



台灣觀光 年報

中華民國
108年

Annual Report on Tourism 2019 Taiwan,
Republic of China

2019



台灣觀光
年報

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Annual Report on Tourism 2019 Taiwan,
Republic of China

SMALL TOWN
RAMBLE

小鎮漫遊年

Taiwan

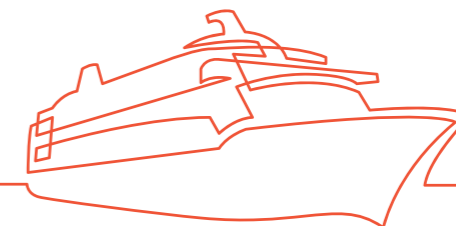
2019

108 年 重要施政成果

Major Policy Achievements in 2019

因應全球化、數位化、在地化之發展趨勢，以及來臺客源市場大幅變動、區域旅遊競爭激烈等挑戰，推動「Tourism 2020-臺灣永續觀光發展方案」，透過「開拓多元市場、活絡國民旅遊、輔導產業轉型、發展智慧觀光及推廣體驗觀光」五大策略，厚植國旅基礎及開拓國際市場，108 年來臺人次突破 1,186 萬人次。

The Tourism Bureau promoted the Tourism 2020—Taiwan Sustainable Tourism Development Plan in response to the trends of globalization, digitalization, and localization, as well as significant changes in Taiwan's visitor source markets, intense regional tourism competition and other challenges. The plan outlines five strategies to solidify the foundation for domestic travel and develop international markets: "development of diversified markets, promotion of domestic travel, guidance for industrial transition, development of smart tourism, and expansion of experiential tourism." In 2019, Taiwan received more than 11.86 million visitors.



開拓多元市場， 擴大國際觀光合作：

Market expansion/diversification efforts and increased international tourism cooperation :

- 鎖定重點十國精準行銷，持續與外交部溝通加強放寬簽證及觀宏專案作業，另透過新設英國倫敦辦事處、印度孟買、俄羅斯莫斯科、印尼雅加達、紐西蘭奧克蘭、澳洲雪梨、加拿大溫哥華服務處增加據點，擴大服務廣度。
- 於臺北、苗栗、嘉義舉辦 3 場穆斯林國際研討會，加強開發穆斯林市場、建置穆斯林友善旅遊服務環境，截至 108 年底計 252 家餐旅業取得穆斯林餐飲認證。
- 修正「交通部觀光局推動境外郵輪來台獎助要點」及「推動來台空海聯營 (Fly-Cruise) 旅遊獎助要點」，吸引郵輪公司亞洲航線增加停靠臺灣，108 年外籍郵輪入境旅客人數共 15 萬 8,843 人次，較 107 年成長 10%。Fly-Cruise 旅客亦達 1 萬 7,440 人次，較 107 年成長 25%。
- 舉辦第 12 屆「台日觀光高峰論壇」、第 34 屆「台韓觀光交流會議」、第 8 屆「台越觀光合作會議」及「臺巴觀光交流合作會議」促進與各國合作關係，簽署「台貝觀光交流意向書」、「台日鐵道觀光合作備忘錄」擴大國際觀光合作夥伴關係。

- The Tourism Bureau arranged precision marketing targeting ten key countries. It also continued to communicate with the Ministry of Foreign Affairs on relaxing visa requirements and the Project for Simplifying Visa Regulations for High-end Group Tourists. In addition, the bureau expanded its service scope with the opening of service offices in London (UK), Mumbai (India), Moscow (Russia), Jakarta (Indonesia), Auckland (New Zealand), Sydney (Australia), and Vancouver (Canada).

