

一起歐趴嗎？跟著TPASS叭叭造！

- 以交通月票實現桃園市假日親子共遊企劃



月票由來

1. 期望減少民眾經濟負擔
2. 緩解交通壅塞
3. 落實環保意識

旅遊企劃

- 方案一：乙未保台
方案二：水之丘主題公園
方案三：大有梯田

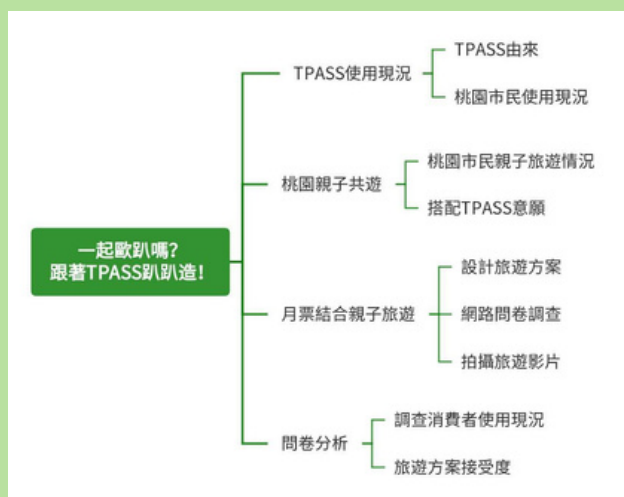
研究結果與建議

結果：

1. 民眾對月票了解不足
但已使用者皆樂於利用月票出遊
2. 桃園市的公車App班表經常不準確
3. 透過IG的高觀看數、宣傳效果
及接受度顯示企劃推出成效良好

建議：

1. 定期更新桃園公車線上App
2. 候車站牌全數更新為智慧站牌



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-Promoting Weekend Family Outings in Taoyuan City with Transit Passes



Sources of Monthly Pass :

Tour Plan Options :

Research results :

- 1、Reduce the economic burden on citizens.
- 2、Alleviate traffic congestion.
- 3、Promote environmental awareness.

PlanA:Yiwei Farm
PlanB:Shanzhihou Theme Park
PlanC:Dayou Rice Field

Recommendations:

- 1.Regularly update the Taoyuan City bus schedule app.
- 2.Upgrade all bus stop signs to smart signs.

Result:

Citizens' understanding of the monthly pass is insufficient, but users enjoy using the monthly pass for outings. The bus schedule app in Taoyuan City is often inaccurate.

High views and engagement on Instagram indicate the promotion's success and high acceptance rate, showing effective outcomes from the plan.

Taipei City、New Taipei City、
Keelung City、Taoyuan City

1

\$1200

\$799

2

Taoyuan City、Hsinchu
City、Hsinchu Country

Taoyuan City、Hsinchu City、
Hsinchu Country、Miaoli Country

3

\$1200

商二 2

24張祐瑄

30陳儀軒

33廖梓軒

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