

中華民國八十九年
觀光年報

ANNUAL REPORT
ON TOURISM 2000
REPUBLIC OF CHINA

TAIWAN

Isle Formosa

中華民國八十九年觀光年報

交通部觀光局編印

TAIWAN



交通部觀光局編印
PUBLISHED BY
TOURISM BUREAU, MINISTRY OF
TRANSPORTATION AND COMMUNICATIONS
R.O.C. (TAIWAN)

ISBN 957-02-8697-0



9 789570 286977

GPN : 2009002380

目錄

Contents

序	2
Foreword	

壹	觀光行政組織及政策	10
I	Tourism Administration: Organization and Policies	

一、觀光行政組織	10
1. Organization of Tourism Administration	
二、觀光局組織編制	10
2. Organizational Structure of the Tourism Bureau	
三、觀光遊憩區管理體系	14
3. Scenic Area Administration System	
四、觀光政策目標及施政重點	14
4. Tourism Policy Goals and Key Administrative Tasks	

貳	重要工作成果	18
II	Major Achievements of the Tourism Bureau	

一、訂定「二十一世紀台灣發展觀光新戰略」	18
1. Formulation of the New Strategy for the Development of Taiwan's Tourism in the 21st Century	
(一) 研定觀光新戰略作為觀光發展新藍圖	18
(1) Formulation of the New Tourism Strategy as a Blueprint for Tourism Development	
(二) 辦理觀光新戰略國際會議	20
(2) Holding of the International Conference on Taiwan's Tourism Development Strategy for the 21st Century	
(三) 研定「二十一世紀發展觀光新戰略行動執行方案」	20
(3) Formulation of an "Action Implementation Plan for Taiwan's New Tourism Development Strategy for the 21st Century"	
二、重點推動觀光遊憩區規劃建設	20
2. Promotion of Key Tourist Site Planning and Development	
(一) 設立觀光局第七處國家風景區管理處—日月潭管理處	20
(1) Establishment of the Seventh National Scenic Area Administration at Sun Moon Lake	
(二) 完成重要觀光遊憩區規劃	23
(2) Completion of Major Tourist and Recreational Site Planning	
(三) 辦理地方重要風景區整建	24
(3) Reconstruction of Major Local Scenic Areas	
(四) 推動溫泉區開發與管理	24
(4) Development and Management of Hot-Spring Areas	
(五) 發展海域遊憩活動	26
(5) Development of Marine Recreation	
(六) 推展永續觀光生態旅遊	26
(6) Promotion of Sustainable Eco-tourism	
三、加速國家級風景特定區多元化發展	28
3. Acceleration of Diversified Development of National Scenic Areas	
(一) 東北角風景特定區	30
(1) Northeast Coast National Scenic Area	
(二) 東部海岸風景特定區	32
(2) East Coast National Scenic Area	
(三) 澎湖風景特定區	32
(3) Penghu National Scenic Area	
(四) 大鵬灣風景特定區	34
(4) Tapeng Bay National Scenic Area	
(五) 花東縱谷風景特定區	36
(5) East Rift Valley National Scenic Area	

(六) 馬祖風景特定區	38
(6) Matsu National Scenic Area	
(七) 日月潭風景特定區	40
(7) Sun Moon Lake National Scenic Area	
四、鼓勵民間投資參與觀光遊憩事業	42
4. Encouragement of Private Investment in Tourist Facilities	
五、推動九二一地震後觀光振興措施	44
5. Implementation of Post-Sept. 21 Earthquake Reconstruction Measures	
(一) 重建區觀光產業重建	44
(1) Tourism Industry Reconstruction in the Reconstruction Area	
(二) 搶救國際觀光市場	44
(2) Urgent Steps to Save the International Tourism Market	
(三) 促銷重建區旅遊	46
(3) Marketing of Reconstruction Area Tourism	
六、辦理大型觀光推廣活動	48
6. Organizing of Large Tourism Promotion Activities	
(一) 舉辦八十九年千禧台北燈會	48
(1) Organizing of the Millennium Year Taipei Lantern Festival	
(二) 舉辦二〇〇〇年台北中華美食展	48
(2) Holding of the 2000 Taipei Chinese Food Festival	
(三) 舉辦二〇〇〇年台北國際旅展	48
(3) Holding of the 2000 Taipei International Travel Fair	
(四) 溫泉會議	50
(4) Hot-Spring Conference	
七、輔導觀光產業升級提升品質	50
7. Assistance for Upgrading and Quality Enhancement in the Tourism Industry	
(一) 輔導旅館業改善經營體質	50
(1) Assistance for the Hotel Industry in Improving Its Operating Systems	
(二) 鼓勵旅行社業者開發觀光新遊程	52
(2) Encouragement of Travel Agencies to Develop New Tour Itineraries	
(三) 旅行社輔導與管理	52
(3) Guidance and Administration of the Travel Agency Industry	
(四) 旅遊消費者保護	54
(4) Protection of Travelers	
(五) 辦理觀光從業人員講習訓練	54
(5) Training of Tourism Employees	
八、推動觀光業務e化及完成網站重整	56
8. Promotion of Digitization in the Tourism Industry, and Completion of Website Reconstruction	
九、法規研修	58
9. Formulation and Revision of Laws and Regulations	
(一) 重擬「發展觀光條例修正草案」	58
(1) Reformulation of the Draft Revision of the Statute for Development of Tourism	
(二) 觀光法規命令之增修訂	58
(2) Formulation and Revision of Tourism Laws, Regulations, and Orders	
(三) 其他行政規則之檢修	58
(3) Review and revision of other administrative regulations	
十、行政院觀光發展推動小組整合觀光資源	60
10. Integration of Tourism Resources by the Executive Yuan's Tourism Development and Promotion Committee	

參	觀光調查及統計	62
III	Tourism Surveys and Statistics	
	一、觀光調查研究	62
	1. Tourism Surveys and Research	
	(一) 來台旅客消費及動向調查	62
	(1) Visitor Expenditures and Trends	
	(二) 國人出國旅遊消費及動向調查	62
	(2) Outbound Tourist Expenditures and Trends	
	(三) 國人國內旅遊狀況調查	62
	(3) Domestic Tourism	
	(四) 觀光遊樂服務業—遊樂場(區)業調查	62
	(4) Theme and Amusement Parks	
	二、觀光統計分析	64
	2. Analysis of Tourism Statistics	
	(一) 八十九年來台旅客及國人出國人次雙雙再創歷年新高點	64
	(1) Post-Earthquake Recovery	
	(二) 來台旅客人數分析	66
	(2) Number of Visitor Arrivals	
	(三) 觀光外匯收入及支出	68
	(3) Tourism Receipts and Expenditures	
	(四) 觀光旅館住用率、平均房價及本國籍住宿旅客人數統計	70
	(4) Tourist Hotel Occupancy and Average Room Rates, and Room-Nights Occupied by Local Residents	
	(五) 國民出國人數分析	70
	(5) Outbound Departures of ROC Nationals	
	(六) 觀光遊憩區遊客人數分析	72
	(6) Visitors to Major Tourist Sites in Taiwan and Kinmen	
肆	附錄	73
IV	Appendixes	
	一、統計表	74
	STATISTICAL TABLES	
	(一) 來台旅客人數	74
	VISITOR ARRIVALS	
	1. 歷年來台旅客統計	74
	Visitor Arrivals, 1956-2000	
	2. 八十九年來台旅客居住國統計	75
	Visitor Arrivals by Residence, 2000	
	3. 八十九年來台旅客來台目的統計	76
	Visitor Arrivals by Purpose of Visit, 2000	
	4. 八十九年來台旅客國籍統計	77
	Visitor Arrivals by Nationality, 2000	
	5. 八十九年來台旅客職業統計	78
	Visitor Arrivals by Occupation, 2000	
	6. 八十九年來台旅客年齡統計	79
	Visitor Arrivals by Age, 2000	
	7. 八十九年來台旅客性別統計	80
	Visitor Arrivals by Sex, 2000	
	8. 八十九年來台旅客搭乘交通工具及入境港口統計	81
	Visitor Arrivals by Mode of Transport and Port of Entry, 2000	
	9. 八十九年來台旅客停留夜數統計	82
	Visitor Arrivals by Length of Stay, 2000	
	10. 八十九年來台旅客啓程來台國家統計	84
	Visitor Arrivals by Last Place of Call before Arrival, 2000	

11. 八十九年來台旅客離台後前往國家統計	85
Visitor Arrivals by Next Place of Call after Departure, 2000	
12. 八十九年來台旅客年齡與來台目的交叉分析	86
Visitor Arrivals by Age / Purpose of Visit, 2000	
13. 八十九年來台旅客職業與來台目的交叉分析	87
Visitor Arrivals by Occupation / Purpose of Visit, 2000	
14. 八十四年至八十九年來台旅客居住國分析	88
Visitor Arrivals by Residence, 1995-2000	
15. 八十四年至八十九年來台旅客國籍分析	89
Visitor Arrivals by Nationality, 1995-2000	
(二) 觀光外匯收入	90
VISITOR EXPENDITURES	
1. 歷年觀光外匯收入統計	90
Visitor Expenditures, 1956-2000	
2. 八十九年各居住國來台旅客平均每人每日消費額統計	91
Average Daily Expenditures per Visitor by Residence, 2000	
(三) 旅遊設施與旅客服務	92
ACCOMMODATION AND SERVICES	
1. 八十九年台灣地區觀光旅館統計	92
Tourist Hotels in Taiwan, 2000	
2. 八十四年至八十九年台灣地區觀光旅館住用率統計	93
Tourist Hotel Occupancy Rate in Taiwan, 1995-2000	
3. 八十四年至八十九年台灣地區觀光旅館平均房價統計	94
Average Tourist Hotel Room Rate in Taiwan, 1995-2000	
4. 八十九年台灣地區觀光旅館本國籍住宿旅客人數、百分比比較	95
Ratio of R.O.C. Nationals in Overall Tourist Hotel Occupancy Rate, 2000	
5. 八十九年台灣地區旅行業統計	96
Travel Agencies in Taiwan, 2000	
6. 八十九年台灣地區旅行業導遊人員統計	97
Tourist Guides in Taiwan, 2000	
(四) 國民出國人數	98
OUTBOUND DEPARTURES OF NATIONALS OF THE REPUBLIC OF CHINA	
1. 歷年中華民國國民出國人數統計	98
Outbound Departures of Nationals of the Republic of China by year, 1980-2000	
2. 八十四年至八十九年中華民國國民出國目的地人數統計	99
Outbound Departures of Nationals of the Republic of China by Destination, 1995-2000	
3. 八十九年中華民國出國旅遊國民縣市別統計	100
Outbound Departures of Nationals of the Republic of China by Residence, 2000	
4. 八十九年中華民國出國旅遊國民年齡統計	103
Outbound Departures of Nationals of the Republic of China by Age, 2000	
5. 八十九年中華民國出國旅遊國民性別統計	104
Outbound Departures of Nationals of the Republic of China by Sex, 2000	
6. 八十九年中華民國國民出國搭乘交通工具及出境港口統計	105
Outbound Departures of Nationals of the Republic of China by Mode of Transport & Port of Departure, 2000	
7. 八十九年中華民國出國旅遊國民停留夜數分析	106
Outbound Departures of Nationals of the Republic of China by Length of Stay, 2000	
8. 八十九年中正機場入、出境總機位數及載客數	108
Number of Available Airline Seats and Passengers load Factor for Chiang Kai-Shek International Airport, 2000	
(五) 觀光遊憩區遊客人數	110
VISITORS TO THE SCENIC SPOTS IN TAIWAN	
1. 八十九年台閩地區主要觀光遊憩區遊客人數月別統計	110
Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000	
二、大事紀要	126
Major Events in 2000	

中華民國八十九年

觀光年報

ANNUAL REPORT ON TOURISM 2000
REPUBLIC OF CHINA

Ilha Formosa

交通部觀光局

Published by Tourism Bureau, ministry of Transportation
and Communications, R.O.C. (TAIWAN)





序

八十九年是觀光發展轉型的重要始點，除推動振興措施擺脫九二一震災對觀光產業的衝擊外，為迎接二十一世紀及新環境之變遷，觀光局也承受前所未有的挑戰。有鑒於國際社會已共同認定觀光為二十一世紀最富生機的產業，從國家發展的宏觀

形勢來看，台灣的觀光事業應以「新思維」制定「新政策」，在八十九年本局重新審視當前台灣觀光發展的處境並廣納產官學界意見，發表了「二十一世紀台灣發展觀光新戰略」，獲得各方極為熱烈的迴響，以「全民心中有觀光」、「共同建設國際化」為出發，讓台灣融入國際社會，使「全球眼中有台灣」的願景實現。

檢視這一年來，本局所推動執行的各項施政計劃，都能達成豐碩的成果，就來台觀光客市場分析，全年來台旅客2,624,037人次較八十八年增加8.82%，達歷年新高點，國民旅遊市場合計130,771,800遊客人日數，以八十八年旅遊支出消費水準計算，也引導出新台幣1,989億元消費，擺脫震災陰霾，刺激國內消費及景氣復甦。

FOREWORD

The year 2000 marked a major turning point and a new start for tourism in Taiwan. In addition to carrying out revitalization measures to overcome the impact on tourism of the earthquake that struck the central part of the island on Sept. 21, 1999, the Tourism Bureau also took on unprecedented challenges in meeting the advent of the 21st century and the changes taking place in the environment. In view of the fact that international society has come to the common recognition of tourism as being the richest in vitality of all industries in the 21st century, in terms of the big picture of national development Taiwan's tourism industry should use "new thinking" to establish a "new policy." In 2000 the Tourism Bureau took a new look at the current status of Taiwan's tourism development and widely solicited opinions from the government, academe, and the industry, and announced a "New Strategy for Taiwan's Tourism Development in the 21st Century" which drew a highly enthusiastic response from all sectors. From the starting points of "Tourism in the Minds of All the People" and "Common Efforts to Build Internationalization," this new strategy is designed to meld Taiwan into international society and realize the vision of having "The Eyes of the World on Taiwan."

During the year just past, each of the administrative projects which the Tourism Bureau promoted and implemented was able to achieve rich results. Analysis of inbound tourism shows that 2,624,037 foreigners visited Taiwan in 2000, an increase of 8.82% over 1999 and a new record high. The number of domestic trips taken during the year totaled 130,771,800 person/days. Calculated at the level of travel spending in 1999, tourism brought about consumption in the amount of NTS198.9 billion, moving out of the shadows of the earthquake and stimulating domestic consumption and the recovery of the economy.



在組織上，於元月份成立第七處國家風景區—日月潭，並配合行政院現階段「8100 啓動國家建設新方向」五項執行重點之「魅力台灣」—縣縣有國家風景區計劃，完成叁山、茂林、北觀等國家風景區評鑑工作，其中叁山國家風景區於九十年三月十六日成立，期望透過各國家風景區的設立，示範帶動風景區建設，以觀光遊憩、生態保育的發展精神出發，提昇風景區遊憩品質。

在業務推展上，除持續執行九二一震災後觀光振興措施外，並配合新戰略推動國際觀光宣傳推廣，研擬全新整體觀光形象及行銷推廣計劃，加強國內旅遊行銷配套措施，結合「本土文化、生態、觀光、社區營造」四位一體觀光配套行銷，導引鼓勵民間投資觀光產業，創造就業機會；研擬建置台灣觀光入口網站，彙集台灣科技優勢潛力運用資訊科技化行銷機制。

「二十一世紀台灣發展觀光新戰略」的擬定，奠定未來台灣觀光發展的新方向，觀光局也將戮力推動行動方案各項具體措施及作法，將台灣建設成自由富強、歡樂溫馨、永續發展的美麗之島。

謹將八十九年本局重點工作成果及觀光統計資料彙編成冊及電子書，敬請各界不吝批評指教。

交通部觀光局局長

張守節

In terms of the Tourism Bureau's organization, the seventh national scenic area was established at Sun Moon Lake in January. Also, in line with the "Vibrant Taiwan--A National Scenic Area for Every County" plan--one of the five key implementation points in the Executive Yuan's (Cabinet's) "NT\$810 Billion for New Directions for Getting National Construction Started," the Tourism Bureau carried out evaluation work for three new national scenic areas--Tri-mountain, Maolin, and Peikuan--of which the Tri-mountain National Scenic Area was established on March, 16, 2001. The aim of this program is to use the establishment of national scenic areas as a demonstration to stimulate the development of other scenic areas and, starting out from the spirit of the development of tourism, leisure activities, and ecological preservation, to upgrade the quality of recreational activities in scenic areas.

In the field of task implementation, besides continuing to carry through with post-earthquake tourism revitalization measures the Tourism Bureau also coordinated with the new strategy in promoting international tourism advertising and promotion, formulating a new integrated tourism image and marketing promotion plan, strengthening accompanying measures for domestic travel marketing, bringing "native culture, the ecology, tourism, and community construction" together in a four-in-one tourism marketing measure, encouraging private investment in the tourism industry, and creating job opportunities. The Bureau also formulated a plan for the establishment of a Taiwan tourism portal site, concentrating Taiwan's potential technological advantage to utilize an information technology marketing mechanism.

The establishment of the "New Development Strategy for Taiwan's Tourism in the 21st Century" lays out a new direction for the future development tourism in Taiwan. The Tourism Bureau will exert its utmost efforts in carrying out the concrete measures and methods of the related action programs with the aim of building Taiwan into a free, affluent, and strong "Ilha Formosa"--Beautiful Island--characterized by joy and warmth as well as sustainable development.

This Annual Report on Tourism, presented in both printed and electronic form, provides details on the major activities and achievements of the Tourism Bureau in 2000, along with statistical data on all aspects of Taiwan's tourism industry. Your comments and suggestions regarding our work are always welcome.

Director-General Tourism Bureau

Shao-Lao Chang

壹、觀光行政組織及政策

一、觀光行政組織

觀光事業管理之行政體系，在中央於交通部下設觀光局，並由路政司（觀光科）負責督導業務；在院轄市則分別為台北市政府交通局（第四科）及高雄市政府建設局（第六科）；各縣（市）政府過去大多於建設局下設觀光課掌理觀光發展；惟隨著觀光事業重要性日增，已有地方政府將觀光單位層級提昇，如：金門縣、南投縣、澎湖縣政府成立觀光局；台中縣政府成立交通旅遊局；宜蘭縣、花蓮縣政府成立工商旅遊局；台東縣政府成立觀光及城鄉發展局；台北市政府則另成立觀光委員會專責整合市府各局、處觀光資源及協調宣導事務。

二、觀光局組織編制

目前本局下設：企劃、業務、技術、國際四組及秘書、人事、會計、政風四室；為加強來台及出國觀光旅客之服務，先後於桃園及高雄設立中正國際機場及高雄國際機場兩處旅客服務中心，並於台北設立觀光局旅遊服務中心及台中、台南、高雄服務處提供觀光旅遊資訊；為直接開發及管理國家級風景特定區觀光資源，成立東北角海岸、東部海岸、澎湖、大鵬灣、花東縱谷、馬祖、日月潭以及參山（註：九十年三月十六日成立）等八處國家風景區管理處；為輔導旅館業及建立完整體系，設立旅館業查報督導中心；為辦理國際觀光推廣業務，陸續在舊金山、東京、法蘭克福、紐約、新加坡、雪梨、洛杉磯、漢城、香港、大阪等地設置十處駐外辦事處；另配合台灣省政府組織調整，於八十八年七月一日將原台灣省交通處旅遊事業管理局

I. TOURISM ADMINISTRATION : ORGANIZATION AND POLICIES

1. Organization of Tourism Administration

The current administrative structure of the tourism industry in Taiwan is divided into the central and local government levels. At the central government level, the Tourism Bureau operates under the supervision of the Tourism Section of the Railways and Highways Department, Ministry of Transportation and Communications; in the two cities directly administered by the Executive Yuan, tourism affairs are handled by Section 4 of the Taipei Municipal Bureau of Transportation and Communications and Section 6 of the Kaohsiung Municipal Bureau of Reconstruction; and tourism sections operate under the construction bureaus of most other county and city governments of Taiwan Province, Kinmen, and Matsu. Along with the growing importance of tourism, some local governments have upgraded the status of their tourism units; for example, the Kinmen County, Nantou County, and Penghu County governments have set up tourism bureaus; the Taichung County Government has established a transportation and tourism bureau; the Yilan County and Hualien County governments have formed bureaus of commerce, industry, and tourism; and the Taipei City Government has organized a tourism committee to integrate the tourism resources of the city's various bureaus and departments as well as to handle matters related to coordination and publicity.



2. Organizational Structure of the Tourism Bureau

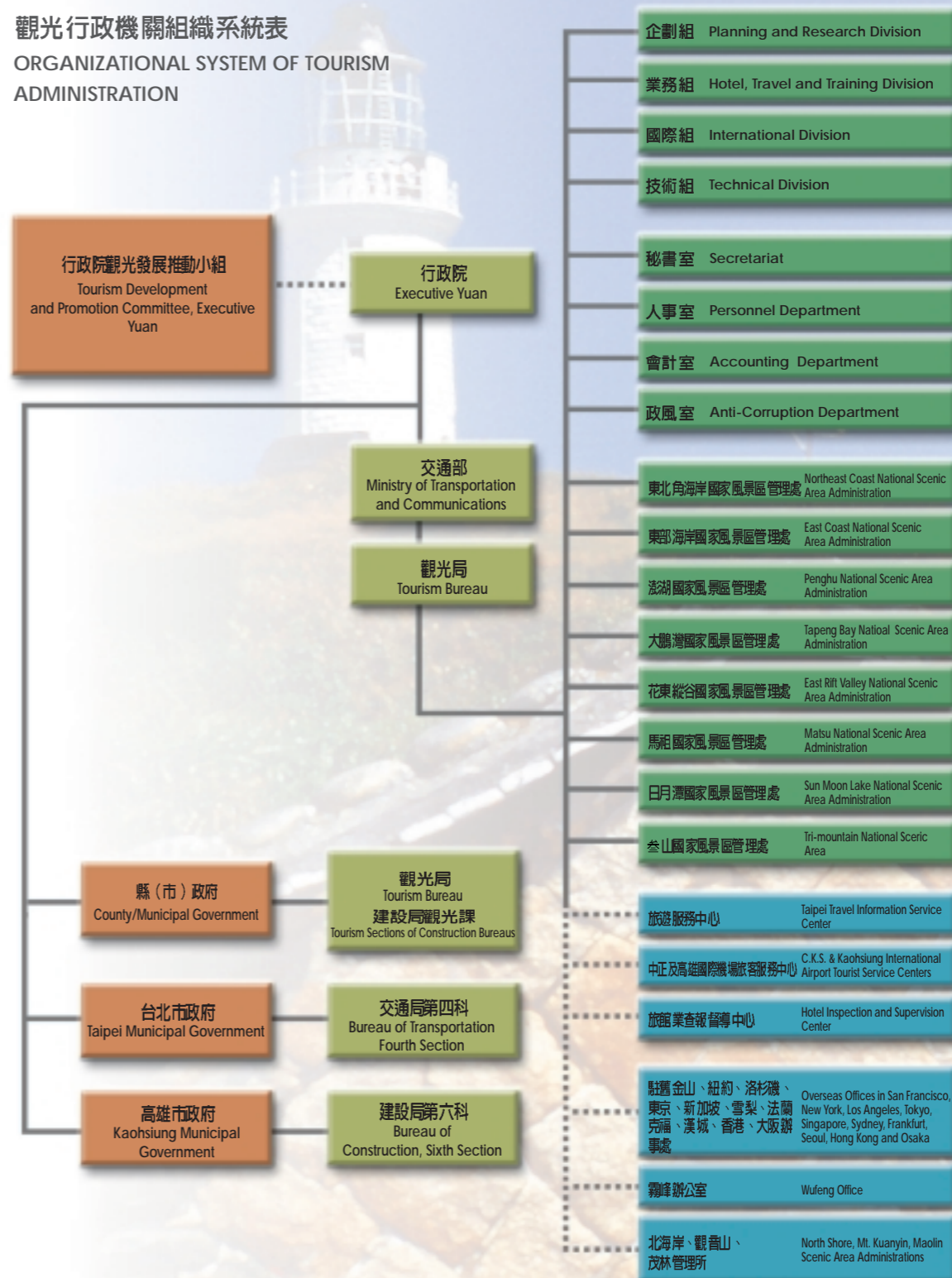
The Tourism Bureau is divided into four divisions and four departments: the Planning and Research Division, Hotel, Travel and Training Division, Technical Division, International Division, Secretariat, Personnel Department, Accounting Department, and Anti-corruption Department. To strengthen services to foreigners visiting Taiwan as well as to local residents traveling abroad, Tourism Service



併入觀光局，設霧峰辦公室，並接管省屬北海岸、觀音山、茂林等三風景區管理所（註：原八卦山、梨山、獅頭山併入叁山國家風景區管轄）。

Centers have been set up at Chiang Kai-shek International Airport and Kaohsiung International Airport; a Travel Information Service Center has been established in Taipei, and Tourist Service Centers also operate in Taichung, Tainan, and Kaohsiung. Eight national scenic area administrations have been set up, one each for the Northeast Coast, East Coast, Penghu, Tapeng Bay, East Rift Valley, Matsu, Sun Moon Lake, and Tri-mountain (the last one being established on May 16, 2001), to handle the direct development and administration of tourism resources by the Tourism Bureau. In addition, the Bureau operates a Hotel Inspection and Supervision Center for the purpose of supervising hotels and establishing a comprehensive administrative system for the hotel industry. To promote tourism in foreign markets, the Tourism Bureau also maintains branch offices in 10 overseas locations: San Francisco, Tokyo, Frankfurt, New York, Singapore, Sydney, Los Angeles, Seoul, Hong Kong, and Osaka. In coordination with the readjustment of the functions and organization of the Taiwan Provincial Government, the former Taiwan Provincial Tourism Administration was merged into the Tourism Bureau and reorganized as the Bureau's Wufeng Office on July 1, 1999. At the same time, the North Shore, Mt. Kuanyin, and Maolin scenic area administrations were transferred to the direct jurisdiction of the Tourism Bureau. Three former provincial scenic areas, Mt. Pakua, Lishan, and Lion's Head Mountain, have been combined and reorganized into the newly established Tri-mountain National Scenic Area.

觀光行政機關組織系統表
ORGANIZATIONAL SYSTEM OF TOURISM ADMINISTRATION



註：叁山國家風景區管理處於90年3月16日成立
Note : The Tri-mountain National Scenic Area Administration was established on Mar. 16, 2001

三、觀光遊憩區管理體系

國內主要觀光遊憩資源分屬於不同單位主管，除觀光行政體系所屬風景特定區、海水浴場、民營遊樂區外，尚有內政部營建署所管國家公園、行政院農業委員會所轄休閒農業及森林遊樂區、行政院退除役官兵輔導委員會所屬農（林）場、教育部所管大學實驗林、經濟部所督導之水庫及國營事業附屬觀光遊憩地區，均為國民從事觀光旅遊活動之重要場所。惟因上述各類觀光遊憩資源設置目標、管理機關及其管理法令均不相同，部份主管機關僅將觀光旅遊視為其多目標經營項目之一。有鑑於此，為有效整合觀光資源，行政院於八十五年十一月二十一日成立跨部會之「行政院觀光發展推動小組」，由政務委員擔任召集人，本局負責該小組幕僚作業工作，各相關部會次長及業者、學者為委員。

四、觀光政策目標及施政重點

(一) 政策目標

1. 建構多面向旅遊環境，發展多樣化觀光活動，以提高國際競爭力。
2. 營造良好觀光投資及經營環境，吸引民間投資。
3. 系統化規劃建設觀光遊憩區，提昇旅遊設施水準。
4. 協助整合觀光相關資源，發揮整體力量，提供具特色之旅遊產品。
5. 強化國際行銷推廣，提高台灣之國際能見度，開創國際新形象。
6. 教育民眾正確之旅遊觀念與行為。
7. 輔導觀光產業升級，提昇旅遊品質。

3. Scenic Area Administration System

Major tourist resources in Taiwan operate under a number of different jurisdictions. In addition to the designated scenic areas, bathing beaches, and private amusement parks which are encompassed within the tourism administration system, these resources also include national parks under the Construction and Planning Administration of the Ministry of the Interior, tourist farms and forest recreation areas under the Council of Agriculture, tourist farms and forest areas under the Vocational Assistance Commission for Retired Servicemen, university experimental forests under the Ministry of Education, and reservoirs and tourist and recreation areas belonging to government-owned enterprises under the supervision of the Ministry of Economic Affairs. All of these are major sites for tourism and leisure activities by the public. Since these tourist and scenic resources differ in the purpose of their establishment, in the agencies that administer them, and in the laws and regulations which govern their management, some of the agencies under which they operate list tourism as only one of their multiple functions. In view of this situation, the Executive Yuan set up an inter-ministerial Tourism Development and Promotion Committee on Nov. 21, 1996 to carry out the integration of tourism resources. A Minister without Portfolio convenes the committee, for which the Tourism Bureau provides staff support; the committee's members consist of vice ministers of different ministries, along with tourism professionals and scholars.

4. Tourism Policy Goals and Key Administrative Tasks

(1) Policy Goals

- a. Establishment of a three-dimensional environment for land, sea, and air tourism, and development of diversified tourist activities in order to heighten international competitiveness.
- b. Creation of a good environment for tourism investment, development, and operations, and attraction of private investment.
- c. Systematic planning and development of tourist areas, and upgrading of the standards of tourist facilities.
- d. Assistance for the integration of tourism resources so as to manifest group strength, and provision of tourism products with unique characteristics.
- e. Reinforcement of international marketing and promotion, heightening of the international awareness of Taiwan, and creation of a new international image.
- f. Education of the public in correct tourist concepts and behaviors.
- g. Guidance of tourist enterprises in upgrading so as to heighten travel quality.





(二) 施政重點

1. 研訂「二十一世紀台灣發展觀光新戰略」，召開國內及國際會議獲得共識，並向國際宣示我國觀光新政策，同時訂定「行動執行方案」以爲年度施政重點。
2. 推動九二一地震後觀光振興措施，以活絡國內外旅遊市場。
3. 辦理觀光資源開發建設，積極推動本局所轄國家風景區之各項觀光建設，以提供旅客高品質之遊憩環境。
4. 以BOT及BOO方式，鼓勵民間參與投資建設觀光遊憩設施。
5. 推動溫泉旅遊，執行溫泉開發管理方案，擬定「溫泉觀光整體開發計畫」（九十至九十三年），並舉辦「全國觀光溫泉會議」凝具共識，發展溫泉觀光。
6. 辦理大型觀光活動，加強國際行銷推廣，以爭取國際旅客來台。
7. 繼續加強觀光遊樂設施及旅館業安全督導及旅行業業務檢查工作，以保障旅客權益。

(2) Key Administrative Tasks

- a. Establishment of a “New Strategy for the Development of Taiwan's Tourism in the 21st Century,” achievement of a consensus through domestic and international conferences, pronouncement to the international community of the ROC's new tourism strategy, and establishment of an “Action Implementation Program” to set forth key administrative tasks for the fiscal year.
- b. Implementation of tourism revival measures following the earthquake of Sept. 21, 1999 in order to revitalize the domestic and international travel market.
- c. Development of tourism resources and vigorous implementation of tourism construction within scenic areas under the Tourism Bureau's administration so as to provide tourists with a high-quality recreational environment.
- d. Use of the BOT (build-operate-transfer) and BOO (build-operate-own) methods to encourage the private sector to participate in investment in the construction of tourism and recreational facilities.
- e. Promotion of hot-spring tourism, implementation of hot-spring development and administration programs, formulation of an “Integrated Hot-Spring Tourism Development Plan,” and holding of a National Hot-Spring Tourism Conference with the aim of forming a consensus on the development of hot-spring tourism.
- f. Organizing of large tourism activities and strengthening of international marketing and promotion in order to attract more foreign tourists to Taiwan.
- g. Continued strengthening of supervision of the safety of tourist facilities and hotels, as well as travel agency business inspections, in order to protect the interests of travelers.



貳、重要工作成果

II . MAJOR ACHIEVEMENTS OF THE TOURISM BUREAU

一、訂定「二十一世紀台灣發展觀光新戰略」

1. Formulation of the New Strategy for the Development of Taiwan's Tourism in the 21st Century

(一) 研定觀光新戰略作為觀光發展新藍圖

(1) Formulation of the New Tourism Strategy as a Blueprint for Tourism Development

交通部葉部長有鑒於國際社會已共同認定即將來臨的二十一世紀是觀光面臨機會與挑戰的新時代，從國家發展的宏觀形勢來看，認為台灣觀光事業的發展應以「新思維」制定「新政策」。為此，責成本局重新審視當前台灣觀光發展的處境並廣納產、官、學界意見，以突破性、創新性、集體性思考研訂「二十一世紀台灣發展觀光新戰略」，俾符合時代需求與國際社會同步脈動。

In view of the consensus that has formed in the international community that the 21st century will be a new era of opportunity and challenge for the tourism industry, Yeh Chu-lan, minister of transportation and communications, feels that from the broad perspective a “new thinking” should be used to establish a “new policy” for Taiwan's tourism development. She therefore charged the Tourism Bureau with carrying out a reassessment of the present state of Taiwan's tourism development and broadly soliciting opinions from industry, government, and academe and using breakthrough, innovative, and collective thinking to formulate a “New Strategy for Taiwan's Tourism Development in the 21st Century” that would meet the needs of the times and advance in pace with international society.

觀光新戰略目標設定

為：打造台灣由「工業之島」變為「觀光之島」，並在公元二〇〇三年迎接350萬來台旅客，國民旅遊人數突破1億人次，觀光收入由佔GDP3.4%提昇至5%，觀光旅遊據點旅客滿意指數提高至85%。

發展觀光戰略（策略）有三：

戰略一：以「全民心中有觀光」、「共同建設國際化」出發，讓台灣融入國際社會，使「全球眼中有台灣」的願景實現。

戰略二：法令突破、體系整合，開創觀光發展新格局。

戰略三：發展本土、生態、三度空間的優質觀光新環境。

The goals of the new tourism strategy are to mold Taiwan from an “island of industry” into an “island of tourism” and, in 2003, receive 3.5 million visitor arrivals, reach 100 million domestic trips, heighten the contribution of tourism to the gross domestic product (GDP) from the current 3.4% to 5%, and boost the tourist satisfaction ratio for tourist sites of 85%.

There are three tourism development strategies:

Strategy 1 : Starting from “tourism in the minds of all the people” and “working together to build internationalism,” melding of Taiwan into international society so as to realize the vision of having “the eyes of the world on Taiwan.”

Strategy 2 : Making of breakthroughs in laws and regulations and carrying out of systemic integration so as to create a new state of tourism development.

Strategy 3 : Development of a new high-quality native, ecological, three-dimensional (land, sea, and air) environment for tourism.

(二) 辦理觀光新戰略國際會議

本局於八十九年十一月二日至五日於台北國際會議中心辦理「二十一世紀台灣發展觀光新戰略國際會議」，邀請12位國內外觀光業界重量級人士就「新思維新戰略」、「打造觀光新形象」、「營造國際旅客友善新環境」及「觀光產業新趨勢」發表專題演講，並邀請600多位國內外觀光有關之產、官、學界代表與會。

本項會議主要係將「二十一世紀台灣發展觀光新戰略」的發展策略重點及未來廣續推動執行計畫向全世界宣達。與會各國代表一致對本項觀光發展策略表示肯定與推崇。

(三) 研定「二十一世紀發展觀光新戰略行動執行方案」

為使新戰略之戰術及戰略具體落實執行，研訂「二十一世紀發展觀光新戰略行動執行方案」，計列有10項具體執行重點，衍生出40項具體措施，由本局積極推動；至涉其他部會主管事項，由行政院觀光發展推動小組、交通部協助協調相關部會。期以集合全國之力量共同推動實施，俾落實新戰略、戰術打造國內觀光新環境，並以嶄新的台灣觀光新形象呈現在國際社會，達成跨世紀的觀光新願景。



二、重點推動觀光遊憩區規劃建設

(一) 設立觀光局第七處國家風景區管理處—日月潭管理處

群巒疊翠的日月潭是台灣第一大湖泊，湖面遼闊清澈碧綠，早年即已名列台灣八景之一，為台灣地區極負盛名且具發展潛力之天然觀光資源。惟二十餘年來，因發展觀光甚早，欠缺整體

(2) Holding of the International Conference on Taiwan's Tourism Development Strategy for the 21st Century

The Tourism Bureau held an International Conference on Taiwan's Tourism Development Strategy for the 21st Century at the Taipei International Convention Center on Nov. 2-5, 2000. For the conference, 12 domestic and international tourism heavyweights were invited to present addresses on four themes: "New Thinking, New Strategy," "Molding a New Image for Tourism," "Creating a New and Friendly Environment for International Travelers," and "New Trends in Tourism." A total of 600 tourism-related participants from the industry, government, and academe were invited to attend the conference.

The primary goals of this conference were to announce to the world the key points and future directions of implementation of "Taiwan's New Tourism Development Strategy for the 21st Century." Participants from throughout the world expressed their unanimous approval and esteem for this tourism development strategy.

(3) Formulation of an "Action Implementation Plan for Taiwan's New Tourism Development Strategy for the 21st Century"

An "Action Implementation Plan for Taiwan's New Tourism Development Strategy for the 21st Century" was formulated with the aim of carrying through with the concrete implementation of this new strategy. The Action Plan contains 10 key points of concrete implementation and 40 concrete derivative measures for active promotion by the Tourism Bureau. The Executive Yuan's Tourism Development and Promotion Committee as well as the Ministry of Transportation and Communications are assisting with coordination for matters that are under the jurisdiction of other ministries and commissions. The aim of these efforts is to bring together the strength of the entire nation in a common effort to carry out the new strategy and mold the domestic tourism environment, and to present a brand-new image of Taiwan tourism to the international community and achieve the new vision of cross-century tourism.

2. Promotion of Key Tourist Site Planning and Development

(1) Establishment of the Seventh National Scenic Area Administration at Sun Moon Lake

Surrounded by layered mountain peaks, Sun Moon Lake is Taiwan's largest lake and is filled with clear blue water. Known even in early times as one of the island's eight premier scenes, Sun Moon Lake remains a highly popular natural tourist resource with rich potential for development. Since it was developed as a tourist site very early, however, it has lacked an integrated set of accompanying development measures; its tourist service facilities have become old, and have suffered from inadequate investment for renewal. Even those facilities that did exist were mostly leveled in the earthquake that struck on Sept. 21, 1999. To carry out the work of tourism reconstruction in the Sun Moon Lake area following the earthquake, carry out overall tourism development for the area, rebuild the lake and inject new vitality into it, and upgrade it into an international-class resort, it was designated as a national scenic area, with the approval of the Executive Yuan, on Dec. 29,



計畫配套發展，旅遊服務設施老舊，投資更新不足，再歷經八十八年九二一大地震後，致使原有觀光服務設施毀於一旦，百廢待舉。為辦理九二一災後日月潭地區觀光重建工作、推動觀光整體發展，再造日月潭，注入新活力，並提升為國際級渡假旅遊基地，於八十八年十二月二十九日奉行政院核定劃為國家級風景特定區，經交通部於八十八年十二月三十一日公告經營管理範圍，八十九年一月二十日同意設立國家風景區管理處，並於八十九年一月二十四日正式揭牌成立，專責辦理規劃開發建設及經營管理事宜。日月潭風景特定區範圍以南投縣日月潭為中心，北臨魚池都市計畫界線，東至水社大山之山脊線為界，西至水里鄉與中寮鄉之鄉界，南界則以台21省道及水里都市計畫為界，總面積約9000公頃。

(二) 完成重要觀光遊憩區規劃

根據台灣地區資源特性、地理分區、運輸系統範圍、區位功能與發展特性，規劃完成「台灣地區觀光遊憩系統開發計畫」，歸納為八大類型系統，並劃分成三十六個可相互串聯的遊憩系統，作為未來觀光發展與規劃基本空間結構的指導綱要。

1999. The Ministry of Transportation and Communications announced the administrative scope of the area on Dec. 31, 1999, and gave permission for the establishment of a national scenic area administration on Jan. 20, 2000. The administration was formally established on Jan. 24 that year and charged with carrying out planning for the development and administration of the area. The scope of the Sun Moon Lake National Scenic Area is centered on Sun Moon Lake itself; it is bordered on the north by the Yuchih urban planning boundary, on the east by the ridge of the Tashan Mountains in Shuishe, on the west by the boundaries of Shuili and Chungliiao townships, and on the south by Provincial Highway No. 21 and the boundary of the Shuili urban planning area. It encompasses a total area of approximately 9,000 hectares.

(2) Completion of Major Tourist and Recreational Site Planning

The “Development Plan for Tourist and Recreational Systems in Taiwan” was completed in accordance with Taiwan's resource characteristics, geographical divisions, transportation systems, positional functions, and developmental characteristics. This plan categorizes Taiwan into eight major types of systems and divides it into 36 recreational systems that can be interconnected, and will serve as a basic space structure framework for future tourism development and planning.



(三) 辦理地方重要風景區整建

為加強觀光遊憩地區公共設施建設，提供高品質之休閒設施及旅遊環境，依「交通部觀光局補助風景區興建公共設施經費執行要點」規定，持續編列經費補助各縣市政府或管理機關興建風景區公共遊憩相關服務設施。八十九年度約編列11億1千6百萬元補助辦理金門、北海岸、觀音山、八卦山、烏來、虎頭山、後龍、東勢林場等重要風景區公共設施整建。

(四) 推動溫泉區開發與管理

1. 擬定「(九十至九十三年度)溫泉觀光整體開發設計畫」，就「溫泉開發管理方案」遴選之示範溫泉區與整建溫泉區廣續進行規劃、開發、整建。
2. 補助烏來、金山、蘇澳、礁溪、清泉、關子嶺、泰安、廬山、谷關、四重溪、寶來不老及萬里龜吼等十二處溫泉區辦理溫泉區規劃與環境維持、公共設施整建工作，並辦理溫泉觀光推廣文宣活動，促進溫泉業者投資意願。

(3) Reconstruction of Major Local Scenic Areas

To strengthen the development of infrastructure in tourist and recreational areas, and to provide leisure facilities and tourist environment of a high quality, the Tourism Bureau continued allocating subsidies, in accordance with the stipulations of the "Implementation Guidelines for Tourism Bureau Subsidies for the Construction of Public Facilities in Scenic Areas," for the construction of public leisure facilities in scenic areas by county and city governments as well as administrative agencies. Approximately NTS1.116 billion was allocated for this purpose in fiscal 2000, providing for the renovation of public facilities in Kinmen, the North Shore, Mt. Kuan Yin, Mt. Pakua, Wulai, Mt. Hutou, Houlung, Tungshih Forest, and other major scenic areas.