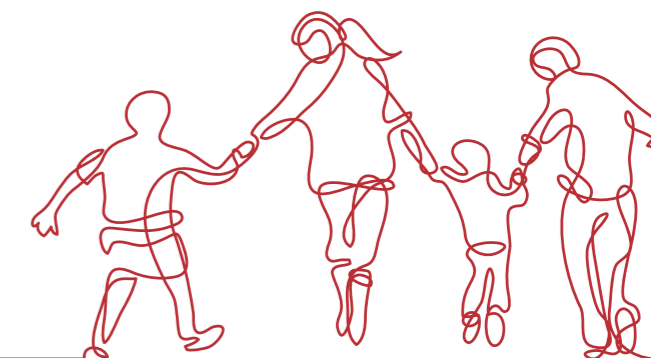
- Muslim-Oriented Seminars were held in Taipei, Miaoli, and Chiayi to further develop Muslim markets and promote a Muslim-friendly travel service environment. As of the end of 2019, a total of 252 restaurants and hotels had obtained Halal certification.

- The Directions for the Tourism Bureau, MOTC's Incentives for the Promotion of Visits to Taiwan by Overseas Cruise Ships and Directions for Fly-Cruise Incentives from the Taiwan Tourism Bureau were amended to encourage cruise companies to add Taiwan stops on their Asian routes. In 2019, the number of foreign cruise passenger arrivals reached 158,843, up 10% from 2018. During the same period, the number of fly-cruise visitors rose 25% to 17,440.

- The Tourism Bureau held the 12th Taiwan-Japan Tourism Summit Forum, 34th Taiwan-Korea Tourism Exchange Conference, Eighth Taiwan-Vietnam Tourism Cooperation Conference, and Taiwan-Paraguay Tourism Exchange and Cooperation Conference to promote international cooperation. It also signed the Taiwan-Belize Tourism Exchange Letter of Intent and Memorandum on Taiwan-Japan Railway Tourism Cooperation to expand international tourism cooperation and partnerships.



鹿野熱氣球
Hot air balloons in Luye



02

活絡國民旅遊， 發展多元旅遊產品：

Invigorating Domestic Travel, Developing Diverse Tourism Products :

- 配合行政院核定續辦「國民旅遊卡」制度，國民旅遊卡額度挹注於觀光產業消費金額達 44.3 億元。
- 運用「2020-2021 台灣觀光雙年曆」遴選出 101 項國際型及全國型觀光活動，整合在地的優勢資源，結合地方加強城市行銷，積極開拓國民旅遊市場，推展跨夜跨區旅遊。
- 整合旅運優惠套票，推出持電子票證搭乘「台灣好行」景點接駁公車，即享有客運票價半價的優惠、輔導 21 家旅行業者依自由行旅客需求，規劃 83 條半日、一日及多日遊行程的「台灣觀巴」套裝旅遊產品與臺灣鐵路管理局合作推出「Train-Bus 台灣觀巴旅遊護照」，鼓勵搭乘公共運具。
- 推動「體驗觀光·點亮村落」示範計畫發展在地特色，推廣深度套裝遊程，計有 5,382 人參與，創造 809 萬元觀光產值。
- 營造高齡、無障礙等族群友善環境，至 108 年建置 159 個通用（無障礙）旅遊據點。
- 推動「小鎮漫遊年」，與地方政府及客委會合作以 40 小鎮盤點各部會食、宿、遊、購、行等資源、整備環境及旅客服務、深度體驗及行銷推廣活動，觀光局 13 個管理處 108 年已辦理 69 項活動，計 45.2 萬人次參加，推動 78 條小鎮遊程，送客約 8.5 萬人次。
- 持續推動永續觀光參賽國際獎項，榮獲亞太旅行協會 (PATA) 2019 年金獎。
- 成立「交通部觀光局原住民族地區觀光推動會」、舉辦部落觀光嘉年華活動，積極推動部落觀光，帶動部落觀光產業發展。

- The National Travel Card system was extended by approval of the Executive Yuan. Tourism-related consumption under the system totaled NT\$4.43 billion.

- Advantageous local resources were integrated with the 101 international and national tourism activities selected from the 2020-2021 Taiwan Tourism Biannual Calendar. These resources were combined with city marketing to develop the domestic travel market and promote overnight, cross-region travel.

