to the Jade Emperor in northern Taiwan. It has exquisite stone sculptures, wood carvings, and colorful glazed pottery, making it a serene place for contemplation.



Songshan Tsu Huei Temple

- ▶ 33, Ln. 251, Fude St.
- ▶ (02) 2726-1735

Dedicated to the Queen Mother of the West, this temple has a main hall that features a towering three-story ceiling and four golden pillars inscribed with a hidden-character poem honoring the deity.



Culture

National Dr. Sun Yat-sen Memorial Hall

- ▶ 505, Sec. 4, Renai Rd.
- ▶ (02) 2758-8008

This memorial hall houses a grand auditorium, performance halls, and diverse galleries. The outdoor Chungshan Cultural Park features walking trails and Lake Tswei, and is often the venue for cultural events.



Songshan Cultural and Creative Park

- ▶ 133, Guangfu S. Rd. ▶ (02) 2765-1388

Once a tobacco factory, this park features distinctive architecture like the former boiler room and manufacturing plant. Some areas have been transformed into exhibition spaces and are utilized by cultural and creative businesses, as well as for diverse events and performances.



Stylish shops

National Railway Museum

- ▶ 50, Sec. 5, Civic Blvd. ▶ (02) 8787-8850

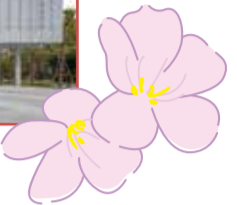
Formerly a railway workshop dating back to the Japanese era, this museum opened in 2025. The site preserves the old workshop, the employee bathhouse, and many other valuable heritage treasures, including steam locomotives. It also offers vintage diesel train rides.



Fubon Art Museum

- ▶ 79, Songgao Rd. ▶ (02) 6623-6771

The first privately funded art museum in Xinyi District, designed by renowned architect Renzo Piano, features high ceilings and ample natural light. The spacious environment ensures a cozy atmosphere.



Jimmy's Moon Bus

- ▶ 100, Sec. 5, Xinyi Rd.

This public artwork, created based on Jimmy Liao's picture book *When the Moon Forgot*, features a bus traveling from "Forget Station" to "Remember Station." The bus has become a well-known photo location.



Four Four South Village

- ▶ 52, Songqin St. ▶ (02) 2723-7937

The city's first military dependents village retains its original architectural charm. Inside are exhibition spaces, unique delis, and creative markets. The site is also perfect for snapping retro-style photos.



Food

Sincho Rice Shoppe ★

- ▶ 2F, 68, Sec. 5, Zhongxiao E. Rd. (inside Breeze Xin Yi)
- ▶ (02) 2723-9976

This restaurant, endorsed by the Michelin Bib Gourmand, serves innovative Taiwanese cuisine. It is famous for its steak fried rice, stir-fries, and delicate desserts.



L'ATELIER de Joël Robuchon ★

- ▶ 5F, 28, Songren Rd. (inside BELLAVITA)
- ▶ (02) 8729-2628

This French fine-dining restaurant (two Michelin stars) is known for its tender and flavorful red-wine-braised beef cheeks and its signature apple-shaped dessert made with seasonal fruits.



85TD ▶ 85F, 7, Sec. 5, Xinyi Rd. (inside Taipei 101) ▶ (02) 8101-0085



This high-altitude restaurant, once recommended by Michelin, specializes in modern Chinese cuisine. Must-tries include the Buddha Jumps Over the Wall and the Signature Barbecued Pork with Honey dishes. Celebrities have also praised their steamed dumplings.

Do It True ▶ 506, Sec. 4, Renai Rd. ▶ (02) 2720-6417

This establishment, in operation for more than 70 years, specializes in Northern Chinese cuisine, including a type of pancake with fillings called *dalian huoshao* and pickled cabbage hot pot.



Song Kitchen

- ▶ 14, Ln. 15, Sec. 5, Zhongxiao E. Rd.
- ▶ (02) 2764-4788

Previously recommended by the Michelin Bib Gourmand over consecutive years, this restaurant is renowned for its authentic Peking Duck. Reservations are highly recommended.



Deer's Hotpot Bistro

- ▶ 15, Aly. 6, Ln. 553, Sec. 4, Zhongxiao E. Rd.
- ▶ (02) 2765-0998

This hot-pot restaurant, blending a bistro and café atmosphere, is well known for a broth made with bonito flakes and various vegetables and fruits. Its exceptional dessert selection has earned it the nickname "a dessert shop that happens to serve hot pot."



Taihu XinYi

- ▶ 68, Sec. 5, Zhongxiao E. Rd.
- ▶ (02) 2722-0592

Located in the outdoor plaza of Breeze Xin Yi, this is a standing-only craft beer bar offering a wide selection of quality brews, including some of the city's best IPA.



Draft Land Xinyi

- ▶ 19, Songgao Rd. (at Shin Kong Mitsukoshi Xinyi Place A4)

Situated just opposite Taihu XinYi, this bar specializes in sparkling cocktails. It is the first establishment in Asia featuring "cocktails on tap," making for a laid-back tipple setting.



🍷 Please drink responsibly

Noodle House

- ▶ 75, Ln. 232, Hulin St. ▶ (02) 2759-8727

Known for its chewy noodles and rich peanut-sesame sauce, this shop serves a highly popular traditional sesame noodles dish, beloved by locals for breakfast and lunch.



Muji Beef Noodles

- ▶ 239, Wuxing St. ▶ (02) 2722-2707

This restaurant specializes in clear-broth and braised beef noodles. The tender meat and the broth, flavored with green onions and cilantro, are truly unforgettable. The *jinbing* (a type of flatbread) is also a must-try.



Teng Xiang Handmade Tofu Pudding

- ▶ 113, Wuxing St. ▶ (02) 2345-3222

This store specializes in non-GMO soybean products. Their signature tofu pudding, combined with soy milk and caramel, offers a unique flavor. They also sell fried and braised dried tofu for savory tastes.



Woolloomooloo

- ▶ 379, Sec. 4, Xinyi Rd.
- ▶ (02) 8789-0128

This restaurant highlights Australian home-style dishes, including brunch, main courses, afternoon tea, and beverages. The items titled "Mooloo" are their top recommendations.



Nature

Xiangshan (Mt. Elephant) Hiking Trail

- ▶ Trailhead: Aly. 22, Ln. 150, Sec. 5, Xinyi Rd.

This trail offers panoramic views of the Taipei skyline. You can also find diverse plant life, including many fern species such as the flying spider-monkey tree fern, making it an excellent choice for nature walks.



Splendid views



Tiaomi Historic Trail

- ▶ Trailhead: End of Aly. 100, Ln. 600, Wuxing St.

Built during the Qing Dynasty, this trail once served as a shortcut for carrying rice to Nangang and Muzha. Walk up about 500 stone steps to reach Tiaomi Temple, and a further 100 meters to reach Xinpo Ridge. The trail is neatly paved for smooth walks.



Hushan (Mt. Tiger) Hiking Trail

- ▶ Trailhead: End of Ln. 251, Fude St.

This trail features overlapping layers of sandstone and shale. Along the way, you can observe wetland ecology that supports fireflies, emerald green frogs, and various types of ferns. You can also cool off in the trailside creek.



Fireflies

Yongchunpi Wetland Park

- ▶ 657, Songshan Rd.

This is the city's first wetland park located within the urban area. It is connected to the Four Beasts Mountain Range and provides habitat for various birds like the Taiwan blue magpie, white-breasted waterhen, kingfisher, and even owls.

