



Taitung Red Oolong Route: Luye Highlands

台東紅烏龍之旅：鹿野高台

The home of Red Oolong — Taitung's Luye highlands, where a heavily oxidised, deeply fragrant oolong was born and is still made.

REGION	DURATION	DIFFICULTY	STOPS
Taitung / Luye	Full day	Moderate	4
TEA FOCUS	BEST FOR		
Taitung Red Oolong	Scenic · Educational · Traditional		

The route

1

Red Oolong Cooperative 紅烏龍合作社

Luye, Taitung

The cooperative behind Taitung Red Oolong — the source of the style and the best place to taste it well.

2

Luye Recreational Tea Farm 鹿野觀光茶園

Luye, Taitung

A recreational tea farm on the Luye plateau, with tea terraces and highland views.

3

Imagine Taitung 饗嚮台東

Luye, Taitung

A Luye tea-and-experience space — a relaxed stop to taste and learn.

4

Xin Yuan Chang Black Tea Industry Culture Museum 新元昌紅茶產業文化館

Luye, Taitung

A black-tea heritage museum rounding out Taitung's wider tea story.

WHAT TO DRINK

- Taitung Red Oolong (hongwulong)
- Luye highland oolong
- Honey-fragrance black tea

WHAT TO LEARN

- Taiwan's tea regions explained — <https://www.leaf-guide.com/learn/taiwan-tea-regions-explained>
- Taiwanese oolong, explained — <https://www.leaf-guide.com/learn/taiwanese-oolong-tea-beginner-guide>
- What tea is Taiwan famous for? — <https://www.leaf-guide.com/learn/what-tea-is-taiwan-famous-for>

BEFORE YOU GO

- Luye is rural highland country — plan transport ahead and verify each venue's current opening status on its official source before you go.
- Red Oolong is heavily oxidised and intense; taste slowly and drink water alongside.
- The Luye plateau is exposed and sunny; bring sun protection and a layer for the breeze.

Venue details and opening status can change. This card is editorial planning context — always verify a venue's current details on its official source before visiting.

Live route, map links & updates: <https://www.leaf-guide.com/tea-routes/taitung-red-oolong-route>

New to Taiwanese tea? Free Starter Guide: <https://www.leaf-guide.com/starter-guide>

Leaf Guide Taiwan · Tea Route Card · First edition · June 2026 · <https://www.leaf-guide.com>