- The Tourism Bureau introduced electronic stored value cards with half-price fares for Taiwan Tourist Shuttle service to scenic sites. Guidance was provided to 21 travel agencies in planning 83 half-day, one-day, and multi-day Taiwan Tour Bus tour packages for FIT travelers. The bureau also teamed up with the Taiwan Railway Administration to introduce a Taiwan Tour Bus Train-Bus Travel Passport and encourage use of public transportation.

- Promoted Experiential Tourism: Brightening up the Village demonstration project to develop local features and promote in-depth package tours. The project attracted 5,382 participants and generated NT\$8.09 million in tourism revenue.

- Created senior-friendly, barrier-free environments. A total of 159 accessible (barrier-free) visitor sites were established by 2019.

- The Tourism Bureau promoted the Year of Small Town Tourism. It partnered with local governments and the Council for Hakka Affairs to inventory food, lodging, recreation, shopping, and travel related resources of various agencies for 40 towns to improve visitor environments and services, in-depth experiences, and marketing and promotions. In 2019, the 13 administrations under the Tourism Bureau held 69 activities joined by 452,000 participants and promoted 78 small town tours joined by about 85,000 visitors.

- Continued to promote sustainable tourism and participate in international awards. Taiwan won the Pacific Asia Travel Association (PATA) Gold Award in 2019.

- Established the Council for the Promotion of Tourism in Indigenous Areas, Tourism Bureau, MOTC, held the Indigenous Tourism Carnival, and actively promoted indigenous tours to spur development of indigenous tourism.

03

營造國際觀光魅力據點，
提升景點服務能量：

Creating Tourism Sites with International
Appeal and Enhancing Scenic Site Service
Capacity :

- 持續推動「重要觀光景點建設中程計畫」，執行 13 個管理處所轄周邊據點設施整修工程及遊客中心周邊服務設施營造工程。
- 輔導地方政府打造國際亮點，完成「桃園市 - 石門水庫大漢溪流域跨域亮點計畫」、「新竹市 - 新竹公園再生跨域亮點計畫」、「苗栗縣 - 魅力世遺·國際慢城舊山線亮點計畫」、「彰化縣 - 清水之森·幸福東南角」、「雲林縣 - 雲遊 3 林」、「嘉義縣 - 雲梯·茶道·梅山驛站」等 6 個「跨域亮點計畫」，優化地方旅遊據點，塑造優質旅遊環境與設施，提升國內觀光遊憩服務品質。
- 協助地方政府進行重要風景區、觀光地區及旅遊帶重點投資及環境改造計 80 項計畫，以提升整體旅遊服務品質。
- 中央與地方合作完成「中角灣國際衝浪基地」興建及啟用，帶動北海岸運動觀光浪潮，為當地創造新商機及轉型發展動能與契機。



- The Tourism Bureau continued to promote the Medium-term Construction Plan for Major Tourist Sites. It renovated facilities at sites and constructed visitor center service facilities around the 13 national scenic area administrations.
- The Tourism Bureau guided local governments in creating international spotlight attractions. Six Cross-area Spotlight Projects were completed, including the Shihmen Reservoir and Dahan River Basin Cross-Area Highlight Project in Taoyuan City; Hsinchu Park Regeneration Cross-Area Highlight Project for the Regeneration in Hsinchu City; World Heritage Charm, International Slow City Old Mountain Line Spotlight Project in Miaoli County; Clear Water Forest & Happy South East Cape Project in Changhua County; Three Forest Wandering Project in Yunlin County; and Taiping Suspension Bridge, Tea Ceremony, and Meishan Inn Project in Chiayi County. Local tourism sites were improved to create high-quality tourism environments and facilities and enhance the quality of domestic tourism and recreation services.
- The Tourism Bureau assisted local governments through 80 key investment and environmental transformation projects. This helped improve the quality of tourism services at major scenic areas, tourism sites, and tourism belts.
- The central and local governments jointly constructed and inaugurated the Zhongjiao Bay International Surfing Center to spur a sports and tourism wave on the North Coast and create new momentum and opportunities for local transformation and development.