(4) Development and Management of Hot-Spring Areas

- a. The "Integrated Development Plan for Hot-Spring Tourism, 2001-2004" was formulated and the planning, development, and reconstruction of model hot-spring areas selected under the "Hot-Spring Development and Management Program," as well as the renovation of other hot-spring areas, was continued.
- b. Hot-spring-area planning, environmental maintenance, and the reconstruction of public facilities were carried out for 12 hot-spring areas-Wulai, Chinshan, Suao, Chiaohsi, Chungchuan, Kuantzuling, Taian, Lushan, Kukuan, Szuchunghsi, Paolai Pulao, and Wanli Kueikung-and hot-spring tourism promotion was carried out, all with the aim of stimulating the willingness of hot-spring operators to invest.





(五) 發展海域遊憩活動

1. 完成澎湖險礁、後寮遊憩區二處近岸遊憩區域範圍公告。
2. 推動漁港多功能發展，經「漁業與觀光單位共同發展海域遊憩活動協調會報」協商，促成宜蘭縣烏石漁港、台北縣淡水第二漁港、基隆市碧沙漁港及屏東縣海口漁港提報行政院觀光發展推動小組，列為發展多功能漁港示範漁港。
3. 完成「台灣地區海域遊憩系統整體規劃」。
4. 製作「水上摩托車活動安全教育宣傳錄影帶」，加強活動安全宣導。

(六) 推展永續觀光生態旅遊

1. 為使觀光資源永續經營，推動永續生態觀光，訓練原住民具有生態解說能力，辦理「谷關地區生態解說員教育訓練」。
2. 邀集產、官、學、民間保育社團，辦理「推動永續生態觀光研討會」，針對「脊梁山脈生態旅遊」、「海洋海岸生態旅遊」及「生態學院」等三大議題討論，供研擬生態旅遊規範。
3. 輔導成立「中華民國永續生態旅遊協會」，協助推動生態觀光。

(5) Development of Marine Recreation

- a. Scope of area announcements were completed for the Hsienchiao and Houliiao inshore recreation areas in Penghu.
- b. Multipurpose development of fishing harbors was promoted and negotiations under the “Coordination Report on the Joint Development of Marine Recreation Activities by the Fishery Industry and Tourism Units” brought about the reporting of the Wushih Fishing Harbor in Yilan County, Second Tanshui Fishing Harbor in Taipei County, Pisha Fishing Harbor in Keelung City, and Haikou Fishing Harbor in Pingtung County to the Tourism Development and Promotion Committee of the Executive Yuan for listing as demonstration harbors for the development of multipurpose fishing harbors.
- c. The “Integrated Plan for Marine Recreation Systems in Taiwan” was completed.
- d. A “Safety Education Video for Jet-Ski Activities” was produced in order to strengthen safety publicity for this activity.

(6) Promotion of Sustainable Eco-tourism

- a. Sustainable eco-tourism was promoted so as to bring about the sustainable management of tourism resources, aborigines were trained in ecological interpretation skills, and a “Kukuan Area Ecological Interpreters' Training Course” was held.
- b. Representatives of industry, government, academe, and civic environmental protection bodies were invited to participate in a “Sustainable Eco-tourism Promotion Seminar” and hold discussions centered around three themes--“Mountain Range Eco-tourism,” “Ocean and Shore Eco-tourism,” and “Academy of Ecology” --so as to provide standards for the formulation of eco-tours.
- c. Guidance was provided for the establishment of the “ROC Sustainable Eco-tourism Association” so as to help with the promotion of eco-tourism.



三、加速國家級風景特定區多元化發展

各國家級風景特定區之範圍、面積如下表：
Size and Scope of National Scenic Areas in Taiwan :

特定區名稱 Name	範圍面積 Size and Scope				成立管理處日期 Date Established
	陸域 Land	水域 Water	海域 Sea	合計 Total	
東北角海岸 Northeast Coast	北起台北縣瑞芳鎮南雅里，南至宜蘭縣頭城鎮北港口，共9,450公頃 Nanya Li, Juifang Town, Taipei County in the north to Peikangkou, Touchung Town, Yilan County in the south; 9,450 hectares		鼻頭角至三貂角接連線共4,275公頃 Line connecting Pitou Cape and Santiao Cape; 4,275 hectares	13,725公頃 13,725 hectares	73.6.1 June 1, 1984
東部海岸 East Coast	北起花蓮溪口，南至小野柳，東至海岸線，西至台11線省道目視所及第一條山稜線及綠島，面積25,799公頃 Hualien River mouth in the north to Little Yeliu in the south; coastline in the east to first mountain ridge visible from Provincial Highway No. 11 in the west; plus Green Island; 25,799 hectares	秀姑巒溪泛舟河段 Rafting section of Hsiuku-luan River	海岸20公尺等深線共15,684公頃 Coastline to 20-meter depth; 15,684 hectares	41,483公頃 41,483 hectares	77.6.1 June 1, 1988
澎湖 Penghu	澎湖縣除馬公、鎖港、通梁等三處都市計畫區外，其餘非都市土地範圍10,873公頃 All land in Penghu County except for urban planning areas of Makung, Sokang, and Tungliang; 10,873 hectares		澎湖群島20公尺等深線內之海域 74,730公頃 Seas of Penghu County to the 20-meter depth line; 74,730 hectares	85,603公頃 85,603 hectares	80.2.1 Feb. 1, 1991
大鵬灣 Tapeng Bay	屏東縣東港鎮與林邊鄉鄰接處之陸域及琉球鄉，面積1,340.23公頃 Land between boundaries of Tungkuang Town and Linpien Township, Pingtung County, plus Liuchiu Township; 1,340.23 hectares	水域面積 532.1公頃 532.1 hectares	海域面積 891.9公頃 891.9 hectares	2,764.2公頃 2,764.2 hectares	86.11.18 Nov. 18, 1997
花東縱谷 East Rift Valley	東至海岸山脈台九線目視所及第一條山稜線，西至中央山脈台九線目視所及第一條山稜線，另包括木瓜溪沿岸至龍潭地區及南橫至利裕公路沿線，南至台東市都市計畫以北，北達花蓮溪、木瓜溪南側所圍花蓮、台東兩縣縱谷平原計138,368公頃			138,368公頃	86.4.15

3. Acceleration of Diversified Development of National Scenic Areas

特定區名稱 Name	範圍面積 Size and Scope				成立管理處日期 Date Established
	陸域 Land	水域 Water	海域 Sea	合計 Total	
	Rift Valley from southern edge of Hualien River and Mukua River in the north to Taitung City urban planning area in the south; from first Coastal Mountain Range ridge visible from Provincial Highway No. 9 in the east to first Central Mountain Range ridge visible from Highway 9 in the west; including Mukua River shoreline to Lungchien area and route of Southern Cross-Island Highway to Litao; 138,368 hectares			138,368 hectares	Apr.15, 1997
馬祖 Matsu	福建省連江縣南竿、北竿、莒光及東引四鄉，劃為南北竿島地區、莒光島地區、東引島地區及亮島地區，陸域面積為2,952公頃 Nankan, Peikan, Chukuang, and Tungyin townships in Lienchiang County, Fuchien Province; divided into Peikan and Nankan Island District, Chukuang Island District, Tungyin Island District, and Liang Island District; 2,952 hectares		島嶼週岸海濱0.5海哩，水深20公尺內之大陸棚區域，22,100公頃 To 0.5 nautical miles offshore around islands, and continental shelf to a depth line of 20 meters; 22,100 hectares	25,052公頃 25,052 hectares	88.11.26 Nov. 26, 1999
日月潭 Sun Moon Lake	北臨魚池都市計畫界線，東至水社大山之山脊線，西至水里鄉與中寮鄉之鄉界，南以台21省道及水里都市計畫為界約9,000公頃 To Yuchih urban planning area in the north, ridge of Shuishe Tashan Mountains in the east, boundaries of Shuili Township and Chungliiao Township in the west, and Provincial Highway No. 21 and Shuili Township urban planning area in the south; about 9,000 hectares			9,000公頃 9,000 hectares	89.1.24 Jan. 24, 2000



(一) 東北角海岸國家風景區

1. 辦理海上遊憩活動據點公共設施建設
 - (1) 龍洞遊艇港於民國八十九年七月二十九日啓用，提供116艘船席位，由管理處比照停車場經營方式自行經營管理，提供民眾從事海上遊憩活動之重要基地。
 - (2) 興設龜山島環湖步道、遊客中心及簡易碼頭等基礎旅遊服務設施，並於八十九年八月一日辦理開放觀光首航活動。本年申請核准人數16,179人，實際登島人數2,300人。
2. 辦理遊憩據點串聯及親子遊憩設施建設工程

完成環鼻步道、草嶺古道至桃源谷步道、龍門至鹽寮公園自行車道及鹽寮公園親水設施等工程。
3. 推介大眾化旅遊活動，辦理東北角旅遊發表會、草嶺古道越野賽、自行車親子及菁英賽、鼻頭角網狀步道健行等活動，總計約有5,000人次參加。
4. 充實各據點遊憩設施軟體服務內涵
 - (1) 充實大里遊客服務中心解說展示設施及內容以及完成雙溪河生態觀光規劃報告、大溪漁港觀光休閒整建規劃、龜山島景觀工程規劃設計。
 - (2) 印製龜山島登島觀光、鼻頭角步道、桃源谷步道及鹽寮龍門自行車道等多種摺頁，分送遊客運用。
 - (3) 發行東北角簡訊季刊，完成旅遊網站、更新資料，提供遊客覓尋外，並製成CD擴大宣導運用。

(1) Northeast Coast National Scenic Area

- a. Construction of Facilities in Marine Recreation Locations
 - (a) The Lungtung Marina began operating on July 29, 2000, providing berths for 116 yachts. The marina is managed by the Northeast Coast National Scenic Area Administration along the lines of vehicle parking lot management, providing the public with an important base for marine recreation activities.
 - (b) An around-the-lake footpath, visitors center, simple pier, and other basic tourist facilities were constructed on Turtle Island, and activities commemorating the opening of the island to tourists were held on Aug. 1, 2000. Permits to visit the island were issued to 16,171 tourists during this year, and 2,300 tourists actually made the trip.
- b. Construction of Recreation Site Linkage and Family Recreation Facilities

An inter-cape footpath, Tsaoiling Historic Trail to Taoyuan Valley footpath, Lungmen to Yenliao Park bicycle path, and Yenliao Park water-frolic facilities were completed.
- c. A Northeast Coast travel presentation, Tsaoiling Ancient Trail Cross-country race, parent-child and elite bicycle race, Pitou Cape net hike, and other such activities were held to introduce mass-travel activities. Approximately 5,000 people participated.
- d. Strengthening of the Content of Recreational Services at the Tourist Spots
 - (a) Interpretive display facilities and content at the Tali Visitors Center were augmented, a planning report for Shuanghsi River ecotourism and redevelopment of Tahsi Fishing Harbor for tourism and recreation were completed, and tourism engineering planning and design work for Turtle Island were carried out.
 - (b) Brochures for Turtle Island tourism, the Pitou Cape trail, Taoyuan Valley trail, and Yenliao-Lungmen bicycle trail were printed for distribution to travelers.
 - (c) A Northeast Coast quarterly newsletter was published and a travel website with updated information was completed for retrieval by travelers; in addition, a CD was produced for expanded publicity.

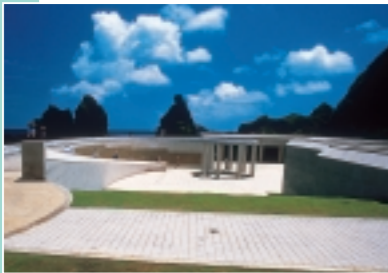




(二) 東部海岸國家風景區

1. 辦理規劃設計及公共遊憩設施建設
 - (1) 繼續辦理「東部海岸國家風景區主要計畫」委託案，並建構全區地理資訊系統。
 - (2) 辦理花蓮管理站入口意象工程、八仙洞公園廣場整建工程、成功新港遊艇碼頭岸上服務設施新建工程、綠島旅館區聯外道路與環島公路銜接工程及朝日溫泉設施改善等重要工程，提升整體旅遊服務品質，推升年遊客量達228萬人次，較八十八年之209萬人次，增加19萬人次，成長9%。
2. 加強經營管理
 - (1) 加強海岸地區清潔維護工作，分淡旺季每月一至二次清理區內34處海灘。
 - (2) 辦理綠島地區浮潛人員訓練講習活動、秀姑巒溪泛舟河域救生人員訓練活動，以提升救生人員素質，進而加強維護遊客安全。
3. 辦理推廣觀光遊憩活動

舉辦豔夏東海岸－相約在磯崎系列活動、東海岸觀光盃拖釣賽、千禧2000觀光盃秀姑巒溪國際泛舟比賽、綠島路跑賽以及補助辦理阿美族豐年祭等推廣觀光遊憩活動。



(三) 澎湖國家風景特定區

1. 辦理規劃設計及公共遊憩設施建設
 - (1) 完成澎湖地區廟宇、觀光產業及潮間帶生態資源調查、林投公園及近岸海域遊憩活動委託民間經管評估及主要交通道路沿線社區觀光意象規劃設計、北寮遊樂船碼頭及菓葉觀景樓等遊憩據點工程設計。
 - (2) 完成澎湖觀光事業推廣中心室內裝修及展示工程、後寮交通遊樂船碼頭上下岸設施工程、目斗嶼及姑婆嶼設施整建工程、七美人塚紀念館暨鯧鯉港露營設施新建工程及全區據點改善整建。

(2) East Coast National Scenic Area

- a. Facilities Planning and Design, and Construction of Public Recreational Facilities
 - (a) Implementation of the "East Coast National Scenic Area Main Plan" was continued, and an information system covering the entire area was constructed.
 - (b) Major engineering tasks that were completed include the image sculpture at the entrance to the Hualien Ranger station; reconstruction work at the Palsientung Park plaza; construction of shore service facilities for the yacht dock at Chengkung New Harbor; and access road for the hotel area, linkage for the round-the-island highway, and improvement of facilities at Chaojih Hot Spring on Green Island. These accomplishments upgraded overall travel service quality and helped boost the volume of visitors to the area to 2.28 million; compared with the 2.09 million who visited the area in 1999, this represented an increase of 0.19 million and a growth of 9%.
- b. Strengthened Management
 - (a) The maintenance of cleanliness in shore areas was strengthened, with the work being divided into peak and slack periods and 34 beach areas within the scenic area being cleaned once or twice a week.
 - (b) Green island area snorkeling training classes were held and training was organized for Hsiukuluan River rafting lifesavers in order to enhance the quality of lifesaving personnel and strengthen the protection of traveler safety.
- c. Promotion of Tourist and Recreational Activities

A series of Beautiful Summer on the East Coast - Meet Me at Chichi activities, East Coast Tourism Cup Fishing Contest, Millennium Year 2000 Hsiukuluan River International Rafting Race, and Green Island Road Footrace were held, subsidies were provided for Amis harvest festival activities, and other tourism promotion activities were sponsored.

(3) Penghu National Scenic Area

- a. Planning and Design Work, and Construction of Public Recreation Facilities
 - (a) Completed projects include surveying of Penghu area temples, tourism industries, and intertidal ecological resources; commissioning to the private sector of the management and evaluation of recreational activities at Lintou Park and inshore sea areas; image planning and design along major transportation routes; engineering planning for the Peiliao pleasure boat wharf and Kuoyeh viewing tower; and engineering design for other recreation sites.
 - (b) Interior decoration and display areas for the Penghu Tourism Industry Promotion Center, boarding/deboarding facilities at the Houliao ferry and pleasure boat dock, reconstruction work at Mutou and Kupo islets, construction of the Seven Beauties Tomb Memorial and Yuehli Harbor camping facilities, and area-wide improvement and reconstruction of tourist sites were completed.

2. 加強旅客服務及推廣

- (1) 於澎湖地區首創發行「觀光電子 e 報」，主動發送各項觀光遊憩訊息及傳送最新活動資料。
- (2) 協調目斗嶼、險礁嶼離島新增航線開放，輔導業者合法申請營運。
- (3) 安排有聲、平面媒體採訪共計50餘次並協助澎湖旅台大專同學會觀光推展活動，以落實觀光活動行銷。

(四) 大鵬灣國家風景區

1. 納管「琉球風景特定區」

- (1) 「琉球風景特定區」於八十九年四月二十四日報奉行政院核定納入大鵬灣國家風景區內併同規劃開發，納併範圍共計1,325.83公頃，包括琉球本島690.93公頃及海域面積643.9公頃（自海岸高潮線向外600公尺）。
- (2) 為加速琉球地區開發，於八十九年十二月完成整體規劃，並有償撥用鄉有地露營區土地共4公頃餘，作為未來獎勵民間投資招商基地。



2. 辦理規劃設計及公共遊憩設施建設

- (1) 完成大鵬灣水質改善規劃、環境現況基本資料調查及景觀橋樑「嘉南橋」改建工程規劃。
- (2) 持續推動大鵬營區遷建、青洲濱海遊憩區服務設施興建工程。

3. 辦理違佔物拆遷工作

辦理大鵬灣域違佔養殖設施物查估作業；並與屏東縣政府、縣警局等相關單位研商通過「大鵬灣水域內漁業生產附屬設施救濟金發放拆遷計畫」及作業程序分工配合事項。

4. 辦理獎勵民間投資一期招商說明作業

於八十九年十二月二十八日假台北旅遊服務中心舉辦「招商座談會」，邀請國內外業者與會瞭解本區招商內容。

b. Strengthening of Travelers Services and Promotion

- (a) The first "Tourism e-Newspaper" in the Penghu area was published so as to distribute tourism and recreational news and to transmit the latest information on activities.
- (b) Coordination was provided for the opening of new sailing routes to the outer islands of Mutou and Hsienchiao islets, and assistance was given to businesses in applying for legal permission to operate the new routes.
- (c) More than 50 trips by audio and print media were arranged, and assistance was provided for tourism promotion activities by the Penghu College Students' Association in Taiwan as a means of carrying out the marketing of tourism.

(4) Tapeng Bay National Scenic Area

a. Inclusion of the Liuchou Scenic Area into the Tapeng Bay National Scenic Area

- (a) The Executive Yuan approved the inclusion of the Liuchiu Scenic Area within the Tapeng Bay National Scenic Area on Apr. 24, 2000 for the incorporation of planning and development. The total amount of the newly incorporated area is 1,325.83 hectares, including 690.93 hectares for the island of Liuchiu itself plus surrounding sea area (to 600 meters seaward from the high-tide line) of 643.9 hectares.
- (b) To accelerate the development of the Liuchiu area, overall planning was completed in December 2000 and more than four hectares of compensated township-owned land was allocated for a camping area that will serve as a base for the solicitation of encouraged private investment in the future.

b. Planning and Design, and the Construction of Public Facilities

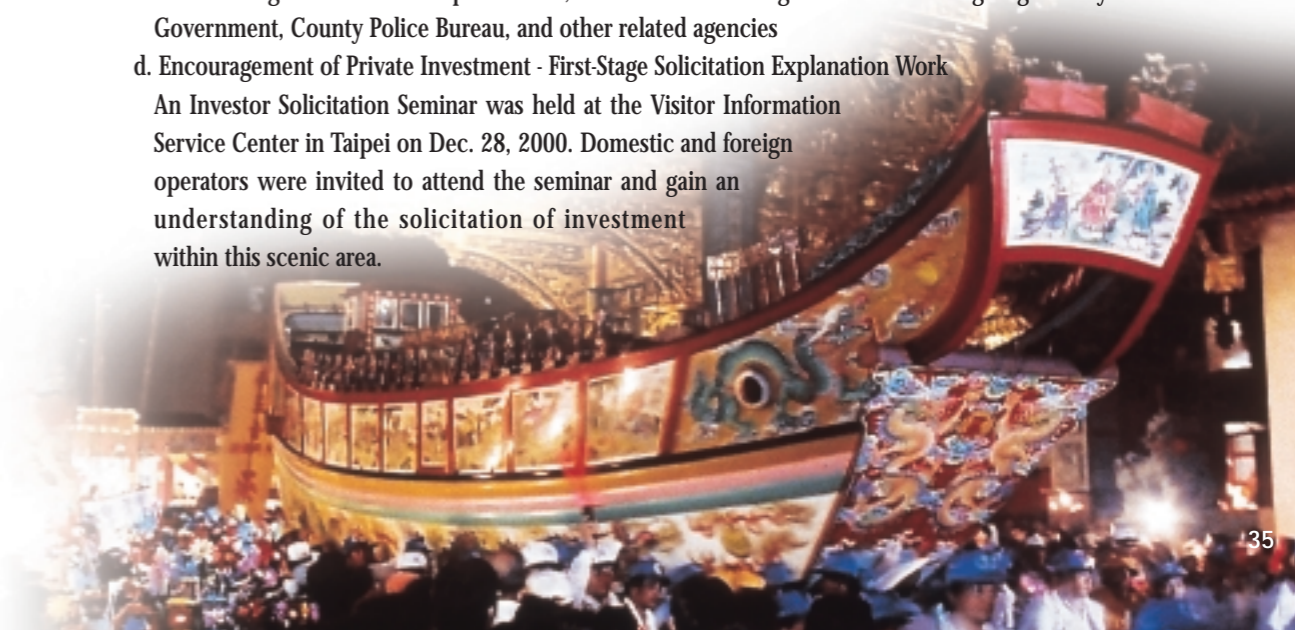
- (a) Planning for water quality improvement, basic survey of the current environmental status, and planning for the rebuilding of the scenic Chianan Bridge were completed.
- (b) The removal of the military encampment and construction work on the Chingchou Coastal Recreation Area facilities were continued.

c. Removal of Illegal Structures

A survey of the illegal aquacultural facilities in Tapeng Bay was carried out, and a Relief Funds Allocation and Removal Plan for Fishery Production Facilities Within Tapeng Bay, along with coordinating division-of-labor procedures, were worked out together with the Pingtung County Government, County Police Bureau, and other related agencies

d. Encouragement of Private Investment - First-Stage Solicitation Explanation Work

An Investor Solicitation Seminar was held at the Visitor Information Service Center in Taipei on Dec. 28, 2000. Domestic and foreign operators were invited to attend the seminar and gain an understanding of the solicitation of investment within this scenic area.





(五) 花東縱谷國家風景區

1. 辦理規劃設計及公共遊憩設施建設
 - (1) 辦理全區文化景觀道路規劃、全區自行車道系統規劃、鯉魚潭風景特定區整體規劃、鳳林遊憩區整體規劃、六十石山風景區整體規劃、羅山遊憩區整體規劃、鹿野管理站及遊客服務中心整體規劃及利吉、卑南遊憩區整體規劃等。
 - (2) 執行鯉魚潭露營區整建工程、鯉魚潭管理站辦公室及遊客服務中心整建工程、舞鶴台地公共遊憩設施工程、花東縣界公園興建工程、紅葉溫泉親水公園興建工程、全區道路休憩設施興建工程、花東縱谷自行車道（鯉魚潭、光復、瑞穗、池上）系統興建工程等。
2. 推廣觀光遊憩活動
 - (1) 辦理「花東縱谷原住民美食研展會」活動，建立縱谷美食走廊，以原住民飲食文化帶動縱谷旅遊發展。
 - (2) 辦理「花東縱谷聖誕燈會」，以整合遊憩資源共同營造感恩的節慶，推出造型聖誕樹創意賽、稻草人家族展示、饕餮不絕餐會、農特產品暨原住民手工藝品展售及「愛和好平安夜」晚會等活動。
3. 遊憩據點之經營管理
 - (1) 完成台東縣境本處轄內遊憩景點移交，為轄內景點經營管理建立發展基礎。
 - (2) 繼續辦理花蓮縣境本處轄內遊憩景點移交作業。
 - (3) 通盤檢討可開發營收之各遊憩景點，以公辦民營方式，提昇遊憩服務品質或與花東兩縣政府及所轄各鄉鎮公所以共同經營方式辦理。

(5) East Rift Valley National Scenic Area

- a. Planning and Design, and Construction of Public Recreational Facilities
 - (a) Completed projects include area-wide cultural and scenic route planning, area-wide bicycle path system planning, overall planning for the Liyu (Carp) Lake Scenic Area, overall planning for the Fenglin Recreation Area, overall planning for the Mt. Liushihshih (Sixty Stones Mountain) Scenic Area, overall planning for the Loshan Recreation Area, overall planning for the Luyeh Ranger Station and Visitor Center, and overall planning for the Lichi and Peinan Recreation Areas.
 - (b) Projects that have been implemented include reconstruction of the Liyu (Carp) Lake Campground, reconstruction of the Liyu (Carp) Lake Ranger Station office and Visitors Center, engineering for public recreation facilities on the Wuho Plateau, construction engineering for the Hualien-Taitung County Line Park, construction engineering for the Hungyeh Hot Spring Water Park, area-wide construction engineering for roadside recreation facilities, and construction engineering for the East Rift Valley bicycle trail system (including Carp Lake, Kuangfu, Juisui, and Chihshang).
- b. Promotion of Tourism and Recreation Activities
 - (a) The East Rift Valley Aborigine Cuisine Exhibition was held so as to build up a “rift valley culinary corridor” and use the culinary culture of the aborigines to stimulate the development of tourism in the valley.
 - (b) An East Rift Valley Christmas Lights Festival was held with the aim of integrating leisure resources and for the joint organizing of the celebration, with a Christmas tree creative design contest, scarecrow family exhibit, gluttons' dinner, agricultural products and aborigine handicraft exhibition and sale, and a “Love of Peace and Tranquility” evening party.
- c. Management of Leisure Sites
 - (a) The transfer of leisure sites within the national scenic area but under the jurisdiction of Taitung County was completed, thus establishing a foundation for the development of tourist site management by the national scenic area administration.
 - (b) Work on the transfer of leisure sites within the national scenic area but under the jurisdiction of Hualien County was continued.
 - (c) An overall review of possible income-producing sites was carried out with the aim of using concessioning to the private sector to upgrade the quality of leisure services or handling them jointly together with the Hualien and Taitung county governments and the town and township government offices within their jurisdictions.

(六) 馬祖國家風景區

1. 辦理規劃設計及公共遊憩設施建設
 - (1) 完成本特定區觀光整體發展計畫、近岸遊憩區海域調查、海濱生物、海洋生物資源調查與保育研究、人文史蹟及聚落消長調查研究、坂里遊憩區整體規劃及初步設計、解說導覽系統、遊憩解說書籍、摺頁規劃設計、坑道再利用規劃及初步設計等。
 - (2) 完成馬祖酒廠陳列館屋頂防水、南竿八八坑道坍方清除、力行公園整修等工程建設。
2. 編印旅遊簡介(圖)、摺頁，舉辦地區人文講座及賞鷗活動、辦理海洋饗宴美食展、舉辦計程車司機導覽訓練、旅館業從業人員訓練、馬祖地區餐飲研習會、一般導覽人員訓練等觀光遊憩推廣與解說人員訓練活動。
3. 發展重點
 - (1) 於南竿設置管理處辦公室，東引、北竿、莒光各島設置管理站及遊客服務中心，加強服務效能。
 - (2) 改善既有遊憩據點之公共服務設施。
 - (3) 無礙國防安全與防務前題下，積極協調軍方爭取開放坑道、碉堡、山莊、招待所等供不同限度的觀光利用。
 - (4) 輔導地方觀光社團、培訓地區解說服務、導覽人員。
 - (5) 配合地方維護區內生態資源及聚落文化，確保自然及人文景觀資源之永續利用。

(6) Matsu National Scenic Area

- a. Planning and Design, and Construction of Public Recreational Facilities
 - (a) Overall development planning for the scenic area, marine surveys of inshore recreation areas, surveys and conservation studies of coastal and oceanic organisms, surveys of historic sites and human habitation, overall planning and preliminary design of the Panli recreation area, interpretive and guidance systems, recreation interpretive publication and brochure planning and design, and tunnel reuse planning and preliminary design were completed.
 - (b) Waterproofing of the roof of the Matsu distillery museum roof, cleaning up of rockfalls in Tunnel 88 on Nankan, park repair and maintenance, and other engineering projects were completed.
- b. Publication and Training

Travel guides and brochures were printed, cultural lectures and seagull-watching activities were organized, an oceanic banquet culinary exhibition was held, taxi driver guide training and hotel personnel training were offered, a Matsu-area food and beverage workshop was held, general tour guide training was provided, and other tourism and recreational promotion and interpreter training activities were organized.
- c. Main Points of Development
 - (a) Administration headquarters were established on Nankan and ranger stations and visitors centers were set up on Tungyin, Peikan, and Chukuang islands in order to strengthen service capabilities.
 - (b) Public service facilities at existing recreational sites were improved.
 - (c) Under the preconditions of doing no harm to national security and defense, active negotiations were held with the military for the opening of tunnels, fortresses, villas, and guest houses for varying degrees of tourist use.
 - (d) Local tourism groups were assisted in training local interpretation service personnel and guides.
 - (e) Ecological resources and human settlements within the area were protected in coordination with the local government with the aim of assuring the sustainable use of natural, cultural, and scenic resources.



(七) 日月潭國家風景區

1. 推動災損復舊工作

辦理拉魯島整建、慈恩塔整建、德化社碼頭整建、環潭公路美化整建、車埕車站整建等工作。

2. 進行整體規劃研究

辦理區內自然生態資源調查、日月潭新風貌綱要計畫、觀光發展整體規劃、名勝街地區建築物造型規劃、德化與水社地區湖中湖及湖岸公共設施工程可行性研究、解說服務設施規劃設計、資訊網站與導覽系統規劃建置等。



3. 輔導觀光產業振興

(1) 配合節慶及邵族歲時祭儀，辦理元宵觀光節之夜拉魯島正名、播種祭、傳統年祭、中秋晚會、九二一祈福燈會等。

辦理元宵觀光節之夜拉魯島正名、播種祭、傳統年祭、中秋晚會、九二一祈福燈會等。

(2) 結合各協會辦理輕艇競賽、環湖自行車競賽、全國休閒汽車露營大會、橫渡日月潭等活動。

結合各協會辦理輕艇競賽、環湖自行車競賽、全國休閒汽車露營大會、橫渡日月潭等活動。

(3) 辦理餐飲旅館從業人員講習訓練、觀光服務人員教育訓練等。

辦理餐飲旅館從業人員講習訓練、觀光服務人員教育訓練等。

(4) 結合餐飲、旅館、遊艇業者辦理免費遊湖、風味餐美食等促銷活動。

結合餐飲、旅館、遊艇業者辦理免費遊湖、風味餐美食等促銷活動。

(5) 結合業者辦理風緻名物展，參加旅展、商展等。

結合業者辦理風緻名物展，參加旅展、商展等。

4. 發展目標

(1) 發展為國際級渡假基地，創造多樣化遊憩吸引力，發揮「日月潭—寧靜湖—山中明珠」之魅力。

發展為國際級渡假基地，創造多樣化遊憩吸引力，發揮「日月潭—寧靜湖—山中明珠」之魅力。

(2) 促進地方社區共榮發展，協助推動社區總體營造，以提昇觀光經濟產能。

促進地方社區共榮發展，協助推動社區總體營造，以提昇觀光經濟產能。

(3) 加強資源永續保育利用，提供生態、知性之旅等不同之遊憩體驗。

加強資源永續保育利用，提供生態、知性之旅等不同之遊憩體驗。

(4) 整合大眾運輸系統，發展陸上巴士、水上遊艇、鐵路、纜車、直昇機系統，架構便捷、安全、舒適之旅遊行程。

整合大眾運輸系統，發展陸上巴士、水上遊艇、鐵路、纜車、直昇機系統，架構便捷、安全、舒適之旅遊行程。

(5) 融合人文與科技資訊，利用網際網路與大眾媒體行銷推廣，提供遊客最新旅遊資訊。

融合人文與科技資訊，利用網際網路與大眾媒體行銷推廣，提供遊客最新旅遊資訊。

(7) Sun Moon Lake National Scenic Area

a. Implementation of Earthquake Damage Restoration Work

Tasks that were carried out include the reconstruction of Lalu Island, the rebuilding of Tzuen Pagoda, the reconstruction of the dock at Tehua Village, the beautification and rebuilding of the round-the-island highway, and the reconstruction of the Checheng Bus Station.

b. Overall Planning and Study

An ecological resources survey of the area was carried out, a framework plan for Sun Moon Lake's new face was formulated, a master plan for tourism development was completed, architectural planning for buildings in the Mingsheng Street area was accomplished, a feasibility study for the construction of "lake within a lake" and shore facilities in the area of Tehua Village and Shui Village was carried out, planning and design of interpretive service facilities were completed, and planning for the establishment of a website and guidance system was carried out.

c. Assistance for the Revitalization of Tourist Industries

(a) Lalu Island Name Rectification and Lantern Tourism Festival Night, Sowing Festival, traditional New Year's Festival, Mid-Autumn Evening Party, and Sept. 21 Earthquake Prayer Lantern Festival were held in coordination with Sao tribal festivals and other festive events.

(b) Light boating races, round-the-island bicycle races, national leisure caravanning rally, Traverse of Sun Moon Lake, and other activities were held in cooperation with various associations.

(c) Training lectures for hotel food and beverage personnel were held and education and training for tourism service personnel were provided.

(d) Free boat tours of the lake, local cuisine banquets, and other marketing activities were held in cooperation with restaurants, hotels, and boat operators.

(e) A local products exhibition and participation in travel fairs and trade shows were organized in cooperation with business operators.

d. Developmental Objectives

(a) Development into an international-class resort, creation of diversified recreational attractions, and manifestation of the allure of "Sun Moon Lake - a Lake of Tranquillity - a Pearl in the Mountains."

(b) Stimulation of common prosperity in the local community and provision of assistance in promoting overall community operations so as to heighten the economic productivity of the tourism industry.

(c) Strengthened sustainable conservation and utilization of resources and provision of different ecological and knowledge-based travel experiences.

(d) Integration of the mass transportation system and development of land bus, water yacht, railroad, cable car, and helicopter systems so as to provide a framework for convenient, safe, and comfortable travel itineraries.

(e) Blending of human culture with information technology, and use of the Internet and the mass media for promotion and marketing, in order to provide tourists with the latest travel information.

四、鼓勵民間投資參與觀光遊憩事業

鼓勵民間投資參與觀光遊憩事業，加強觀光遊憩地區公共設施建設，帶動國內觀光事業的再發展，交通部觀光局成立「獎勵民間投資觀光遊憩設施推動小組」，透過協調公有土地管理機關釋出公有土地、整合私有土地、協調加速及簡化土地變更申請作業流程，就所屬東北角海岸、東部海岸、澎湖、花東縱谷、大鵬灣及日月潭等國家風景區內土地，積極規劃獎勵民間參與觀光遊憩設施建設，辦理方式及推動中案件如下：

- (一) 目前已報奉交通部核定適用獎勵民間參與交通建設條例第六條第三款（BOO）計「月眉育樂世界」、「花蓮海洋公園暨渡假酒店」、「金沙灣國際渡假村」、「大澎湖國際渡假村」、「花蓮理想渡假村」、「綠島大飯店」及「涵碧樓觀光大飯店」等7案，其中月眉育樂世界第一期遊樂設施，已於八十九年七月一日開幕，其餘投資案正依進度施工中。
- (二) 目前本局暨各管理處辦理之BOT案，有屏東縣「大鵬灣BOT計畫」、澎湖縣「吉貝港休閒渡假旅館區」及台東縣「三仙台旅館區」、「東海岸渡假村」及「金崙溫泉區觀光渡假基地」等5案。
- (三) 東海岸國家風景區內因缺乏大型觀光旅館及遊樂區，旅遊型態始終停留在穿越旅遊型，無法提升為定點度假型。為鼓勵民間投資開發興建觀光旅館及遊樂區，刻正列管推動辦理下列7個民間投資開發案：

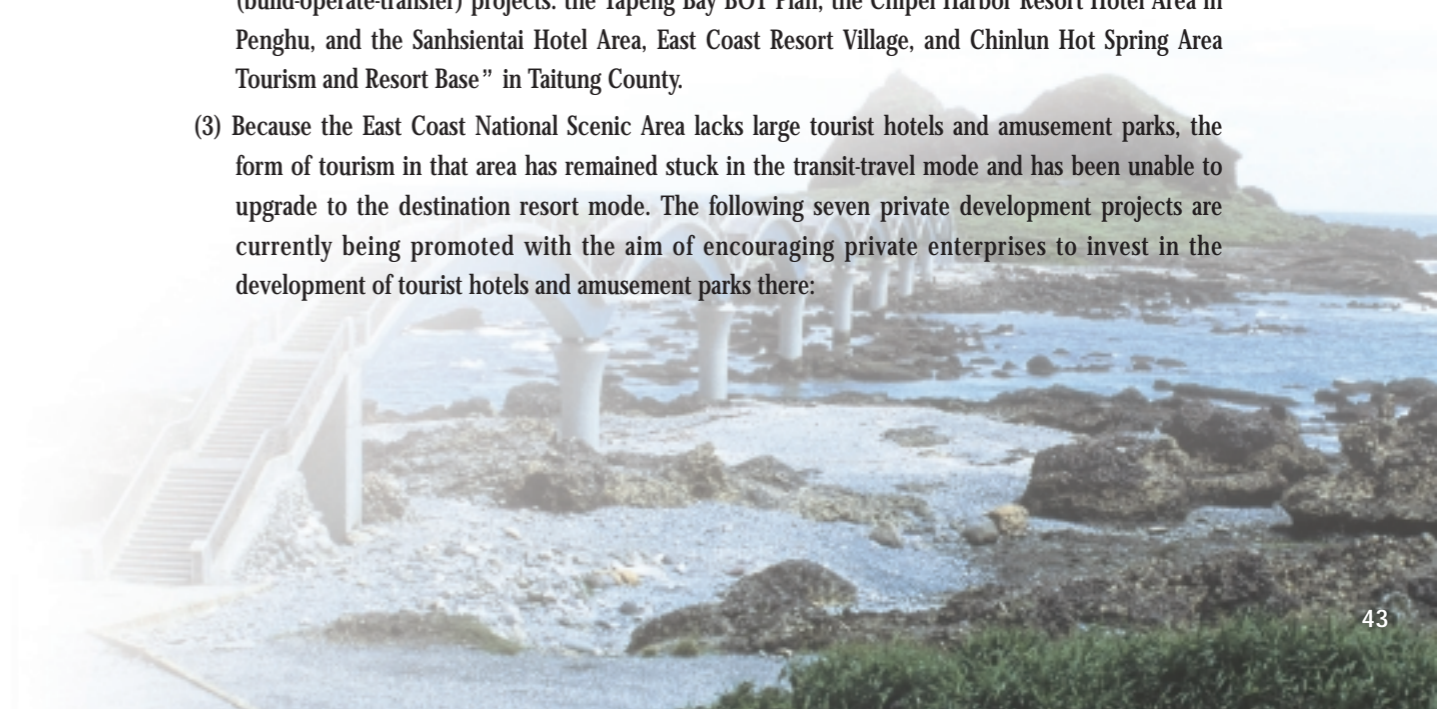
推動項目 Project	房間數 No. of Rooms	投資金額（億元） Investment (NT\$ million)	預計營運時間 Estimated Start of Operation
花蓮海洋公園開發計畫 Hualien Ocean Park Development	437 437	54 5,400	90年10月 Oct. 2001
長虹橋旅館區開發案 Rainbow Bridge Hotel Area Development	266 266	12.5 1,250	91年10月1日 Oct. 1, 2002
三仙台旅館區開發案 Sanhsientai Hotel Area Development	200 200	8 800	94年 2005
都蘭鼻遊憩區整體開發計畫 Tulanpi Recreation Area Integrated Development	350 350	25 2,500	96年1月 Jan. 2007
杉原渡假旅館區開發計畫 Shanyuan Resort Hotel Area Development	278 278	15 1,500	92年 2003
杉原棕櫚海濱渡假村整體開發計畫 Integrated Shanyuan Palm Coast Resort Development	300 300	20 2,000	93年 2004
綠島大飯店開發計畫 Grand Green Island Hotel Development	500 500	52 5,200	92年7月 July 2003
總計 Total	2,331 2,331	186.5 18,650	

4. Encouragement of Private Investment in Tourist Facilities

The Tourism Bureau has established a Task Force for the Encouragement of Private Investment in Tourist Facilities with the aim of promoting private investment in tourist facilities, strengthening the construction of public facilities in tourist and recreation areas, and stimulating the redevelopment of Taiwan's domestic tourism industry. This task force works through coordination with the agencies that administer public land to release land and integrate it with private land, coordination for the acceleration and simplification of the land rezoning process, and active implementation of planning for the land within the Northeast Coast, East Coast, Penghu, East Rift Valley, Tapeng Bay, and Sun Moon Lake national scenic areas to encourage private participation in tourist and recreation facilities. Methods and projects under implementation in this respect are described below:



- (1) Permission has been granted by the Ministry of Transportation and Communications for seven BOO (build-operate-own) projects under Article 6, Section 3 of the Statute for the Encouragement of Private Participation in Transportation Construction: the Yuehmei theme park, Hualien Ocean Park and Resort, Chinsha Bay International Resort Village, Tapeng Bay International Resort Village, Ideal World in Hualien, Grand Green Island Resort, and Lalu Resort at Sun Moon Lake. First-stage construction of the Yuehmei theme park has been completed and the park was opened to the public on July 1, 2000. The remaining projects are under construction according to their respective schedules.
- (2) The Tourism Bureau and its national scenic area administrations are currently carrying out five BOT (build-operate-transfer) projects: the Tapeng Bay BOT Plan, the Chipei Harbor Resort Hotel Area in Penghu, and the Sanhsientai Hotel Area, East Coast Resort Village, and Chinlun Hot Spring Area Tourism and Resort Base” in Taitung County.
- (3) Because the East Coast National Scenic Area lacks large tourist hotels and amusement parks, the form of tourism in that area has remained stuck in the transit-travel mode and has been unable to upgrade to the destination resort mode. The following seven private development projects are currently being promoted with the aim of encouraging private enterprises to invest in the development of tourist hotels and amusement parks there:



- (四) 八十九年申請核准籌建(設)之國際觀光旅館計有5家，總投資金額新台幣53.82億元，客房數共738間；另本年籌建完成、經查驗合格、取得觀光旅館業營業執照並開始營業之國際觀光旅館有2家，增加客房數455間。

五、推動九二一地震後觀光振興措施

(一) 重建區觀光產業重建

1. 對觀光產業進行融資紓困

協助觀光產業向銀行申請低利重建融資，至十二月底止，獲准貸款者計19家，獲准金額計新台幣24億1千1百90萬元；獲准家數比率為68%，金額比率85.77%。

2. 公部門觀光地區公共設施復建：

- (1) 遊憩據點災後復建：由行政院公共工程委員會核定2億6百37萬元逕撥中部6縣市政府辦理，本局勻撥5千8百47萬元支援台中市、台中縣、南投縣辦理8項工程復建。
- (2) 提升日月潭為國家風景區，活絡帶動南投縣觀光事業整體發展：八十九年一月二十四日成立日月潭國家風景區管理處，專責開發建設及管理維護工作，本(八十九)年投入經費約為3億9千萬元，辦理災後重建工程，如拉魯島、文武廟、玄奘寺、水社地區等計22項及配合地方辦理臨時性修復工程。



(二) 搶救國際觀光市場

1. 八十九年元月至十月份計邀請國外媒體及業者共724人前來參訪，使災後重建復原情形得以儘速讓國內外人士瞭解。
2. 在日本重要媒體刊登廣告計11檔，此外，為吸引日本旅客來台旅遊並赴中部地區觀光，每位日本來台遊客贈送中部地區所生產之高山烏龍茶袋乙盒。

- (4) Approval was given in 2000 for the construction of five international-class hotels with a total investment of NT\$5,382 million and 738 rooms. Two new international-class hotels began operating during this year, following inspection and the issuance of tourist hotel operating licenses, adding a total of 455 rooms.