中角灣建設
Development at Zhongjiao Bay

04

發展智慧觀光，
優化旅遊服務體驗：

Developing smart tourism and optimizing
the tourism service experience:

- 建置多語之「台灣觀光資訊網」，便利自由行旅客深入旅遊臺灣，完成 100 個景點或活動 VR 影像拍攝及 7 部 VR 影片剪輯與製作。
- 運用政府開放資料，結合國內外科技新創與觀光領域能量，辦理「科技觀光得塔推進賽」，吸引來自全球 12 國，共計 140 件作品參賽，透過競賽看見臺灣科技觀光的創新及創意，讓臺灣旅遊服務更多元，帶動更多旅遊觀光新商機。
- 規劃觀光大數據平臺及建置相關系統，透過觀光大數據分析，找出有益於政策規劃、產業轉型、精準行銷或旅遊服務提升之參考資訊。
- 精進「台灣好行」與「台灣觀巴」服務品質，並積極建置「借問站」及輔導各管理處推動走動式旅遊諮詢服務（行動旅服），持續擴點及主動出擊，擴大 i-center 旅遊服務體系之密度及深度，108 年已有 601 家借問站，互利共榮。
- 持續跨平臺整合高屏澎、宜蘭、中臺灣、臺東、臺南及北北基好玩卡之電子票證服務，108 年交易筆數達 17 萬 181 筆。



- The Tourism Bureau established the Taiwan Tourism Information Website with multiple language versions to facilitate in-depth independent travel in Taiwan. Virtual reality (VR) images for 100 scenic spots or events were shot. The images were edited and used in the production of seven VR films.
- Government open data, domestic and foreign sci-tech innovations, and tourism resources combined at the Tourism Innovation and Tech Awards. This year's event attracted 140 entries from 12 countries. The competition highlighted the innovation and creativity of Taiwan's technology and tourism. The event helps Taiwan to diversify tourism services and create more travel and tourism opportunities.
- The Tourism Bureau planned a big data platform and established related systems for tourism. The platform enables analysis of tourism data to identify information to assist policy planning, industrial transformation, precision marketing, and improvement of tourism services.
- The Tourism Bureau improved the Taiwan Tourist Shuttle and Taiwan Tour Bus service quality. It established information stations and guided administrations in promoting mobile tourist information. It continued to expand service points and take initiative to increase the density and depth of the i-center tourism service system. As of 2019, there were 601 Information Stations.
- The Tourism Bureau continued cross-platform integration of Fun Pass e-tickets in Kaohsiung City, Pingtung County, Penghu County, Yilan, central Taiwan, Taitung, Tainan and Taipei. Fun Pass transactions numbered 170,181 in 2019.



夜曝女王頭
Queen's Head rock illuminated at night

05

輔導產業轉型， 打造優質產業品牌：

Guiding the Industry's Transformation and Building High-quality Industry Brands :

旅行業

Travel Agencies

- 修正發布「交通部觀光局輔導旅行業建立特色產品品牌獎勵補助要點」，補助 1,070 萬元獎助旅行業金質旅遊行銷推廣、獎助樂齡族及無障礙旅遊等。
- 持續輔導旅行業轉型升級，積極開拓新市場客源，配合「2020 脊梁山脈旅遊年」主題，輔導旅行業者設計包裝登山旅遊主題式旅遊行程，充實登山觀光相關專業知識，辦理 2 場媒合會及 2 場室內外教育訓練，累計約 138 家旅行業者、415 人次參加。
- 維持商序、加強稽查，協助推廣體驗社區小旅行，著手進行法規調適作業，並輔導媒合旅行社與社區協會共同合作。
- 挹注東南亞語別導遊人力及關鍵人才訓練，辦理「稀少語旅遊輔助人員」訓練，同時鼓勵其透過「稀少語導遊輔導考照培訓」，參加「輔導考照班」及「總複習班」，並輔導參與外語導遊人員考試，計 49 人錄取。另以人才優化為目標，高階主管養成班的結訓學員有 79 位，中階主管培訓達 754 人次，總計 245 家觀光企業及大專院校投入，超過 10,000 小時的學習總時數，累計 88 套個案教材及新編 3 套關鍵人才教案。