5. Implementation of Post-Sept. 21 Earthquake Reconstruction Measures

(1) Tourism Industry Reconstruction in the Reconstruction Area

a. Relief Financing for Tourism Enterprises

Assistance was provided to tourism enterprises in applying to banks for low-interest reconstruction loans. By the end of December loans had been approved for a total of 19 companies, with the accumulated amount of financing reaching NT\$2,411.90 million. In terms of number of cases the ratio of loans approved was 68%; in terms of amount, the ratio was 85.77%.

b. Public Sector Reconstruction of Public Facilities in Tourist Areas

- (a) Earthquake reconstruction at tourist sites: The Public Construction Commission of the Executive Yuan approved the allocation of NT\$206.37 million to six county and city governments in central Taiwan for reconstruction work, and the Tourism Bureau allocated NT\$58.47 million for reconstruction work by Taichung City, Taichung County, and Nantou County.
- (b) Upgrading of Sun Moon Lake to a national scenic area to enliven the overall development of the tourism industry in Nantou County: The Sun Moon Lake National Scenic Area Administration was established on Jan. 24, 2000 to take charge of development, construction, maintenance, and management of the area. Approximately NT\$390 million was spent during 2000 on post-earthquake reconstruction work in 22 places such as Lulu Island, the Wenwu Temple, Hsuantsang Temple, and Shuishe, and temporary repair work was also carried out in coordination with the local government.

(2) Urgent Steps to Save the International Tourism Market

- a. A total of 724 foreign media representatives and travel operators were invited on familiarization tours from January through October 2000 with the aim of giving local people and foreigners alike a better understanding of damage restoration as quickly as possible.
- b. A total of 11 advertisements were placed in major Japanese media; and, to attract Japanese tourists to come to Taiwan and visit the central part of the island, each Japanese arrival was presented with a box of alpine oolong tea produced in the central Taiwan area.



3. 函請新聞局協助促請將國外媒體「台灣大地震」之誤導改為「集集大地震」之報導，新聞局並配合撥款1千萬元辦理「台灣依然美麗」國家形象廣告。
4. 二〇〇〇年台北國際旅展由本局免費提供台中、南投二縣各4個攤位，加強中部地區觀光景點促銷。
5. 利用舉辦二十一世紀台灣發展觀光新戰略國際會議機會，安排與會8國重要媒體、業者計23人次赴中部地區做熟悉旅遊，實地體驗並採訪報導。

(三) 促銷重建區旅遊

1. 第一波破冰之旅--「大自然的啓示之旅」。
2. 第二波啓動--關懷之旅：
 - (1) 邀請媒體實地勘查採訪：分9次共邀電子及平面媒體記者144人次分赴谷關、埔里等地實地勘察採訪，並廣為報導，以破除旅客心理障礙。
 - (2) 廣發推廣重建區觀光各類文宣：委請吳念真拍攝30秒廣告帶，歡迎旅客至重建區觀光；製作關懷之旅摺頁、海報，另獲得國內16家銀行協助在信用卡帳單內免費夾放推廣信函，共分送1百萬份。
 - (3) 辦理大型觀光活動吸引人潮：八十九年八月至九月共辦理14項日月潭水沙連系列活動；另八月至十一月谷關嘉年華系列，計有13項連續性活動，觀光局同時配合辦理全國溫泉會議，以吸引國人重遊。
 - (4) 報請行政院觀光發展推動小組協調相關政府部門帶頭示範組團至重建區旅遊。
 - (5) 獎勵旅行業促銷重建區遊程：邀請台北市100家國民旅遊業者赴重建區瞭解，以利編排並行銷已復原之重建區遊程；發動5,000位旅行社員工及眷屬率先赴台中、南投、雲嘉等地響應關懷之旅；結合旅行業者、旅館、餐廳、遊覽車業者，八月份共同推出重建區二天一夜1,999元特優價格促銷；行銷重建區遊程績效優良旅行社由觀光局予以獎勵。



- c. The Government Information Office was requested to help correct mistaken reports of “the big Taiwan earthquake” in foreign media to “the Chichi earthquake,” and the GIO coordinated by allocating NTS10 million for international “Taiwan goes on” image advertisements.
- d. The Tourism Bureau provided four free booths each for Taichung and Nantou counties at the 2000 Taipei International Travel Fair for the purpose of marketing tourist destinations in central Taiwan.
- e. The International Conference on Taiwan's New Tourism Development for the 21st Century was used as an opportunity to organize a familiarization tour of central Taiwan for representatives of 23 major participating media from eight countries.

(3) Marketing of Reconstruction Area Tourism

- a. First ice-breaking tour: Nature Education Tour.
- b. Second wave: Tours of Concern:
 - (a) The media were invited for on-site inspection tours: A total of 144 electronic and print media representatives were invited for nine inspection tours of Kukuang, Puli, and other destinations for the purpose of widespread reporting aimed at eliminating psychological obstacles to travel in the earthquake-affected areas.
 - (b) Various kinds of publicity materials about the reconstruction area were issued: Wu Nien-chen was commissioned to shoot a 30-second promotional video inviting tourists to tour the reconstruction areas; tour brochures and posters were published; and 16 domestic banks were persuaded to send a total of one million promotional letters along with their credit card bills.
 - (c) Large-scale tourist activities were organized to attract travelers: A series of 14 different Shuishalien activities were organized for Sun Moon Lake in August and September, and 13 consecutive Kukuang Carnival activities were held from August through November. At the same time, the Tourism Bureau coordinated with the organizing of a national hot-spring conference to attract repeat visits by Taiwan's people.
 - (d) The Executive Yuan's Tourism Development and Promotion Committee was asked to coordinate with related government agencies to take the lead in organizing demonstration groups to the reconstruction areas.
 - (e) Travel agencies were offered incentives to market reconstruction-area tours: A total of 100 Taipei travel agencies were invited on familiarization tours of the reconstruction areas for the purpose of helping them organize and market major tour itineraries that had already been restored, and 5,000 travel agency employees and their families were taken on tours of Taichung, Nantou, Yunlin, and Chiayi counties. The promotion of preferential-price two-day, one-night tours to the reconstruction areas was organized jointly with travel agencies, hotels, restaurants, and tour bus operators in August, and travel agencies that manifested outstanding performance in marketing reconstruction-area itineraries were given awards.

六、辦理大型觀光推廣活動

(一) 舉辦八十九年千禧台北燈會

民國八十九年歲次庚辰，生肖屬龍，五行值金，輪推六十年一次之金龍再現；西曆適逢千禧年，並在九二一震災後，兼顧許願、前瞻並為全民祈福，特以「萬福歸蒼生」為主題，於二月十九日至二十七日在中正紀念堂及週邊以中心主燈、千禧祥瑞九龍燈、資訊龍燈、許願燈暨四週燈區展出。燈會活動承蒙 李前總統主持開燈儀式揭開序幕，總計吸引參觀民眾高達499萬人次。

(二) 舉辦二〇〇〇年台北中華美食展

為發揚中華美食文化，擴大觀光宣傳，建立觀光據點及開發觀光資源，輔導財團法人台灣觀光協會辦理二〇〇〇年台北中華美食展活動，以「魚宴」為主題展，並規劃「花之饗宴」、「奇珍風味展」專題館，及「筷子展」、「中式烹調精武門」飲食文化展等。該項活動於八月十日及十三日在台北世貿中心展覽館二館舉行，四天間計有15萬3千人次前往參觀。

(三) 舉辦二〇〇〇年台北國際旅展

二〇〇〇年第八屆「台北國際旅展」於八十九年十二月二日至五日在台北世貿中心舉行，展場共設計520個攤位及舞台區，本項展覽共吸引50個國家、地區、326個參展單位，約計1,500位代表參加，參展單位較八十八年成長5%。同時，在多年耕耘後，國內地方政府益形重視觀光推廣，本屆共有包括台北市、高雄市、基隆市、苗栗縣等12縣市政府參展。另為協助九二一重建區之觀光產業早日走出陰霾，特別規劃「九二一災區景點展示推廣專區」，以促進商機。



6. Organizing of Large Tourism Promotion Activities

(1) Organizing of the Millennium Year Taipei Lantern Festival

The year 2000 was the Year of the Dragon, and it marked the Year of the Golden Dragon which comes only once in a 60-year cycle. In the Western calendar it was the millennium year, and it was also the year following the big Sept. 21 earthquake; so the lantern festival was organized around the theme "All Blessings Belong to All Creatures" and was held at the Chiang Kai-shek Memorial Hall and its surrounding streets on Feb. 29-27 with a central theme lantern, Lucky Millennium Nine Dragons Lantern, Information Dragon lanterns, prayer lanterns, and various other lanterns displayed on the four surrounding streets. The opening ceremony of the Taipei Lantern Festival was presided over by former President Lee Teng-hui, and the number of its visitors to the event reached 4.99 million.

(2) Holding of the 2000 Taipei Chinese Food Festival

Assistance was given to the Taiwan Visitors Association in organizing the 2000 Taipei Chinese Food Festival with the aim of propagating Chinese culinary culture, expanding Tourist promotion, establishing Taiwan as a tourist destination, and developing tourist resources. The festival was centered around the theme of the Fish Banquet, with Flower Feast and Rare Flavors pavilions as well as a Chopsticks Exhibition and Types of Chinese Cooking food and beverage culture displays. The event was held on Aug. 10-13 at the Second Exhibition Hall of the Taipei World Trade Center, and during its four-day run it attracted a total of 153,000 visitors.

(3) Holding of the 2000 Taipei International Travel Fair

The 2000 Taipei International Travel Fair (ITF), the eighth iteration of the event, was held on Dec. 2-5 at the Taipei World Trade Center. The exhibition encompassed a total of 520 booths plus a stage area; it attracted approximately 1,500 delegates, with 326 participating units from 50 countries and areas. The number of participating units registered a growth of 5% over 1999. At the same time, after years of effort, local governments in Taiwan had come to recognize the importance of ITF; a total of 12 county and city governments participated in the 2000 fair, including the governments of Taipei City, Kaohsiung City, Keelung City, and Miaoli County. In addition, a Sept. 21 Earthquake Area Tourist Site Exhibition and Promotion Area was provided to promote business opportunities and help the earthquake-affected areas escape from the shadows of the reconstruction areas at an early date.

(四) 溫泉會議

為永續開發利用溫泉資源，於九月六日至八日邀集產、官、學界代表，假台中縣龍谷大飯店召開「全國溫泉觀光會議」，出席人員共約300餘人。會議討論主題以溫泉開發管理問題及溫泉觀光產業經營兩項議題為主，共獲得18項結論，並積極協調推動辦理。

七、輔導觀光產業升級提升品質

(一) 輔導旅館業改善經營體質

1. 觀光旅館業

- (1) 八十九年三月二十日至六月八日間實施國際觀光旅館定檢，共檢查52家國際觀光旅館。
- (2) 督導觀光旅館業確實投保責任保險，俾分擔業者經營風險，並維護旅客權益。
- (3) 編印國際觀光旅館營運分析報告供業界及相關人士參考。
- (4) 為加強宣導法令，八十九年八月三十一日、九月七月、九月十四日、九月十八日分別於北、中、南及東部等地區各辦理一場「觀光旅館業適用勞動基準法研討會」，參加業者共187名。
- (5) 配合金門、馬祖地區實施小三通，提昇美食水準，八十九年十二月十八日、十九日邀請國內知名餐飲師傅於馬祖地區辦理「馬祖地區餐飲製作研習會」，參加業者共66名。
- (6) 輔導觀光旅館業申辦「促進產業升級條例」有關自動化、防治污染設備或技術投資抵減應納營業所得稅額優惠。
- (7) 輔導觀光旅館業依「中長期資金運用作業須知」辦理中長期資金融資，以投資更新設備，提昇設施品質。
- (8) 重新調查各國際觀光旅館之附屬設施、服務項目、客房及餐飲種類、房租、地址、電話等相關資料，俾納入觀光資訊網際網路，供國內外觀光旅客參考。

(4) Hot-Spring Conference

A National Hot-Spring Tourism Conference was held at the Dragon Valley Hotel in Taichung County on Sept. 6-8, with the participation of approximately 300 representatives from industry, the government, and academe, for the purpose of promoting the sustainable development and utilization of hot-spring resources. The conference discussions were centered around two topics: hot-spring development and management issues, and operation of the hot-spring tourism industry. The conference resulted in 18 resolutions, which are under active coordination and promotion.

7. Assistance for Upgrading and Quality Enhancement in the Tourism Industry

(1) Assistance for the Hotel Industry in Improving Its Operating Systems

a. Tourist Hotels

- (a) A regular survey of international tourist hotels was carried out between Mar. 20 and June 8, with a total of 52 hotels inspected.
- (b) Guidance was provided to the hotel industry to assure the taking out of liability insurance in order to share the risk faced by hotel operators and assure the interests of hotel guests.
- (c) An analytical report on international tourist hotel operations was published for the reference of hotel operators and other related persons.
- (d) To strengthen the publicizing of laws and regulations, Seminars on the Application of the Labor Standards Law in the Tourist Hotel Industry were held in the northern, central, southern, and eastern parts of Taiwan on Aug. 31, Sep. 7, Sep. 14, and Sep. 18, respectively. A total of 187 persons participated.
- (e) To upgrade culinary standards in coordination with the opening of the "small three links" between the islands of Kinmen and Matsu and mainland China, prominent F&B masters were invited to hold a Matsu F&B Preparation Seminar on the island of Matsu on Dec. 18-19. A total of 66 F&B operators attended.
- (f) Guidance was provided to tourist hotel operators in applying, under the Statute for Upgrading Industries, for investment tax credits for investment in automation or pollution control equipment or technology.
- (g) Guidance was provided to tourist hotel operators in applying for medium- and long-term loans, under the Guidelines for the Medium- and Long-term Utilization of Funds, for investment in equipment renewal and upgrading the quality of facilities.
- (h) A survey was carried out of the attached facilities, service items, types of guest rooms and F&B outlets, room rates, addresses, telephone numbers, and other data on international tourist hotels for inclusion in the tourism information website for the reference of domestic and foreign tourists.

2. 旅館業

本於「中央督導、地方執行」之原則，實施定期、不定期督導45次，地方政府稽查次數計3,548家次，公告違法（規）旅館3,122家次。旅館業之輔導與管理之具體做法如下：

- (1) 協助中華民國旅館商業同業公會全國聯合會推動ISO 9002國際品質驗證，第一期計輔導6家業者全數通過驗證。
- (2) 協助業者辦理合法登記輔導非法旅館合法化95家。
- (3) 於九月十九、二十日辦理「旅館業稽查人員專業講習」，增進地方政府稽查人員工作技巧及專業知識，並熟悉相關法規，計60餘人參加。
- (4) 委託中華民國旅館商業同業公會全國聯合會於五月十八、十九日辦理各公會理事長及總幹事觀摩研習會，以提升業界整體的服務品質及整合全國旅館公會組織力量。

（二）鼓勵旅行業者開發觀光新遊程

1. 輔導各旅行商業同業公會、環島鐵路旅遊聯營中心、台中市國民旅遊推廣中心等旅行業者結合各地自然、人文資源設計新遊程。
2. 旅行業者規劃之旅遊行程，本局除協助宣傳、推廣外，並與相關旅遊資訊併同登載於本局網站，供旅遊消費者參考。

（三）旅行業輔導與管理

1. 輔導旅行業依法經營旅行業務，不定期赴旅行業瞭解業務執行情形，實施旅行業業務檢查，於八十九年寒、暑假旅遊旺季前實施旅行業抽檢，共檢查144家，並公布檢查結果，提醒旅客注意。
2. 督導旅行業確實投保責任保險及履約保險，降低業者經營風險，維護旅客權益。
3. 非法旅行業之取締

加強「取締違法經營旅行業務專案執行小組」執行功能，保障合法業者及旅客權益，自八十九年一月一日至十二月三十一日止計取締非法經營旅行業務者80件。

b. Ordinary Hotels

A total of 45 regularly scheduled and unscheduled supervisory visits were made under the principle of "central supervision, local implementation," and 3,548 inspections were carried out by local governments, resulting in the announcement of 3,122 violations of laws and regulations. Concrete hotel supervision and administration measures are described below:

- (a) Assistance was provided to the national alliance of the Hotel Association of the R.O.C. in carrying out ISO-9002 international quality certification. Six hotels were afforded this assistance in the first period of the program, and all of them passed certification.
- (b) Hotels were assisted in carrying out legal registration, and 95 illegal hotels were guided through the legalization process.
- (c) A Professional Seminar for Hotel Inspectors was held on Sept. 19-20 with the aim of strengthening the working skills and professional know-how of inspectors from local governments, as well as to familiarize them with related laws and regulations. A total of 60 persons participated.
- (d) The national alliance of the Hotel Association of the R.O.C. was commissioned to organize a seminar for the chairpersons and executive directors of the different associations on May 18-19 with the aim of enhancing overall service quality in the hotel industry and integrating the strength of hotel associations nation-wide.

(2) Encouragement of Travel Agencies to Develop New Tour Itineraries

- a. The various travel agents' associations, the joint round-the-island railway tour center, the Taichung City domestic tourism promotion center, and other travel operators were given guidance in combining the natural and cultural resources of various areas in the design of new travel itineraries.
- b. In addition to helping with the publicizing and promotion of the tour itineraries planned by the travel agencies, the Tourism Bureau also includes them with related information in the bureau's website for the reference of travel consumers.

(3) Guidance and Administration of the Travel Agency Industry

- a. Travel agencies were guided in operating the travel business according to the law, and visits were made to travel agencies on an unscheduled basis to gain an understanding of their business conditions and carry out inspections of their business. Inspections of 144 travel agencies were carried out prior to the peak winter and summer holiday travel seasons in 2000, and the results of the inspections were publicly announced so as to prompt the attention of travelers.
- b. Travel agencies were guided in taking out liability and performance insurance so as to reduce their operating risk and protect the rights of travelers.
- c. Crackdowns were carried out on illegal travel agencies. The enforcement function of the Task Force for the Apprehension of Illegal Travel Agency Operations was strengthened so as to protect the interests of legal travel agencies and travelers. A total of 80 cases of illegal travel agency operations were handled from Jan. 1 through Dec. 31, 2000.

(四) 旅遊消費者保護

1. 配合民法債編旅遊專節實施，修正國內外旅遊定型化契約書範本並於八十九年五月四日發布實施，為使旅遊營業人與旅客瞭解彼此權利與義務關係，編印「民法債編—旅遊專節」摺頁，加強宣導。
2. 委託政治大學研擬「國外渡假村會員卡（權）定型化契約範本」研究案，以保護消費者權益。
3. 為維護旅遊消費者權益設置免付費申訴專線080-211334及080-211734，自八十九年一月一日至八十九年十二月三十一日止共受理649件。

(五) 辦理觀光從業人員講習訓練

1. 加強各縣市政府及各風景區管理處觀光從業人員具備審查風景區公共設施規劃設計圖說能力，辦理「風景區公共設施規劃設計講習班」，參加人數79人。
2. 辦理觀光從業人員講習訓練，旅行業部份計有導遊與領隊人員甄試及職前訓練，在職訓練有經理人員、國民旅遊領團人員、主管人員等訓練；觀光旅館業部份計有訓練員研習、高中職畢業青年就業觀光旅館職前訓練等，以上參訓人員計2,643人次。
3. 為加強旅館業人才培訓，改善旅館業經營體質，提升整體服務水準，協助各縣市政府及旅館商業同業公會辦理15縣市20梯次「旅館業經營管理人員研習會」，參訓人員共計2,560人次。另舉辦「八十九年旅館業經理人員研習班」，參訓學員計180名。



(4) Protection of Travelers

- a. The set model contracts for domestic and overseas tours were revised and implemented on May 4, 2000, and a brochure on the travel-related section of the civil law was published in order to strengthen publicity and help travel agencies and travelers gain an understanding of their respective rights and obligations.
- b. National Chengchi University was commissioned to study the formulation of a "Set Contract Model for Overseas Resort Village Membership Cards (Rights)" with the aim of protecting the rights of consumers.
- c. Free telephone complaint lines were set up to protect the interests of consumers (numbers 080-211-334 and 080-211-734), and a total of 649 complaints were received from Jan. 1 through Dec. 31, 2000.

(5) Training of Tourism Employees

- a. A Scenic Area Public Facilities Planning and Design Course was held to strengthen the ability of tourism employees of county and city governments as well as scenic area administrations to examine and explain the planning designs of public facilities in scenic areas. A total of 79 persons attended.
- b. Training lectures were held for tourism employees. For travel agency personnel, there were testing and pre-employment training for tour guides and tour managers, while on-the-job training was offered for managers, domestic tour managers, and officials; for tourist hotel personnel, there were seminars for trainers and pre-employment training for young senior high school graduates employed in tourist hotels. A total of 2,643 persons participated in this training.
- c. To strengthen the training of hotel personnel, improve hotel operating systems, and upgrade the overall standard of services, the Tourism Bureau assisted county and city governments as well as hotel associations in holding 20 Hotel Industry Management Seminars in 15 counties and cities, with a total of 2,560 participants attending. In addition, a 2000 Hotel Managers Seminar was held, with 180 attendees.

八、推動觀光業務e化及完成網站重整

(一) 推動觀光資訊科技計劃

彙集台灣科技優勢潛力，運用資訊科技強化觀光行銷，透過IT產業所研發的相關技術，發展觀光旅遊科技產品。

(二) 建置台灣觀光入口網站

配合電子商務，建構一個符合e時代需求並以台灣為名展現Ilha Formosa觀光魅力入口網站，透過網站24小時宣傳台灣、推廣國際觀光。

(三) 加強觀光研究統計服務

建立觀光統計資料庫，提供最新、最詳實的觀光統計資料供民眾於網站上查閱及下載，並將相關研究計劃成果摘要(或全文)上網，提供市場研究參考。

(四) 建立觀光業務網上填報機制

提供web site供各遊樂區、主管機關網上填報遊客人次，第二期將陸續開發觀光旅館、遊樂區基本資料異動及營運分析報表等電子化作業。

(五) 加強觀光旅遊資訊服務

積極蒐集各類觀光旅遊資訊，建置觀光旅遊資料庫，俾利民眾運用隨時取得最新而完整之觀光旅遊資訊。

(六) 加強觀光圖書服務

積極蒐集觀光相關圖書、摺頁、雜誌、剪報及觀光學術法規、研究調查報告、觀光統計資料等，並建置觀光圖書管理系統，供各界透過網際網路查詢。

8. Promotion of Digitization in the Tourism Industry, and Completion of Website Reconstruction

(1) Promotion of the Tourism Information Technology Plan

Under this plan, the superior potential of Taiwan's technology is gathered together and information technology (IT) is used to reinforce tourism marketing; in addition, related technology developed by the IT industry is used to develop travel technology products.

(2) Establishment of a Taiwan Tourism Portal Site

In coordination with the development of electronic commerce, a portal site is to be developed that conforms to the needs of the electronic age and goes under the name of "Taiwan" to display the tourist allure of the Ilha Formosa. The portal site will publicize Taiwan and promote international tourism 24 hours a day.

(3) Strengthening of Tourism Statistical Research Services

A tourism statistics databank has been established to provide the latest and most accurate tourism statistical data for the public to access and download through the website. In addition, extracts (or the full texts) of the results of tourism-related research are put online for reference in carrying out market research.

(4) Establishment of an Online Mechanism for Completing Tourism Business Forms

A website is provided so that recreation areas and government agencies in charge can fill in the numbers of tourists online; in the second stage of this program's development, electronic operation will be provided for filling out changes in hotel and recreation area basic data, as well as operations analysis reports.

(5) Strengthening of Tourism and Travel Information Services

All types of tourism and travel information are actively collected for the establishment of a tourism and travel databank that the public can use at any time to retrieve the latest and most complete tourism and travel information.

(6) Strengthening of Tourism Library Services

Tourism-related books, brochures, magazines, and newspaper clippings, as well as tourism academic laws and regulations, research and survey reports, tourism statistical data, and the like are actively collected and a tourism library management system has been established for retrieval by the public via the Internet.



九、法規研修

(一) 重擬「發展觀光條例修正草案」

為配合未來觀光遊憩產業及活動發展趨勢與需要，並因應行政程序法之施行，本局將立法院八十三年一讀通過之修正草案撤回並重新擬定修正草案，案經行政院於八十九年十一月十七日以台八十九交三二七九六號函轉請立法院審議。

(二) 觀光法規命令之增修訂

1. 檢討修正旅行業管理規則：配合民法債編旅遊專節於本(八十九)年五月五日實施，修正國內外旅遊定型化契約書範本並於五月四日發布。另配合行政程序法修正「旅行業管理規則」部份條文，並奉交通部於九十年二月二十日發布。
2. 研擬「民宿管理辦法草案」：配合「發展觀光條例修正草案」之規定研訂，於八十九年六月二十六日陳報交通部審核。
3. 研擬「旅館業管理規則草案」，建立旅館業管理輔導之法源依據。

(三) 其他行政規則之檢修

修訂「非都市土地申請變更作為遊樂區使用興辦事業計畫審查作業要點」、「位於觀光主管機關依法公告之風景特定區經營管理範圍內之非都市土地申請設立遊樂設施案，其興辦事業計畫之審查程序」、「觀光地區申請設置道路交通指示標誌審核要點」、「民營遊樂區申請於高速公路設置道路交通指示標誌作業規定」、「風景遊樂區標章審核原則」等。

9. Formulation and Revision of Laws and Regulations

(1) Reformulation of the Draft Revision of the Statute for Development of Tourism

To coordinate with future trends and needs in the development of the tourism industry and its activities, and to cope with the implementation of the Law of Administrative Procedure, the Tourism Bureau withdrew the draft revision which was passed by the Legislative Yuan in 1994 and prepared another draft revision. The Executive Yuan submitted the new draft to the Legislative Yuan for deliberation on Nov. 17, 2000.

(2) Formulation and Revision of Tourism Laws, Regulations, and Orders

- a. Review of Revision of the Regulations Governing the Administration of Travel Agencies: In line with the implementation of the tourism-related section of the civil code on May 5, 2000, the set models of contracts for domestic and overseas travel were revised and promulgated on May 4. Also, to coordination with the Law of Administrative Procedure, the Regulations Governing the Administration of Travel Agencies were partially revised and the revision promulgated by the Ministry of Transportation and Communications on Feb. 20, 2000.
- b. Revision of Draft Regulations Governing the Administration of Commercial Guest Rooms in Private Residences: In coordination with the stipulations of the Draft Revision of the Statute for Development of Tourism, the Draft Regulations were formulated and submitted to the Ministry of Transportation and Communications for examination and approval on June 26, 2000.
- c. Formulation of Draft Regulations Governing Administration of the Hotel Industry: These Draft Regulations are designed to provide a legal basis for the administration and guidance of the hotel industry.

(3) Review and revision of other administrative regulations

The Operating Guidelines for the Examination of Business Plans for Applications to Rezone Non-Urban Land for Recreation Areas, Examination Procedures for Business Plans for Applications to Construct Recreational Facilities Within the Scope of Administration of Scenic Areas Declared by the Tourism Authority in Accordance with Law, Guidelines for the Examination of Applications to Establish Road Signs in Tourist Areas, Regulations for Applications by Private Recreation Areas to Establish Road Signs Along Freeways, and Examination Principles for Signs in Scenic Areas were revised.

十、行政院觀光發展推動小組整合觀光資源

「行政院觀光發展推動小組」係以整合國內觀光資源，改善整體觀光發展環境，促進旅遊設施之充分利用，以提升國民旅遊品質，並吸引國際人士來台觀光為目的設置，本局為該小組之幕僚單位，本（八十九）年度通過之重要決議計有：

- (一) 推動鼓勵公務人員利用休假赴災區旅遊獎勵措施，並建議行政機關前往中部地區辦理文康活動。
- (二) 為加強國際觀光宣傳，協調鐵路局對持有「國際學生證」外籍青年給予鐵路購票八折優惠。
- (三) 為促進國際青年學生交流互訪，協調本局完成「台灣經濟旅行指南」，教育部、台北市、高雄市政府建立與國外學校互訪管道及對口單位，並辦理「教育人員推動發展國際青年交流互訪修學旅行研討會」。
- (四) 執行溫泉開發管理方案，督促落實溫泉區水權登記。
- (五) 協調行政院體育委員會完成「潛水活動安全管理辦法」暨「潛水人員授證辦法」尚待法制作業程序，另潛水協會完成「潛水業者自律規範」。
- (六) 協調史前博物館卑南文化公園遊客服務中心開放問題。
- (七) 完成「蔣公行館現況及觀光發展潛力」調查報告。
- (八) 推動生態旅遊成立專案小組，辦理「推動永續生態旅遊研討會」。
- (九) 督促主管機關採取有效措施加強草嶺堰塞湖旅遊安全。



10. Integration of Tourism Resources by the Executive Yuan's Tourism Development and Promotion Committee

The Tourism Development and Promotion Committee was established under the Executive Yuan for the purpose of integrating domestic tourism resources, improving the overall environment for the development of tourism, and promoting the full utilization of travel facilities so as to enhance the quality of domestic travel and attract foreign tourists to Taiwan. The Tourism Bureau provides staff services for the committee. Major resolutions reached by the committee during 2000 include the following:

- (1) Promotion of incentives for civil servants to use their vacation time to visit earthquake disaster areas, and proposal that administrative agencies travel to central Taiwan areas for their staff activities.
- (2) Coordination with the Railway Administration for the provision of a 20% discount off train tickets to foreign youths holding international student's certification in order to strengthen international publicity work.
- (3) Coordination with the Tourism Bureau for the printing of a Taiwan budget travel guide and with the Ministry of Education, Taipei City Government, and Kaohsiung City Government for the establishment of channels and counterpart units for the exchange of visits by schools. In addition, the Tourism Bureau organized a Seminar on the Promotion by Education Personnel of the Development of International Youth Exchange through Educational Travel.
- (4) Carrying out of the hot-spring development and administration program and pressing for the registration of water rights in hot-spring areas.
- (5) The Regulations Governing Diving Safety and the Regulations Governing the Certification of Diving Personnel were completed in coordination with the Sports and Physical Education Commission of the Executive Yuan. These regulations are still awaiting completion of the legislative process. In addition, the scuba diving association has completed the Self-Discipline Regulations for Diving Operators.
- (6) Coordination was carried out for the opening of the Peinan Culture Park under the Museum of Prehistory.
- (7) A survey was completed of the Present Status and Tourism Development Potential of the Rest Houses of President Chiang Kai-shek.
- (8) A special task force was established for the promotion of ecotours, and a Sustainable Ecotourism Promotion Seminar was held.
- (9) The agencies in charge were urged to adopt effective measures to strengthen travel safety on the landslide-blockage lake at Tsaoiling.

參、觀光調查及統計

III. TOURISM SURVEYS AND STATISTICS

一、觀光調查研究

(一) 來台旅客消費及動向調查

為了解來台旅客之動機、在台期間旅遊動向、消費情形及觀感、意見，俾供訂定觀光宣傳推廣策略、估算觀光外匯收入、規劃管理觀光遊憩區、並協調有關機關及觀光遊樂業改善服務品質之參考，每年均委託學術機構辦理「來台旅客消費及動向調查」；最新辦理完成有八十八年調查報告，供各單位索取參用。

(二) 國人出國旅遊消費及動向調查

為瞭解國人出國旅遊動向、行為特性、消費支出及滿意程度，以為觀光主管部門輔導國人出國觀光、旅行等管理及估計觀光外匯支出之依據，並可提供國內外相關單位研擬推廣與行銷策略之參考。自民國八十三年起每年定期舉辦「國人出國旅遊消費及動向調查」；最新辦理完成有八十八年調查報告，供各單位索取參用。

(三) 國人國內旅遊狀況調查

為瞭解台灣地區國民國內旅遊之特性、時機、動向與消費型態等基本資料，以提供規劃觀光遊憩地區、興建改善旅遊設施、提高國民旅遊品質，及改善旅遊環境等施政之參考，本局每隔二年定期辦理「國人國內旅遊狀況調查」；最新辦理完成有八十八年調查報告，供各單位索取參用。

(四) 觀光遊樂服務業—遊樂場（區）業調查

「觀光遊樂服務業調查」為行政院「中華民國統計發展中程計畫」之一，自民國七十八年起，每兩年定期辦理一次，本次（八十八年）為第六次辦理，主要工作為對觀光遊樂服務業進行普查，全面化、系統化調查與分析該產業營運狀況，提供觀光主管機關決策參考，最新辦理完成有八十八年調查報告，全文並公布於觀光局網站(www.tbroc.gov.tw)，供需要者參考。

1. Tourism Surveys and Research

(1) Visitor Expenditures and Trends

Every year an academic institution is commissioned to carry out an “Inbound Traveler Consumption and Trends Survey” with the aim of providing an understanding of the motivation of visitors in coming to Taiwan, what they do during their stay, what their consumption habits are, and what feelings and opinions they develop as a result of their visits. This information is used as a reference in formulating tourism advertising and promotion strategies, estimating the amount of foreign exchange earned from tourism, planning and administering tourist and recreation areas, and assisting related agencies and operators of tourist and recreation sites in improving the quality of their services. The latest of these surveys is for the year 1999, and its report is available for reference.

(2) Outbound Tourist Expenditures and Trends

The “Outbound Tourist Expenditure and Trends Survey” has been carried out annually since 1994 for the purpose of gaining an understanding of outbound travel trends, behavioral patterns, expenditures, and degree of satisfaction of Taiwan residents traveling abroad. The results of the surveys are used by the tourism authorities as a reference in providing assistance to outbound tourists and estimating the amount of foreign exchange spent on tourism, and for domestic and foreign organizations to use in formulating their promotion and marketing strategies. The most recent of these surveys is for the year 1999, and its report is available for reference.

(3) Domestic Tourism

The Tourism Bureau conducts a “Domestic Travel by Domestic Residents Survey” every two years in order to gain an understanding of basic information such as the characteristics, timing, trends, and spending of domestic travel by residents of Taiwan. This information is used as a reference in planning tourist and recreation areas, constructing and improving travel facilities, enhancing the quality of domestic travel, and improving the local travel environment. The most recent of these surveys was for 1999, and its report is available for reference.

(4) Theme and Amusement Parks

The “Theme Parks and Amusement Parks Survey” has been carried out by the Tourism Bureau on a biennial basis since 1989 as part of the “ROC Medium-Term Statistical Development Plan,” and the latest of these surveys was completed in 1999. The main tasks involved in conducting these surveys include a census of the tourism and recreation industry as well as an overall systematic survey and analysis of the industry's operating conditions for reference in decision-making by the agencies in charge of tourism. The printed survey report for 1999 is available for reference, and its full text may also be retrieved from the Tourism Bureau website: www.tbroc.gov.tw.

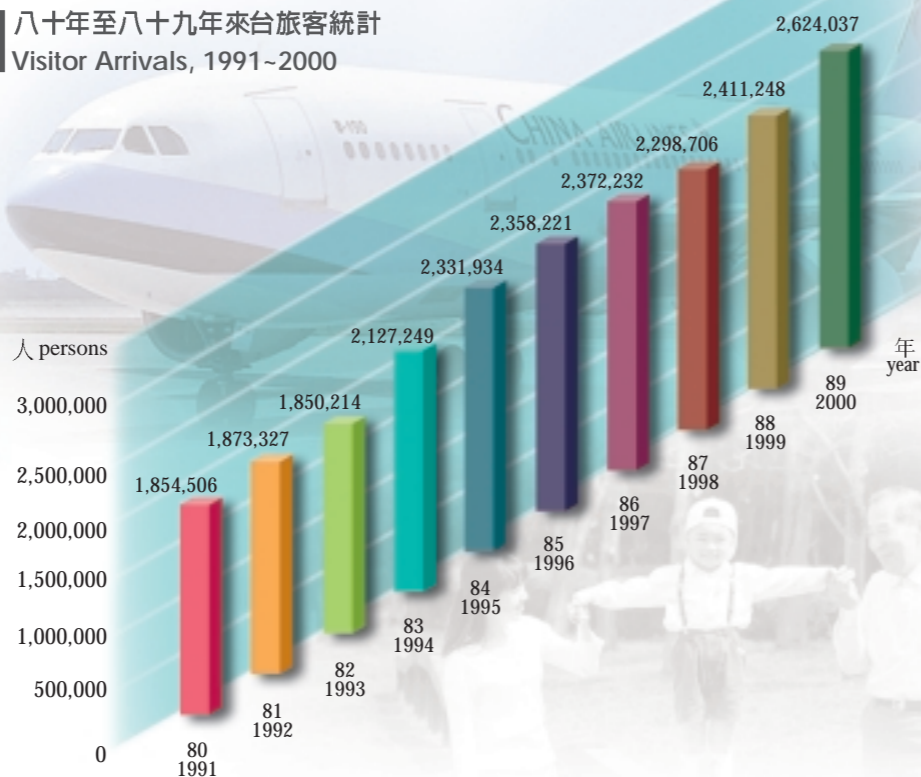
二、觀光統計分析

(一) 八十九年來台旅客及國人出國人次雙雙再創歷年新高點

八十九年來台旅遊市場一至三月因仍受九二一震災陰影影響，來台人次微幅下降5.59%，在本局積極推動各項振興措施、對主要來台客源國加強國際觀光宣傳推廣及促銷重建區旅遊等多方面努力下，來台人次自四月起轉跌為升，九至十二月平均成長35.2%，全年來台旅客突破260萬人次，達2,624,037人次，繼八十八年之後再創歷年來台人次新高點。

國人出國旅遊方面，隨國人所得提高，休閒生活益受重視，國人旅遊風氣漸盛，另因八十七年起政府實施隔週休二日制假期更多，近年來國人出國人數除八十七年受亞洲金融風暴影響減少外，餘各年皆呈增加走勢，八十九年國人出國人次更突破730萬人次，達7,328,784人次，創歷年國人出國人次新高點。

八十年至八十九年來台旅客統計
Visitor Arrivals, 1991-2000



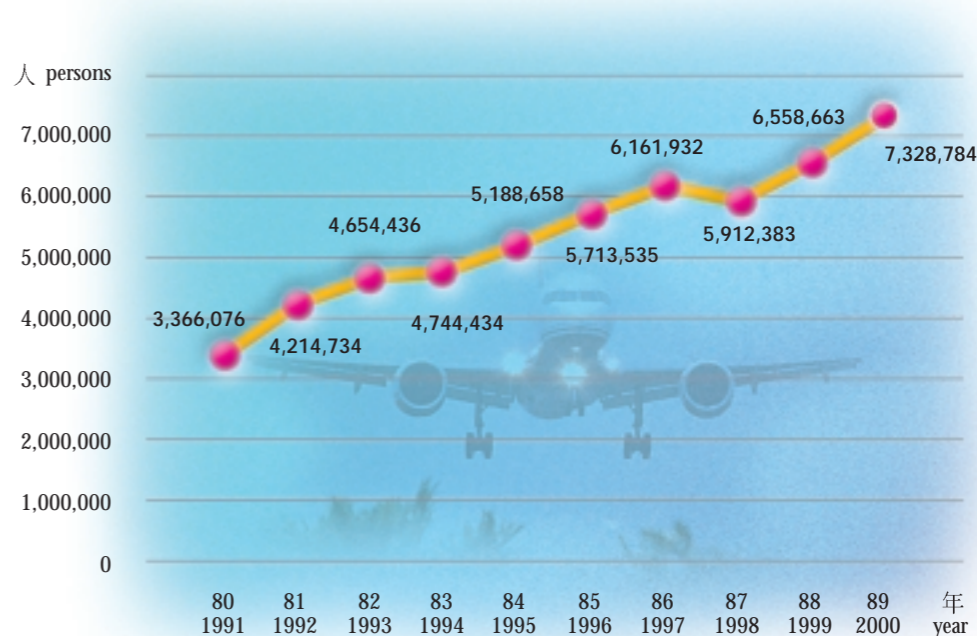
2. Analysis of Tourism Statistics

(1) Post-Earthquake Recovery

Both visitor arrivals and outbound departures set new records in terms of number of trips in 2000. The inbound market was still affected by the earthquake that struck central Taiwan on Sept. 21, 1999, and visitor arrivals in the first three months of the year dropped 5.59%. Then, under the influence of vigorous revitalization measures undertaken by the Tourism Bureau as well as strengthened international promotion in major overseas sources of visitors, the marketing of travel to earthquake-affected areas, and other efforts, visitor arrivals turned upward again beginning in April and registered an average growth rate of 35.2% during the September-December period. The total number of visitor arrivals for the year as a whole broke the 2.6 million mark to reach 2,624,037, creating another peak of performance for inbound travel.