旅宿業

Hotels

- 持續推廣「星級旅館」及「好客民宿」兩大品牌標章認證制度，截至 108 年，星級旅館達 446 家、好客民宿達 1,064 家。透過「星級旅館 心動之旅」、「好客民宿 1000+」等活動，強化網路世代對於旅宿品牌之認同。
- 強化旅館業中階主管之訓練，提升旅宿業服務品質，增進競爭力，於北、中、南、東部 4 區，共舉辦 8 場次訓練課程，訓練總人次共計 422 人。



- The Directions Governing Awards and Subsidies of Tourism Bureau, MOTC for Guiding Travel Agencies to Establish Specialty Product Brands were amended and promulgated. Travel agencies received NT\$10.7 million in subsidies for tourism marketing and promotion and to incentivize senior and barrier-free travel.

- The Tourism Bureau continued to help the travel agencies transform and upgrade operations and actively develop new visitor source markets. In line with the theme of 2020 Year of Mountain Tourism, the bureau helped travel agencies to design and package mountain tours and build professional knowledge related to mountain tourism. It arranged two matchmaking meetings and two indoor and outdoor education and training courses, attracting 415 participants from 138 travel agencies.

- The Tourism Bureau maintained business order, strengthened inspections, and assisted promotion of community experience tours. It also began regulatory adjustments and provided guidance to match travel agencies and community associations for cooperation.

- The Tourism Bureau supported training for guides and key personnel speaking Southeast Asian languages. It arranged training for "rare language travel support staff" and encouraged trainees to participate in guide licensing and review classes that were joined by 49 participants. It also provided guidance on participating in foreign-language tour guide exams. To enhance the quality of human resources, the bureau arranged senior executive development classes joined by 79 participants and mid-level supervisor training for 754 participants. A total of 245 tourism companies and tertiary institutions provided more than 10,000 learning hours, 88 teaching materials, and three new lesson plans for key personnel.

- The Tourism Bureau continued to promote the Star Hotel and Taiwan Hosts brand certification systems. As of 2019, there were 446 star-rated hotels and 1,064 Taiwan Host homestay businesses. Awareness of hotel brands among internet users was heightened with the Star Hotel Heart Travel and Taiwan Hosts 1000+ activities.

- The Tourism Bureau strengthened training for mid-level managers in the hotel industry to improve the hotel service quality and competitiveness. Eight training courses were held for 422 people in northern, central, southern, and eastern Taiwan.

- 截至 108 年，輔導 252 件觀光產業取得獎勵觀光產業優惠貸款，總額 108 億 8,436 萬元，給予利息補貼 121 件，已撥付利息補貼為 3 億 673 萬元。

觀光遊樂業

Amusement Parks

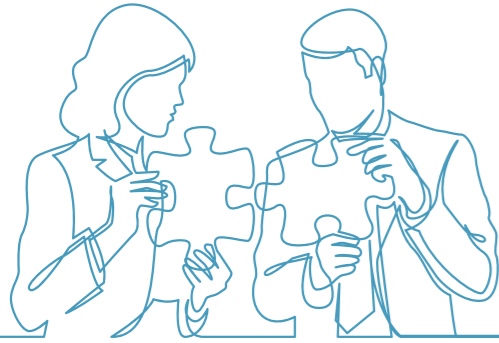
協助觀光遊樂業朝全齡友善發展、智慧園區及跨域整合發展，開發多元市場，加強無障礙設施、性別設施、特殊族群及銀髮族友善旅遊環境，以符合全齡顧客需求，配合智慧手機及程式運用提供客製化服務，並鼓勵業者與周邊產業合作，透過異業結合，增加停留時間，提高 2 次消費及重遊率。

- As of 2019, the Tourism Bureau has assisted the tourism industry in securing 252 preferential loans totaling NT\$10,884,360,000 and 12 interest subsidies totaling NT\$306.73 million.