Outbound travel from Taiwan has become increasingly popular as the incomes of the island's residents have risen and they have been able to place increased emphasis on leisure activities. Local citizens also acquired more vacation time when the government implemented a two-day weekend policy in 1998. Except for a decline in 1998 as a result of the Asian financial crisis, the number of domestic residents traveling abroad has grown every year in recent years. The number of outbound departures reached 7,328,784 million in 2000, setting a new record high.

八十年至八十九年中華民國國民出國人數統計
Outbound Departures of Nationals of Republic of China, 1991-2000



(二) 來台旅客人數分析

八十九年來台旅客共計2,624,037人，與上年2,411,248人比較，增加212,789人，成長8.82%，創歷年來台人次新高點。其中外籍旅客計2,310,670人，較上年2,115,653人增加195,017人（即為9.22%），華僑旅客計313,367人，較上年295,595人增加17,772人（即為6.01%）。外籍勞工人次（含印尼、馬來西亞、菲律賓、泰國及越南五國）以持R類簽證（停留六個月以上）入境人次計算計266,134人。

1. 依旅客居住國（地區）分析

- (1) 居住日本之旅客計916,301人，佔來台旅客總數34.92%，較上年同期增加10.90%。
- (2) 居住香港之旅客計361,308人，佔13.77%，較上年同期增加12.97%。
- (3) 居住美國之旅客計359,533人，佔13.70%，較上年同期增加13.13%。
- (4) 居住東南亞之旅客計526,984人，佔20.08%，較上年同期增加4.60%。
- (5) 居住澳大利亞與紐西蘭之旅客計38,229人，佔1.46%，較上年同期增加6.56%。
- (6) 居住歐洲之旅客計161,012人，佔6.14%，較上年同期減少0.49%。
- (7) 居住韓國之旅客計83,729人，佔3.19%，較上年同期增加9.96%。

2. 依旅客來台目的分析

旅客來台目的為業務者計900,339人，佔34.31%；觀光者870,929人，佔33.19%；探親者計279,243人，佔10.64%；參加會議者計34,879人，佔1.33%；求學者計27,808人，佔1.06%；其他目的者計114,533人，佔4.36%；未列明者計396,306人，佔15.10%。

3. 依旅客來台月別分析

八十九年來台旅客以十月最多，計249,352人，佔9.50%；其次分別為十一月計232,810人，佔8.87%；十二月計228,821人，佔8.72%；六月計225,069人，佔8.58%。

(2) Number of Visitor Arrivals

The number of international travelers visiting Taiwan in 2000 reached a record 2,624,037; this was an increase of 212,789 over the 2,411,248 visitors who arrived in 1999, for a growth of 8.82%. Among the total number, foreign visitors accounted for 2,310,670 arrivals, up by 195,017 from the previous year's 2,115,653 for a growth of 9.22%. Overseas Chinese visitors amounted to 313,367, an increase of 17,772 over the 295,595 visitors recorded in 1999 for a growth of 6.01%. Foreign workers (from Indonesia, Malaysia, the Philippines, Thailand, and Vietnam) and visitors holding "R" category visas (for stays of six months or more) accounted for 266,134 arrivals.

a. Visitor Arrivals by Residence

- (a) Residents of Japan accounted for 916,301 arrivals in 2000, up 10.90% over the previous year and making up 34.92% of all arrivals.
- (b) Residents of Hong Kong accounted for 361,308 visitors to Taiwan during the year, an increase of 12.97% over the previous year and amounting to 13.77% of the total.
- (c) A total of 359,533 residents of the United States visited Taiwan in 2000, an increase of 13.13% and accounting for 13.70% of all visitors.
- (d) Southeast Asian travelers accounted for 526,984 visitors to Taiwan during the year; this was up 4.60% over the previous year, and accounted for 20.08% of all visitors.
- (e) Visitors from Australia and New Zealand reached 38,229 during the year, up 6.56% over the previous year and accounting for 1.46% of the total.
- (f) A total of 161,012 Europeans traveled to Taiwan during the year, a reduction of 0.49% from the previous year and a 6.14% share of all visitors.
- (g) Koran residents accounted for 83,729 visitors, for an increase of 9.96% over 1999 and a 3.19% share of the total number.

b. Visitor Arrivals by Purpose of Visit

A total of 900,339 visitors, or 34.31% of all arrivals in Taiwan in 2000, came for the purpose of business. Tourists accounted for 870,929 arrivals, or 33.19% of the total. Those who came to visit relatives amounted to 279,243, amounting to 10.64% of all arrivals. Conference participants numbered 34,879, or 1.33% of the overall figure; those who came to study amounted to 27,808, or 1.06%; and those who came for other purposes amounted to 114,533, or 4.36%. A total of 396,306 visitors, or 15.10% of the overall figure, failed to register the purpose of their visit.

c. Visitor Arrivals by Month

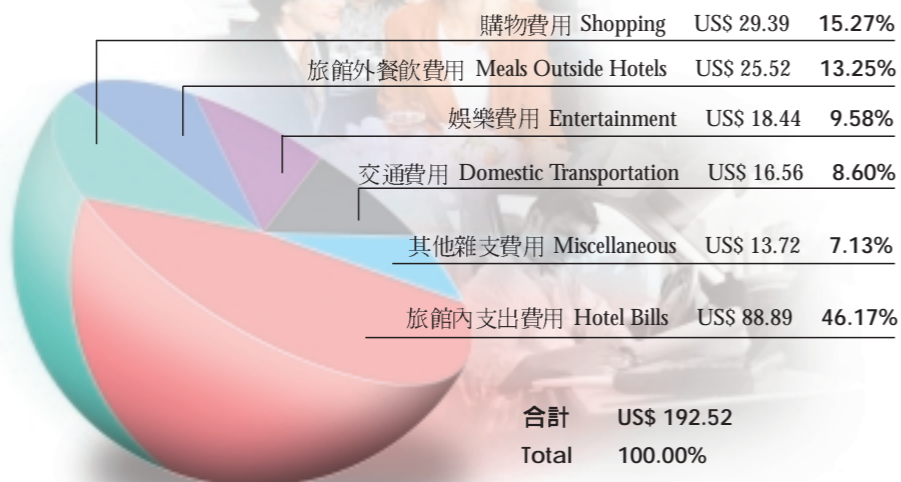
The biggest month for arrivals in 2000 was October, with 249,352 travelers accounting for 9.50% of the total. November followed with 232,810, or 8.87% of the overall figure; December came third with 228,821, or 8.72%; and June was fourth with 225,069, or 8.58%.

(三) 觀光外匯收入及支出

根據來台旅客消費及動向調查結果，八十九年每一旅客每日平均在台消費金額為192.52美元；其中旅館內支出費用88.89美元，佔46.17%；購物費用29.39美元，佔15.27%；旅館外餐飲費用25.52美元，佔13.25%；境內交通費用16.56美元，佔8.6%；娛樂費用18.44美元，佔9.58%；其他雜支費用13.72美元，佔7.13%。又根據「旅客出入境登記表」資料統計，每一旅客平均在台停留時間為7.40夜。依此推算，每一旅客平均在台消費額為1,424.65美元。全年外籍及華僑觀光旅客在台消費金額共三十七億三千八百萬美元。

根據國人出國旅遊消費及動向調查結果，八十九年每一旅客平均出國消費支出為1,431.83美元；其中交通費用650.05美元，佔45.4%；購物費用287.80美元，佔20.1%；旅館費用263.46美元，佔18.4%；餐飲費用153.21美元，佔10.7%；娛樂費用58.71美元，佔4.1%；其他雜支費用18.61美元，佔1.3%。而每人每日平均消費支出為136.08美元，全年出國旅客觀光總支出為一億零四億九千四百萬美元。又若根據WTO定義（不含國際航空機票費用）方式估算外匯支出，則每一旅客每日當地平均消費支出為79.92美元，全年出國旅客觀光外匯支出為六十三億七千六百萬美元。

八十九年平均每一來台旅客每日消費內容分析
Breakdown of Average Daily Expenditures per Visitor, 2000

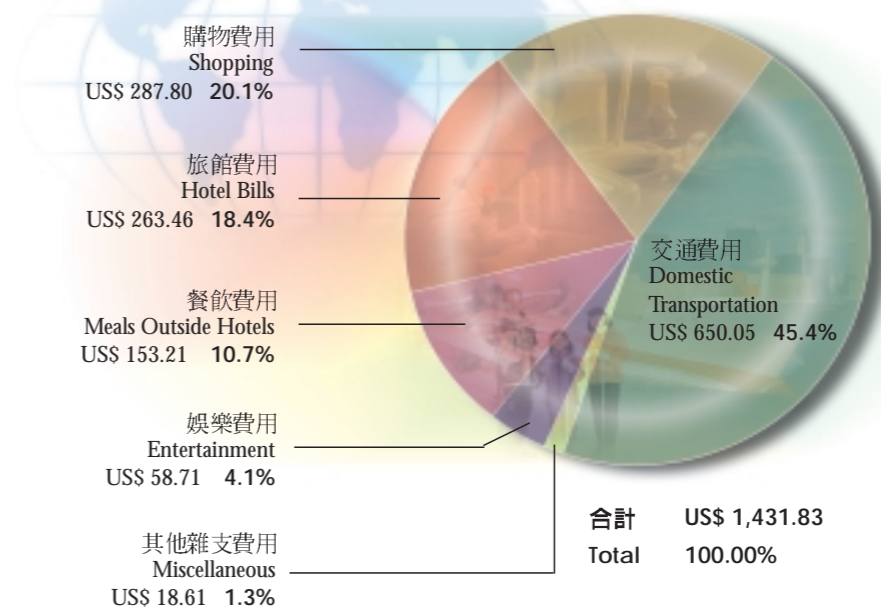


(3) Tourism Receipts and Expenditures

According to the results of the "Inbound Traveler Consumption and Trends Survey," the average daily spending per visitor in Taiwan in 2000 was US\$192.52. Of this total, spending in hotels made up US\$88.89, accounting to 46.17% of the overall figure; shopping accounted for US\$29.39, or 15.27%; dining outside of hotels made up US\$25.52, or 13.25%; domestic transportation costs accounted for US\$16.56, or 8.6%; entertainment expenses took up US\$18.44, or 9.58%; and other spending amounted to US\$13.72, or 7.13%. Also, according to the "Traveler Exit and Entry Registration Chart," the average time spent in Taiwan by each visitor was 7.40 nights. Calculating from these figures, spending in Taiwan in 2000 averaged US\$1,424.65 per visitor. The total amount spent on the island by foreign and overseas Chinese visitors during the year amounted to US\$3,738,000,000.

According to the results of the "Outbound Tourist Expenditures and Trends Survey," the average spending by each outbound traveler from Taiwan in 2000 was US\$1,431.83. Of this total figure, transportation costs made up US\$650.05 or 45.4% of the overall amount; shopping accounted for US\$287.80, or 20.1%; hotel costs accounted for US\$263.46, or 18.4%; spending on food and beverages amounted to US\$153.21, or 10.7%; entertainment took up US\$58.71, or 4.1%; and other spending accounted for the remaining US\$18.61, or 1.3%. Each outbound traveler spent an average of US\$136.08 per day, and total spending by all outbound travelers in 2000 amounted to US\$10,494,000,000. Estimated in accordance with the WTO definition, which excludes the cost of international air tickets, the average daily local foreign-exchange spending by each of Taiwan's outbound travelers in 2000 amounted to US\$79.92 and total tourism expenditures by outbound travelers during the entire year was US\$6,376,000,000.

八十九年國人出國每一旅客平均出國消費支出內容分析
Average Spending by Each Outbound Traveler, 2000



(四) 觀光旅館住用率、平均房價及本國籍住宿旅客人數統計

八十九年台灣地區國際觀光旅館計56家，客房17,057間，觀光旅館24家，客房2,871間，合計80家，客房總數為19,928間。

1. 客房住用率

台灣地區觀光旅館客房總平均住用率為63.89%，與八十八年同期60.64%比較，成長3.25%。又國際觀光旅館及一般觀光旅館平均住用率，與八十八年同期比較，分別增加3.56%及1.41%。

2. 平均房價

台灣地區觀光旅館總平均房價為2,947元，與八十八年同期2,900元比較，增加47元，成長1.62%。其中桃竹苗地區增加267元最多，成長率為14.11%。又，國際觀光旅館及一般觀光旅館之平均實收房價，與八十八年同期比較，國際觀光旅館增加45元，成長1.49%；一般觀光旅館增加95元，成長4.99%。

3. 台灣地區觀光旅館本國籍住宿旅客人數統計

台灣地區觀光旅館本國籍住宿旅客為2,430,363人，與八十八年同期2,239,473人比較，增加190,890人，其中高雄地區增加110,768人，而風景地區則減少98,977人。又，國際觀光旅館及一般觀光旅館本國籍住宿旅客與八十八年同期比較，分別增加189,670人及增加1,220人，市場佔有率則分別成長1.17%及負成長4.63%。

(五) 國民出國人數分析

八十九年國民出國共計7,328,784人，較上年6,558,663人，增加770,121人，成長11.74%，創歷年國人出國人次新高點。

1. 依出國目的地（班機首站抵達地）分析

以前往亞洲地區為最多，計5,853,619人，佔79.87%；其次為美洲地區有832,543人，佔11.36%；歐洲地區為272,449人，佔3.72%；大洋洲地區有116,538人，佔1.59%。

(4) Tourist Hotel Occupancy and Average Room Rates, and Room-Nights Occupied by Local Residents

In 2000 Taiwan had 56 international tourist hotels with a total of 17,057 rooms and 24 tourist hotels with 2,871 rooms, for a grand total of 80 hotels with a total room count of 19,928 rooms.

a. Occupancy Rate

The average occupancy rate of all tourist hotels (including international tourist hotels) in Taiwan in 2000 was 63.89%, a 3.25-percentage-point improvement over the 60.64% average recorded in 1999. Also compared with 1999, the average occupancy rate of international tourist hotels was up 3.56 points and that of ordinary tourist hotels was higher by 1.41 points.

b. Average Room Rate

The overall average room rate of all tourist hotels (including international tourist hotels) in Taiwan in 2000 was NTS2,947; compared with the previous year this was an increase of NTS47, for a growth of 1.62%. Among the total, the average room rate of hotels in the Taoyuan-Hsinchu-Miaoli area was up by NTS267, for an improvement of 14.11%. Compared with 1999, the average room rate of international tourist hotels improved by NTS45, or 1.49%, while that of ordinary tourist hotels rose NTS95, for a 4.99% growth.

c. Tourist Hotel Occupancy by Domestic Residents

Domestic residents occupied tourist hotels for a total of 2,430,363 room nights in 2000, for an increase of 190,890 compared with the 2,239,473 room nights recorded in 1999. Occupancy of hotels in Kaohsiung by local residents increased by 110,768 room nights in 2000, while for hotels in scenic areas the figure declined by 98,977 room nights. Also compared with 1999, occupancy by domestic residents in 2000 increased by 189,670 room nights for international tourist hotels and by 1,220 room nights for ordinary tourist hotels, and the market share of the two categories occupied by domestic residents rose by 1.17 percentage points and 4.63 percentage points, respectively.

(5) Outbound Departures of ROC Nationals

Local residents made a total of 7,328,784 overseas trips in 2000; compared with the previous year's 6,558,663 departures, this represented an increase of 770,121 trips and a growth of 11.74%. This was a new record high for outbound departures.

a. Outbound Departures by Destination (calculated by first stop of flights used)

Travelers to destinations in the Asian area made up the greatest portion of total outbound departures in 2000, numbering 5,853,619, or 79.87% of the overall figure. Travel to the Americas came second with 832,543 departures, or 11.36%, followed by travel to Europe with 272,449 or 3.72% and Oceania with 116,538 or 1.59%.

2. 依出國國民居住縣市別分析

以台北市為最多，計1,818,574人，佔24.81%；其次分別為台北縣有1,407,582人，佔19.21%；桃園縣為535,402人，佔7.31%；台中縣449,979人，佔6.14%；彰化縣330,393人，佔4.51%。

(六) 觀光遊憩區遊客人數分析

八十九年台閩地區二五〇處觀光遊憩區遊客人數計96,003,597人，較八十八年之88,703,894人，成長8.23%。以各別觀光遊憩區排名，民營遊樂區中以劍湖山世界遊客人數最多（1,930,189人），其次依序為六福村主題遊樂園（1,900,963人）、小人國（803,197人）、九族文化村（729,662人）；公營觀光區中則以市立動物園最多（5,489,498人），其次依序為國立自然科學博物館（3,829,824人）、故宮博物院（1,976,921人）、市立兒童育樂中心（1,300,566人）。

b. Outbound Departures by Residence

Residents of Taipei City accounted for the largest ratio of outbound departures in 2000, with 1,818,574 departures or 24.81% of the total. Taipei County was second with 1,407,582 departures or 19.21% of the overall figure, followed by Taoyuan County with 535,402 or 7.31%, Taichung County with 449,979 or 6.14%, and Changhua County with 330,393 or 4.51%.

(6) Visitors to Major Tourist Sites in Taiwan and Kinmen

The number of visitors to 250 major tourist and recreation sites in Taiwan and Kinmen reached 96,003,597 in 2000, for an increase of 8.23% over the 88,703,894 recorded the year before. The ranking of private amusement parks puts the Junfusun Fancy World in first place with 1,930,189 visitors, followed by the Lefoo Village with 1,900,963 visitors, Window on China with 803,197, and the Formosan Aboriginal Culture Village with 729,662. Among publicly operated tourist sites the Taipei Zoo attracted the most visitors, with 5,489,498; it was followed, in order, by the National Museum of Natural science with 3,829,824 visitors, the National Palace Museum with 1,976,921 visitors, and the Taipei Municipal Children's Recreation Center with 1,300,566 visitors.



附錄 APPENDIXES



歷年來台旅客統計

Visitor Arrivals, 1956 ~ 2000

年別 Year	總計 Total			外籍旅客 Foreigners			華僑旅客 Overseas Chinese		
	人數 No. of Visitors	成長率 Growth Rate %	指數 Index 1991=100	人數 No. of Visitors	成長率 Growth Rate %	佔總計 百分比 % of Total	人數 No. of Visitors	成長率 Growth Rate %	佔總計 百分比 % of Total
四十五年 1956	14,974	-	0.8	11,734	-	78.4	3,240	-	21.6
四十六年 1957	18,159	21.3	1.0	14,068	19.9	77.5	4,091	26.3	22.5
四十七年 1958	16,709	-8.0	0.9	15,557	10.6	93.1	1,152	-71.8	6.9
四十八年 1959	19,328	15.7	1.0	17,634	13.4	91.2	1,694	47.0	8.8
四十九年 1960	23,636	22.3	1.3	20,796	17.9	88.0	2,840	67.7	12.0
五十年 1961	42,205	78.6	2.3	34,831	67.5	82.5	7,374	159.6	17.5
五十一年 1962	52,304	23.9	2.8	44,625	28.1	85.3	7,679	4.1	14.7
五十二年 1963	72,024	37.7	3.9	61,348	37.5	85.2	10,676	39.0	14.8
五十三年 1964	95,481	32.6	5.1	83,017	35.3	86.9	12,464	16.7	13.1
五十四年 1965	133,666	40.0	7.2	118,460	42.7	88.6	15,206	22.0	11.4
五十五年 1966	182,948	36.9	9.9	160,279	35.3	87.6	22,669	49.1	12.4
五十六年 1967	253,248	38.4	13.7	198,218	23.7	78.3	55,030	142.8	21.7
五十七年 1968	301,770	19.2	16.3	250,599	26.4	83.0	51,171	-7.0	17.0
五十八年 1969	371,473	23.1	20.0	321,188	28.2	86.5	50,285	-1.7	13.5
五十九年 1970	472,452	27.2	25.5	409,756	27.6	86.7	62,696	24.7	13.3
六十年 1971	539,755	14.2	29.1	466,570	13.9	86.4	73,185	16.7	13.6
六十一年 1972	580,033	7.5	31.3	499,715	7.1	86.2	80,318	9.7	13.8
六十二年 1973	824,393	42.1	44.5	703,775	40.8	85.4	120,618	50.2	14.6
六十三年 1974	819,821	-0.6	44.2	702,963	-0.1	85.7	116,858	-3.1	14.3
六十四年 1975	853,140	4.1	46.0	715,630	1.8	83.9	137,510	17.7	16.1
六十五年 1976	1,008,126	18.2	54.4	853,875	19.3	84.7	154,251	12.2	15.3
六十六年 1977	1,110,182	10.1	59.9	933,936	9.4	84.1	176,246	14.3	15.9
六十七年 1978	1,270,977	14.5	68.5	1,045,916	12.0	82.3	225,061	27.7	17.7
六十八年 1979	1,340,382	5.5	72.3	1,096,735	4.9	81.8	243,647	8.3	18.2
六十九年 1980	1,393,254	3.9	75.1	1,111,130	1.3	79.8	282,124	15.8	20.2
七十年 1981	1,409,465	1.2	76.0	1,116,008	0.4	79.2	293,457	4.0	20.8
七十一年 1982	1,419,178	0.7	76.5	1,111,406	-0.4	78.3	307,772	4.9	21.7
七十二年 1983	1,457,404	2.7	78.6	1,166,791	5.0	80.1	290,613	-5.6	19.9
七十三年 1984	1,516,138	4.0	81.8	1,227,450	5.2	81.0	288,688	-0.7	19.0
七十四年 1985	1,451,659	-4.3	78.3	1,195,443	-2.6	82.4	256,216	-11.2	17.6
七十五年 1986	1,610,385	10.9	86.8	1,333,315	11.5	82.8	277,070	8.1	17.2
七十六年 1987	1,760,948	9.3	95.0	1,510,972	13.3	85.8	249,976	-9.8	14.2
七十七年 1988	1,935,134	9.9	104.3	1,696,677	12.3	87.7	238,457	-4.6	12.3
七十八年 1989	2,004,126	3.6	108.1	1,768,541	4.2	88.2	235,585	-1.2	11.8
七十九年 1990	1,934,084	-3.5	104.3	1,712,680	-3.2	88.6	221,404	-6.0	11.4
八十年 1991	1,854,506	-4.1	100.0	1,629,448	-4.9	87.9	225,058	1.7	12.1
八十一年 1992	1,873,327	1.0	101.0	1,649,726	1.2	88.1	223,601	-0.6	11.9
八十二年 1993	1,850,214	-1.2	99.8	1,601,228	-2.9	86.5	248,986	11.4	13.5
八十三年 1994	2,127,249	15.0	114.7	1,856,685	16.0	87.3	270,564	8.7	12.7
八十四年 1995	2,331,934	9.6	125.7	2,066,333	11.3	88.6	265,601	-1.8	11.4
八十五年 1996	2,358,221	1.1	127.2	2,088,539	1.1	88.6	269,682	1.5	11.4
八十六年 1997	2,372,232	0.6	127.9	2,115,641	1.3	89.2	256,591	-4.9	10.8
八十七年 1998	2,298,706	-3.1	124.0	2,031,811	-4.0	88.4	266,895	4.0	11.6
八十八年 1999	2,411,248	4.9	130.0	2,115,653	4.1	87.7	295,595	10.8	12.3
八十九年 2000	2,624,037	8.8	141.5	2,310,670	9.2	88.1	313,367	6.0	11.9

八十九年來台旅客居住國統計

Visitor Arrivals by Residence, 2000

居住國 Area of Residence	八十九年 2000			八十八年 1999			比較 Change ± %		
	合計 Total	華僑旅客 Overseas Chinese	外籍旅客 Foreigners	合計 Total	華僑旅客 Overseas Chinese	外籍旅客 Foreigners	合計 Total	華僑旅客 Overseas Chinese	外籍旅客 Foreigners
香港 Hong Kong	361,308	287,600	73,708	319,814	256,491	63,323	12.97	12.13	16.40
日本 Japan	916,301	1,417	914,884	826,222	2,423	823,799	10.90	-41.52	11.06
韓國 Korea	83,729	1,249	82,480	76,142	1,731	74,411	9.96	-27.85	10.84
印度 India	13,233	38	13,195	11,556	58	11,498	14.51	-34.48	14.76
中東 Middle East	11,218	16	11,202	10,598	20	10,578	5.85	-20.00	5.90
亞洲地區 ASIA									
馬來西亞 Malaysia	58,017	289	57,728	52,678	320	52,358	10.14	-9.69	10.26
新加坡 Singapore	94,897	206	94,691	85,844	275	85,569	10.55	-25.09	10.66
印尼 Indonesia	107,332	545	106,787	76,919	495	76,424	39.54	10.10	39.73
菲律賓 Philippines	84,088	951	83,137	123,000	2,681	120,319	-31.64	-64.53	-30.90
泰國 Thailand	133,185	187	132,998	137,972	308	137,664	-3.47	-39.29	-3.39
其他 Others	49,465	1,585	47,880	27,407	1,140	26,267	80.48	39.04	82.28
小計 Sub-total	526,984	3,763	523,221	503,820	5,219	498,601	4.60	-27.90	4.94
其他 Others	71,742	200	71,542	64,927	244	64,683	10.50	-18.03	10.60
合計 Total	1,984,515	294,283	1,690,232	1,813,079	266,186	1,546,893	9.46	10.56	9.27
美洲地區 AMERICA									
加拿大 Canada	38,399	383	38,016	35,259	691	34,568	8.91	-44.57	9.97
美國 U.S.A.	359,533	2,998	356,535	317,801	5,806	311,995	13.13	-48.36	14.28
墨西哥 Mexico	1,876	0	1,876	1,696	2	1,694	10.61	-100.00	10.74
巴西 Brazil	2,961	194	2,767	2,761	294	2,467	7.24	-34.01	12.16
阿根廷 Argentina	1,134	82	1,052	1,481	155	1,326	-23.43	-47.10	-20.66
其他 Others	5,678	175	5,503	5,744	339	5,405	-1.15	-48.38	1.81
合計 Total	409,581	3,832	405,749	364,742	7,287	357,455	12.29	-47.41	13.51
歐洲地區 EUROPE									
比利時 Belgium	4,162	15	4,147	4,119	21	4,098	1.04	-28.57	1.20
法國 France	23,720	45	23,675	23,562	54	23,508	0.67	-16.67	0.71
德國 Germany	34,829	60	34,769	34,190	94	34,096	1.87	-36.17	1.97
義大利 Italy	12,073	18	12,055	11,363	34	11,329	6.25	-47.06	6.41
荷蘭 Netherlands	12,603	11	12,592	14,249	14	14,235	-11.55	-21.43	-11.54
瑞士 Switzerland	6,332	7	6,325	6,473	21	6,452	-2.18	-66.67	-1.97
西班牙 Spain	4,102	39	4,063	3,923	48	3,875	4.56	-18.75	4.85
英國 U.K.	35,519	48	35,471	33,229	93	33,136	6.89	-48.39	7.05
奧地利 Austria	4,253	15	4,238	4,214	15	4,199	0.93	0.00	0.93
希臘 Greece	1,193	0	1,193	1,319	1	1,318	-9.55	-100.00	-9.48
瑞典 Sweden	5,590	5	5,585	5,410	10	5,400	3.33	-50.00	3.43
其他 Others	16,636	21	16,615	19,757	26	19,731	-15.80	-19.23	-15.79
合計 Total	161,012	284	160,728	161,808	431	161,377	-0.49	-34.11	-0.40
大洋洲 OCEANIA									
澳大利亞 Australia	31,842	131	31,711	29,964	233	29,731	6.27	-43.78	6.66
紐西蘭 New Zealand	6,020	47	5,973	5,454	97	5,357	10.38	-51.55	11.50
其他 Others	367	2	365	457	4	453	-19.69	-50.00	-19.43
合計 Total	38,229	180	38,049	35,875	334	35,541	6.56	-46.11	7.06
非洲地區 AFRICA									
馬拉加西 Malagasy	29	1	28	32	4	28	-9.38	-75.00	0.00
毛里西斯 Mauritius	349	1	348	376	5	371	-7.18	-80.00	-6.20
奈及利亞 Nigeria	930	0	930	827	0	827	12.45	-	12.45
南非 S. Africa	4,948	99	4,849	4,050	198	3,852	22.17	-50.00	25.88
其他 Others	2,531	19	2,512	2,670	32	2,638	-5.21	40.63	-4.78
合計 Total	8,787	120	8,667	7,955	239	7,716	10.46	-49.79	12.33
未列明 Unstated	21,913	14,668	7,245	27,789	21,118	6,671	-21.15	-30.54	8.60
總計 Grand Total	2,624,037	313,367	2,310,670	2,411,248	295,595	2,115,653	8.82	6.01	9.22

八十九年來台旅客來台目的統計 Visitor Arrivals by Purpose of Visit, 2000

居住國 Area of Residence		合計 Total	業務 Business	觀光 Pleasure	探親 Visit Relatives	會議 Conference	求學 Study	其他 Other	未列明 Unstated	
亞洲地區 ASIA	香港 Hong Kong	361,308	97,646	177,983	22,665	5,057	3,755	3,112	51,090	
	日本 Japan	916,301	293,344	527,074	22,736	5,012	3,175	8,296	56,664	
	韓國 Korea	83,729	46,080	12,145	7,766	3,102	2,112	2,472	10,052	
	印度 India	13,233	8,321	355	1,128	415	306	793	1,915	
	中東 Middle East	11,218	7,386	388	1,136	242	142	302	1,622	
	東南亞地區 Southeast Asia	馬來西亞 Malaysia	58,017	20,228	12,728	9,445	2,696	3,916	4,957	4,047
		新加坡 Singapore	94,897	52,483	16,511	9,079	2,358	293	9,756	4,417
		印尼 Indonesia	107,332	8,644	7,427	9,560	674	3,178	17,810	60,039
		菲律賓 Philippines	84,088	14,758	3,416	5,384	987	432	19,138	39,973
		泰國 Thailand	133,185	13,884	3,469	5,837	1,328	615	21,314	86,738
	其他 Others	49,465	4,066	2,336	18,275	498	941	5,048	18,301	
小計 Sub-total	526,984	114,063	45,887	57,580	8,541	9,375	78,023	213,515		
其他 Others	71,742	29,626	8,200	15,555	728	1,513	5,275	10,845		
合計 Total	1,984,515	596,466	772,032	128,566	23,097	20,378	98,273	345,703		
美洲地區 AMERICA	加拿大 Canada	38,399	13,310	11,076	8,883	703	748	991	2,688	
	美國 U.S.A.	359,533	151,139	58,838	111,665	5,924	2,948	5,861	23,158	
	墨西哥 Mexico	1,876	1,067	313	194	65	21	82	134	
	巴西 Brazil	2,961	1,373	371	654	61	47	98	357	
	阿根廷 Argentina	1,134	539	111	263	28	16	51	126	
	其他 Others	5,678	1,855	786	1,216	296	326	336	863	
	合計 Total	409,581	169,283	71,495	122,875	7,077	4,106	7,419	27,326	
歐洲地區 EUROPE	比利時 Belgium	4,162	2,618	523	481	106	57	154	223	
	法國 France	23,720	14,558	2,812	2,879	426	419	770	1,856	
	德國 Germany	34,829	24,822	2,520	3,817	569	369	716	2,016	
	義大利 Italy	12,073	8,374	934	910	166	116	358	1,215	
	荷蘭 Netherlands	12,603	8,063	1,779	1,019	170	100	539	933	
	瑞士 Switzerland	6,332	4,390	540	814	88	84	115	301	
	西班牙 Spain	4,102	2,771	347	393	70	36	142	343	
	英國 U.K.	35,519	24,214	5,199	2,717	613	549	619	1,608	
	奧地利 Austria	4,253	2,186	512	852	57	39	239	368	
	希臘 Greece	1,193	789	24	55	19	14	74	218	
	瑞典 Sweden	5,590	3,991	471	397	143	69	242	277	
	其他 Others	16,636	9,063	2,574	1,782	389	238	1,159	1,431	
	合計 Total	161,012	105,839	18,235	16,116	2,816	2,090	5,127	10,789	
大洋洲 OCEANIA	澳大利亞 Australia	31,842	17,278	5,317	5,088	1,194	350	930	1,685	
	紐西蘭 New Zealand	6,020	2,719	1,082	1,308	142	150	263	356	
	其他 Others	367	114	76	67	31	12	34	33	
	合計 Total	38,229	20,111	6,475	6,463	1,367	512	1,227	2,074	
非洲地區 AFRICA	馬拉加西 Malagasy	29	7	2	11	1	4	2	2	
	毛里西斯 Mauritius	349	111	61	77	9	10	9	72	
	奈及利亞 Nigeria	930	633	4	31	6	50	12	194	
	南非 S. Africa	4,948	2,274	769	1,118	54	130	154	449	
	其他 Others	2,531	1,355	66	292	107	124	71	516	
	合計 Total	8,787	4,380	902	1,529	177	318	248	1,233	
未列明 Unstated	21,913	4,260	1,790	3,694	345	404	2,239	9,181		
總計 Grand Total	2,624,037	900,339	870,929	279,243	34,879	27,808	114,533	396,306		
(百分比%)	100.00	34.31	33.19	10.64	1.33	1.06	4.36	15.10		

八十九年來台旅客國籍統計 Visitor Arrivals by Nationality, 2000

國籍 Nationality		八十九年 2000	八十八年 1999	比較 Change ± %	
亞洲地區 ASIA	日本 Japan	922,865	830,836	11.08%	
	韓國 Korea	86,214	77,942	10.61%	
	印度 India	17,643	15,438	14.28%	
	中東 Middle East	12,280	11,710	4.87%	
	東南亞地區 Southeast Asia	馬來西亞 Malaysia	67,676	60,907	11.11%
		新加坡 Singapore	77,134	69,329	11.26%
		印尼 Indonesia	109,762	79,142	38.69%
		菲律賓 Philippines	84,847	122,215	-30.58%
		泰國 Thailand	133,154	138,499	-3.86%
	其他 Others	56,039	32,068	74.75%	
	小計 Sub-total	528,612	502,160	5.27%	
其他 Others	4,945	4,322	14.41%		
合計 Total	1,572,559	1,442,408	9.02%		
美洲地區 AMERICA	加拿大 Canada	56,858	50,164	13.34%	
	美國 U.S.A.	385,442	340,564	13.18%	
	墨西哥 Mexico	2,132	1,925	10.75%	
	巴西 Brazil	3,124	2,882	8.40%	
	阿根廷 Argentina	1,191	1,442	-17.41%	
	其他 Others	6,267	6,173	1.52%	
	合計 Total	455,014	403,150	12.86%	
歐洲地區 EUROPE	比利時 Belgium	4,866	4,856	0.21%	
	法國 France	29,319	29,212	0.37%	
	德國 Germany	39,076	38,258	2.14%	
	義大利 Italy	13,091	12,315	6.30%	
	荷蘭 Netherlands	15,725	17,103	-8.06%	
	瑞士 Switzerland	6,691	7,017	-4.65%	
	西班牙 Spain	4,325	4,143	4.39%	
	英國 U.K.	67,156	61,172	9.78%	
	奧地利 Austria	4,933	4,885	0.98%	
	希臘 Greece	1,325	1,469	-9.80%	
	瑞典 Sweden	6,834	6,541	4.48%	
	其他 Others	25,040	23,998	4.34%	
	合計 Total	218,381	210,969	3.51%	
大洋洲 OCEANIA	澳大利亞 Australia	40,161	36,597	9.74%	
	紐西蘭 New Zealand	8,202	7,204	13.85%	
	其他 Others	325	385	-15.58%	
	合計 Total	48,688	44,186	10.19%	
非洲地區 AFRICA	馬拉加西 Malagasy	31	33	-6.06%	
	毛里西斯 Mauritius	435	443	-1.81%	
	奈及利亞 Nigeria	992	874	13.50%	
	南非 S. Africa	4,998	4,020	24.33%	
	其他 Others	2,865	2,938	-2.48%	
	合計 Total	9,321	8,308	12.19%	
華僑 Overseas Chinese	313,367	295,595	6.01%		
未列明 Unstated	6,707	6,632	1.13%		
總計 Grand Total	2,624,037	2,411,248	8.82%		

八十九年來台旅客職業統計

Visitor Arrivals by Occupation, 2000

居住國 Area of Residence		合計 Total	商人 銷售人員 Merchant & Salesman	秘書 Secretary & Clerk	專門 技術 Technical	文化 工作 Cultural	家庭主婦 退休人員 Housewife & Retired	軍公職 人員 Military & Gov't	其他 Others	未列明 Unstated	
亞洲 地區 ASIA	香港 Hong Kong	361,308	98,036	44,018	20,078	29,682	20,267	2,609	139,048	7,570	
	日本 Japan	916,301	114,375	502,117	15,095	58,366	90,780	20,379	40,722	74,467	
	韓國 Korea	83,729	27,937	13,430	8,081	8,438	4,983	403	8,885	11,572	
	印度 India	13,233	6,294	423	1,659	853	667	232	2,270	835	
	中東 Middle East	11,218	4,401	399	1,978	491	199	54	1,664	2,032	
	東南亞 地區 Southeast Asia	馬來西亞 Malaysia	58,017	20,497	4,137	6,458	8,701	4,895	155	7,002	6,172
		新加坡 Singapore	94,897	40,380	9,222	11,740	4,800	4,146	7,138	11,332	6,139
		印尼 Indonesia	107,332	8,845	4,034	20,176	6,077	13,841	204	18,873	35,282
		菲律賓 Philippines	84,088	6,908	3,294	26,280	2,404	3,209	77	32,607	9,309
		泰國 Thailand	133,185	9,096	69,077	8,880	2,414	1,719	431	6,123	35,445
		其他 Others	49,465	2,987	888	4,323	1,155	13,399	90	6,370	20,253
	小計 Sub-total	526,984	88,713	90,652	77,857	25,551	41,209	8,095	82,307	112,600	
	其他 Others	71,742	14,683	5,654	4,659	11,017	10,761	465	7,141	17,362	
	合計 Total	1,984,515	354,439	656,693	129,407	134,398	168,866	32,237	282,037	226,438	
美洲 地區 AMERICA	加拿大 Canada	38,399	9,733	2,606	3,284	7,859	2,721	107	5,147	6,942	
	美國 U.S.A.	359,533	91,587	20,298	57,043	45,602	24,766	746	47,463	72,028	
	墨西哥 Mexico	1,876	575	171	394	192	76	9	358	101	
	巴西 Brazil	2,961	1,041	65	535	290	110	13	516	391	
	阿根廷 Argentina	1,134	385	85	104	100	51	0	275	134	
	其他 Others	5,678	1,572	200	634	896	177	129	1,425	645	
	合計 Total	409,581	104,893	23,425	61,994	54,939	27,901	1,004	55,184	80,241	
歐洲 地區 EUROPE	比利時 Belgium	4,162	1,313	399	802	316	99	17	545	671	
	法國 France	23,720	6,962	1,010	4,206	1,466	483	49	3,226	6,318	
	德國 Germany	34,829	9,237	1,362	8,081	1,884	573	79	4,672	8,941	
	義大利 Italy	12,073	4,980	1,073	1,951	677	106	11	1,563	1,712	
	荷蘭 Netherlands	12,603	4,258	769	1,862	784	282	32	1,873	2,743	
	瑞士 Switzerland	6,332	1,916	415	1,656	286	158	24	1,072	805	
	西班牙 Spain	4,102	1,622	138	557	309	51	8	674	743	
	英國 U.K.	35,519	14,062	3,793	5,870	3,359	1,366	204	4,518	2,347	
	奧地利 Austria	4,253	1,019	173	663	391	115	15	664	1,213	
	希臘 Greece	1,193	281	41	340	44	4	1	179	303	
	瑞典 Sweden	5,590	1,972	203	1,231	322	69	12	894	887	
	其他 Others	16,636	4,685	1,019	3,294	1,913	350	203	2,563	2,609	
	合計 Total	161,012	52,307	10,395	30,513	11,751	3,656	655	22,443	29,292	
	大洋洲 OCEANIA	澳大利亞 Australia	31,842	11,884	2,995	3,420	3,683	1,638	143	4,869	3,210
紐西蘭 New Zealand		6,020	1,945	456	493	1,176	362	15	924	649	
其他 Others		367	91	63	28	39	24	8	72	42	
合計 Total		38,229	13,920	3,514	3,941	4,898	2,024	166	5,865	3,901	
非洲 地區 AFRICA	馬拉加西 Malagasy	29	9	0	0	5	1	1	10	3	
	毛里西斯 Mauritius	349	161	32	7	48	35	0	29	37	
	奈及利亞 Nigeria	930	707	13	30	21	19	19	77	44	
	南非 S. Africa	4,948	1,873	297	313	991	246	12	825	391	
	其他 Others	2,531	926	107	314	209	44	94	365	472	
	合計 Total	8,787	3,676	449	664	1,274	345	126	1,306	947	
未列明 Unstated	21,913	3,631	567	1,441	1,933	1,051	113	8,599	4,578		
總計 Grand Total	2,624,037	532,866	695,043	227,960	209,193	203,843	34,301	375,434	345,397		
(百分比%)	100.00	20.31	26.49	8.69	7.97	7.77	1.31	14.31	13.16		

八十九年來台旅客年齡統計

Visitor Arrivals by Age, 2000

居住國 Area of Residence		合計 Total	九歲 及以下 9 and Under	十至 十九歲 10-19	二十至 二十九歲 20-29	三十至 三十九歲 30-39	四十至 四十九歲 40-49	五十至 五十九歲 50-59	六十歲以上 60 and Over	
亞洲 地區 ASIA	香港 Hong Kong	361,308	7,367	13,388	88,216	117,426	83,313	33,974	17,624	
	日本 Japan	916,301	14,203	20,162	142,571	187,780	188,922	226,715	135,948	
	韓國 Korea	83,729	1,550	2,142	12,654	30,616	23,253	9,345	4,169	
	印度 India	13,233	318	306	2,984	4,526	3,160	1,506	433	
	中東 Middle East	11,218	179	222	1,691	3,987	3,110	1,587	442	
	東南亞 地區 Southeast Asia	馬來西亞 Malaysia	58,017	2,325	2,626	14,429	17,704	11,700	6,439	2,794
		新加坡 Singapore	94,897	2,110	2,792	17,864	33,685	25,431	10,156	2,859
		印尼 Indonesia	107,332	1,231	4,796	56,515	22,693	10,312	7,580	4,205
		菲律賓 Philippines	84,088	728	1,053	35,822	30,229	10,469	3,721	2,066
		泰國 Thailand	133,185	1,383	1,177	54,293	54,565	15,733	4,338	1,696
		其他 Others	49,465	424	4,507	28,742	9,199	3,946	1,797	850
	小計 Sub-total	526,984	8,201	16,951	207,665	168,075	77,591	34,031	14,470	
	其他 Others	71,742	5,193	6,266	14,769	20,429	14,975	7,608	2,502	
	合計 Total	1,984,515	37,011	59,437	470,550	532,839	394,324	314,766	175,588	
美洲 地區 AMERICA	加拿大 Canada	38,399	1,603	1,737	8,998	8,060	8,471	6,626	2,904	
	美國 U.S.A.	359,533	21,133	21,098	38,856	70,965	100,289	75,283	31,909	
	墨西哥 Mexico	1,876	40	59	415	658	441	194	69	
	巴西 Brazil	2,961	98	152	415	786	729	503	278	
	阿根廷 Argentina	1,134	62	45	141	304	272	228	82	
	其他 Others	5,678	168	320	919	1,625	1,483	807	356	
	合計 Total	409,581	23,104	23,411	49,744	82,398	111,685	83,641	35,598	
歐洲 地區 EUROPE	比利時 Belgium	4,162	76	110	514	1,294	1,089	812	267	
	法國 France	23,720	712	590	3,865	7,202	5,790	4,365	1,196	
	德國 Germany	34,829	620	425	3,182	12,158	9,231	6,817	2,396	
	義大利 Italy	12,073	110	121	1,392	4,056	3,357	2,290	747	
	荷蘭 Netherlands	12,603	306	301	1,762	3,938	3,034	2,659	603	
	瑞士 Switzerland	6,332	133	84	673	1,860	1,707	1,421	454	
	西班牙 Spain	4,102	62	65	633	1,382	969	723	268	
	英國 U.K.	35,519	818	671	4,667	10,716	10,088	6,760	1,799	
	奧地利 Austria	4,253	133	112	688	1,310	1,010	759	241	
	希臘 Greece	1,193	4	11	140	302	396	272	68	
	瑞典 Sweden	5,590	95	101	700	1,666	1,464	1,225	339	
	其他 Others	16,636	300	647	3,171	5,199	4,117	2,496	706	
	合計 Total	161,012	3,369	3,238	21,387	51,083	42,252	30,599	9,084	
	大洋洲 OCEANIA	澳大利亞 Australia	31,842	978	1,179	4,672	8,094	8,660	6,197	2,062
紐西蘭 New Zealand		6,020	221	309	1,288	1,471	1,369	1,080	282	
其他 Others		367	9	23	69	94	80	56	36	
合計 Total		38,229	1,208	1,511	6,029	9,659	10,109	7,333	2,380	
非洲 地區 AFRICA	馬拉加西 Malagasy	29	0	5	9	3	6	5	1	
	毛里西斯 Mauritius	349	14	28	51	103	62	55	36	
	奈及利亞 Nigeria	930	9	9	129	441	277	55	10	
	南非 S. Africa	4,948	174	121	1,299	1,356	1,070	719	209	
	其他 Others	2,531	26	57	335	882	777	362	92	
	合計 Total	8,787	223	220	1,823	2,785	2,192	1,196	348	
未列明 Unstated	21,913	1,351	1,031	5,334	5,977	4,309	2,501	1,410		
總計 Grand Total	2,624,037	66,266	88,848	554,867	684,741	564,871	440,036	224,408		
(百分比%)	100.00	2.53	3.39	21.15	26.09	21.53	16.77	8.55		

八十九年來台旅客性別統計

Visitor Arrivals by Sex, 2000

居住國 Area of Residence	合計 Total	男 Male		女 Female	
		人數 No. of Visitors	佔合計百分比 % of Total	人數 No. of Visitors	佔合計百分比 % of Total
亞洲地區 ASIA					
香港 Hong Kong	361,308	208,094	57.59	153,214	42.41
日本 Japan	916,301	667,873	72.89	248,428	27.11
韓國 Korea	83,729	65,654	78.41	18,075	21.59
印度 India	13,233	11,644	87.99	1,589	12.01
中東 Middle East	11,218	10,072	89.78	1,146	10.22
東南亞 Southeast Asia					
馬來西亞 Malaysia	58,017	37,968	65.44	20,049	34.56
新加坡 Singapore	94,897	72,761	76.67	22,136	23.33
印尼 Indonesia	107,332	31,584	29.43	75,748	70.57
菲律賓 Philippines	84,088	36,980	43.98	47,108	56.02
泰國 Thailand	133,185	108,225	81.26	24,960	18.74
其他 Others	49,465	10,987	22.21	38,478	77.79
小計 Sub-total	526,984	298,505	56.64	228,479	43.36
其他 Others	71,742	41,456	57.78	30,286	42.22
合計 Total	1,984,515	1,303,298	65.67	681,217	34.33
美洲地區 AMERICA					
加拿大 Canada	38,399	26,002	67.72	12,397	32.28
美國 U.S.A.	359,533	246,878	68.67	112,655	31.33
墨西哥 Mexico	1,876	1,502	80.06	374	19.94
巴西 Brazil	2,961	2,159	72.91	802	27.09
阿根廷 Argentina	1,134	842	74.25	292	25.75
其他 Others	5,678	4,070	71.68	1,608	28.32
合計 Total	409,581	281,453	68.72	128,128	31.28
歐洲地區 EUROPE					
比利時 Belgium	4,162	3,415	82.05	747	17.95
法國 France	23,720	18,741	79.01	4,979	20.99
德國 Germany	34,829	29,851	85.71	4,978	14.29
義大利 Italy	12,073	10,469	86.71	1,604	13.29
荷蘭 Netherlands	12,603	10,243	81.27	2,360	18.73
瑞士 Switzerland	6,332	5,411	85.45	921	14.55
西班牙 Spain	4,102	3,338	81.37	764	18.63
英國 U.K.	35,519	28,575	80.45	6,944	19.55
奧地利 Austria	4,253	3,282	77.17	971	22.83
希臘 Greece	1,193	1,047	87.76	146	12.24
瑞典 Sweden	5,590	4,732	84.65	858	15.35
其他 Others	16,636	12,603	75.76	4,033	24.24
合計 Total	161,012	131,707	81.80	29,305	18.20
大洋洲 OCEANIA					
澳大利亞 Australia	31,842	23,770	74.65	8,072	25.35
紐西蘭 New Zealand	6,020	4,311	71.61	1,709	28.39
其他 Others	367	263	71.66	104	28.34
合計 Total	38,229	28,344	74.14	9,885	25.86
非洲地區 AFRICA					
馬拉加西 Malagasy	29	19	65.52	10	34.48
毛里西斯 Mauritius	349	241	69.05	108	30.95
奈及利亞 Nigeria	930	879	94.52	51	5.48
南非 S. Africa	4,948	3,416	69.04	1,532	30.96
其他 Others	2,531	2,245	88.70	286	11.30
合計 Total	8,787	6,800	77.39	1,987	22.61
未列明 Unstated	21,913	14,154	64.59	7,759	35.41
總計 Grand Total	2,624,037	1,765,756	67.29	858,281	32.71
(百分比%)	100.00	67.29		32.71	

八十九年來台旅客搭乘交通工具及入境港口統計

Visitor Arrivals by Mode of Transport & Port of Entry, 2000

居住國 Area of Residence	合計 Total	輪船 Sea					飛機 Air			
		小計 Sub-total	高雄 Kao-hsiung	基隆 Kee-lung	台中 Tai-chung	花蓮 Hualien	小計 Sub-total	高雄 Kao-hsiung	中正機場 C.K.S.	其他 Others
亞洲地區 ASIA										
香港 Hong Kong	361,308	92	0	67	17	8	361,216	23,513	337,699	4
日本 Japan	916,301	3,420	499	2,673	45	203	912,881	78,729	834,045	107
韓國 Korea	83,729	347	195	82	59	11	83,382	3,865	79,517	0
印度 India	13,233	425	252	61	101	11	12,808	848	11,960	0
中東 Middle East	11,218	51	31	12	7	1	11,167	643	10,524	0
東南亞 Southeast Asia										
馬來西亞 Malaysia	58,017	638	93	433	100	12	57,379	7,654	49,725	0
新加坡 Singapore	94,897	349	164	160	16	9	94,548	16,664	77,884	0
印尼 Indonesia	107,332	618	379	188	46	5	106,714	13,549	93,165	0
菲律賓 Philippines	84,088	3,398	1,807	803	694	94	80,690	15,991	64,683	16
泰國 Thailand	133,185	133	23	28	57	25	133,052	22,961	110,079	12
其他 Others	49,465	480	299	113	38	30	48,985	11,406	37,579	0
小計 Sub-total	526,984	5,616	2,765	1,725	951	175	521,368	88,225	433,115	28
其他 Others	71,742	190	64	103	18	5	71,552	8,647	62,904	1
合計 Total	1,984,515	10,141	3,806	4,723	1,198	414	1,974,374	204,470	1,769,764	140
美洲地區 AMERICA										
加拿大 Canada	38,399	51	10	35	5	1	38,348	3,582	34,764	2
美國 U.S.A.	359,533	414	101	261	10	42	359,119	26,092	333,010	17
墨西哥 Mexico	1,876	3	1	1	0	1	1,873	133	1,740	0
巴西 Brazil	2,961	4	1	0	1	2	2,957	239	2,718	0
阿根廷 Argentina	1,134	1	0	0	0	1	1,133	111	1,022	0
其他 Others	5,678	35	22	8	3	2	5,643	455	5,188	0
合計 Total	409,581	508	135	305	19	49	409,073	30,612	378,442	19
歐洲地區 EUROPE										
比利時 Belgium	4,162	124	17	1	105	1	4,038	376	3,662	0
法國 France	23,720	47	15	24	5	3	23,673	1,756	21,917	0
德國 Germany	34,829	148	50	40	19	39	34,681	3,294	31,385	2
義大利 Italy	12,073	67	31	23	13	0	12,006	1,058	10,948	0
荷蘭 Netherlands	12,603	142	33	39	37	33	12,461	1,048	11,413	0
瑞士 Switzerland	6,332	17	3	2	0	12	6,315	472	5,843	0
西班牙 Spain	4,102	25	14	3	7	1	4,077	355	3,722	0
英國 U.K.	35,519	262	121	83	31	27	35,257	2,700	32,557	0
奧地利 Austria	4,253	9	1	7	0	1	4,244	367	3,877	0
希臘 Greece	1,193	202	134	24	41	3	991	266	725	0
瑞典 Sweden	5,590	140	8	126	1	5	5,450	534	4,916	0
其他 Others	16,636	551	221	220	80	30	16,085	1,659	14,404	22
合計 Total	161,012	1,734	648	592	339	155	159,278	13,885	145,369	24
大洋洲 OCEANIA										
澳大利亞 Australia	31,842	232	49	123	15	45	31,610	2,678	28,932	0
紐西蘭 New Zealand	6,020	36	13	11	2	10	5,984	449	5,531	4
其他 Others	367	19	6	0	0	13	348	38	310	0
合計 Total	38,229	287	68	134	17	68	37,942	3,165	34,773	4
非洲地區 AFRICA										
馬拉加西 Malagasy	29	0	0	0	0	0	29	0	29	0
毛里西斯 Mauritius	349	7	1	0	1	5	342	34	308	0
奈及利亞 Nigeria	930	0	0	0	0	0	930	11	919	0
南非 S. Africa	4,948	45	11	3	5	26	4,903	569	4,334	0
其他 Others	2,531	44	40	1	2	1	2,487	179	2,308	0
合計 Total	8,787	96	52	4	8	32	8,691	793	7,898	0
未列明 Unstated	21,913	376	211	110	48	7	21,537	1,957	19,580	0
總計 Grand Total	2,624,037	13,142	4,920	5,868	1,629	725	2,610,895	254,882	2,355,826	187
(百分比%)	100.00	0.50	0.19	0.22	0.06	0.03	99.50	9.71	89.78	0.01

八十九年來台旅客停留夜數統計

Visitor Arrivals by Length of Stay, 2000

居住國 Area of Residence		一夜 1 Night	二夜 2 Nights	三夜 3 Nights	四夜 4 Nights	五至七夜 5-7 Nights	
亞洲地區 ASIA	香港 Hong Kong	37,564	84,405	106,668	31,482	31,839	
	日本 Japan	53,402	272,469	274,109	88,071	83,127	
	韓國 Korea	11,075	21,344	16,939	7,844	8,924	
	印度 India	988	1,468	1,869	1,507	2,325	
	中東 Middle East	614	1,407	1,929	1,558	2,747	
	東南亞 South East Asia	馬來西亞 Malaysia	1,664	4,176	6,578	6,277	12,685
		新加坡 Singapore	7,354	15,797	16,817	11,304	15,118
		印尼 Indonesia	2,568	2,763	3,629	3,181	6,242
		菲律賓 Philippines	3,689	2,437	2,780	2,139	3,370
		泰國 Thailand	2,021	4,337	4,586	3,192	5,066
		其他 Others	641	307	471	770	2,265
	小計 Sub-total	17,937	29,817	34,861	26,863	44,746	
	其他 Others	2,319	3,163	4,242	3,234	10,902	
合計 Total	123,899	414,073	440,617	160,559	184,610		
美洲地區 AMERICA	加拿大 Canada	2,982	4,680	4,657	3,094	5,443	
	美國 U.S.A.	28,893	39,967	40,415	30,547	61,088	
	墨西哥 Mexico	135	279	301	225	481	
	巴西 Brazil	121	266	328	246	668	
	阿根廷 Argentina	42	96	159	114	201	
	其他 Others	342	507	553	557	1,136	
合計 Total	32,515	45,795	46,413	34,783	69,017		
歐洲地區 EUROPE	比利時 Belgium	684	734	591	350	637	
	法國 France	3,641	3,790	3,127	2,060	3,233	
	德國 Germany	3,439	5,572	4,969	3,489	5,447	
	義大利 Italy	1,535	2,193	1,992	1,296	2,104	
	荷蘭 Netherlands	2,454	1,915	1,721	1,121	1,930	
	瑞士 Switzerland	567	1,036	919	625	1,041	
	西班牙 Spain	366	741	686	465	856	
	英國 U.K.	4,198	6,242	5,439	3,501	5,095	
	奧地利 Austria	622	479	475	274	643	
	希臘 Greece	199	190	159	125	193	
	瑞典 Sweden	596	936	904	642	1,011	
	其他 Others	1,516	2,421	2,828	1,520	2,901	
合計 Total	19,817	26,249	23,810	15,468	25,091		
大洋洲 OCEANIA	澳大利亞 Australia	3,470	5,290	4,849	3,096	5,068	
	紐西蘭 New Zealand	554	772	749	551	891	
	其他 Others	16	32	49	32	47	
	合計 Total	4,040	6,094	5,647	3,679	6,006	
非洲地區 AFRICA	馬拉加西 Malagasy	0	2	4	2	5	
	毛里西斯 Mauritius	14	49	48	28	87	
	奈及利亞 Nigeria	19	33	39	53	130	
	南非 S. Africa	266	566	603	355	629	
	其他 Others	110	263	376	317	602	
	合計 Total	409	913	1,070	755	1,453	
未列明 Unstated	1,146	1,435	1,660	1,277	3,053		
總計 Grand Total	181,826	494,559	519,217	216,521	289,230		
(百分比%)	8.16	22.19	23.30	9.72	12.98		

八至十五夜 8-15 Nights	十六至三十夜 16-30 Nights	三十一至六十夜 31-60 Nights	停留夜數合計 Total Visitor Nights	人數合計 Total Visitors	平均停留夜數 Average Length of Stay
19,010	10,883	11,129	1,774,908	332,980	5.33
63,796	31,001	14,576	4,294,752	880,551	4.88
6,754	1,768	2,208	406,927	76,856	5.29
1,462	832	754	99,328	11,205	8.86
1,652	515	230	71,262	10,652	6.69
10,145	5,888	2,219	475,689	49,632	9.58
11,022	12,604	1,521	683,370	91,537	7.47
7,616	4,815	5,822	540,439	36,636	14.75
3,690	3,097	3,836	332,749	25,038	13.29
4,602	2,737	3,502	340,192	30,043	11.32
3,713	1,831	2,501	225,848	12,499	18.07
40,788	30,972	19,401	2,598,287	245,385	10.59
22,345	16,618	23,049	1,757,224	85,872	20.46
155,807	92,589	71,347	11,002,688	1,643,501	6.69
6,270	3,439	3,109	361,683	33,674	10.74
73,330	36,188	21,268	3,238,125	331,696	9.76
200	61	86	12,566	1,768	7.11
515	343	255	30,786	2,742	11.23
175	139	113	12,438	1,039	11.97
806	625	454	54,660	4,980	10.98
81,296	40,795	25,285	3,710,258	375,899	9.87
502	205	120	24,361	3,823	6.37
2,894	1,731	1,286	175,901	21,762	8.08
5,105	2,651	1,855	276,393	32,527	8.50
1,244	641	344	73,010	11,349	6.43
1,438	757	349	74,881	11,685	6.41
918	584	294	50,247	5,984	8.40
429	195	129	25,444	3,867	6.58
4,344	2,148	1,421	238,442	32,388	7.36
654	401	315	38,198	3,863	9.89
72	39	32	5,825	1,009	5.77
603	314	166	34,354	5,172	6.64
1,899	1,064	806	120,200	14,955	8.04
20,102	10,730	7,117	1,137,256	148,384	7.66
4,441	2,062	1,266	223,166	29,542	7.55
984	472	345	49,521	5,318	9.31
67	54	29	3,758	326	11.53
5,492	2,588	1,640	276,445	35,186	7.86
5	4	4	397	26	15.27
33	36	19	2,920	314	9.30
194	143	160	14,109	771	18.30
498	560	377	44,628	3,854	11.58
344	166	90	17,732	2,268	7.82
1,074	909	650	79,786	7,233	11.03
3,565	3,353	3,009	280,698	18,498	15.17
267,336	150,964	109,048	16,487,131	2,228,701	7.40
12.00	6.77	4.89		100.00	

八十九年來台旅客啟程來台國家統計 Visitor Arrivals by Last Place of Call before Arrival, 2000

居住國 Area of Residence		合計 Total	香港 Hong Kong	日本 Japan	韓國 Korea	琉球 Ryukyus	菲律賓 Philippines	泰國 Thailand	其他 Others	
亞洲地區 ASIA	香港 Hong Kong	361,308	350,369	2,013	1,720	98	786	1,042	5,280	
	日本 Japan	916,301	35,190	828,488	4,181	20,205	949	9,538	17,750	
	韓國 Korea	83,729	5,909	1,676	73,267	107	127	917	1,726	
	印度 India	13,233	4,980	275	557	7	34	1,986	5,394	
	中東 Middle East	11,218	5,131	286	498	7	69	1,877	3,350	
	東南亞 South East Asia	馬來西亞 Malaysia	58,017	8,302	732	413	20	135	980	47,435
		新加坡 Singapore	94,897	11,643	1,499	1,457	25	214	1,657	78,402
		印尼 Indonesia	107,332	7,382	535	400	5	101	560	98,349
		菲律賓 Philippines	84,088	40,575	586	173	20	39,399	338	2,997
		泰國 Thailand	133,185	1,682	262	240	4	32	130,202	763
		其他 Others	49,465	877	102	77	3	15	2,252	46,139
	小計 Sub-total	526,984	70,461	3,716	2,760	77	39,896	135,989	274,085	
	其他 Others	71,742	17,890	6,509	2,026	287	719	7,738	36,573	
	合計 Total	1,984,515	489,930	842,963	85,009	20,788	42,580	159,087	344,158	
美洲地區 AMERICA	加拿大 Canada	38,399	15,528	2,254	755	112	148	1,719	17,883	
	美國 U.S.A.	359,533	79,514	41,972	9,446	969	1,277	11,755	214,600	
	墨西哥 Mexico	1,876	536	161	87	2	5	50	1,035	
	巴西 Brazil	2,961	769	885	112	0	2	93	1,100	
	阿根廷 Argentina	1,134	398	103	43	3	5	32	550	
	其他 Others	5,678	1,430	503	185	2	9	203	3,346	
	合計 Total	409,581	98,175	45,878	10,628	1,088	1,446	13,852	238,514	
歐洲地區 EUROPE	比利時 Belgium	4,162	1,457	193	158	3	18	311	2,022	
	法國 France	23,720	11,740	923	963	23	69	1,364	8,638	
	德國 Germany	34,829	15,557	1,627	1,462	31	129	4,086	11,937	
	義大利 Italy	12,073	5,983	431	621	8	47	1,061	3,922	
	荷蘭 Netherlands	12,603	3,382	527	391	6	62	833	7,402	
	瑞士 Switzerland	6,332	2,602	358	307	8	31	722	2,304	
	西班牙 Spain	4,102	1,930	190	243	0	31	264	1,444	
	英國 U.K.	35,519	18,646	1,468	1,404	67	147	2,570	11,217	
	奧地利 Austria	4,253	1,129	138	145	2	14	402	2,423	
	希臘 Greece	1,193	364	38	40	0	4	115	632	
	瑞典 Sweden	5,590	1,953	232	200	1	18	1,506	1,680	
	其他 Others	16,636	4,963	578	444	29	66	2,462	8,094	
	合計 Total	161,012	69,706	6,703	6,378	178	636	15,696	61,715	
大洋洲 OCEANIA	澳大利亞 Australia	31,842	15,425	1,160	934	45	134	930	13,214	
	紐西蘭 New Zealand	6,020	2,130	242	155	25	14	294	3,160	
	其他 Others	367	79	101	15	0	5	12	155	
	合計 Total	38,229	17,634	1,503	1,104	70	153	1,236	16,529	
非洲地區 AFRICA	馬拉加西 Malagasy	29	5	0	1	0	0	0	23	
	毛里西斯 Mauritius	349	156	5	5	0	0	11	172	
	奈及利亞 Nigeria	930	451	10	17	0	0	87	365	
	南非 S. Africa	4,948	2,720	96	100	3	12	242	1,775	
	其他 Others	2,531	1,187	36	81	0	26	238	963	
	合計 Total	8,787	4,519	147	204	3	38	578	3,298	
未列明 Unstated	21,913	9,986	1,381	1,354	17	394	1,203	7,578		
總計 Grand Total	2,624,037	689,950	898,575	104,677	22,144	45,247	191,652	671,792		
(百分比%)	100.00	26.29	34.24	3.99	0.84	1.72	7.30	25.60		

八十九年來台旅客離台後前往國家統計 Visitor Arrivals by Next Place of Call after Departure, 2000

居住國 Area of Residence		合計 Total	香港 Hong Kong	日本 Japan	韓國 Korea	琉球 Ryukyus	菲律賓 Philippines	泰國 Thailand	其他 Others	
亞洲地區 ASIA	香港 Hong Kong	360,045	314,795	2,196	1,314	71	634	778	40,257	
	日本 Japan	908,390	28,410	839,748	3,733	15,299	747	5,146	15,307	
	韓國 Korea	84,577	3,775	980	77,693	45	91	671	1,322	
	印度 India	13,109	2,270	203	302	4	28	872	9,430	
	中東 Middle East	11,241	1,886	158	226	3	37	843	8,088	
	東南亞 South East Asia	馬來西亞 Malaysia	57,688	3,309	433	184	10	66	402	53,284
		新加坡 Singapore	94,423	6,968	1,105	902	9	320	915	84,204
		印尼 Indonesia	66,773	2,528	255	147	2	87	251	63,503
		菲律賓 Philippines	106,649	10,895	604	156	16	92,827	211	1,940
		泰國 Thailand	130,372	1,178	255	132	4	69	127,234	1,500
		其他 Others	32,159	172	109	16	2	25	304	31,531
	小計 Sub-total	488,064	25,050	2,761	1,537	43	93,394	129,317	235,962	
	其他 Others	155,333	88,369	5,277	1,697	109	1,483	3,884	54,514	
	合計 Total	2,020,759	464,555	851,323	86,502	15,574	96,414	141,511	364,880	
美洲地區 AMERICA	加拿大 Canada	38,856	8,015	1,295	457	51	100	585	28,353	
	美國 U.S.A.	355,145	35,989	22,815	6,028	450	810	5,768	283,285	
	墨西哥 Mexico	1,861	285	126	73	1	5	13	1,358	
	巴西 Brazil	3,008	389	470	80	0	4	53	2,012	
	阿根廷 Argentina	1,281	207	70	34	2	1	19	948	
	其他 Others	5,713	579	203	82	4	18	64	4,763	
	合計 Total	405,864	45,464	24,979	6,754	508	938	6,502	320,719	
歐洲地區 EUROPE	比利時 Belgium	4,147	800	93	131	1	22	135	2,965	
	法國 France	23,599	5,399	593	475	11	42	722	16,357	
	德國 Germany	34,751	8,434	1,119	859	8	77	2,406	21,848	
	義大利 Italy	12,038	3,214	333	358	5	38	616	7,474	
	荷蘭 Netherlands	12,563	2,026	321	202	1	50	382	9,581	
	瑞士 Switzerland	6,352	1,566	230	179	8	26	436	3,907	
	西班牙 Spain	4,121	1,203	103	104	0	23	226	2,462	
	英國 U.K.	35,216	11,966	977	930	21	84	1,423	19,815	
	奧地利 Austria	4,209	575	75	61	1	10	198	3,289	
	希臘 Greece	1,191	152	26	20	0	5	67	921	
	瑞典 Sweden	5,584	1,280	154	156	5	18	936	3,035	
	其他 Others	16,426	2,815	362	245	4	71	1,346	11,583	
	合計 Total	160,197	39,430	4,386	3,720	65	466	8,893	103,237	
大洋洲 OCEANIA	澳大利亞 Australia	32,355	9,317	738	597	27	68	587	21,021	
	紐西蘭 New Zealand	6,439	1,397	190	107	25	12	163	4,545	
	其他 Others	397	40	121	11	1	14	4	206	
	合計 Total	39,191	10,754	1,049	715	53	94	754	25,772	
非洲地區 AFRICA	馬拉加西 Malagasy	35	10	0	0	0	0	0	25	
	毛里西斯 Mauritius	350	68	5	0	0	1	7	269	
	奈及利亞 Nigeria	920	52	3	4	0	1	7	853	
	南非 S. Africa	4,841	1,443	71	80	5	8	99	3,135	
	其他 Others	2,473	332	20	39	0	2	87	1,993	
	合計 Total	8,619	1,905	99	123	5	12	200	6,275	
未列明 Unstated	18,773	8,215	556	742	14	121	527	8,598		
總計 Grand Total	2,653,403	570,323	882,392	98,556	16,219	98,045	158,387	829,481		
(百分比%)	100.00	21.49	33.26	3.71	0.61	3.70	5.97	31.26		

八十九年來台旅客年齡與來台目的交叉分析 Visitor Arrivals by Age/Purpose of Visit, 2000

年齡 Age	業務 Business	觀光 Pleasure	探親 Visit Relatives	求學 Study	會議 Meeting	其他 Others	未列明 Unstated	合計 Total	百分比 %
九歲及以下 9 and Under	4,535	18,123	29,319	477	106	3,868	9,838	66,266	2.53
十至十九歲 10-19	4,169	35,798	26,488	4,992	397	4,910	12,094	88,848	3.39
二十至二十九歲 20-29	98,331	198,436	56,253	16,421	3,473	50,620	131,333	554,867	21.15
三十至三十九歲 30-39	304,655	180,612	47,927	3,605	9,546	32,702	105,694	684,741	26.09
四十至四十九歲 40-49	270,396	151,957	55,230	1,332	10,362	13,088	62,506	564,871	21.53
五十至五十九歲 50-59	174,408	164,520	41,656	669	7,254	6,350	45,179	440,036	16.77
六十歲及以上 60 and Over	43,845	121,483	22,370	312	3,741	2,995	29,662	224,408	8.55
合計 Total	900,339	870,929	279,243	27,808	34,879	114,533	396,306	2,624,037	100.00
百分比 %	34.31	33.19	10.64	1.06	1.33	4.36	15.10	100.00	

八十九年來台旅客職業與來台目的交叉分析 Visitor Arrivals by Occupation/Purpose of Visit, 2000

職業 Occupation	業務 Business	觀光 Pleasure	探親 Visit Relatives	求學 Study	會議 Meeting	其他 Others	未列明 Unstated	合計 Total	百分比 %
商人、銷售人員 Merchant & Salesman	348,692	101,750	33,859	804	8,010	5,177	34,574	532,866	20.31
秘書、職員 Secretary & Clerk	269,244	300,155	18,149	501	5,376	17,780	83,838	695,043	26.49
專門技術人員 Technical Personnel	118,693	22,846	18,060	407	3,464	22,993	41,497	227,960	8.69
文化工作人員 Cultural Personnel	17,768	96,152	43,461	21,743	5,861	9,951	14,257	209,193	7.97
家庭主婦、退休人員 Housewife and Retiree	7,947	109,376	50,025	339	926	8,568	26,662	203,843	7.77
軍公職人員 Military & Govern- ment Service	2,006	21,767	1,197	145	654	6,525	2,007	34,301	1.31
其他 Others	73,290	143,116	41,685	1,884	7,985	25,915	81,559	375,434	14.31
未列明 Unstated	62,699	75,767	72,807	1,985	2,603	17,624	111,912	345,397	13.16
合計 Total	900,339	870,929	279,243	27,808	34,879	114,533	396,306	2,624,037	100.00
百分比 %	34.31	33.19	10.64	1.06	1.33	4.36	15.10	100.00	

八十四年至八十九年來台旅客居住國分析

Visitor Arrivals by Residence, 1995 ~ 2000

居住國 Area of Residence		八十四年 1995	八十五年 1996	八十六年 1997	八十七年 1998	八十八年 1999	八十九年 2000	
亞洲地區 ASIA	香港 Hong Kong	246,747	262,585	259,664	279,905	319,814	361,308	
	日本 Japan	914,325	917,890	905,527	826,632	826,222	916,301	
	韓國 Korea	146,012	126,915	99,236	63,099	76,142	83,729	
	印度 India	9,623	10,361	11,507	11,717	11,556	13,233	
	中東 Middle East	10,124	9,797	11,347	11,166	10,598	11,218	
	東南亞 South East Asia	馬來西亞 Malaysia	54,112	55,730	54,401	49,291	52,678	58,017
		新加坡 Singapore	70,564	78,419	81,831	87,022	85,844	94,897
		印尼 Indonesia	46,486	50,925	54,570	47,967	76,919	107,332
		菲律賓 Philippines	96,336	111,782	119,665	126,282	123,000	84,088
		泰國 Thailand	147,410	120,764	122,114	128,541	137,972	133,185
	其他 Others	8,624	11,387	16,013	21,094	27,407	49,465	
	小計 Sub-total	423,532	429,007	448,594	460,197	503,820	526,984	
	其他 Others	46,589	55,277	64,600	68,205	64,927	71,742	
合計 Total	1,796,952	1,811,832	1,800,475	1,720,921	1,813,079	1,984,515		
美洲地區 AMERICA	加拿大 Canada	27,496	30,850	32,824	34,201	35,259	38,399	
	美國 U.S.A.	290,138	289,900	303,634	308,407	317,801	359,533	
	墨西哥 Mexico	1,039	1,328	1,492	1,679	1,696	1,876	
	巴西 Brazil	4,790	4,113	4,025	3,719	2,761	2,961	
	阿根廷 Argentina	1,391	1,471	1,527	1,457	1,481	1,134	
	其他 Others	6,317	6,196	6,547	5,873	5,744	5,678	
	合計 Total	331,171	333,858	350,049	355,336	364,742	409,581	
歐洲地區 EUROPE	比利時 Belgium	3,792	4,018	3,907	4,117	4,119	4,162	
	法國 France	21,766	21,850	22,765	23,595	23,562	23,720	
	德國 Germany	32,944	33,914	34,660	35,343	34,190	34,829	
	義大利 Italy	12,271	11,549	12,288	11,743	11,363	12,073	
	荷蘭 Netherlands	9,968	10,479	10,846	11,222	14,249	12,603	
	瑞士 Switzerland	6,275	6,094	6,632	6,416	6,473	6,332	
	西班牙 Spain	3,796	3,835	4,118	3,960	3,923	4,102	
	英國 U.K.	28,947	30,570	32,892	33,628	33,229	35,519	
	奧地利 Austria	4,289	4,248	4,132	4,060	4,214	4,253	
	希臘 Greece	1,801	1,602	1,643	1,274	1,319	1,193	
	瑞典 Sweden	4,796	4,977	5,673	5,177	5,410	5,590	
	其他 Others	14,072	19,358	19,515	19,742	19,757	16,636	
	合計 Total	144,717	152,494	159,071	160,277	161,808	161,012	
大洋洲 OCEANIA	澳大利亞 Australia	26,462	27,178	28,986	29,028	29,964	31,842	
	紐西蘭 New Zealand	5,008	5,145	5,444	5,190	5,454	6,020	
	其他 Others	405	308	395	379	457	367	
	合計 Total	31,875	32,631	34,825	34,597	35,875	38,229	
非洲地區 AFRICA	馬拉加西 Malagasy	79	41	42	24	32	29	
	毛里西斯 Mauritius	634	475	463	474	376	349	
	奈及利亞 Nigeria	858	836	842	685	827	930	
	南非 S. Africa	6,150	5,975	4,620	4,074	4,050	4,948	
	其他 Others	2,663	2,502	3,170	2,782	2,670	2,531	
	合計 Total	10,384	9,829	9,137	8,039	7,955	8,787	
未列明 Unstated	16,835	17,577	18,675	19,536	27,789	21,913		
總計 Grand Total	2,331,934	2,358,221	2,372,232	2,298,706	2,411,248	2,624,037		
成長率 Growth	9.6	1.1	0.6	-3.1	4.9	8.8		

八十四年至八十九年來台旅客國籍分析

Visitor Arrivals by Nationality, 1995 ~ 2000

國籍 Nationality		八十四年 1995	八十五年 1996	八十六年 1997	八十七年 1998	八十八年 1999	八十九年 2000	
亞洲地區 ASIA	日本 Japan	911,563	918,044	908,074	830,864	830,836	922,865	
	韓國 Korea	143,357	124,555	98,172	63,083	77,942	86,214	
	印度 India	12,227	12,981	14,756	15,228	15,438	17,643	
	中東 Middle East	10,638	10,466	12,166	12,027	11,710	12,280	
	東南亞 South East Asia	馬來西亞 Malaysia	59,966	62,577	61,617	56,697	60,907	67,676
		新加坡 Singapore	60,544	66,731	68,000	71,416	69,329	77,134
		印尼 Indonesia	47,564	51,635	55,125	49,963	79,142	109,762
		菲律賓 Philippines	90,674	105,997	114,666	122,806	122,215	84,847
		泰國 Thailand	147,226	121,187	122,745	129,081	138,499	133,154
	其他 Others	7,969	10,913	16,721	24,184	32,068	56,039	
	小計 Sub-total	413,943	419,040	438,874	454,147	502,160	528,612	
	其他 Others	4,611	4,245	4,424	4,400	4,322	4,945	
	合計 Total	1,496,339	1,489,331	1,476,466	1,379,749	1,442,408	1,572,559	
美洲地區 AMERICA	加拿大 Canada	33,025	38,605	42,584	46,485	50,164	56,858	
	美國 U.S.A.	298,908	306,131	325,511	332,281	340,564	385,442	
	墨西哥 Mexico	1,143	1,474	1,661	1,935	1,925	2,132	
	巴西 Brazil	4,579	3,991	4,008	3,670	2,882	3,124	
	阿根廷 Argentina	952	1,137	1,303	1,401	1,442	1,191	
	其他 Others	6,383	6,276	6,851	6,241	6,173	6,267	
	合計 Total	344,990	357,614	381,918	392,013	403,150	455,014	
歐洲地區 EUROPE	比利時 Belgium	4,148	4,481	4,500	4,824	4,856	4,866	
	法國 France	24,499	25,290	27,268	28,761	29,212	29,319	
	德國 Germany	35,306	36,849	38,184	39,497	38,258	39,076	
	義大利 Italy	12,933	12,161	13,098	12,707	12,315	13,091	
	荷蘭 Netherlands	11,967	12,801	13,633	14,047	17,103	15,725	
	瑞士 Switzerland	6,880	6,832	7,269	7,257	7,017	6,691	
	西班牙 Spain	3,800	3,922	4,314	4,181	4,143	4,325	
	英國 U.K.	45,877	50,445	55,695	58,020	61,172	67,156	
	奧地利 Austria	4,820	4,851	4,762	4,700	4,885	4,933	
	希臘 Greece	1,859	1,633	1,724	1,357	1,469	1,325	
	瑞典 Sweden	5,579	5,912	6,711	6,297	6,541	6,834	
	其他 Others	16,596	22,706	22,853	23,232	23,998	25,040	
	合計 Total	174,264	187,883	200,011	204,880	210,969	218,381	
大洋洲 OCEANIA	澳大利亞 Australia	29,539	31,185	33,255	33,902	36,597	40,161	
	紐西蘭 New Zealand	6,069	6,249	6,725	6,531	7,204	8,202	
	其他 Others	340	351	398	410	385	325	
	合計 Total	35,948	37,785	40,378	40,843	44,186	48,688	
非洲地區 AFRICA	馬拉加西 Malagasy	74	49	41	22	33	31	
	毛里西斯 Mauritius	695	561	556	532	443	435	
	奈及利亞 Nigeria	888	860	880	715	874	992	
	南非 S. Africa	5,403	5,373	4,388	3,966	4,020	4,998	
	其他 Others	2,876	2,681	3,457	3,044	2,938	2,865	
	合計 Total	9,936	9,524	9,322	8,279	8,308	9,321	
華僑 Overseas Chinese	265,601	269,682	256,591	266,895	295,595	313,367		
未列明 Unstated	4,856	6,402	7,546	6,047	6,632	6,707		
總計 Grand Total	2,331,934	2,358,221	2,372,232	2,298,706	2,411,248	2,624,037		
成長率 Growth	9.6	1.1	0.6	-3.1	4.9	8.8		

歷年觀光外匯收入統計 Visitor Expenditures, 1956 ~ 2000

年別 Year	來台人數 No. of Visitors	觀光外匯收入 (美元) Visitor Expenditures (US\$)	成長率 Growth Rate (%)	指數 80年=100 Index 1991=100	每一旅客 平均在台 消費額(美元) Spending Per Person (US\$)	每一旅客 每日平均 消費額(美元) Spending Per Person Per Day (US\$)	每一旅客 平均在台 停留夜數(夜) Average Length of Stay (Nights)
四十五年 1956	14,974	936,000	-	0.0	62.50	25.00	2.50
四十六年 1957	18,159	1,135,000	21.3	0.1	62.50	25.00	2.50
四十七年 1958	16,709	1,044,000	-8.0	0.1	62.50	25.00	2.50
四十八年 1959	19,328	1,208,000	15.7	0.1	62.50	25.00	2.50
四十九年 1960	23,636	1,477,000	22.3	0.1	62.50	25.00	2.50
五十年 1961	42,205	2,638,000	78.6	0.1	62.50	25.00	2.50
五十一年 1962	52,304	3,269,000	23.9	0.2	62.50	25.00	2.50
五十二年 1963	72,024	7,202,000	120.3	0.4	100.00	25.00	4.00
五十三年 1964	95,481	10,345,000	43.6	0.5	108.35	27.50	3.94
五十四年 1965	133,666	18,245,000	76.4	0.9	136.50	37.50	3.64
五十五年 1966	182,948	30,353,000	66.4	1.5	165.91	35.30	4.70
五十六年 1967	253,248	42,016,000	38.4	2.1	-	-	-
五十七年 1968	301,770	53,271,000	26.8	2.6	176.53	31.58	5.59
五十八年 1969	371,473	56,055,000	5.2	2.8	150.94	33.10	4.56
五十九年 1970	472,452	81,720,000	45.8	4.0	172.97	35.59	4.86
六十年 1971	539,755	110,000,000	34.6	5.5	203.85	44.22	4.61
六十一年 1972	580,033	128,707,000	17.0	6.4	221.90	48.45	4.58
六十二年 1973	824,393	245,882,000	91.0	12.2	298.26	64.98	4.59
六十三年 1974	819,821	278,402,000	13.2	13.8	339.59	76.83	4.42
六十四年 1975	853,140	359,358,000	29.1	17.8	421.22	66.86	6.30
六十五年 1976	1,008,126	466,077,000	29.7	23.1	462.32	68.90	6.71
六十六年 1977	1,110,182	527,492,000	13.2	26.1	475.14	72.43	6.56
六十七年 1978	1,270,977	608,000,000	15.3	30.1	478.37	70.87	6.75
六十八年 1979	1,340,382	919,000,000	51.2	45.5	685.58	95.22	7.20
六十九年 1980	1,393,254	988,000,000	7.5	49.0	709.05	104.58	6.78
七十年 1981	1,409,465	1,080,000,000	9.3	53.5	766.46	115.78	6.62
七十一年 1982	1,419,178	953,000,000	-11.8	47.2	671.54	109.55	6.13
七十二年 1983	1,457,404	990,000,000	3.9	49.1	679.53	105.19	6.46
七十三年 1984	1,516,138	1,066,000,000	7.7	52.8	702.82	110.68	6.35
七十四年 1985	1,451,659	963,000,000	-9.7	47.7	663.56	101.93	6.51
七十五年 1986	1,610,385	1,333,000,000	38.4	66.1	827.49	120.45	6.87
七十六年 1987	1,760,948	1,619,000,000	21.5	80.2	919.53	132.88	6.92
七十七年 1988	1,935,134	2,289,000,000	41.4	113.4	1,182.93	168.99	7.00
七十八年 1989	2,004,126	2,698,000,000	17.9	133.7	1,346.40	187.00	7.20
七十九年 1990	1,934,084	1,740,000,000	-35.5	86.2	899.90	130.42	6.90
八十年 1991	1,854,506	2,018,000,000	16.0	100.0	1,088.39	148.89	7.31
八十一年 1992	1,873,327	2,449,000,000	21.4	121.4	1,307.10	174.28	7.50
八十二年 1993	1,850,214	2,943,000,000	20.2	145.8	1,590.66	198.09	8.03
八十三年 1994	2,127,249	3,210,000,000	9.1	159.1	1,509.21	200.16	7.54
八十四年 1995	2,331,934	3,286,000,000	2.4	162.8	1,409.06	190.93	7.38
八十五年 1996	2,358,221	3,636,000,000	10.7	180.2	1,542.09	208.39	7.40
八十六年 1997	2,372,232	3,402,000,000	-6.4	168.6	1,434.28	193.56	7.41
八十七年 1998	2,298,706	3,372,000,000	-0.9	167.1	1,466.83	190.25	7.71
八十八年 1999	2,411,248	3,571,000,000	5.9	177.0	1,481.05	191.35	7.74
八十九年 2000	2,624,037	3,738,000,000	4.7	185.2	1,424.65	192.52	7.40