- The Tourism Bureau supported the tourism and recreation industry in all-age friendly development, smart park and cross-domain integrated development, development of diversified markets, improvement of barrier-free facilities, gendered facilities, and tourism environments for special groups and seniors to meet the needs of visitors of all ages. It also encouraged customized services through smartphones and apps, as well as cooperation with peripheral industries and cross-industry integration to increase the length of stay, secondary consumption, and rate of repeat visits.



三仙台八拱橋
Eight Arch Bridge in Sanxiantai



06

強化旅遊安全管理，保障旅客權益：

Strengthening Travel Safety Management to Protect Visitor Rights :

- 旅行業部分，委託中華民國旅行商業同業公會全國聯合會辦理「國內旅遊 1 日遊實地訪查及記錄」，觀光局於各連續假期、旅遊安全宣導週及特定專案期間加強辦理遊覽車輛接待旅遊團體聯合稽查作業，強化旅遊安全管理。108 年計稽查 1,733 團次。
- 旅宿業部分，訂定補助地方政府執行違法旅宿管理工作要點，持續輔導地方政府落實旅宿業管理工作，督導地方政府辦理旅宿稽查，108 年稽查旅宿業達 8,930 家次。修正發展觀光條例第 55 條及第 55-1 條規定，提高罰鍰金額並納入訂房平臺管理，保障旅客住宿權益，強化非法旅宿管理。



東引 - 東湧燈塔夜景
Night view of the Dongyong Lighthouse in Dongyin

- 觀光遊樂業部分，依「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」，落實三級管理機制，強化旅遊安全，建置優質遊樂環境。

• The Tourism Bureau commissioned the Travel Agent Association of R.O.C., Taiwan to carry out a One-day Domestic Tour On-site Inspection and Recording. It strengthened joint inspections of tour buses during long weekends, Travel Safety Awareness Week, and specific campaigns, as well as stepped up travel safety management. In 2019, 1,733 groups were inspected.

• The Tourism Bureau formulated subsidies for local governments to implement the Working Guidelines for Management of Illegal Hotels. It also continued to supervise hotel inspections by local governments. In 2019, inspections were conducted at 8,930 hotels. Article 55 and Article 55-1 of the Statute for the Development of Tourism were amended to increase fines and regulate booking platform management to protect visitors' hotel accommodation rights and strengthen management of illegal hotels.

• The Tourism Bureau implemented a three-tier management mechanism according to the Key Points on Supervision and Assessment of Operation Management and Safety Maintenance of Tourist Amusement Park Enterprises to strengthen travel safety and create a high-quality amusement park environment.

07

協助觀光產業因應陸客市場轉變：
Helping the Tourism Industry Adapt to
Changes in the Mainland Visitor Market :