八十九年各居住國來台旅客平均每人每日消費額統計 Average Daily Expenditures per Visitor by Residence, 2000

支出內容 Expenditures	旅館內 支出費 Hotel Bills	旅館外餐飲費 Meals Outside Hotel	境內交通費 Domestic Transportation	娛樂費 Entertainment	雜費 Miscellaneous	購物費 Shopping	總計 Total
日本 Japan	107.53	32.48	21.56	30.78	21.74	45.15	259.24
香港 Hong Kong	65.43	28.83	13.48	14.13	11.96	36.18	170.01
新加坡 Singapore	74.78	19.62	15.55	12.99	13.07	16.53	152.54
韓國 Korea	53.33	32.25	14.00	9.53	6.78	6.27	122.16
馬來西亞 Malaysia	60.74	20.54	15.44	14.61	10.92	10.16	132.41
印尼 Indonesia	63.65	19.34	11.66	13.09	12.61	18.54	138.89
亞洲其他地區 Other Asian	77.91	23.46	16.63	18.53	12.60	25.54	174.67
美國 U.S.A.	90.80	19.09	12.77	15.28	11.36	19.29	168.59
加拿大 Canada	75.63	21.96	11.65	12.36	13.99	16.45	152.04
英國 U.K.	103.88	21.41	11.30	15.19	11.77	19.34	182.89
法國 France	76.16	15.80	10.21	11.03	9.00	17.68	139.88
德國 Germany	69.10	18.09	10.03	8.04	6.60	14.26	126.12
歐洲其他地區 Other European	82.22	18.83	11.48	10.18	9.26	17.97	149.94
紐澳 Australia & New Zealand	74.67	14.85	10.27	10.71	7.19	11.40	129.09
其他地區 Others	79.87	18.03	12.24	8.21	12.78	22.65	153.78
平均 Average	88.89	25.52	16.56	18.44	13.72	29.39	192.52
百分比 %	46.17	13.25	8.6	9.58	7.13	15.27	100.00

八十九年台灣地區觀光旅館統計

Tourist Hotels in Taiwan, 2000

地區 Area	國際觀光旅館 International Tourist Hotels					觀光旅館 Tourist Hotels					合計 Total				
	家數 No. of Hotels	客房數 No. of Rooms				家數 No. of Hotels	客房數 No. of Rooms				家數 No. of Hotels	客房數 No. of Rooms			
		單人房 Single	雙人房 Twin	套房 Suite	小計 Subtotal		單人房 Single	雙人房 Twin	套房 Suite	小計 Subtotal		單人房 Single	雙人房 Twin	套房 Suite	小計 Subtotal
台北市 Taipei City	25	2,800	4,922	1,112	8,834	10	442	785	144	1,371	35	3,242	5,707	1,256	10,205
高雄市 Kaohsiung City	8	1,099	1,325	191	2,615	1	46	94	4	144	9	1,145	1,419	195	2,759
桃園市 Taoyuan City	2	172	476	19	667	0	0	0	0	0	2	172	476	19	667
桃園縣 Taoyuan County	1	50	137	21	208	1	133	44	41	218	2	183	181	62	426
基隆市 Keelung City	0	0	0	0	0	1	71	67	4	142	1	71	67	4	142
新竹市 Hsinchu City	2	208	203	41	452	0	0	0	0	0	2	208	203	41	452
台中市 Taichung City	6	818	570	80	1,468	0	0	0	0	0	6	818	570	80	1,468
台中縣 Taichung County	0	0	0	0	0	1	45	139	9	193	1	45	139	9	193
南投縣 Nantou County	2	114	226	21	361	1	28	24	2	54	3	142	250	23	415
彰化市 Changhua City	0	0	0	0	0	1	32	14	4	50	1	32	14	4	50
嘉義縣 Chiayi County	0	0	0	0	0	2	51	46	3	100	2	51	46	3	100
台南市 Tainan City	1	73	69	10	152	0	0	0	0	0	1	73	69	10	152
台南縣 Tainan County	1	34	158	9	201	1	17	21	2	40	2	51	179	11	241
屏東縣 Pingtung County	2	122	519	14	655	2	78	224	6	308	4	200	743	20	963
台東縣 Taitung County	1	62	99	22	183	0	0	0	0	0	1	62	99	22	183
花蓮市 Hualien City	4	367	628	42	1,037	1	15	86	8	109	5	382	714	50	1,146
花蓮縣 Hualien County	1	77	136	11	224	0	0	0	0	0	1	77	136	11	224
宜蘭縣 Ilan County	0	0	0	0	0	1	26	31	7	64	1	26	31	7	64
澎湖縣 Penghu County	0	0	0	0	0	1	44	17	17	78	1	44	17	17	78
小計 Sub-total	23	2,097	3,221	290	5,608	13	540	713	103	1,356	36	2,637	3,934	393	6,964
合計 Total	56	5,996	9,468	1,593	17,057	24	1,028	1,592	251	2,871	80	7,024	11,060	1,844	19,928

八十四年至八十九年台灣地區觀光旅館住用率統計

Tourist Hotel Occupancy Rate in Taiwan, 1995~2000

旅館類別 Class	地區 Area	住用率 (%) Occupancy Rate					
		84年 1995	85年 1996	86年 1997	87年 1998	88年 1999	89年 2000
國際觀光旅館 International Tourist Hotels	台北市 Taipei	66.70	69.36	68.96	68.28	66.86	72.60
	高雄市 Kaohsiung	58.42	59.06	60.67	54.09	53.99	57.77
	台中市 Taichung	62.69	48.47	55.98	59.91	56.43	56.12
	花蓮地區 Hualien	47.52	47.36	52.95	51.25	43.56	41.09
	風景區 Scenic Areas	62.23	58.55	57.55	61.62	63.45	58.50
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	51.56	53.00	46.78	44.71	47.81	56.33
	其他地區 Others	67.73	64.29	59.74	60.75	66.07	68.92
	平均 Average	63.11	63.39	63.75	62.51	61.29	64.85
一般觀光旅館 Tourist Hotels	台北市 Taipei	61.46	63.17	72.92	74.59	71.27	75.92
	高雄市 Kaohsiung	43.95	46.63	52.60	36.17	33.53	43.93
	台中市 Taichung	-	-	-	-	-	-
	花蓮地區 Hualien	45.19	42.70	43.21	44.78	28.83	20.39
	風景區 Scenic Areas	31.20	35.64	35.45	35.24	38.32	28.04
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	-	-	-	-	-	51.35
	其他地區 Others	40.53	38.33	41.71	38.95	35.08	39.05
	平均 Average	52.65	55.65	61.76	59.78	55.98	57.37
總平均 Overall Average	台北市 Taipei	65.89	68.35	69.49	69.09	67.41	73.01
	高雄市 Kaohsiung	56.83	57.84	60.23	53.11	52.84	57.05
	台中市 Taichung	62.69	48.47	55.98	59.91	56.43	56.12
	花蓮地區 Hualien	47.30	46.91	52.02	50.63	42.16	39.12
	風景區 Scenic Areas	51.08	52.31	51.30	55.77	58.13	52.12
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	51.56	53.00	46.78	44.71	47.81	55.52
	其他地區 Others	57.95	49.90	53.44	48.04	44.48	48.11
	平均 Average	61.54	62.26	63.51	62.18	60.65	63.89

八十四年至八十九年台灣地區觀光旅館平均房價統計 Average Tourist Hotel Room Rate in Taiwan, 1995 ~ 2000

旅館類別 Class	地區 Area	平均房價(元) Average Room Rate (NT\$)					
		84年 1995	85年 1996	86年 1997	87年 1998	88年 1999	89年 2000
國際觀光旅館 International Tourist Hotels	台北市 Taipei	2,921	3,093	3,319	3,449	3,380	3,451
	高雄市 Kaohsiung	1,973	2,045	1,974	2,112	2,186	2,145
	台中市 Taichung	2,651	2,716	2,483	2,424	2,398	2,501
	花蓮地區 Hualien	1,895	2,093	2,225	2,198	2,242	2,255
	風景區 Scenic Areas	3,686	3,623	3,613	3,297	3,366	3,450
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	1,632	1,787	1,841	1,748	1,892	2,045
	其他地區 Others	1,850	2,008	2,081	2,143	2,211	2,257
	平均 Average	2,714	2,846	2,964	3,046	3,025	3,070
一般觀光旅館 Tourist Hotels	台北市 Taipei	1,424	1,633	1,782	1,883	1,890	1,968
	高雄市 Kaohsiung	1,096	1,049	1,067	1,103	1,063	1,038
	台中市 Taichung	-	-	-	-	-	-
	花蓮地區 Hualien	1,033	902	1,050	1,214	1,223	1,047
	風景區 Scenic Areas	2,007	2,043	1,991	2,318	2,494	2,394
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	-	-	-	-	-	2,808
	其他地區 Others	918	775	608	1,088	1,781	1,876
	平均 Average	1,431	1,560	1,711	1,830	1,903	1,998
總平均 Overall Average	台北市 Taipei	2,707	2,874	3,107	3,230	3,184	3,260
	高雄市 Kaohsiung	1,899	1,966	1,930	2,074	2,146	2,101
	台中市 Taichung	2,651	2,716	2,483	2,424	2,398	2,501
	花蓮地區 Hualien	1,819	1,990	2,133	2,115	2,176	2,196
	風景區 Scenic Areas	3,318	3,330	3,296	3,160	3,245	3,331
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	1,632	1,787	1,841	1,748	1,892	2,159
	其他地區 Others	1,616	1,483	1,679	1,645	1,975	2,041
	平均 Average	2,549	2,677	2,819	2,905	2,900	2,947

八十九年台灣地區觀光旅館本國籍住宿旅客人數、百分比比較 Ratio of R.O.C Nationals in Overall Tourist Hotel Occupancy Rate, 2000

旅館類別 Class	地區 Area	本國住宿旅客人數(人) R.O.C Nationals					
		八十九年 2000		八十八年 1999		增減數 Growth	增減率 Growth
		人數 Number	百分比 %	人數 Number	百分比 %		
國際觀光旅館 International Tourist Hotels	台北市 Taipei	405,146	15.17	330,203	13.50	74,943	1.67
	高雄市 Kaohsiung	360,532	53.70	265,292	44.48	95,240	9.22
	台中市 Taichung	209,906	53.84	195,405	53.04	14,501	0.80
	花蓮地區 Hualien	236,289	80.39	214,921	71.90	21,368	8.49
	風景區 Scenic Areas	611,722	94.15	698,679	93.60	-86,957	0.55
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	227,096	59.54	158,170	55.13	68,926	4.41
	其他地區 Others	23,477	38.04	21,828	46.45	1,649	-8.41
	平均 Average	2,074,168	40.52	1,884,498	39.35	189,670	1.17
一般觀光旅館 Tourist Hotels	台北市 Taipei	112,897	22.83	107,214	24.01	5,683	-1.18
	高雄市 Kaohsiung	23,678	64.29	8,150	32.21	15,528	32.08
	台中市 Taichung	-	-	-	-	-	-
	花蓮地區 Hualien	22,968	99.90	28,764	99.90	-5,796	0.00
	風景區 Scenic Areas	122,147	99.69	134,167	99.65	-12,020	0.04
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	3,593	8.90	-	-	-	-
	其他地區 Others	70,912	90.38	76,680	92.06	-5,768	-1.68
	平均 Average	356,195	44.77	354,975	49.40	1,220	-4.63
總平均 Overall Average	台北市 Taipei	518,043	16.36	437,417	15.12	80,626	1.24
	高雄市 Kaohsiung	384,210	54.25	273,442	43.99	110,768	10.26
	台中市 Taichung	209,906	53.84	195,405	53.04	14,501	0.80
	花蓮地區 Hualien	259,257	81.80	243,685	74.36	15,572	7.44
	風景區 Scenic Areas	733,869	95.03	832,846	94.53	-98,977	0.50
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	230,689	54.70	158,170	55.13	72,519	-0.43
	其他地區 Others	94,389	67.34	98,508	75.61	-4,119	-8.27
	平均 Average	2,430,363	41.09	2,239,473	40.66	190,890	0.43

八十九年台灣地區旅行業統計

Travel Agencies in Taiwan, 2000

地區 Area	綜合 Consolidated		甲種 A		乙種 B		合計 Total	
	總公司 Main Office	分公司 Branch Office	總公司 Main Office	分公司 Branch Office	總公司 Main Office	分公司 Branch Office	總公司 Main Office	分公司 Branch Office
台北市 Taipei City	62	14	893	63	16	3	971	80
台北縣 Taipei County	0	3	28	7	4	2	32	12
桃園縣 Taoyuan County	0	25	77	40	6	0	83	65
基隆市 Keelung City	0	0	0	1	0	0	0	1
新竹市 Hsinchu City	0	12	25	19	3	0	28	31
新竹縣 Hsinchu County	0	0	6	7	0	0	6	7
苗栗縣 Miaoli County	0	1	20	11	0	0	20	12
花蓮縣 Hualien County	0	6	10	11	3	0	13	17
宜蘭縣 Ilan County	0	1	13	5	2	0	15	6
台中市 Taichung City	5	36	126	78	11	2	142	116
台中縣 Taichung County	0	0	23	17	2	0	25	17
彰化縣 Changhua County	0	6	29	13	2	0	31	19
南投縣 Nantou County	0	1	10	11	0	0	10	12
嘉義市 Chiayi City	0	4	25	13	0	1	25	18
嘉義縣 Chiayi County	0	0	2	1	3	0	5	1
雲林縣 Yunlin County	0	1	13	10	2	0	15	11
台南市 Tainan City	3	20	80	27	5	1	88	48
台南縣 Tainan County	0	1	8	11	1	1	9	13
澎湖縣 Penghu County	0	1	4	3	12	1	16	5
高雄市 Kaohsiung City	16	31	201	79	17	2	234	112
高雄縣 Kaohsiung County	0	0	7	3	3	0	10	3
屏東縣 Pingtung County	0	3	10	9	2	0	12	12
金門縣 Kinmen County	0	1	4	9	10	0	14	10
台東縣 Taitung County	0	2	5	5	5	0	10	7
合計 Total	86	169	1,619	453	109	13	1,814	635

八十九年台灣地區旅行業導遊人員統計

Tourist Guides in Taiwan, 2000

語言別 Language	執業區分 License	導遊人數 No. of Guides			語言別百分比 % by Language
		男性 Male	女性 Female	合計 Total	
英語 English	專任 Full time	100	27	127	34.0
	特約 Part time	438	237	675	
	小計 Sub-total	538	264	802	
日語 Japanese	專任 Full time	166	46	212	59.0
	特約 Part time	961	219	1,180	
	小計 Sub-total	1,127	265	1,392	
法語 French	專任 Full time	1	0	1	0.5
	特約 Part time	1	10	11	
	小計 Sub-total	2	10	12	
德語 German	專任 Full time	2	0	2	0.8
	特約 Part time	4	13	17	
	小計 Sub-total	6	13	19	
西班牙語 Spanish	專任 Full time	0	1	1	0.6
	特約 Part time	3	11	14	
	小計 Sub-total	3	12	15	
阿拉伯語 Arabic	專任 Full time	0	0	0	0.3
	特約 Part time	3	3	6	
	小計 Sub-total	3	3	6	
韓語(1) Korean(1)	專任 Full time	6	2	8	3.5
	特約 Part time	41	34	75	
	小計 Sub-total	47	36	83	
印尼語 Indonesian 馬來語 Malay	專任 Full time	3	0	3	0.3
	特約 Part time	3	1	4	
	小計 Sub-total	6	1	7	
義大利語 Italian	專任 Full time	0	1	1	0.1
	特約 Part time	0	1	1	
	小計 Sub-total	0	2	2	
俄語 Russian	專任 Full time	1	1	2	0.6
	特約 Part time	4	8	12	
	小計 Sub-total	5	9	14	
韓語(2) Korean(2) (僅限帶韓國團體) (Limited to Korean Groups Only)	專任 Full time	0	0	0	0.3
	特約 Part time	7	1	8	
	小計 Sub-total	7	1	8	
合計 Total	專任 Full time	279	78	357	100.0
	特約 Part time	1,465	538	2,003	
	小計 Sub-total	1,744	616	2,360	

歷年中華民國國民出國人數統計

Outbound Departures of Nationals of the Republic of China by Year, 1980~2000

年別 Year	人數 Number	成長率 Growth Rate %	指數(80年=100) Index (1991=100)	觀光外匯支出(美元) Tourist Spending (US\$)
六十九年 1980	484,901	-	14.4	-
七十年 1981	575,537	18.7	17.1	-
七十一年 1982	640,669	11.3	19.0	-
七十二年 1983	674,578	5.3	20.0	-
七十三年 1984	750,404	11.2	22.3	-
七十四年 1985	846,789	12.8	25.2	-
七十五年 1986	812,928	-4.0	24.2	-
七十六年 1987	1,058,410	30.2	31.4	-
七十七年 1988	1,601,992	51.4	47.6	-
七十八年 1989	2,107,813	31.6	62.6	-
七十九年 1990	2,942,316	39.6	87.4	-
八十年 1991	3,366,076	14.4	100.0	-
八十一年 1992	4,214,734	25.2	125.2	-
八十二年 1993	4,654,436	10.4	138.3	-
八十三年 1994	4,744,434	1.9	140.9	7,885,000,000
八十四年 1995	5,188,658	9.4	154.1	7,149,000,000
八十五年 1996	5,713,535	10.1	169.7	6,493,000,000
八十六年 1997	6,161,932	7.8	183.1	5,670,000,000
八十七年 1998	5,912,383	-4.0	175.6	5,050,000,000
八十八年 1999	6,558,663	10.9	194.8	5,635,000,000
八十九年 2000	7,328,784	11.7	217.7	6,376,000,000

八十四年至八十九年中華民國國民出國目的地人數統計

Outbound Departures of Nationals of the Republic of China by Destination, 1995-2000

首站抵達地或主要目的地 First or Main Destination	八十四年 1995	八十五年 1996	八十六年 1997	八十七年 1998	八十八年 1999	八十九年 2000	
亞洲 地區 ASIA	香港 Hong Kong	1,909,593	2,135,092	1,948,356	1,746,424	1,958,946	2,311,095
	日本 Japan	498,565	600,146	651,597	674,089	720,903	811,388
	韓國 Korea	100,959	93,602	88,244	87,043	89,325	108,831
	新加坡 Singapore	336,954	287,215	284,381	261,125	242,691	234,339
	馬來西亞 Malaysia	200,611	221,639	245,599	253,181	254,225	299,664
	泰國 Thailand	402,828	372,005	343,182	362,346	424,926	557,184
	菲律賓 Philippines	184,129	184,294	200,097	188,163	139,842	38,933
	印尼 Indonesia	168,840	212,884	202,095	141,740	150,430	221,286
	汶萊 Brunei	0	0	4,452	2,336	3,779	9,105
	越南 Vietnam	0	0	146,627	140,782	169,201	199,470
	澳門 Macao	0	0	498,090	574,973	787,750	1,032,638
	緬甸 Myanmar	0	0	8,867	25,655	26,117	26,251
其他 Others	300,405	280,377	1,258	88	85	3,435	
合計 Total	4,102,884	4,387,254	4,622,845	4,457,945	4,968,220	5,853,619	
美洲 地區 AMERICA	美國 U.S.A.	522,910	579,488	588,916	577,178	563,991	651,134
	加拿大 Canada	68,805	92,223	116,651	127,393	169,897	181,409
	其他 Others	833	2,825	0	0	0	0
	合計 Total	592,548	674,536	705,567	704,571	733,888	832,543
歐洲 地區 EUROPE	法國 France	20,457	26,506	24,477	28,545	21,468	22,958
	德國 Germany	23,707	39,658	46,387	36,924	9,436	13,925
	義大利 Italy	7,391	15,661	16,564	12,003	12,864	15,138
	荷蘭 Netherlands	28,804	30,982	47,799	66,909	107,682	137,021
	瑞士 Switzerland	6,215	10,226	12,829	11,621	16,794	20,256
	英國 U.K.	36,505	42,202	39,466	35,457	36,393	40,277
	奧地利 Austria	10,489	0	0	3,964	20,428	22,874
	其他 Others	224	0	0	448	0	0
	合計 Total	133,792	165,235	187,522	195,871	225,065	272,449
大洋洲 OCEANIA	澳大利亞 Australia	110,749	60,335	34,882	35,312	58,097	51,874
	紐西蘭 New Zealand	28,210	50,150	49,398	38,391	28,933	50,779
	帛琉 Palau	0	0	5,355	9,883	9,936	13,885
	其他 Others	0	0	0	112	0	0
合計 Total	138,959	110,485	89,635	83,698	96,966	116,538	
非洲 地區 AFRICA	南非 S. Africa	14,062	15,283	1,387	0	0	0
	其他 Others	0	0	0	0	0	0
	合計 Total	14,062	15,283	1,387	0	0	0
其他 Others	206,413	360,742	554,976	470,298	534,524	253,635	
總計 Grand Total	5,188,658	5,713,535	6,161,932	5,912,383	6,558,663	7,328,784	
成長率 Growth	9.4	10.1	7.8	-4.0	10.9	11.7	

八十九年中華民國出國旅遊國民縣市別統計

Outbound Departures of Nationals of the Republic of China by Residence, 2000

首站抵達地 First Destination	台北市 Taipei City	高雄市 Kao- hsiung City	基隆市 Keelung City	新竹市 Hsinchu City	台中市 Taichung City	嘉義市 Chiayi City	台南市 Tainan City	台北縣 Taipei County
亞洲地區 ASIA								
香港Hong Kong	594,670	51,004	30,031	67,068	21,852	36,903	28,606	466,004
日本Japan	228,161	19,603	12,209	26,575	9,026	15,943	11,847	149,163
韓國Korea	30,211	2,015	1,447	3,064	1,022	1,736	1,185	26,795
新加坡Singapore	65,065	6,114	3,300	7,320	2,558	4,237	3,247	42,560
馬來西亞Malaysia	63,964	7,546	4,720	9,060	3,229	5,473	4,090	61,254
泰國Thailand	102,766	15,178	8,991	15,751	6,871	11,725	8,490	101,839
菲律賓Philippines	10,635	792	503	1,142	351	596	398	8,331
印尼Indonesia	45,480	4,196	3,284	6,496	2,346	3,994	2,660	44,028
汶萊Brunei	2,558	96	92	271	99	119	100	2,326
緬甸Myanmar	5,313	252	270	585	172	347	178	9,913
越南Vietnam	25,773	3,810	2,871	4,770	2,159	3,611	2,476	32,845
澳門Macao	176,496	23,189	13,565	29,680	10,213	20,804	12,808	193,333
其他Others	793	86	52	126	35	96	43	591
合計Total	1,351,885	133,881	81,335	171,908	59,933	105,584	76,128	1,138,982
美洲地區 AMERICA								
美國U.S.A.	249,751	11,698	7,767	21,005	6,294	10,212	7,577	118,126
加拿大Canada	63,012	3,133	2,148	5,913	1,774	3,252	2,093	33,327
合計Total	312,763	14,831	9,915	26,918	8,068	13,464	9,670	151,453
歐洲地區 EUROPE								
法國France	7,200	398	277	714	205	400	272	4,528
德國Germany	4,088	294	166	356	122	207	143	2,829
義大利Italy	4,558	338	191	429	141	246	198	2,875
荷蘭Netherlands	35,662	1,940	1,848	4,092	1,274	2,040	1,420	30,999
瑞士Switzerland	5,508	365	270	648	184	316	214	4,286
英國U.K.	13,746	580	489	1,096	367	645	433	8,218
奧地利Austria	7,410	334	280	817	195	390	254	4,516
合計Total	78,172	4,249	3,521	8,152	2,488	4,244	2,934	58,251
大洋洲 OCEANIA								
澳大利亞Australia	13,934	944	598	1,627	533	983	552	9,815
紐西蘭New Zealand	16,266	870	598	1,567	470	879	496	9,522
帛琉Palau	3,356	279	255	438	141	248	158	2,966
其他Others	0	0	0	0	0	0	0	0
合計Total	33,556	2,093	1,451	3,632	1,144	2,110	1,206	22,303
非洲地區 AFRICA								
南非S. Africa	0	0	0	0	0	0	0	0
合計Total	0	0	0	0	0	0	0	0
其他Others	42,198	13,429	5,442	6,052	3,734	5,657	5,868	36,593
總計Grand Total	1,818,574	168,483	101,664	216,662	75,367	131,059	95,806	1,407,582
百分比%	24.81	2.30	1.39	2.96	1.03	1.79	1.31	19.21

宜蘭縣 Ilan County	桃園縣 Taoyuan County	新竹縣 Hsinchu County	苗栗縣 Miaoli County	台中縣 Taichung County	彰化縣 Chang- hua County	南投縣 Nantou County	雲林縣 Yunlin County	嘉義縣 Chiayi County
46,505	174,743	56,224	58,449	147,513	104,284	44,084	50,166	40,092
16,764	52,647	19,973	18,236	46,049	34,115	15,761	17,519	14,423
2,189	7,448	2,478	2,154	5,626	3,974	1,948	2,395	1,720
4,504	16,127	5,695	5,701	13,076	8,858	4,245	4,999	4,083
7,215	24,094	8,566	7,899	18,217	12,216	6,223	7,446	5,711
14,908	43,675	15,543	15,993	32,232	25,047	12,388	15,666	12,941
805	2,907	1,013	753	2,476	1,647	779	753	619
5,132	19,581	7,227	7,079	14,260	10,951	4,646	6,811	4,858
164	695	281	209	639	277	136	172	117
611	1,922	566	490	1,323	772	498	613	391
5,460	14,329	5,247	6,660	17,527	15,061	6,649	7,994	6,504
24,555	81,087	30,784	33,605	69,687	59,911	24,819	32,102	24,959
79	216	56	73	200	180	108	107	82
128,891	439,471	153,653	157,301	368,825	277,293	122,284	146,743	116,500
10,975	39,000	13,364	12,345	33,084	20,465	10,232	11,100	8,539
3,266	11,907	3,696	3,411	11,619	6,592	3,033	3,665	2,672
14,241	50,907	17,060	15,756	44,703	27,057	13,265	14,765	11,211
475	1,637	490	500	1,292	932	354	470	412
331	915	268	419	808	511	260	271	219
342	1,017	328	306	766	651	264	363	264
3,335	12,153	3,648	3,361	8,315	6,184	2,621	3,034	2,332
440	1,520	519	475	1,194	924	403	503	350
758	2,815	822	731	2,441	1,577	696	730	505
387	1,784	495	564	1,216	880	410	454	349
6,068	21,841	6,570	6,356	16,032	11,659	5,008	5,825	4,431
1,075	4,456	1,334	1,222	4,184	2,386	907	1,152	838
1,012	3,691	1,134	1,274	3,289	2,206	844	1,089	732
304	1,139	422	347	804	550	241	338	239
0	0	0	0	0	0	0	0	0
2,391	9,286	2,890	2,843	8,277	5,142	1,992	2,579	1,809
0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0
6,490	13,897	5,544	5,740	12,142	9,242	5,356	6,517	5,754
158,081	535,402	185,717	187,996	449,979	330,393	147,905	176,429	139,705
2.16	7.31	2.53	2.57	6.14	4.51	2.02	2.41	1.91

八十九年中華民國出國旅遊國民縣市別統計(續)
Outbound Departures of Nationals of the Republic of China by Residence, 2000 (Continued)

首站抵達地 First Destination	台南縣 Tainan County	高雄縣 Kaohsiung County	屏東縣 Pingtung County	花蓮縣 Hualien County	台東縣 Taitung County	澎湖縣 Penghu County	金門縣 Kinmen County	合計 Total
亞洲地區 ASIA								
香港 Hong Kong	63,105	95,325	46,929	25,277	21,915	21,573	18,773	2,311,095
日本 Japan	21,169	30,924	17,354	10,123	8,110	8,531	7,163	811,388
韓國 Korea	2,318	3,260	1,756	1,170	1,059	941	920	108,831
新加坡 Singapore	5,997	10,394	5,649	3,032	2,736	2,608	2,234	234,339
馬來西亞 Malaysia	7,867	14,105	7,276	4,012	3,425	3,241	2,815	299,664
泰國 Thailand	19,233	31,767	16,886	8,474	7,457	7,235	6,128	557,184
菲律賓 Philippines	782	1,283	842	480	409	337	300	38,933
印尼 Indonesia	5,767	7,853	4,742	2,915	2,506	2,437	2,037	221,286
汶萊 Brunei	110	133	114	65	208	73	51	9,105
緬甸 Myanmar	484	583	335	173	150	172	138	26,251
越南 Vietnam	9,071	11,233	5,539	2,887	2,542	2,536	1,916	199,470
澳門 Macao	38,303	57,718	29,583	13,385	12,180	10,977	8,895	1,032,638
其他 Others	115	155	88	64	34	30	26	3,435
合計 Total	174,321	264,733	137,093	72,057	62,731	60,691	51,396	5,853,619
美洲地區 AMERICA								
美國 U.S.A.	11,297	16,055	10,531	6,478	5,245	5,291	4,703	651,134
加拿大 Canada	3,412	4,463	2,955	1,828	1,435	1,503	1,300	181,409
合計 Total	14,709	20,518	13,486	8,306	6,680	6,794	6,003	832,543
歐洲地區 EUROPE								
法國 France	541	695	361	253	181	204	167	22,958
德國 Germany	304	592	331	145	121	122	103	13,925
義大利 Italy	389	550	315	199	143	147	118	15,138
荷蘭 Netherlands	2,431	2,983	2,099	1,485	1,324	1,308	1,133	137,021
瑞士 Switzerland	389	550	380	248	186	220	164	20,256
英國 U.K.	765	930	591	403	317	329	293	40,277
奧地利 Austria	492	544	346	230	178	192	157	22,874
合計 Total	5,311	6,844	4,423	2,963	2,450	2,522	2,135	272,449
大洋洲 OCEANIA								
澳大利亞 Australia	1,139	1,351	816	663	472	489	404	51,874
紐西蘭 New Zealand	1,009	1,276	826	535	405	425	364	50,779
帛琉 Palau	333	439	300	199	147	127	115	13,885
其他 Others	0	0	0	0	0	0	0	0
合計 Total	2,481	3,066	1,942	1,397	1,024	1,041	883	116,538
非洲地區 AFRICA								
南非 S. Africa	0	0	0	0	0	0	0	0
合計 Total	0	0	0	0	0	0	0	0
其他 Others	11,307	24,133	11,668	4,822	4,242	4,329	3,479	253,635
總計 Grand Total	208,129	319,294	168,612	89,545	77,127	75,377	63,896	7,328,784
百分比 %	2.84	4.36	2.30	1.22	1.05	1.03	0.87	100.00

八十九年中華民國出國旅遊國民年齡統計
Outbound Departures of Nationals of the Republic of China by Age, 2000

首站抵達地 First Destination	十二歲以下 12 and Under	十三歲至 十九歲 13 - 19	二十歲至 二十九歲 20 - 29	三十歲至 三十九歲 30 - 39	四十歲至 四十九歲 40 - 49	五十歲至 五十九歲 50 - 59	六十歲及 以上 60 and Over	合計 Total
亞洲地區 ASIA								
香港 Hong Kong	89,930	43,278	295,390	630,880	681,072	310,452	260,093	2,311,095
日本 Japan	50,487	32,861	150,544	198,232	166,934	96,987	115,343	811,388
韓國 Korea	5,571	3,163	20,920	33,089	26,694	11,569	7,825	108,831
新加坡 Singapore	23,660	12,420	41,132	63,337	52,256	24,041	17,493	234,339
馬來西亞 Malaysia	22,483	10,363	66,758	81,455	62,761	31,541	24,303	299,664
泰國 Thailand	33,809	19,426	142,377	137,631	114,026	62,512	47,403	557,184
菲律賓 Philippines	1,703	565	5,801	11,308	11,760	5,120	2,676	38,933
印尼 Indonesia	15,949	6,318	58,297	61,984	42,434	21,197	15,107	221,286
汶萊 Brunei	582	382	1,119	1,301	1,642	1,640	2,439	9,105
緬甸 Myanmar	1,156	300	1,996	5,665	7,779	4,907	4,448	26,251
越南 Vietnam	10,028	1,053	15,591	58,954	61,626	30,430	21,788	199,470
澳門 Macao	27,237	12,403	97,541	260,617	317,639	167,534	149,667	1,032,638
其他 Others	33	7	278	670	815	714	918	3,435
合計 Total	282,628	142,539	897,744	1,545,123	1,547,438	768,644	669,503	5,853,619
美洲地區 AMERICA								
美國 U.S.A.	39,838	32,047	121,864	155,767	136,255	84,919	80,444	651,134
加拿大 Canada	12,204	13,249	25,780	30,997	45,790	29,636	23,753	181,409
合計 Total	52,042	45,296	147,644	186,764	182,045	114,555	104,197	832,543
歐洲地區 EUROPE								
法國 France	620	699	4,638	7,439	5,331	2,629	1,602	22,958
德國 Germany	329	435	2,368	3,801	3,403	2,099	1,490	13,925
義大利 Italy	327	422	3,724	4,637	2,936	1,867	1,225	15,138
荷蘭 Netherlands	6,211	4,398	32,183	36,991	30,098	16,162	10,978	137,021
瑞士 Switzerland	1,025	734	4,831	5,555	3,982	2,243	1,886	20,256
英國 U.K.	1,830	2,448	9,730	10,706	7,678	4,415	3,470	40,277
奧地利 Austria	820	647	3,501	6,580	5,964	3,179	2,183	22,874
合計 Total	11,162	9,783	60,975	75,709	59,392	32,594	22,834	272,449
大洋洲 OCEANIA								
澳大利亞 Australia	4,375	3,633	10,959	11,027	11,001	6,340	4,539	51,874
紐西蘭 New Zealand	3,726	3,195	8,132	9,643	12,155	8,032	5,896	50,779
帛琉 Palau	827	492	4,183	4,375	2,466	994	548	13,885
其他 Others	0	0	0	0	0	0	0	0
合計 Total	8,928	7,320	23,274	25,045	25,622	15,366	10,983	116,538
非洲地區 AFRICA								
南非 S. Africa	0	0	0	0	0	0	0	0
合計 Total	0	0	0	0	0	0	0	0
其他 Others	18,237	10,435	53,368	63,064	55,605	29,621	23,305	253,635
總計 Grand Total	372,997	215,373	1,183,005	1,895,705	1,870,102	960,780	830,822	7,328,784
百分比 %	5.09	2.94	16.14	25.87	25.52	13.11	11.34	100.00

八十九年中華民國出國旅遊國民性別統計

Outbound Departures of Nationals of the Republic of China by Sex, 2000

首站抵達地 First Destination	男 Male		女 Female		合計 Total
	人數 No. of Visitors	佔合計百分比 % of Total	人數 No. of Visitors	佔合計百分比 % of Total	
亞洲地區 ASIA					
香港Hong Kong	1,523,422	65.92	787,673	34.08	2,311,095
日本Japan	359,127	44.26	452,261	55.74	811,388
韓國Korea	56,934	52.31	51,897	47.69	108,831
新加坡Singapore	115,655	49.35	118,684	50.65	234,339
馬來西亞Malaysia	148,081	49.42	151,583	50.58	299,664
泰國Thailand	274,058	49.19	283,126	50.81	557,184
菲律賓Philippines	26,166	67.21	12,767	32.79	38,933
印尼Indonesia	111,445	50.36	109,841	49.64	221,286
汶萊Brunei	3,909	42.93	5,196	57.07	9,105
緬甸Myanmar	16,104	61.35	10,147	38.65	26,251
越南Vietnam	160,013	80.22	39,457	19.78	199,470
澳門Macao	747,310	72.37	285,328	27.63	1,032,638
其他Others	1,850	53.86	1,585	46.14	3,435
合計Total	3,544,074	60.55	2,309,545	39.45	5,853,619
美洲地區 AMERICA					
美國U.S.A.	321,361	49.35	329,773	50.65	651,134
加拿大Canada	78,232	43.12	103,177	56.88	181,409
合計Total	399,593	48.00	432,950	52.00	832,543
歐洲地區 EUROPE					
法國France	11,175	48.68	11,783	51.32	22,958
德國Germany	6,253	44.90	7,672	55.10	13,925
義大利Italy	5,782	38.20	9,356	61.80	15,138
荷蘭Netherlands	71,021	51.83	66,000	48.17	137,021
瑞士Switzerland	9,363	46.22	10,893	53.78	20,256
英國U.K.	18,993	47.16	21,284	52.84	40,277
奧地利Austria	12,234	53.48	10,640	46.52	22,874
合計Total	134,821	49.48	137,628	50.52	272,449
大洋洲 OCEANIA					
澳大利亞Australia	22,632	43.63	29,242	56.37	51,874
紐西蘭New Zealand	22,159	43.64	28,620	56.36	50,779
帛琉Palau	7,303	52.60	6,582	47.40	13,885
其他Others	0	0.00	0	0.00	0
合計Total	52,094	44.70	64,444	55.30	116,538
非洲地區 AFRICA					
南非S. Africa	0	0.00	0	0.00	0
合計Total	0	0.00	0	0.00	0
其他Others	125,074	49.31	128,561	50.69	253,635
總計Grand Total	4,255,656	58.07	3,073,128	41.93	7,328,784

八十九年中華民國國民出國搭乘交通工具及出境港口統計

Outbound Departures of Nationals of the Republic of China by Mode of Transport & Port of Departure, 2000

首站抵達地 First Destination	飛機 Air			輪船 Sea					總計 Total
	中正機場 C.K.S.	高雄 Kaohsiung	小計 Subtotal	基隆 Keelung	台中 Tai-chung	花蓮 Hualien	高雄 Kao-shiung	小計 Sub-Total	
亞洲地區 ASIA									
香港Hong Kong	1,910,367	400,728	2,311,095	0	0	0	0	0	2,311,095
日本Japan	726,079	85,309	811,388	0	0	0	0	0	811,388
韓國Korea	105,011	3,820	108,831	0	0	0	0	0	108,831
新加坡Singapore	193,837	40,502	234,339	0	0	0	0	0	234,339
馬來西亞Malaysia	243,632	56,032	299,664	0	0	0	0	0	299,664
泰國Thailand	418,839	138,345	557,184	0	0	0	0	0	557,184
菲律賓Philippines	32,275	6,658	38,933	0	0	0	0	0	38,933
印尼Indonesia	197,188	24,098	221,286	0	0	0	0	0	221,286
汶萊Brunei	9,058	47	9,105	0	0	0	0	0	9,105
緬甸Myanmar	25,358	893	26,251	0	0	0	0	0	26,251
越南Vietnam	151,962	47,508	199,470	0	0	0	0	0	199,470
澳門Macao	754,520	278,118	1,032,638	0	0	0	0	0	1,032,638
其他Others	1,911	1,524	3,435	0	0	0	0	0	3,435
合計Total	4,770,037	1,083,582	5,853,619	0	0	0	0	0	5,853,619
美洲地區 AMERICA									
美國U.S.A.	611,968	39,166	651,134	0	0	0	0	0	651,134
加拿大Canada	170,095	11,314	181,409	0	0	0	0	0	181,409
合計Total	782,063	50,480	832,543	0	0	0	0	0	832,543
歐洲地區 EUROPE									
法國France	21,576	1,382	22,958	0	0	0	0	0	22,958
德國Germany	13,126	799	13,925	0	0	0	0	0	13,925
義大利Italy	13,841	1,297	15,138	0	0	0	0	0	15,138
荷蘭Netherlands	133,451	3,570	137,021	0	0	0	0	0	137,021
瑞士Switzerland	19,946	310	20,256	0	0	0	0	0	20,256
英國U.K.	38,901	1,376	40,277	0	0	0	0	0	40,277
奧地利Austria	21,834	1,040	22,874	0	0	0	0	0	22,874
合計Total	262,675	9,774	272,449	0	0	0	0	0	272,449
大洋洲 OCEANIA									
澳大利亞Australia	49,178	2,696	51,874	0	0	0	0	0	51,874
紐西蘭New Zealand	48,047	2,732	50,779	0	0	0	0	0	50,779
帛琉Palau	6,920	6,965	13,885	0	0	0	0	0	13,885
其他Others	0	0	0	0	0	0	0	0	0
合計Total	104,145	12,393	116,538	0	0	0	0	0	116,538
非洲地區 AFRICA									
南非S. Africa	0	0	0	0	0	0	0	0	0
合計Total	0	0	0	0	0	0	0	0	0
其他Others	43,848	119,394	163,242	86,762	255	9	3,367	90,393	253,635
總計Grand Total	5,962,768	1,275,623	7,238,391	86,762	255	9	3,367	90,393	7,328,784
百分比%	81.36	17.41	98.77	1.18	0.00	0.00	0.05	1.23	100.00