- 辦理「擴大國旅暖冬遊」方案，獎勵旅行業包裝國內團體旅遊行程計有 563 家旅行社提出 2,114 團旅遊補助申請，參團人數達 8 萬 634 人，同意補助金額逾 6,750 萬元；獎勵自由行旅客住宿優惠措施部分，全臺 22 縣市計有約 6 千家合法旅宿業者參加，補助房間數約 74 萬間，計有 174 萬名國人享有優惠，核撥金額約 10 億元，創造超過 68 億元以上之觀光效益。
- 推動「春遊專案」，結合縣市政府依其在地資源特色與產業及觀光發展需求，提出適合在地之旅遊方案，鼓勵國人前往各地體驗在地特色，活絡國民旅遊，整體投入金額 4.1 億元，獎勵人次逾 105 萬人次，創造超過 37 億以上之觀光效益。自由行旅客住宿優惠措施部分，全臺逾 6,600 家合法旅宿業者參加，各縣市旅客申請自由行補助金額約 2.3 億，使用補助房間約 46 萬房，住宿人數約 100 萬人次。
- 辦理秋冬旅遊獎助，刺激淡季國旅市場，截至 109 年 1 月 31 日止，計有 1,561 家旅行社提出 2 萬 1,785 團旅遊補助申請，參團人數 78 萬 7,874 人，申請補助總金額 11 億 9,897 萬 3,308 元。參與自由行旅客優惠之旅宿業逾 7,900 家報名，占全部合法旅宿業者逾 6 成，為歷次補助最高，各縣市旅客申請自由行補助金額逾 30.1 億元，使用補助房間數約 274.7 萬間，住宿人數約 608.1 萬人次。

• The Domestic Winter Travel Expansion project was carried out to incentivize travel agencies to develop tour packages for domestic visitor groups. A total of 563 travel agencies applied for travel subsidies for 2,114 tour groups with 80,634 members. More than NT\$67.5 million in subsidies was awarded. Incentives were also offered for individual traveler accommodations. About 6,000 licensed hotel operators (about 740,000 rooms) in 22 counties and cities received subsidies totaling about NT\$1 billion. The subsidies enabled discounts to approximately 1.74 million local guests and created tourism benefits of more than NT\$6.8 billion.

• The Tourism Bureau promoted the Spring Outing Project to encourage domestic travel and local experiences. County and city governments proposed tourism programs suited to local resources, industries, and tourism development needs. NT\$410 million was invested in incentives for travel by more than 1.05 million people, generating over NT\$3.7 billion in tourism benefits. More than 6,600 licensed hotels participated in incentives for FIT traveler accommodations. FIT travelers from various counties and cities applied for about NT\$230 million in hotel subsidies. The subsidies were used for approximately 460,000 rooms and about one million guests.

• Incentives were provided to encourage domestic travel during the off-peak fall and winter seasons. As of January 31, 2020, 1,561 travel agencies had applied for NT\$1,198,973,308 in subsidies for 21,785 tour groups with 787,874 members. More than 7,900 hotels applied for subsidies for FIT travelers. A record high 60% of all licensed hotels applied for the subsidies. FIT travelers from various counties and cities applied for subsidies totaling NT\$3.01 billion. The subsidies were used for stays by about 6,081,000 guests at about 2,747,000 rooms.



日月潭 - 向山行政暨遊客中心
Xiangshan Visitor Center at Sun Moon Lake

局長序

Foreword



小鎮漫遊年 展現臺灣小鎮生命力

The year of roaming in small towns shows the vitality of Taiwan's small towns

觀光好比是一個幸福夢工廠，集結「食、宿、遊、購、行」產業鏈，讓旅人帶回餘溫蕩漾的幸福回憶。本局肩負全國觀光事業發展之責，對於產業優化、輔導，及開拓旅遊市場向來不遺餘力，尤其在開拓國際多元市場的拓展，以創新宣傳手法與遊程產品，活化旅客來臺旅遊能量，108年來臺旅客突破1,186萬人次，較107年成長7%，再創來臺觀光人次連續5年突破千萬人次新紀錄；其中，非陸客市場達到915萬人次，成長9%，新南向18國旅客數成長6%，各主要客源市場比重趨於均衡發展，市場結構成功轉型，不再依賴單一市場。

為發展臺灣觀光，呼應全球永續觀光發展趨勢，展現臺灣368個鄉鎮多樣的鄉土文化及在地生活的生命力，及帶動地方均衡發展，本局將108年主題旅遊年訂為「小鎮漫遊年」，經過縣市政府推薦、網路票選及秘密客遴選三階段，遴選出40個小鎮，配合2020「脊梁山脈旅遊年」及2021「自行車旅遊年」再分別遴選山城小鎮及自行車小鎮各30個，達到3年100個小鎮，與各地方政府、在地社區及旅遊產業共同攜手合作，深入地方資源，吸引國人及國際旅客體驗臺灣特色小鎮旅遊，使旅客充分體驗在地獨特的鄉土人文風情，達成引客、送客、留客。