八十九年中華民國出國旅遊國民停留夜數分析

Outbound Departures of Nationals of the Republic of China by Length of Stay, 2000

首站抵達地 First Destination		一夜 1 Night	二夜 2 Nights	三夜 3 Nights	四夜 4 Nights	五至七夜 5-7 Nights
亞洲地區 ASIA	香港Hong Kong	42,941	192,297	224,704	216,043	487,661
	日本Japan	11,038	38,632	115,928	212,354	175,533
	韓國Korea	7,064	10,377	13,660	44,607	11,278
	新加坡Singapore	3,787	14,544	87,731	19,288	23,621
	馬來西亞Malaysia	1,670	8,897	37,750	131,760	30,079
	泰國Thailand	2,782	11,389	58,485	178,324	186,263
	菲律賓Philippines	826	2,414	5,255	3,834	4,099
	印尼Indonesia	1,375	6,690	17,543	113,760	26,713
	汶萊Brunei	1	0	215	138	613
	緬甸Myanmar	18	637	1,764	5,084	8,322
	越南Vietnam	1,216	6,371	11,548	27,922	56,552
	澳門Macao	12,278	54,927	88,709	193,727	288,077
	其他Others	1	137	93	352	472
合計Total	84,997	347,312	663,385	1,147,193	1,299,283	
美洲地區 AMERICA	美國U.S.A.	2,045	6,061	24,764	62,246	102,842
	加拿大Canada	254	426	875	1,407	22,770
	合計Total	2,299	6,487	25,639	63,653	125,612
歐洲地區 EUROPE	法國France	3	34	130	137	3,427
	德國Germany	3	2	13	32	861
	義大利Italy	0	2	2	16	590
	荷蘭Netherlands	251	1,226	3,608	7,679	53,831
	瑞士Switzerland	8	128	269	997	9,249
	英國U.K.	30	1,558	720	1,517	3,694
	奧地利Austria	5	374	140	682	2,959
	合計Total	300	3,324	4,882	11,060	74,611
大洋洲 OCEANIA	澳大利亞Australia	37	52	148	360	15,228
	紐西蘭New Zealand	42	56	91	201	13,849
	帛琉Palau	0	0	0	0	153
	其他Others	0	0	0	0	0
	合計Total	79	108	239	561	29,230
非洲地區 AFRICA	南非S. Africa	0	0	0	0	0
	合計Total	0	0	0	0	0
其他Others	55,585	58,828	98,547	183,713	219,405	
總計Grand Total	143,260	416,059	792,692	1,406,180	1,748,141	
百分比%	2.08	6.04	11.51	20.42	25.39	

八至十五夜 8-15 Nights	十六至三十夜 16-30 Nights	三十一至六十夜 31-60 Nights	停留夜數合計 Total Visitor Nights	人數合計 Total Visitors	平均停留夜數 Average Length of Stay
471,445	218,220	215,876	24,190,421	2,069,187	11.69
58,327	19,684	20,613	4,251,430	652,109	6.52
7,472	2,492	1,944	529,592	98,894	5.36
21,936	11,556	9,924	1,447,517	192,387	7.52
17,222	8,399	8,535	1,585,490	244,312	6.49
33,849	12,878	9,318	2,979,956	493,288	6.04
3,034	1,908	1,619	207,717	22,989	9.04
17,994	9,874	7,578	1,439,630	201,527	7.14
115	52	32	9,235	1,166	7.92
3,600	2,277	1,354	229,508	23,056	9.95
31,861	12,695	10,115	1,565,087	158,280	9.89
147,337	67,661	68,141	8,946,111	920,857	9.71
112	76	62	10,198	1,305	7.81
814,304	367,772	355,111	47,391,892	5,079,357	9.33
162,568	86,017	68,119	7,541,197	514,662	14.65
76,015	22,006	16,983	2,094,738	140,736	14.88
238,583	108,023	85,102	9,635,935	655,398	14.70
6,022	1,508	591	142,620	11,852	12.03
1,687	276	81	34,313	2,955	11.61
774	173	20	17,017	1,577	10.79
30,523	9,182	5,509	1,098,355	111,809	9.82
3,947	1,624	838	176,776	17,060	10.36
8,326	3,523	1,903	283,282	21,271	13.32
6,391	1,755	762	157,891	13,068	12.08
57,670	18,041	9,704	1,910,254	179,592	10.64
7,168	2,210	2,245	316,531	27,448	11.53
11,339	4,049	3,721	460,605	33,348	13.81
56	53	42	4,881	304	16.06
0	0	0	0	0	-
18,563	6,312	6,008	782,017	61,100	12.80
0	0	0	0	0	-
0	0	0	0	0	-
174,183	60,201	59,469	8,155,787	909,931	8.96
1,303,303	560,349	515,394	67,875,885	6,885,378	9.86
18.93	8.14	7.49		100.00	

八十九年中正機場入、出境總機位數及載客數 Number of Available Airline Seats and Passengers Load Factor for

月別 Month	入境 Arrivals							
	機位數 Available Seats			載客數 Number of Passengers			載客率 % Load Factor	
	八十九年 2000	八十八年 1999	成長率 % Change ±%	八十九年 2000	八十八年 1999	成長率 % Change ±%	八十九年 2000	八十八年 1999
合計 Total	13,183,834	12,764,518	3.29%	10,164,126	9,351,775	8.69%	77.10%	73.26%
一月 January	1,039,947	1,088,698	-4.48%	677,311	687,537	-1.49%	65.13%	63.15%
二月 February	1,067,111	1,042,690	2.34%	802,717	762,450	5.28%	75.22%	73.12%
三月 March	1,077,970	1,082,318	-0.40%	771,829	743,257	3.84%	71.60%	68.67%
四月 April	1,077,414	1,069,043	0.78%	869,132	795,098	9.31%	80.67%	74.37%
五月 May	1,109,437	1,083,626	2.38%	854,419	803,719	6.31%	77.01%	74.17%
六月 June	1,087,389	1,049,687	3.59%	886,394	833,302	6.37%	81.52%	79.39%
七月 July	1,144,584	1,106,454	3.45%	969,438	897,820	7.98%	84.70%	81.14%
八月 August	1,131,968	1,099,710	2.93%	978,546	950,154	2.99%	86.45%	86.40%
九月 September	1,093,166	1,032,322	5.89%	862,096	734,330	17.40%	78.86%	71.13%
十月 October	1,127,846	1,033,654	9.11%	861,773	689,232	25.03%	76.41%	66.68%
十一月 November	1,082,881	1,013,301	6.87%	799,463	728,035	9.81%	73.83%	71.85%
十二月 December	1,144,121	1,063,015	7.63%	831,008	726,841	14.33%	72.63%	68.38%

Chiang Kai-Shek International Airport, 2000

月別 Month	出境 Departures							
	機位數 Available Seats			載客數 Number of Passengers			載客率 % Load Factor	
	八十九年 2000	八十八年 1999	成長率 % Change ±%	八十九年 2000	八十八年 1999	成長率 % Change ±%	八十九年 2000	八十八年 1999
合計 Total	13,174,040	12,767,184	3.19%	10,171,159	9,373,653	8.51%	77.21%	73.42%
一月 January	1,044,665	1,089,878	-4.15%	685,648	732,477	-6.39%	65.63%	67.21%
二月 February	1,063,139	1,040,653	2.16%	821,189	730,230	12.46%	77.24%	70.17%
三月 March	1,079,186	1,084,666	-0.51%	796,860	754,594	5.60%	73.84%	69.57%
四月 April	1,074,445	1,068,095	0.59%	878,362	820,395	7.07%	81.75%	76.81%
五月 May	1,108,130	1,085,390	2.10%	855,382	800,638	6.84%	77.19%	73.77%
六月 June	1,085,691	1,051,646	3.24%	902,668	845,315	6.78%	83.14%	80.38%
七月 July	1,143,671	1,110,375	3.00%	999,411	937,252	6.63%	87.39%	84.41%
八月 August	1,128,293	1,097,823	2.78%	943,708	909,953	3.71%	83.64%	82.89%
九月 September	1,092,641	1,034,027	5.67%	860,760	756,030	13.85%	78.78%	73.12%
十月 October	1,130,164	1,032,302	9.48%	847,716	675,003	25.59%	75.01%	65.39%
十一月 November	1,081,727	1,014,284	6.65%	779,266	715,854	8.86%	72.04%	70.58%
十二月 December	1,142,288	1,058,045	7.96%	800,189	695,912	14.98%	70.05%	65.77%

八十九年台閩地區主要觀光遊憩區遊客人數月別統計

Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000

Class	觀光遊憩區 Tourist Spots	縣市別 Location	一月 Jan.	二月 Feb.
國家公園 National Parks	陽明山國家公園 Yangmingshan National Park :	台北市 Taipei City		
	小油坑遊客服務站 Hsiaoyukeng Information Center		39,735	39,195
	大屯遊客服務站 Tatun Nature Park Information Center		22,800	20,435
	冷水坑遊客服務站 Lengshuikeng Information Center		45,585	34,400
	擎天崗遊客服務站 Chingtienkang Information Center		35,900	47,510
	龍鳳谷遊客服務站 Lungfengku Information Center		49,800	51,600
	遊客中心 Information Center		23,281	35,490
	陽明書屋 Yang Ming Studio		16,826	14,156
	陽明公園 Yangmingshan Park		60,000	70,000
	童軍露營場 Boy Scout Campground		2,124	2,752
墾丁國家公園 Kenting National Park :	高雄、屏東縣 Kaohsiung / Pingtung Counties			
鵝鑾鼻公園 Eluanbi Park		51,208	81,173	
貓鼻頭公園 Maubitou Park		51,063	82,081	
墾丁森林遊樂區 Kenting Forest Recreation Area		47,815	84,537	
佳樂水風景區 Jialesuei Scenic Area		19,224	59,846	
社頂自然公園 Sheding Nature Park		23,193	42,097	
南仁山生態保護區 Nanrenshan Ecological Protection Area		6,382	7,800	
龍坑生態保護區 Lungkeng Ecological Protection Area		3,828	13,536	
南灣海域遊憩區 Nanwan Coastal Recreation Area		7,860	17,413	
小灣海域遊憩區 Hsiaowan Coastal Recreation Area		2,905	6,434	
瓊麻歷史工業展示館 Sisal Industry Historical Monument		2,877	5,289	
龍鑾潭自然中心 Lungluntan Nature Center		34,673	21,470	
砂島殼砂展示館 Shatau Shell Beach Exhibition Hall		5,180	6,847	
玉山國家公園 Yushan National Park :	南投、嘉義縣 Nantou / Chiayi Counties			
塔塔加遊憩區 Tataka Recreation Area		18,585	24,160	
東埔登山口 Tungpu Entrance		-	-	
梅山遊客中心 Meishan Recreation Area		24,982	38,614	
南安遊客中心 Nanan Visitor Center		4,041	6,948	
管理處遊客服務中心 Visitor Center		978	2,642	
太魯閣國家公園 Taroko National Park :	台中、花蓮縣 Taichung / Hualien Counties			
太魯閣國家公園遊客中心 Taroko National Park Tourist Service Center		18,672	49,311	
布洛灣遊憩區 Pulowan Recreation Area		9,519	29,440	
太魯閣國家公園入口收費站 Toll Station		46,679	150,949	
雪霸國家公園 Shei-pa National Park :	台中、新竹、苗栗縣 Taichung / Hsinchu / Miaoli Counties			
武陵遊憩區 Wuling Farm Recreational Area		3,537	9,288	
觀霧遊憩區 Kuanwu Recreational Area		10,570	12,734	
金門國家公園 Kinmen National Park :	金門縣 Kinmen County			
中山紀念林 Chung Shan Memorial Woods		48,359	79,701	
翟山坑道 Chaishan Tunnel		-	-	
民俗村 Kinmen Folk Culture Village		4,580	9,885	

三月 Mar.	四月 Apr.	五月 May	六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
26,331	17,197	29,530	21,480	33,269	31,240	36,490	35,430	27,183	42,370	379,450
19,860	17,400	21,210	21,330	28,670	29,490	25,725	25,440	7,752	23,860	263,972
39,290	43,174	45,220	44,310	51,905	49,770	55,360	43,010	31,640	44,290	527,954
52,500	54,200	57,200	58,500	60,500	60,800	58,850	43,500	42,100	51,200	622,760
52,400	105,500	39,900	21,650	28,000	31,520	33,220	46,700	38,120	41,150	539,560
38,313	32,520	27,681	26,118	32,011	45,864	35,782	47,676	22,154	30,689	397,579
24,390	18,809	16,370	15,905	13,989	22,088	16,143	18,814	14,230	15,937	207,657
550,000	150,000	90,000	100,000	135,000	70,000	100,000	45,000	30,000	30,000	1,430,000
1,807	2,189	2,274	3,239	6,454	4,507	4,347	3,365	2,211	2,173	37,442
46,947	61,607	45,720	31,869	58,227	60,103	59,475	61,491	61,660	65,963	685,443
60,495	67,848	68,360	51,101	77,742	65,315	62,410	62,843	70,530	65,650	785,438
38,763	53,395	37,451	34,304	48,829	41,603	40,092	45,598	43,366	43,616	559,369
19,001	35,587	23,837	22,926	40,657	35,247	25,629	25,070	17,541	19,489	344,054
22,393	31,670	23,674	19,090	30,864	27,708	25,699	26,440	25,821	26,494	325,143
-	-	-	-	9,073	9,469	7,450	6,956	211	-	47,341
-	-	-	-	7,794	4,582	5,117	4,524	4,446	4,669	48,496
8,500	24,760	21,500	21,342	27,604	22,341	15,728	15,852	12,008	10,106	205,014
3,141	9,150	7,945	7,887	10,201	8,256	5,812	5,858	4,438	3,735	75,762
5,180	9,797	3,941	5,553	5,794	3,352	3,669	5,929	4,765	5,771	61,917
22,147	22,563	14,112	10,988	18,879	9,779	27,217	27,120	34,012	28,305	271,265
3,712	8,703	8,747	10,730	17,387	14,816	7,266	9,398	8,399	9,335	110,520
13,956	10,327	8,881	4,130	7,846	5,617	8,143	38,272	22,197	39,954	202,068
-	-	-	-	-	-	-	-	-	-	0
11,640	30,263	11,792	11,499	14,948	1,804	7,749	16,272	12,584	39,010	221,157
2,725	2,152	3,550	4,260	8,143	2,947	2,728	5,793	5,970	5,712	54,969
954	1,505	2,235	1,991	2,781	2,271	1,958	1,835	2,054	3,982	25,186
19,548	30,561	22,364	24,996	38,826	42,393	25,861	26,391	25,645	23,358	347,926
6,522	15,797	10,236	10,260	15,513	7,955	2,132	6,502	3,722	6,720	124,318
38,875	60,186	48,750	58,704	96,861	54,929	41,954	50,431	35,069	48,356	731,743
1,853	5,651	1,691	2,230	7,123	4,907	2,999	6,205	4,186	9,590	59,260
13,345	3,769	5,334	7,977	14,472	10,591	6,878	10,280	9,978	8,878	114,806
51,575	60,063	40,661	37,887	40,320	29,166	29,744	29,261	28,029	29,053	503,819
-	-	13,927	17,858	23,636	14,960	16,879	20,373	17,548	17,422	142,603
5,894	11,977	10,846	12,641	16,402	11,148	14,557	14,463	10,643	12,132	135,168

八十九年台閩地區主要觀光遊憩區遊客人數月別統計 (續)
Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000 (Continued)

Class 類別	觀光遊憩區 Tourist Spots	縣市別 Location	一月 Jan.	二月 Feb.
National Scenic Areas 國家級風景特定區	東北角海岸 Northeast Coast National Scenic Area :	台北、宜蘭縣 Taipei / Ilan Counties		
	鼻頭港服務區 Pitou Harbor Service Area		14,684	31,846
	龍洞灣公園 Lungdung Bay Park		-	-
	龍洞南口海洋公園 Lungdung South Ocean Park		7,614	8,908
	福隆遊客服務中心 Fulung Visitors Center		6,829	8,013
	大里遊客服務中心 Dali Visitors Center		13,071	28,452
	龍門露營區 Lungmen Riverside Camping Resort		1,209	983
	鹽寮海濱公園 Yenliao Beach Park		3,250	2,959
	福隆蔚藍海岸 Fulung Beach		2,625	2,627
	石城服務區 Shihcheng Service Center		3,342	4,126
	東部海岸 East Coast National Scenic Area :	花蓮、台東縣 Hualien / Taitung Counties		
	小野柳 Shiauyeliou		50,872	104,604
	杉原海水浴場 Shanyuan Beach		50	5,749
	三仙台 Sanshiantai		54,124	150,408
	八仙洞 Bashian Cave		18,272	54,814
	秀姑巒溪 Hsiukuluan River		2,023	369
	綠島 Green Island		10,863	11,403
	都歷處本部 National Scenic Area Headquarters		4,667	12,217
	石梯坪遊憩區 Shihtiping Recreation Area		26,078	26,078
	磯崎海水浴場 Chichi Beach		338	523
	花蓮管理站 Hualien Ranger Station		2,374	5,097
	澎湖 Penghu National Scenic Area :	澎湖縣 Penghu County		
	澎湖遊客服務中心 Penghu Visitors Service Center		357	895
	南海遊客服務中心 South Sea Visitors Service Center		3,284	2,764
	北海遊客服務中心 North Sea Visitors Service Center		860	673
	澎湖水族館 Penghu Aquarium		4,577	11,934
	林投公園 Lintou Park		-	-
	西嶼西臺 Shitai Fort, Shiyu		1,039	1,509
	吉貝海上樂園 Jibei Beach Park		-	-
	花東縱谷 East Rift Valley National Scenic Area :	台東、花蓮縣 Taitung / Hualien Counties		
	鯉魚潭風景特定區 Liyu Lake Scenic Area		29,793	66,525
	池南森林遊樂區 Chihnan Forest Recreation Area		661	3,249
	兆豐休閒農場 Chao Feng Leisure Farm		6,777	19,092
富源森林遊樂區 Fuyuan Forest Recreation Area		1,890	6,603	
關山親水公園 Kwansan Water Park		15,805	56,054	
池上牧野渡假村 Chih-shang Pastoral T.S.C.		4,496	16,147	
初鹿牧場 Chu Lu Pasturage		27,459	-	
大鵬灣 Tapeng Bay National Scenic Area :	屏東縣 Pingtung County			
日月潭 Sun Moon Lake National Scenic Area	南投縣 Nantou County			
日月潭風景區 Sun Moon Lake Scenic Area		16,109	41,954	
九族文化村 Formosan Aboriginal Culture Village		15,339	178,453	

三月 Mar.	四月 Apr.	五月 May	六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
19,924	10,396	15,628	23,688	32,150	24,672	18,298	15,290	13,962	15,102	235,640
-	-	1,200	11,000	18,500	24,166	10,143	4,926	1,564	1,740	73,239
7,464	16,868	16,646	13,659	29,461	29,462	9,042	6,954	3,537	4,339	153,954
8,245	11,285	10,552	12,294	17,235	12,183	12,719	13,979	10,665	14,994	138,993
24,865	19,907	15,869	15,676	20,628	16,882	-	-	-	-	155,350
1,208	2,051	8,415	12,152	23,582	18,577	15,837	14,954	659	2,319	101,946
3,654	5,360	6,284	3,572	7,350	8,200	7,300	3,500	2,750	4,700	58,879
2,414	6,238	7,118	11,373	24,826	16,977	8,912	5,854	-	-	88,964
2,636	4,183	3,741	4,110	6,645	6,060	3,926	3,608	1,314	3,099	46,790
46,280	76,098	58,934	46,090	83,678	52,974	47,502	51,492	38,768	62,352	719,644
2,518	6,387	3,849	8,818	13,259	10,917	4,886	15,200	908	1,673	74,214
54,128	86,780	58,358	57,922	88,538	61,308	51,354	52,934	43,668	58,852	818,374
19,228	30,892	19,756	19,494	28,506	18,960	16,866	15,822	14,990	19,164	276,764
77	1,805	3,634	19,628	25,876	9,079	12,787	2,421	384	42	78,125
13,322	38,421	31,700	44,925	56,482	8,712	35,404	28,591	8,294	6,777	294,894
5,904	9,236	6,203	6,486	12,106	5,165	3,537	5,281	7,257	9,867	87,926
32,224	35,736	19,135	22,019	37,278	15,480	21,967	22,183	13,731	19,367	291,276
245	997	2,417	4,208	7,243	4,179	1,682	889	211	571	23,503
3,219	3,519	5,808	8,680	9,351	9,707	5,429	3,666	2,383	2,061	61,294
1,379	4,002	5,435	5,852	7,702	6,068	4,821	2,848	1,782	1,575	42,716
10,748	22,722	31,899	30,957	40,266	15,379	16,032	8,246	70	4,019	186,386
2,900	26,417	18,542	26,545	47,203	23,425	18,611	2,826	494	1,081	169,577
8,103	31,824	34,557	38,313	63,365	33,931	27,141	12,093	5,121	-	270,959
1,140	4,883	4,248	4,037	5,970	3,050	2,963	2,484	1,565	883	31,223
2,896	15,693	17,667	18,290	27,592	13,882	13,927	4,813	1,808	1,591	120,707
-	2,202	3,394	2,819	16,372	13,233	1,818	-	-	-	39,838
29,250	26,780	27,250	31,850	35,628	52,865	41,250	55,280	31,520	43,280	471,271
2,495	2,257	1,343	1,541	1,757	1,097	896	1,089	1,495	584	18,464
27,250	21,392	13,734	14,243	22,935	15,787	10,711	16,669	8,080	7,213	183,883
1,956	4,784	2,318	2,933	4,526	2,565	1,389	3,110	3,819	2,048	37,941
19,577	39,160	28,257	22,309	34,913	22,714	20,072	25,569	23,615	44,754	352,799
5,465	10,029	12,271	8,481	15,666	9,150	7,637	8,944	5,694	9,348	113,328
-	4,600	25,983	25,844	51,637	33,546	25,712	30,599	24,372	34,697	284,449
-	-	-	-	-	-	-	-	-	-	0
12,774	19,439	12,899	8,295	13,680	16,178	31,319	50,644	40,457	46,832	310,580
91,752	100,289	64,416	20,875	28,950	33,148	28,981	45,244	58,337	63,878	729,662

八十九年台閩地區主要觀光遊憩區遊客人數月別統計 (續)
Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000 (Continued)

Class 類別	觀光遊憩區 Tourist Spots	縣市別 Location	一月 Jan.	二月 Feb.
公營觀光區 Government Sites	故宮博物院 National Palace Museum	台北市 Taipei City	160,607	223,049
	市立美術館 Taipei Fine Arts Museum	台北市 Taipei City	123,034	266,235
	忠烈祠 Revolutionary Martyrs Shrine	台北市 Taipei City	49,970	55,152
	國立歷史博物館 National Museum of History	台北市 Taipei City	14,222	35,802
	台灣科學教育館 National Taiwan Science Education Center	台北市 Taipei City	8,843	26,215
	台灣藝術教育館 National Taiwan Arts Education Institute	台北市 Taipei City	67,017	40,820
	市立動物園 Taipei Zoo	台北市 Taipei City	392,646	706,800
	市立兒童育樂中心 Taipei Municipal Children's Recreation Center	台北市 Taipei City	110,318	192,455
	市立天文科學教育館 Taipei Observatory	台北市 Taipei City	69,732	79,736
	市立兒童交通博物館 Children's Museum of Transportation	台北市 Taipei City	13,831	-
	中正公園 Chung Cheng Park	基隆市 Keelung City	89,202	83,363
	情人湖公園 Lover's Lake	基隆市 Keelung City	8,070	6,950
	暖東峽谷 Nuantung Valley	基隆市 Keelung City	613	853
	仙洞公園 Hsientung Park	基隆市 Keelung City	2,282	2,611
	八斗子濱海公園 Patoutzu Seashore Park	基隆市 Keelung City	9,273	7,012
	武荖坑風景區 Wulaokeng Scenic Area	宜蘭縣 Ilan County	4,512	9,263
	蘇澳冷泉 Suao Cold Springs	宜蘭縣 Ilan County	5,300	30,515
	棲蘭森林遊樂區 Chilan Forest Recreation Area	宜蘭縣 Ilan County	3,571	9,878
	明池森林遊樂區 Bright Lake Forest Recreation Area	宜蘭縣 Ilan County	3,343	8,340
	台灣電影文化城 Taiwan Studio City	台中縣 Taichung County	-	-
	福壽山農場 Fushoushan Farm	台中縣 Taichung County	2,762	3,291
	嘉義農場 Chiayi Farm	嘉義縣 Chiayi County	5,619	17,075
	鳳凰谷鳥園 Phoenix Valley Bird Park	南投縣 Nantou County	-	-
	清境農場 Chinging Farm	南投縣 Nantou County	7,579	18,789
	惠蓀林場 Hueisun Forest Area	南投縣 Nantou County	-	-
	溪頭森林遊樂區 Hsitou Forest Recreation Area	南投縣 Nantou County	5,000	28,486
	尖山埤水庫風景區 Chienshanpei Scenic Area	台南縣 Tainan County	5,319	14,786
	萬壽山動物園 Wanshoushan Zoo	高雄市 Kaohsiung City	52,805	119,899
	高雄史蹟文物陳列館 Former British Consulate	高雄市 Kaohsiung City	5,500	7,000
	旗津海岸公園 Chichin Seashore Park	高雄市 Kaohsiung City	118,075	276,900
	蓮池潭 Lotus Pond	高雄市 Kaohsiung City	40,210	89,980
	國立科學工藝博物館 National Science & Technology Museum	高雄市 Kaohsiung City	73,837	97,456
	高雄市立美術館 Kaohsiung Museum of Fine Arts	高雄市 Kaohsiung City	22,849	35,065
	莒光樓 Chukuang Tower	金門縣 Kinmen County	4,383	10,516
台灣原住民族文化園區 Taiwan Aboriginal Culture Park	屏東縣 Pingtung County	24,721	64,951	
國立自然科學博物館 National Museum of Natural Science	台中市 Taichung City	186,246	362,578	
鹿港民俗文物館 Lukang Folk Arts Museum	彰化縣 Changhua County	4,762	13,182	
中正航空科學館 Chung Cheng Aviation Museum	桃園縣 Taoyuan County	13,414	16,095	
台東農場 (東河分場) Tung-Ho Recreation Farm	台東縣 Taitung County	1,650	3,625	

三月 Mar.	四月 Apr.	五月 May	六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
125,409	187,882	150,796	125,348	172,827	146,058	125,214	197,139	167,583	195,009	1,976,921
41,023	6,925	-	27,013	43,190	40,304	45,467	45,497	40,869	43,683	723,240
62,579	53,228	56,265	62,408	60,320	67,000	64,200	69,231	51,200	53,100	704,653
41,949	159,915	68,237	20,221	35,750	33,652	17,846	21,045	45,772	175,109	669,520
15,323	24,705	15,774	16,131	37,205	26,176	12,563	12,576	13,375	21,966	230,852
43,948	45,660	39,769	40,624	59,682	42,456	47,324	59,180	41,977	54,062	582,519
181,117	461,638	310,390	193,600	228,417	407,981	416,846	796,845	670,150	723,068	5,489,498
96,772	144,061	99,622	61,506	138,930	146,716	86,307	95,792	46,850	81,237	1,300,566
59,236	88,000	84,918	58,884	127,961	131,342	71,710	103,123	128,507	109,761	1,112,910
-	-	-	-	7,129	10,693	7,128	10,000	21,100	-	69,881
96,793	97,536	98,384	92,144	97,294	88,615	93,932	84,225	80,345	81,324	1,083,157
7,163	10,693	10,176	10,060	6,727	5,347	6,938	8,021	5,492	7,575	93,212
938	1,319	1,433	1,789	3,553	1,968	1,553	827	-	-	14,846
2,405	3,350	3,109	2,702	3,008	2,685	2,757	2,568	2,143	2,418	32,038
5,242	5,930	5,414	6,789	11,939	7,827	5,740	5,307	5,073	4,087	79,633
5,932	19,574	20,566	26,932	54,239	40,294	24,895	16,187	8,567	8,095	239,056
5,100	2,500	6,550	5,630	78,000	78,400	43,300	21,000	2,125	2,590	281,010
1,931	5,566	4,343	4,031	10,878	10,125	5,588	4,765	2,705	3,068	66,449
1,814	4,046	4,530	3,650	7,773	8,315	3,170	4,872	2,770	3,116	55,739
-	-	-	-	-	-	-	-	-	-	-
898	1,958	1,478	1,448	3,900	2,521	1,283	4,464	2,289	4,307	30,599
6,570	8,263	6,511	3,614	7,550	4,589	3,924	8,637	4,632	10,007	86,991
-	-	-	-	-	-	2,523	8,367	5,514	11,972	28,376
1,234	7,692	2,499	4,240	4,660	7,059	6,687	15,735	21,690	35,968	133,832
-	-	-	1,326	-	-	6,197	18,010	9,665	14,114	49,312
8,172	16,747	15,169	9,598	27,833	16,154	22,853	57,135	35,496	50,966	293,609
7,001	8,420	7,225	3,589	5,235	5,006	6,420	7,312	6,632	8,283	85,228
16,133	72,749	38,618	21,205	31,726	41,177	35,794	63,044	60,677	62,783	616,610
4,500	6,000	5,500	6,000	5,000	6,500	5,500	10,000	5,800	1,800	69,100
83,000	81,800	80,120	69,900	113,108	79,588	56,920	58,150	49,970	55,310	1,122,841
40,080	39,680	40,660	41,230	42,130	45,900	32,790	39,990	38,563	40,120	531,333
78,861	116,815	92,854	116,660	192,491	92,115	91,967	84,006	94,289	88,640	1,219,991
75,491	191,559	16,041	16,344	19,312	18,996	26,154	42,914	36,462	38,273	539,460
8,750	14,942	10,681	14,511	18,763	12,400	15,306	17,011	15,367	14,966	157,596
27,695	39,442	30,625	23,170	27,702	25,576	26,112	32,221	39,044	45,997	407,256
360,875	546,605	335,285	324,790	429,333	358,808	192,957	226,734	227,088	278,525	3,829,824
5,694	9,353	5,778	7,173	8,615	8,292	4,940	6,489	6,051	7,043	87,372
16,765	24,207	20,158	13,258	23,123	23,211	13,052	19,213	19,887	18,117	220,500
1,960	3,215	1,215	1,000	1,014	678	78	407	903	1,774	17,519

八十九年台閩地區主要觀光遊憩區遊客人數月別統計 (續)
Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000 (Continued)

Class 類別	觀光遊憩區 Tourist Spots	縣市別 Location	一月 Jan.	二月 Feb.
省級風景特定區 Provincial Scenic Areas	北海岸風景區 North Coast Scenic Area :	台北縣 Taipei County		
	達樂花園 Dallas Garden	台北縣 Taipei County	1,133	2,117
	海王星樂園 Sea King Paradise	台北縣 Taipei County	-	-
	野柳風景區 Yehliu Special Scenic Area	台北縣 Taipei County	34,621	42,105
	石門洞 Shihmem Sea Cave	台北縣 Taipei County	20,000	25,500
	跳石海岸 Tiaoshih Beach	台北縣 Taipei County	8,500	6,000
	海洋世界 Ocean World	台北縣 Taipei County	7,551	11,043
	海濱公園 Chinshan Seaside Park	台北縣 Taipei County	6,500	6,500
	金山溫泉館 Chinshan Hot-Spring Gym Pool	台北縣 Taipei County	9,757	19,319
	新金山海水浴場 New Chinshan Bathing Beach	台北縣 Taipei County	-	-
	白沙灣海水浴場 White Sand Beach	台北縣 Taipei County	-	-
	翡翠灣海水浴場 Green Bay	台北縣 Taipei County	16,270	13,033
	觀音山風景區 Guanyinshan Scenic Area	台北縣 Taipei County	161,000	153,800
	烏來風景區 Wulai Scenic Area	台北縣 Taipei County	61,356	137,095
	十分瀑布風景區 Shihfen Scenic Area	台北縣 Taipei County	5,313	9,463
	碧潭風景區 Pitan Scenic Area	台北縣 Taipei County	40,182	37,824
	石門水庫風景區 Shihmen Dam Scenic Area	桃園縣 Taoyuan County	54,245	87,275
	獅頭山風景區 Lion's Head Mountain Scenic Area	苗栗、新竹縣 Miaoli / Hsinchu Counties	72,500	63,231
	梨山風景區 Lishan Scenic Area	台中縣 Taichung County	3,745	4,578
	八卦山脈風景特定區 Pakuashan Provincial Scenic Area :	彰化縣 Changhua County		
	松柏嶺森林公園 Sungpoling Forest Park	彰化縣 Changhua County	43,500	46,500
	虎山巖遊憩區 Hushanyan Temple Scenic Area	彰化縣 Changhua County	6,800	8,400
	百果山風景區 Mt. Paikuo Recreation Area	彰化縣 Changhua County	-	-
	新百果山遊樂園 New Mt. Paikuo Recreation District	彰化縣 Changhua County	5,084	20,124
	清水岩童軍營地 Chingshuiyen Boy Scout Campground	彰化縣 Changhua County	6,608	6,534
	田中森林公園 Tienchung Forest Park	彰化縣 Changhua County	19,102	17,080
	大佛風景區 Pakuashan Buddha Scenic Area	彰化縣 Changhua County	30,000	120,000
	受天宮 Shoutien Temple	台南縣 Tainan Counties	300,000	450,000
	曾文水庫風景區 Tsengwen Dam Scenic Area	嘉義、台南縣 Chiayi / Tainan Counties	19,282	39,129
	珊瑚潭風景區 Coral Lake Scenic Area	台南縣 Tainan County	17,585	31,893
	茂林風景區 Maolin Scenic Area	高雄縣 Kaohsiung County		
	茂林風景區 (含情人谷、多納溫泉) Maolin Scenic Area (including Lovers' Valley an Tona Hot Springs)	高雄縣 Kaohsiung County	22,007	52,020
	寶來、不老溫泉區 Paolai, Pulao Hot Springs	高雄縣 Kaohsiung County	10,500	48,790
新威苗圃 Hsinwei Nursery	高雄縣 Kaohsiung County	5,120	16,894	
十八羅漢山 Eighteen Arhats Mountain	高雄縣 Kaohsiung County	6,430	16,958	
新發大橋遊憩區 Hsinfa Bridge Recreation Area	高雄縣 Kaohsiung County	1,240	9,281	
邦腹溪遊憩區 Pangfu River Recreation Area	高雄縣 Kaohsiung County	1,120	8,293	
妙通寺、妙崇寺 Miaotung & Miaochung Temples	高雄縣 Kaohsiung County	5,810	21,690	
澄清湖風景區 Cheng Ching Lake Scenic Area	高雄縣 Kaohsiung County	46,628	92,643	

三月 Mar.	四月 Apr.	五月 May	六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
-	-	-	-	-	-	-	-	-	-	3,250
-	864	987	929	2,094	2,093	1,164	620	-	-	8,751
29,558	43,097	52,175	38,365	45,119	52,783	45,483	60,937	37,976	55,802	538,021
2,000	32,000	38,500	40,000	40,000	50,000	35,000	21,300	9,000	13,500	326,800
7,800	8,500	16,500	15,500	10,000	14,000	10,000	5,200	4,000	6,800	112,800
11,187	17,845	12,963	11,101	29,655	19,011	16,854	22,838	20,490	18,474	199,012
3,600	4,600	5,000	6,000	6,100	6,050	5,800	3,655	2,500	3,100	59,405
7,983	12,800	8,179	11,199	18,735	15,984	11,192	11,192	7,254	10,904	144,498
-	-	-	-	-	-	2,166	-	-	-	2,166
-	-	-	-	-	-	-	-	-	-	-
14,493	15,041	709	18,668	26,030	25,890	23,407	18,599	15,704	15,333	203,177
140,100	139,400	126,000	114,000	114,000	111,000	108,600	106,000	134,000	136,000	1,543,900
66,211	44,475	81,307	51,863	75,878	58,892	52,318	62,362	45,802	65,214	802,773
4,917	8,197	10,539	9,027	14,823	11,688	8,394	8,738	1,667	4,773	97,539
36,348	39,588	43,134	35,868	41,928	45,984	45,750	52,506	38,352	49,122	506,586
51,839	56,678	58,391	44,007	58,131	76,954	54,551	61,042	57,662	68,451	729,226
102,000	125,200	98,000	92,500	91,000	92,600	94,800	97,300	162,500	98,000	1,189,631
2,130	2,671	350	-	847	4,638	8,059	14,495	13,470	27,635	82,618
43,000	46,000	43,500	45,000	46,500	46,000	44,500	44,000	44,000	43,200	535,700
6,100	5,800	4,600	5,600	4,900	4,200	4,700	4,700	5,400	6,700	67,900
-	-	-	-	-	-	-	-	-	-	-
7,169	6,522	6,344	5,319	5,876	5,332	4,864	4,532	4,501	4,641	80,308
6,996	8,257	8,889	7,249	9,455	8,244	8,613	10,512	7,999	9,151	98,507
18,524	18,750	1,554	19,315	19,160	19,110	19,120	19,250	19,727	19,356	210,048
36,000	45,000	26,000	22,000	36,000	25,000	27,000	45,000	27,000	36,000	475,000
425,000	320,000	85,000	78,000	70,000	44,700	75,000	52,300	61,000	36,000	1,997,000
12,834	21,297	17,582	14,354	23,037	18,617	15,353	25,629	22,116	40,992	270,222
11,592	18,074	13,974	12,332	16,351	13,037	19,135	20,409	13,264	18,862	206,508
23,800	36,667	28,763	35,472	34,918	18,177	26,833	39,579	27,543	37,340	383,119
36,215	36,215	30,250	28,130	36,290	41,200	27,640	28,800	42,530	46,800	413,360
14,327	14,327	11,235	9,253	10,235	13,680	9,100	10,200	8,360	9,620	132,351
13,245	13,245	10,320	8,215	8,160	10,236	7,620	8,235	8,550	9,430	120,644
7,217	7,217	6,240	5,216	8,270	11,260	8,750	9,283	6,520	7,280	87,774
6,213	6,213	4,230	3,320	4,235	5,200	4,600	3,860	2,700	3,100	53,084
19,020	19,020	16,245	13,255	15,260	19,680	14,250	16,840	18,580	19,520	199,170
44,480	62,095	42,959	30,423	39,672	50,128	39,877	50,705	48,718	52,353	600,681

八十九年台閩地區主要觀光遊憩區遊客人數月別統計 (續)
 Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000 (Continued)

類別 Class	觀光遊憩區 Tourist Spots	縣市別 Location	一月 Jan.	二月 Feb.
縣級風景特區 County Scenic Areas	冬山河 Tungshan River	宜蘭縣 Ilan County	42,400	103,463
	大湖風景區 Grand Lake Scenic Area	宜蘭縣 Ilan County	3,000	2,000
	五峰旗瀑布 Five-Peak Waterfall	宜蘭縣 Ilan County	17,470	27,688
	梅花湖 Plum Flower Lake	宜蘭縣 Ilan County	1,200	3,688
	龍潭湖 Lungtan Lake	宜蘭縣 Ilan County	1,800	2,500
	小烏來 Hsiao-wulai	桃園縣 Taoyuan County	4,975	7,241
	清泉溫泉 Chingchuan Hot Spring	新竹縣 Hsinchu County	5,776	6,335
	明德水庫 Mingde Dam	苗栗縣 Miaoli County	2,691	2,391
	鐵崁山 Tiehchanshan	台中縣 Taichung County	20,933	46,150
	石岡水壩 Shihkang Dam	台中縣 Taichung County	-	-
	霧社 Wushe	南投縣 Nantou County	18,567	52,795
	東埔溫泉 Tungpu Hot Springs	南投縣 Nantou County	3,000	13,000
	草嶺 Tsaoiling	雲林縣 Youlin County	53,400	64,000
	中崙 Chunglun Scenic Area	嘉義縣 Chiayi County	400	800
	仁義潭 Renyitan Dam	嘉義縣 Chiayi County	17,000	32,000
	蘭潭 Lantan	嘉義市 Chiayi City	52,000	49,000
	關子嶺 Kuantzuling	台南縣 Tainan County	4,378	11,460
	虎頭埤 Hutoupei	台南縣 Tainan County	10,896	24,239
	小琉球 Hsiao Liuchiu	屏東縣 Pingtung County	5,762	26,911
森林遊樂區 Forest Recreation Areas	太平山 Mt. Taiping	宜蘭縣 Ilan County	20,629	38,086
	滿月圓 Full Moon Forest Recreation Area	台北縣 Taipei County	13,501	7,814
	內洞 Neitung Forest Recreation Area	台北縣 Taipei County	1,920	1,700
	東眼山 Tungyenshan Forest Recreation Area	桃園縣 Taoyuan County	6,110	5,382
	達觀山自然保護區 Takuanshan Nature Reserve	桃園縣 Taoyuan County	8,377	15,765
	八仙山 Pahsienshan Forest Recreation Area	台中縣 Taichung County	142	522
	大雪山 Tahsuehshan Forest Recreation Area	台中縣 Taichung County	1,303	3,047
	武陵 Wuling	台中縣 Taichung County	3,537	9,288
	奧萬大 Owanta	南投縣 Nantou County	5,636	6,050
	阿里山 Alishan Forest Recreation Area	嘉義縣 Chiayi County	20,388	50,327
	藤枝 Tengchih Forest Recreation Area	高雄縣 Kaohsiung County	12,388	23,303
	墾丁 Kenting Forest Recreation Area	屏東縣 Pingtung County	47,815	84,537
	知本 Chihpen Forest Recreation Area	台東縣 Taitung County	15,938	37,210
	富源 Fuyuan Forest Recreation Area	花蓮縣 Hualien County	1,890	6,603
	池南 Chihnan Forest Recreation Area	花蓮縣 Hualien County	661	3,249
	雙流 Shuangliu Forest Recreation Area	屏東縣 Pingtung County	3,773	7,667
	合歡山 Hohuanshan Forest Recreation Area	台中、南投、花蓮縣 Taichung/Nantou/Hualien Counties	621	555
海水浴場 Seaside Bathing Beach	洲子灣 Choutzuwan Beach	台北縣 Taipei County	-	-
	沙崙 Shalun Beach	台北縣 Taipei County	-	-
	福隆蔚藍海岸 Fulung Beach	台北縣 Taipei County	2,625	2,627
	頭城 Toucheng Beach	宜蘭縣 Ilan County	5,342	5,393
	崎頂 Chiting Bathing Beach	苗栗縣 Miaoli County	-	-

三月 Mar.	四月 Apr.	五月 May	六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
39,770	79,270	69,823	90,612	427,492	315,131	62,500	56,954	28,666	38,487	1,354,568
2,000	2,000	2,000	2,200	3,000	2,500	1,500	2,000	2,000	2,000	26,200
25,710	72,560	98,269	72,079	113,508	106,098	10,665	106,950	71,690	77,155	799,842
350	3,528	320	2,196	6,850	2,129	862	380	456	320	22,279
2,800	2,500	3,218	2,250	2,565	2,862	3,060	2,496	990	872	27,913
3,843	6,308	10,064	10,800	18,483	10,450	7,829	8,884	5,288	7,151	101,316
5,332	6,878	7,562	6,522	15,908	16,013	12,800	12,300	12,000	7,648	115,074
996	1,477	1,389	742	1,068	902	1,168	1,039	1,192	1,407	16,462
32,596	41,532	36,626	27,108	26,560	26,859	26,858	35,007	24,291	26,251	370,771
-	-	-	-	-	-	-	-	-	-	-
5,985	9,174	6,684	4,356	8,699	8,402	11,239	19,762	32,664	42,125	220,452
13,000	1,200	3,800	1,200	1,200	1,300	1,400	2,100	2,500	43,500	87,200
19,800	12,000	19,800	1,200	1,800	4,800	13,000	9,600	11,990	12,000	223,390
600	1,000	800	600	350	300	400	250	650	600	6,750
14,000	25,000	20,000	20,000	11,000	10,200	11,300	12,000	17,600	17,500	207,600
51,000	45,000	43,000	41,000	42,000	41,000	48,000	52,000	51,000	53,000	568,000
4,079	6,963	5,383	6,782	13,068	8,239	6,376	7,048	4,990	6,146	84,912
11,514	16,839	13,013	8,813	10,157	9,514	13,419	18,312	14,239	18,122	169,077
8,906	19,296	15,050	12,064	18,303	11,603	11,807	14,919	9,130	9,488	163,239
11,802	25,726	17,178	20,370	42,551	27,630	16,069	15,866	8,327	14,920	259,154
5,644	8,045	6,951	-	11,402	6,334	7,145	12,101	7,649	10,716	97,302
1,689	2,884	2,801	2,195	4,210	3,527	2,967	2,666	1,558	3,129	31,246
6,294	8,279	10,718	9,211	12,822	7,621	8,996	12,591	6,487	8,520	103,031
4,291	9,508	10,088	19,571	52,048	20,174	9,617	10,136	5,638	9,858	175,071
-	-	-	-	-	-	-	-	-	1,994	2,658
-	-	-	-	-	-	-	-	-	806	5,156
1,853	5,651	1,691	2,230	7,123	4,907	2,999	6,205	4,186	9,590	59,260
-	-	-	-	-	-	-	35,306	11,797	23,979	82,768
79,832	90,952	12,655	8,786	9,005	6,356	10,414	23,150	18,459	32,852	363,176
10,671	19,904	15,542	13,734	18,216	10,707	15,199	25,271	19,845	22,780	207,560
38,763	53,395	37,451	34,304	48,829	41,603	40,092	45,598	43,366	43,616	559,369
14,315	25,374	16,725	11,776	21,575	14,143	10,046	12,997	11,074	15,545	206,718
1,956	4,784	2,318	2,933	4,526	2,565	1,389	3,110	3,819	2,048	37,941
2,495	2,257	1,343	1,541	1,757	1,097	896	1,089	1,495	584	18,464
3,520	8,982	5,167	4,632	6,096	5,894	4,854	8,362	5,622	5,589	70,158
89	196	389	299	478	412	255	472	425	651	4,842
-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-
2,414	6,238	7,118	11,373	24,826	16,977	8,912	5,854	-	-	88,964
5,651	9,381	9,142	11,875	16,320	14,209	7,982	7,459	3,851	4,342	100,947
-	-	-	-	-	5,796	2,658	2,062	567	376	11,459

八十九年台閩地區主要觀光遊憩區遊客人數月別統計 (續)
Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000 (Continued)

類別 Class	觀光遊憩區 Tourist Spots	縣市別 Location	一月 Jan.	二月 Feb.
海水浴場	通霄 Tunghsiao Bathing Beach	苗栗縣 Miaoli County	5,173	3,500
	大安 Taan Beach	台中縣 Taichung County	-	-
	三條崙 Santiaolun Beach	雲林縣 Yunlin County	-	-
	馬沙溝 Mashakou Beach	台南縣 Tainan County	-	-
	磯崎海水浴場 Chichi Beach	花蓮縣 Hualien County	338	523
	旗津 Chichin Beach	高雄市 Kaohsiung City	2,272	5,847
	溪邊 Hsiapien Beach	金門市 Kinmen County	-	-
民營遊樂區 Amusement / Theme Parks	中影文化城 Chinese Culture & Movie Center	台北市 Taipei City	11,731	49,020
	海洋生活館 Taipei Sea World	台北市 Taipei City	40,223	85,424
	新光摩天展望台 Topview Taipei Observatory	台北市 Taipei City	22,503	34,779
	順益台灣原住民博物館 Shung Ye Museum of Formosan Aborigines	台北市 Taipei City	1,589	554
	台灣民俗北投文物館 Taiwan Folk Arts Museum	台北市 Taipei City	1,671	3,140
	明德樂園 Mean Dear Land	台北市 Taipei City	1,921	7,732
	野人谷風景遊樂區 Nature Valley	台北縣 Taipei County	1,265	1,847
	八仙樂園 Formosa Wonder World	台北縣 Taipei County	7,208	18,249
	樂樂谷 Happy Valley	台北縣 Taipei County	38	34
	珍珠嶺遊樂區 Chenchuling Paradise	台北縣 Taipei County	1,079	1,416
	大自然遊樂區 Nature Garden	台北縣 Taipei County	-	-
	達樂花園 Dallas Garden	台北縣 Taipei County	1,133	2,117
	海洋世界 Ocean World	台北縣 Taipei County	7,551	11,043
	雲仙樂園 Yun Hsien Dreamland	台北縣 Taipei County	14,034	42,890
	海王星樂園 Sea King Paradise	台北縣 Taipei County	-	-
	林口渡假村 Linkou Valley	台北縣 Taipei County	90	120
	小人國 Window on China	桃園縣 Taoyuan County	47,161	105,515
	味全埔心牧場 Weichuan Puhsin Pasture	桃園縣 Taoyuan County	64,496	48,148
	龍珠灣 Lung Chu Resort Center	桃園縣 Taoyuan County	2,750	2,805
	亞洲樂園 Asia Land Holiday	桃園縣 Taoyuan County	-	-
	六福村主題遊樂園 Lefoo Village	新竹縣 Hsinchu County	95,121	165,291
	金鳥海族遊樂園 Golden Bird Aquarium Recreation Ground	新竹縣 Hsinchu County	1,027	4,466
	童話世界 The Fairyland	新竹縣 Hsinchu County	1,774	4,218
	小叮噠科學遊樂園 Little Ding Dong Science Park	新竹縣 Hsinchu County	16,078	19,567
	萬瑞森林樂園 Wanruei Forest Park	新竹縣 Hsinchu County	2,454	2,329
	大聖遊樂世界 Saint Park	新竹縣 Hsinchu County	5,585	12,223
	香格里拉遊樂園 Shangrila Wonderland	苗栗縣 Miaoli County	13,144	13,727
	新中國城遊樂世界 China Town Amusement Park	苗栗縣 Miaoli County	632	6,418
	西湖渡假村 West Lake Holiday Village	苗栗縣 Miaoli County	8,093	22,406
	長青谷森林遊樂園 Evergreen Valley Forest Play Ground	苗栗縣 Miaoli County	1,200	3,900
	龍谷天然遊樂園 Dragon Valley Paradise	台中縣 Taichung County	424	1,090
	東勢林場 Tungshih Forest Area	台中縣 Taichung County	18,873	34,685
杉林溪遊樂園 Sun Link Sea	南投縣 Nantou County	-	-	
九族文化村 Formosan Aboriginal Culture Village	南投縣 Nantou County	15,339	178,453	

三月 Mar.	四月 Apr.	五月 May	六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
7,879	13,032	12,076	10,045	16,658	11,529	10,018	14,225	12,052	10,152	126,339
-	-	4,243	5,790	7,870	5,571	3,030	2,207	-	-	28,711
-	-	1,532	4,849	4,844	2,678	1,442	1,234	-	-	16,579
-	-	5,540	5,236	2,618	13,560	11,326	2,350	-	-	40,630
245	997	2,417	4,208	7,243	4,179	1,682	889	211	571	23,503
2,543	10,114	2,638	1,074	3,606	3,523	1,882	5,319	3,093	5,831	47,742
-	-	-	-	-	-	-	-	-	-	-
12,708	20,099	13,334	9,898	18,379	17,530	10,006	14,126	13,981	17,389	208,201
46,935	73,156	46,558	43,998	68,287	56,504	30,629	45,940	41,818	33,657	613,129
19,130	22,290	20,809	19,467	27,103	31,841	24,368	24,550	24,456	26,890	298,186
3,258	3,073	3,109	3,594	2,648	3,304	1,642	4,388	3,742	5,008	35,909
1,794	2,595	2,027	1,516	2,130	2,257	1,427	1,903	1,891	2,459	24,810
1,526	3,007	3,504	2,564	4,254	4,390	3,120	2,010	1,460	3,469	38,957
481	2,364	2,502	2,304	2,507	2,237	1,577	1,811	-	-	18,895
3,108	6,563	23,757	47,850	139,972	117,436	36,095	18,541	8,817	2,905	430,501
26	42	68	120	87	81	71	73	72	52	764
958	1,218	1,775	2,431	4,188	3,337	-	-	-	-	16,402
-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	3,250
11,187	17,845	12,963	11,101	29,655	19,011	16,854	22,838	20,490	18,474	199,012
14,298	21,878	19,049	15,098	29,476	29,476	16,256	17,180	10,126	18,229	247,990
-	864	987	929	2,094	2,093	1,164	620	-	-	8,751
320	480	510	591	560	765	760	-	-	-	4,196
57,188	84,224	63,063	39,493	92,410	85,178	45,166	63,190	67,520	53,089	803,197
31,392	39,318	33,226	22,625	26,699	19,946	22,512	34,862	30,813	27,752	401,789
2,986	3,299	3,450	4,086	6,956	7,025	5,800	3,956	3,008	3,142	49,263
-	-	-	-	-	-	-	-	-	-	-
105,161	149,944	136,048	141,082	186,451	186,602	111,450	138,018	206,207	279,588	1,900,963
1,041	2,021	2,109	2,197	5,099	3,065	2,009	2,985	2,226	2,096	30,341
1,240	1,785	1,580	1,734	4,808	-	-	-	-	-	17,139
19,145	21,973	23,721	15,074	16,574	18,835	11,299	20,311	22,683	13,870	219,130
4,576	3,882	2,737	3,952	4,737	4,420	4,747	5,692	5,828	3,776	49,130
8,336	11,565	13,555	11,444	10,646	10,467	5,847	6,826	6,821	11,752	115,067
17,597	23,824	20,766	11,022	12,122	10,837	10,818	16,395	21,991	16,259	188,502
7,490	4,850	4,527	3,089	2,222	1,123	2,376	4,288	3,351	4,319	44,685
12,862	17,227	22,600	14,810	13,503	9,919	6,952	15,006	22,294	12,736	178,408
2,000	700	1,500	900	1,500	600	1,500	1,000	1,200	2,000	18,000
213	703	11	-	242	1,325	2,500	3,221	2,103	5,184	17,016
11,558	26,653	12,181	5,788	6,836	7,083	7,605	14,233	12,170	21,152	178,817
-	-	-	-	-	-	-	-	-	-	-
91,752	100,289	64,416	20,875	28,950	33,148	28,981	45,244	58,337	63,878	729,662

八十九年台閩地區主要觀光遊憩區遊客人數月別統計(續)
Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000 (Continued)

類別 Class	觀光遊憩區 Tourist Spots	縣市別 Location	一月 Jan.	二月 Feb.
民營遊樂區 Amusement / Theme Parks	大佛風景區 Pakuashan Buddha Scenic Area	彰化縣 Changhua County	30,000	120,000
	新百果山遊樂園 New Mt. Paikuo Recreation Area	彰化縣 Changhua County	5,084	20,124
	台灣民俗村 Taiwan Folk Village	彰化縣 Changhua County	54,678	169,810
	劍湖山世界 Junfusun Fancy World	雲林縣 Youlin County	175,038	317,039
	觀音瀑布風景區 Kuangin Waterfall	嘉義縣 Chiayi County	680	1,942
	中華民俗村 China Folk-Custom Village	嘉義縣 Chiayi County	-	7,866
	大嘉義主題樂園 Great Chia Yi Theme Eden	嘉義縣 Chiayi County	3,470	14,876
	走馬瀨農場 Tsoumalai Farm	台南縣 Tainan County	37,111	78,075
	大世界國際村 Around The World International Village	高雄縣 Kaohsiung County	31,256	93,065
	吉貝海上樂園 Jibei Beach Park	湖澎縣 Penghu County	-	-
	小琉球觀光潛水船 Hsiao Liuchiu Sightseeing Submarine	屏東縣 Pingtung County	2,200	2,600
	假期樂園 Vacation Paradise	屏東縣 Pingtung County	11,322	17,043
	墾丁星際碼頭 Space Port 9	屏東縣 Pingtung County	44,011	50,081
	東方夏威夷 East Hawaii	花蓮縣 Hualien County	2,306	10,262
	和平島濱海公園 Heping Island Seashore Park	基隆市 Keelung City	12,394	13,251
	古奇峰育樂園 Kuchi Peak Recreation Paradise	新竹市 Hsinchu City	8,325	15,228
	亞哥花園 Encore Gardens	台中市 Taichung City	5,271	38,158
	東山樂園 Tungshan Paradise	台中市 Taichung City	52,615	80,588
	金氏世界紀錄博物館 Guinness World of Records Museum	台中市 Taichung City	24,641	70,271
	悟智樂園 Woodland	台南市 Tainan City	6,275	14,427
民俗村 Kinmen Folk Culture Village	金門縣 Kinmen County	4,580	9,885	
寺廟 Temples	北港朝天宮 Chaotien Temple, Peikang	雲林縣 Youlin County	152,000	1,303,000
	南鯤鯓代天府 Nankunshen Taitien Fu Temple	台南縣 Tainan County	165,000	654,500
	麻豆代天府 Taitienfu Temple, Matou	台南縣 Tainan County	208,580	3,049,716
	受天宮 Shoutien Temple	台南縣 Tainan County	300,000	450,000
	妙通寺、妙崇寺 Miaotong Temple / Miaochiung Temple	高雄縣 Kaohsiung County	5,810	21,690
古蹟 Historic Sites	淡水紅毛城 Fort Santo Domingo, Tanshui	台北縣 Taipei County	37,258	50,865
	林本源園邸(林家花園) Lin Family Gardens	台北縣 Taipei County	5,226	8,721
	鹿港龍山寺 Lungshan Temple, Lukang	彰化縣 Changhua County	39,540	235,690
	彰化孔子廟 Confucius Temple, Chungua	彰化市 Changhua City	4,280	4,733
	延平郡王祠 Koxinga Shrine	台南市 Tainan City	7,689	12,989
	赤嵌樓 Fort Provintia / Chihkan Tower	台南市 Tainan City	21,956	55,199
	億載金城 Eternal Fortress	台南市 Tainan City	16,517	37,815
	台南孔子廟 Confucius Temple	台南市 Tainan City	21,000	23,340
	祀典武廟 War God Temple	台南市 Tainan City	25,000	30,010
	五妃廟 Five Concubines Temple	台南市 Tainan City	2,250	2,150
	大天后宮 Great Empress of Heaven Temple	台南市 Tainan City	21,000	20,590
	安平古堡 Fort Zeelandia / Anping Fort	台南市 Tainan City	24,168	62,124
	其他 Others	蘭嶼 Lanyu (Orchid Island)	台東縣 Taitung County	2,860

三月 Mar.	四月 Apr.	五月 May	六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
36,000	45,000	26,000	22,000	36,000	25,000	27,000	45,000	27,000	36,000	475,000
7,169	6,522	6,344	5,319	5,876	5,332	4,864	4,532	4,501	4,641	80,308
52,406	92,178	31,975	42,563	57,439	51,006	22,126	16,112	16,920	32,074	639,287
116,520	177,085	102,018	83,726	143,652	125,011	124,420	151,838	180,950	232,892	1,930,189
1,306	1,717	1,502	1,551	1,578	1,573	1,425	1,813	1,544	1,957	18,588
3,265	5,278	3,323	2,834	3,269	2,950	3,850	3,980	3,890	3,920	44,425
5,379	9,232	8,875	5,128	4,925	2,621	4,458	8,775	8,869	5,429	82,037
36,367	57,977	34,475	31,056	41,872	32,069	30,915	38,792	32,785	47,342	498,836
26,217	39,006	23,635	28,917	40,158	28,019	26,758	24,908	29,018	28,365	419,322
-	2,202	3,394	2,819	16,372	13,233	1,818	-	-	-	39,838
2,486	1,800	3,320	2,500	2,220	2,130	2,050	3,100	2,950	1,896	29,252
7,731	13,405	6,250	3,929	5,516	4,996	3,762	7,350	10,032	9,265	100,601
34,888	49,812	39,001	40,082	79,992	42,794	40,903	35,817	41,000	27,287	525,668
6,680	8,775	7,336	6,637	11,176	5,266	7,037	7,376	4,527	3,988	81,366
11,758	16,870	22,160	25,932	34,648	27,758	19,469	16,434	7,225	11,461	219,360
10,126	9,145	8,560	7,691	9,841	9,830	8,017	13,742	12,000	10,374	122,879
10,008	14,256	13,169	5,907	8,306	7,468	7,907	10,444	11,182	15,226	147,302
38,561	34,961	52,450	49,220	53,290	29,437	26,830	27,469	10,510	48,245	504,176
16,716	-	-	-	-	-	-	-	-	-	111,628
5,227	12,189	3,039	5,239	32,497	8,325	2,553	3,908	5,140	2,761	101,580
5,894	11,977	10,846	12,641	16,402	11,148	14,557	14,463	10,643	12,132	135,168
1,205,000	702,000	205,000	25,500	452,000	153,000	205,000	185,000	132,000	325,000	5,044,500
338,000	358,000	565,000	305,000	374,000	187,000	213,000	496,000	307,000	153,000	4,115,500
771,930	1,488,709	1,218,818	425,941	1,026,960	208,886	410,070	610,592	484,237	693,623	10,598,062
425,000	320,000	85,000	78,000	70,000	44,700	75,000	52,300	61,000	36,000	1,997,000
19,020	19,020	16,245	13,255	15,260	19,680	14,250	16,840	18,580	19,520	199,170
35,727	55,834	58,229	38,751	59,728	61,720	37,587	41,192	40,398	54,776	572,065
5,101	7,655	4,939	197	-	-	-	-	-	-	31,839
105,600	57,601	37,650	41,526	39,971	28,615	39,872	40,981	30,971	45,270	743,287
4,715	4,583	5,210	7,133	6,425	3,855	8,257	5,578	3,856	6,423	65,048
5,851	11,226	6,469	4,379	16,346	9,252	6,801	6,689	7,866	9,857	105,414
21,841	40,834	26,104	18,011	29,328	33,439	21,588	23,268	25,341	31,705	348,614
13,165	32,883	16,726	9,596	15,381	18,126	10,502	16,586	17,139	22,091	226,527
26,270	26,260	14,570	16,600	16,346	138,000	27,200	41,000	28,450	11,060	390,096
27,320	25,450	11,600	17,300	17,970	21,500	26,200	12,600	17,540	20,500	252,990
2,200	2,400	2,600	2,550	1,537	1,550	2,420	1,800	2,240	2,020	25,717
18,170	29,550	21,100	20,400	16,568	14,830	18,080	21,900	16,160	17,500	235,848
23,249	44,682	27,901	18,955	29,764	33,827	22,727	29,443	28,574	35,350	380,764
3,317	4,593	5,170	5,191	5,189	5,180	4,275	3,424	2,424	2,418	47,862

八十九年台閩地區主要觀光遊憩區遊客人數月別統計 (續)
Visitors to Principal Tourist Spots in Taiwan and Kinmen by Month, 2000 (Continued)

類 型 Type of Tourist Spot	一月 Jan.	二月 Feb.	三月 Mar.	四月 Apr.	五月 May
國家公園 National Parks	742,761	1,157,733	1,202,057	998,320	764,939
國家級風景特定區 National Scenic Areas	350,731	865,028	465,240	702,632	599,460
公營觀光區 Government Sites	1,711,117	2,964,723	1,538,353	2,511,975	1,690,693
省級風景特定區 Provincial Scenic Areas	1,049,489	1,625,112	1,211,898	1,235,655	910,419
縣級風景特定區 County Scenic Areas	265,648	475,661	242,281	352,525	356,801
森林遊樂區 Forest Recreation Areas	164,629	301,105	183,214	265,937	141,017
海水浴場 Swimming Beaches	15,750	17,890	18,732	39,762	44,706
民營遊樂區 Private Sites	917,444	2,028,197	924,970	1,277,118	964,114
寺廟 Temples	831,390	5,478,906	2,758,950	2,887,729	2,090,063
古蹟 Historic Sites	225,884	544,226	289,209	338,958	233,098
其他 Others	2,860	3,821	3,317	4,593	5,170
扣除重複遊樂區遊客數 Total (excluding duplicate counting)	426,363	920,139	643,748	597,041	278,533
總計 Total	5,851,340	14,542,263	8,194,473	10,018,163	7,521,947

縣 市 別 County/City	一月 Jan.	二月 Feb.	三月 Mar.	四月 Apr.	五月 May
台北市 Taipei City	1,385,909	2,122,451	1,557,598	1,737,223	1,244,497
高雄市 Kaohsiung City	315,548	632,147	300,608	518,717	276,431
福建省金門縣 Kinmen County	57,322	100,102	66,219	86,982	76,115
台灣省 Taiwan Province	4,092,561	11,687,563	6,270,048	7,675,241	5,924,904
總計 Total	5,851,340	14,542,263	8,194,473	10,018,163	7,521,947

六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
722,755	1,029,720	836,538	813,063	832,092	680,212	808,969	10,589,159
608,978	960,856	649,678	540,871	538,002	373,274	488,802	7,143,552
1,438,518	2,146,317	2,044,524	1,633,935	2,278,039	2,016,622	2,358,233	24,333,049
831,480	962,659	941,368	880,493	940,618	918,885	973,453	12,481,529
310,524	722,011	578,302	244,183	362,001	291,336	363,772	4,565,045
131,582	240,638	152,970	130,938	214,920	149,747	207,177	2,283,874
54,450	83,985	78,022	48,932	41,599	19,774	21,272	484,874
845,323	1,356,124	1,125,801	794,250	965,060	1,014,091	1,184,380	13,396,872
847,696	1,938,220	613,266	917,320	1,360,732	1,002,817	1,227,143	21,954,232
195,398	249,364	364,714	221,234	241,037	218,535	256,552	3,378,209
5,191	5,189	5,180	4,275	3,424	2,424	2,418	47,862
223,528	314,913	244,673	240,458	264,582	253,628	247,054	4,654,660
5,768,367	9,380,170	7,145,690	5,989,036	7,512,942	6,434,089	7,645,117	96,003,597

六月 Jun.	七月 Jul.	八月 Aug.	九月 Sep.	十月 Oct.	十一月 Nov.	十二月 Dec.	合計 Total
999,304	1,424,010	1,513,483	1,331,714	1,812,280	1,530,121	1,827,536	18,486,126
272,413	407,373	287,799	251,007	303,423	288,854	292,757	4,147,077
82,897	99,121	67,674	76,486	81,108	71,587	73,573	939,186
4,413,753	7,449,666	5,276,734	4,329,829	5,316,131	4,543,527	5,451,251	72,431,208
5,768,367	9,380,170	7,145,690	5,989,036	7,512,942	6,434,089	7,645,117	96,003,597

大事紀要

MAJOR EVENTS IN 2000

一月一日

配合馬祖地區千禧年系列活動辦理美食園遊會。

一月七日

興建澎湖赤崁聯外道路橋樑工程完工舉行通車典禮。

一月七日

澎湖北海（赤崁）形象商圈階段成果展示暨宣導晚會。

一月二十四日

日月潭國家風景區管理處揭牌成立。

二月十九日

舉辦「日月潭元宵觀光節之夜」活動。

二月十九日至二十七日

第十一屆「台北燈會」於中正紀念堂舉行，總計吸引參觀民眾高達499萬人次。

二月二十日

辦理「澎湖跨海大橋照明工程點燈祈福」煙火施放活動。

三月三日至三十日

於八卦山風景區舉辦2000鷹揚八卦—全民賞鷹旅遊活動，約計6萬人參加。

三月十六日至十九日

參加2000台北世貿中心休閒旅遊展。

三月二十日至六月八日

實施國際觀光旅館定期檢查，共檢查52家國際觀光旅館。

三月二十二日至二十四日

辦理叁山國家風景區評鑑工作。

四月十二日

舉行日月潭國家風景區管理處新卸任處長交接典禮。

四月二十一日至二十三日

舉辦自然教育中心教師研習活動。

Jan. 1

Culinary garden party held in coordination with millennium year activities in Matsu.

Jan. 7

Opening ceremony held for newly completed access bridge for Chihkan in Penghu.

Jan. 7

Exhibition and promotional evening party held in celebration of achievements of the North Sea (Chihkan) boutique market in Penghu.

Jan. 24

Sun Moon Lake National Scenic Area Administration formally established.

Feb. 19

Lantern Tourism Festival on Sun Moon Lake held.

Feb. 19-27

Eleventh Taipei Lantern Festival held at the Chiang Kai-shek Memorial Hall, attracting a total of 4.99 million visitors.

Feb. 20

Fireworks display held to celebrate "Lighting and Prayer Ceremony for Sea-Crossing Bridge Light Engineering."

Mar. 3-30

The eighth Eagles over Pakua 2000 eagle-watching activity held at the Mt. Pakua Scenic Area, attracting approximately 60,000 participants.

Mar. 16-19

Participated in 2000 leisure and travel exhibition at the Taipei World Trade Center.

Mar. 20-June 8

Regular inspection of international tourist-class hotels held, with a total of 52 hotels inspected.

Mar. 22-24

Evaluation work completed for Tri-mountain National Scenic Area.

Apr. 12

Change-of-directors ceremony held for Sun Moon Lake National Scenic Area.

Apr. 21-23

Instructor seminar held for nature education center.

四月二十四日

報奉行政院同意將「琉球風景特定區」併入大鵬灣國家風景區。

四月二十五至二十七日

舉辦綠島地區浮潛指導員研習班活動。

四月三十日

八十九年旅行業大陸地區領隊人員甄試於四月三十日舉行，到考1,516人，並於五月十六日召開甄試委員會會議，決議錄取388人。

五月七日

於磯崎海水浴場舉辦豔夏東海岸—相約在磯崎系列活動。

五月十九至二十一日

於富岡海域舉行東海岸觀光盃拖釣賽。

五月十八日至十九日

辦理全國旅館公會理事長及總幹事觀摩研習會。

五月二十七日

八十九年導遊人員甄試於五月二十七日舉行筆試，到考367人，合格者85人，於七月一日辦理口試，並於七月二十六日召開甄試委員會會議，決議錄取56人。

六月三日至四日

辦理千禧二〇〇〇年觀光盃秀姑巒溪國際泛舟比賽。

六月十五日

舉辦「觀光從業人員提昇服務效能在職訓練」。

六月二十一日

交通部葉部長陪同立法院交通委員會委員考察馬祖交通建設，提示馬祖風景特定區未來發展方向。

七月十日

澎管處「澎湖觀光e報」電子報雙月刊創刊。

七月十三日

舉辦「南投之夜—關懷感恩晚會」活動。

Apr. 24

Permission received from Executive Yuan for incorporation of the Liuchiu Scenic Area into the Tapeng Bay National Scenic Area.

Apr. 25-27

Snorkeling directors' seminar held on Green Island.

Apr. 30

Testing of tour managers for tours to mainland China held, with 1,516 examinees participating. A selection committee meeting held on May 16 passed 388 examinees.

May 7

Summer on the East Coast - Meet Me at Chichi activities held at Chichi Beach.

May 19-21

Observation seminar held for chairpersons and executive directors of hotel associations nation-wide.

May 18-19

Tourism Cup Fishing Contest held in waters off Fukang on the East Coast.

May 27

Tour guide written testing for 2000 held on May 27, with 367 examinees participating and 85 passing. The oral exam was held on July 1 and a selection committee meeting convened on July 26, deciding to pass 56 of the examinees.

June 3-4

Hsiukuluan River International Rafting Race for the 2000 millennium year held.

June 15

On-the-Job Service Efficiency Enhancement Training for Tourism Employees held.

June 21

Inspection tour of transportation construction on Matsu held by Yen Chu-lan, minister of transportation and communications, along with members of the Legislative Yuan's transportation and communications committee, and instructions given for directions of development of the Matsu National Scenic Area.

July 10

Inaugural issue of the Penghu Tourism e-News electronic bimonthly published.

July 13

Nantou Night - Care and Thanksgiving activity held.

大事紀要

MAJOR EVENTS IN 2000

七月十三日至十四日

辦理「旅行業關懷之旅」。

七月十四日

澎管處興建「澎湖觀光產業推廣中心」落成啓用。

七月十七日

呂副總統視察谷關。

七月二十九日

辦理東北角龍洞遊艇港啓用典禮活動，計有1,000人次觀禮。

八月一日

舉行龜山島開放觀光首航活動，計有400人次參加。

八月五日

辦理澎湖夏之旅「吉貝七夕嘉年華會」活動。

八月五日至十一月底

辦理谷關嘉年華系列活動

八月十日至十三日

於台北世貿中心展覽館二館舉辦「二〇〇〇年台北中華美食展」。

八月十七日至十八日

辦理「交通部暨所屬機關員工關懷之旅」。

八月二十六日至九月二十一日

舉辦「二〇〇〇年日月潭水沙連風華再現系列活動」。

八月三十一日、九月七日、九月十四日、九月十八日

分別於北、中、南及東部等地區各辦理「觀光旅館業適用勞動基準法研討會」。

九月六日至八日

於台中縣龍谷大飯店召開「全國溫泉觀光會議」，產、官、學界代表共計約300餘人參加。

九月十九日至二十日

邀集地方政府觀光單位代表，舉辦「旅館業稽查人員專業講習」，計60餘人參加。

July 13-14

Travel Industry Tour of Care held.

July 14

Penghu Tourism Industry Promotion Center opened to the public.

July 17

Visit to Kukuan by Vice President Annette Lu.

July 29

Opening ceremony held for Lungtung Marina in the Northeast Coast National Scenic Area, with 1,000 visitors observing.

Aug. 1

Inauguration voyages held to celebrate the opening of Turtle Island to tourism, with 400 persons participating.

Aug 5

Penghu Summer Tour Chipei Chi Hsi Carnival held.

Aug. 5-Nov. 30

Kukuan carnival activities held.

Aug. 10-13

2000 Taipei Chinese Food Festival held at Exhibition Hall 2 of Taipei World Trade Center.

Aug. 17-18

Ministry of Transportation and Communications Employees' Tour of Concern held.

Aug. 26-Sep. 21

2000 Sun Moon Lake Return to the Glory of Sarisen activity held.

Aug. 31, Sep. 7, Sep. 14, Sep. 18

Seminars on Application of Labor Standards Law in the Tourist Hotel Industry held separately in northern, central, southern, and eastern Taiwan.

Sep. 6-8

National Hot-Spring Tourism Conference held at Dragon Valley Hotel in Kukuan, with more than 300 representatives from the tourism industry, the government, and academe participating.

Sep. 19-20

Representatives of tourism units of local governments convened for Professional Seminar for Hotel Industry Investigation Personnel, with more than 60 persons participating.

九月二十日

陳總統及行政院唐院長視察谷關。

九月二十二日

於台東知本富野渡假村辦理「流奶與蜜的饗宴—花東縱谷原住民美食研展會」活動。

九月二十三日

舉辦綠島路跑賽。

九月二十九日

於圓山大飯店辦理「二十一世紀台灣發展觀光新戰略」研討會。

十一月二日至五日

於台北國際會議中心辦理「二十一世紀台灣發展觀光新戰略國際會議」。

十一月十七日至十八日

辦理茂林國家風景區評鑑工作。

十一月十八日

八十九年旅行業出國觀光團體領隊人員甄試於十一月十八日舉行，到考4,027人，並於十二月十二日召開甄試委員會會議，決議錄取594人。

十一月二十日至二十四日

辦理「八十九年旅館業經理人研習班」，參訓學員計180名。

十二月二日至五日

於台北世貿中心舉行第八屆「台北國際旅展」。

十二月九日

綠島人權紀念公園週年慶活動，陳總統水扁蒞臨致詞。

十二月二十日至二十二日

於台中縣谷關大飯店舉辦「推動永續生態觀光研討會」。

十二月二十三日

東北角風景區鼻頭角網狀步道完成，舉行步道健行活動計有2,000人次參加。

八十九年十二月二十三日起至九十年一月二日

於花蓮縣富里鄉羅山村活動廣場辦理花東縱谷聖誕燈會。

Sep. 20

Inspection tour of Kukuan performed by President Chen Shui-bian and Premier Tang Fei.

Sep. 22

Land of Milk and Honey Banquet - Exhibition of Aborigine Cuisine from the East Rift Valley held in Chihpen in Taitung County.

Sep. 23

Green Island Road Footrace held.

Sep. 29

Seminar on Taiwan's Tourism Development Strategy for the 21st Century held at the Grand Hotel in Taipei.

Nov. 2-5

International Conference on Taiwan's New Tourism Development Strategy for the 21st Century held at the Taipei International Conference Center.

Nov. 17-18

National scenic area assessment for Maolin carried out.

Nov. 18

2000 outbound tour manager testing held, with 4,027 examinees participating. Selection committee meeting held on Dec. 12 and passed 594 examinees.

Nov. 20-24

2000 Hotel Managers Seminar held, with 180 participating.

Dec. 2-5

Eighth Taipei International Travel Fair held at the Taipei World Trade Center.

Dec. 9

Anniversary celebration held for Green Island Human Rights Memorial Park, with President Chen Shui-bian delivering a commemorative address.

Dec. 20-22

Seminar on the Promotion of Sustainable of Ecotourism held at Kukuan Hotel in Taichung County.

Dec. 23

Footpath network completed at Pitou Cape in the Northeast Coast National Scenic Area and footpath hiking activity held, with 2,000 people participating.

Dec. 23, 2000-Jan. 2, 2001

Christmas in the East Rift Valley Lantern Festival held at the Loshan Village activity field in Fuli Township, Hualien County.

交通部觀光局所屬國家風景區管理處

National Scenic Area Administrations under the Tourism Bureau

交通部觀光局東北角海岸國家風景區管理處

台北縣貢寮鄉福隆村興隆街36號

電話：(02)2499-1115

網址：http://www.tbrocne.gov.tw

NORTHEAST COAST NATIONAL SCENIC AREA ADMINISTRATION

TOURISM BUREAU, TAIWAN, REPUBLIC OF CHINA

No. 36 Hsinglung ST., Fulung Tsun Kungliao Hsiang, Taipei, Taiwan, R.O.C.

Tel:(02)2499-1115

http://www.tbrocne.gov.tw

交通部觀光局東部海岸國家風景區管理處

台東縣成功鎮信義里新村路25號

電話：(089)841-520

網址：http://www.tbrocensa.gov.tw

EAST COAST NATIONAL SCENIC AREA ADMINISTRATION

TOURISM BUREAU, TAIWAN, REPUBLIC OF CHINA

25 Hsintsun Rd., Chengkung Town, Taitung, Taiwan, R.O.C.

Tel:(089)841-520

http://www.tbrocensa.gov.tw

交通部觀光局澎湖國家風景區管理處

澎湖縣馬公市光華里171號

電話：(06)921-6521

網址：http://www.penghu-nsa.gov.tw

PENGHU NATIONAL SCENIC AREA ADMINISTRATION

TOURISM BUREAU, TAIWAN, REPUBLIC OF CHINA

No. 171, Kuanghua Li, Makung, Penghu, Taiwan, R.O.C.

Tel:(06)921-6521

http://www.penghu-nsa.gov.tw

交通部觀光局大鵬灣國家風景區管理處

屏東縣東港鎮船頭路25-254號

電話：(08)833-8100

網址：http://www.tbnsa.gov.tw

TAPENG BAY NATIONAL SCENIC AREA ADMINISTRATION

TOURISM BUREAU, TAIWAN, REPUBLIC OF CHINA

25-254, Chuangtou Rd., TungKang Pingtung County, Taiwan, R.O.C.

Tel:(08)833-8100

http://www.tbnsa.gov.tw

交通部觀光局花東縱谷國家風景區管理處

花蓮縣瑞穗鄉瑞良村中山路三段215號

電話：(03)887-5306

網址：http://www.tbrochtb.gov.tw

EAST RIFT VALLEY NATIONAL SCENIC AREA ADMINISTRATION

TOURISM BUREAU, TAIWAN, REPUBLIC OF CHINA

215. Chungshan Rd., Sec. 3 Juiliang Village, Juisui Hsiang, Hualien County, Taiwan, R.O.C.

Tel:(03)887-5306

http://www.tbrochtb.gov.tw

交通部觀光局馬祖國家風景區管理處

馬祖南竿鄉介壽村256號

電話：(0836)25631

網址：http://www.matzu-nsa.gov.tw

MATSU NATIONAL SCENIC AREA ADMINISTRATION

TOURISM BUREAU, TAIWAN, REPUBLIC OF CHINA

No. 256, Chiehshou Tsun, Nankan Hsiang, Matsu, R.O.C.

Tel:(0836)25631

http://www.matzu-nsa.gov.tw

交通部觀光局日月潭國家風景區管理處

南投縣魚池鄉中山路174號2F

電話：(049)285-5595

網址：http://www.sunmoonlake.gov.tw

SUN MOON LAKE NATIONAL SCENIC AREA ADMINISTRATION

TOURISM BUREAU, TAIWAN, REPUBLIC OF CHINA

2F, 174 Chungshan Rd., Yuchih Hsiang, Nantou County, Taiwan, R.O.C.

Tel:(049)285-5595

http://www.sunmoonlake.gov.tw

交通部觀光局三山國家風景區管理處

台中縣霧峰鄉中正路738號

電話：(04)2331-2678

網址：http://www.tourism.gov.tw (暫時)

TRI-MOUNTAIN NATIONAL SCENIC AREA ADMINISTRATION

TOURISM BUREAU, TAIWAN, REPUBLIC OF CHINA

No. 738, Chungcheng Rd. Wufeng Hsiang, Taichung County, Taiwan, R.O.C.

Tel:(04)2331-2678

http://www.tourism.gov.tw

海外辦事處

OVERSEAS OFFICES

澳洲

Australia

Sydney Office

Taipei Economic and Cultural

Office

Suite 1904, Level 19

MLC Center, Martin Place

Sydney, NSW 2000 Australia

TEL : 61-2-9231-6942 ; 9231-6973

FAX : 61-2-9233-7752

德國

Germany

Asia Trade Center

Tourism Bureau

Dreieichstrasse 59 (3.OG)

Federal Republic of Germany

Frankfurt/Main

TEL : 49-69-61-0743

FAX : 49-69-62-4518

香港

Hong Kong

Taiwan Visitors Association Ltd.

Room 904, 9F, Wing Shan Tower,

173 Des Vouex Road, Central,

Hong Kong

TEL : 852-25810933 (3 Lines)

FAX : 852-25810262

日本

Japan

東京

Tokyo Office

Taiwan Visitors Association

A-9, 5th Fl., Imperial Tower

Imperial Hotel

Uchisaiwai-cho 1-1-1,

Chiyoda-Ku, Tokyo, Japan

TEL : 81-3-3501-3591/2

FAX : 81-3-3501-3586

大阪

Osaka Office

Taiwan Visitors Association,

6F. Sumitomo Seimei,

Midousuji Building,

4-14-3, Nishitemma,

Kita-Ku Osaka 530-0047 Japan

TEL : 81-6-6316-7491

FAX : 81-6-6316-7398

韓國

Korea

Taiwan Visitors Association

Rm. 904, 9F, Kyungki Building,

115, Samgak-Dong. Chung-Ku. Seoul

TEL : 82-2-732-2357/8

FAX : 82-2-732-2359

新加坡

Singapore

Singapore Office

Taiwan Visitors Association

5 Shenton Way,

14-07, UIC Building Singapore 068808

TEL : 65-223-6546/7

FAX : 65-225-4616

美國

United States of America

Tourism Representative, Travel Section

Taipei Economic and Cultural Office

舊金山

San Francisco Office

555 Montgomery St.,

(Suite 505).

San Francisco. CA 94111

U.S.A.

TEL : 1-415-989-8677

FAX : 1-415-989-7242

紐約

New York Office

405 Lexington Avenue

New York, New York

U.S.A.

TEL : 1-212-466-0691/2

FAX : 1-212-432-6436

洛杉磯

Los Angeles Office

3731 Wilshire Blvd, Suite 504

Los Angeles, CA 90010

U.S.A.

TEL : 1-213-389-1158

FAX : 1-213-389-1094