Tourism can be thought of as a place where joyful dreams are born. It's a joint production weaving together "dining, lodging, touring, shopping and travel" in a way that endures within the happy memories that visitors bring home. The Taiwan Tourism Bureau (TTB) is in charge of national tourism development, and is dedicated to optimizing the success of tourism-related industries, providing guidance, and developing new tourism markets. Internationally, the TTB has opened up new source markets and revitalized inbound tourism to Taiwan with innovative publicity campaigns and tour products. These efforts helped lift the number of inbound visitors to Taiwan in 2019 to more than 11.86 million, up 7% from 2018. This record high number marked the fifth consecutive year that Taiwan has drawn over 10 million visitors. Non-mainland Chinese tourists totaled 9.15 million in 2019, up 9% over 2018, while inbound arrivals from the 18 countries in the New Southbound Policy region rose by 6%. These figures highlight Taiwan's success in transforming the structure of its major visitor source markets to achieve greater balance and reduce its reliance on a single market.

In 2019, the TTB is highlighting the diversity and vitality of life and local culture in Taiwan's small towns via the tourism development theme of "Small Town Ramble Year." The theme aligns with both the global trend toward sustainable tourism as well as Taiwan's efforts to achieve balanced local development. From an original number of 368 applicant towns, 100 were eventually selected. Forty towns were selected through a three-stage process that included county/city government recommendations, online voting, and secret visitor trips. To this were added 30 towns selected as part of 2020's "Year of Mountain Range Tourism" and 30 other town's included within 2021's "Year of Cycling Tourism." Therefore, the selected towns also receive additional promotion via the subsequent tourism themes noted above. The TTB is currently working with local governments, communities, and the tourism industry, as well as leveraging local resources, to attract domestic and international visitors by highlighting the rich tourism experiences and unique local cultures offered by Taiwan's distinctive small towns.

在林佳龍部長以「觀光立國」前瞻性願景及落實「觀光主流化」政策領導之下，為擘劃臺灣觀光永續發展藍圖，本局從108年2月起著手進行「台灣觀光政策白皮書」研擬工作，透過審視國內外觀光環境變遷及趨勢、分析亞太國家觀光政策、回顧臺灣觀光政策成效，與產官學各界17場次的座談會、諮詢會議集思廣益形成共識，擬訂「Taiwan Tourism 2030 台灣觀光政策白皮書」，包括「組織法制變革、打造魅力景點、整備主題旅遊、廣拓觀光客源、優化產業環境、推展智慧體驗」6大主軸，以及23項因應策略及36項重點措施，持續厚植國旅基礎及開拓國際市場，打造臺灣成為亞洲優質友善的旅遊勝地為目標。

觀光需要各界攜手營造，期待未來政府各部門能落實「觀光主流化」，施政與建設能將觀光列為重心，從中央到地方「人人心中有觀光」，國民心中有觀光、政府施政不忘觀光，觀光旅遊業者與政府繼續打拚，以「永續」的理念經營企業、用「尊重」的態度愛護資源、用負「責任」的態度服務旅客，提供深度、在地、多元、精緻、高品質旅遊環境，共同見證臺灣觀光的下一個里程碑。

本刊展現108年觀光施政各項亮點績效成果，也藉由書中串聯的各式多媒體影音資訊，邀請讀者一同旅行臺灣，細細品味小鎮，希望將不一樣的觀光印象，呈現於讀者面前，並敬請不吝指教。

張錫聰
Chang Shi-chung

交通部觀光局局長
Director General
Tourism Bureau, MOTC

Minister of Transportation & Communications Lin Chia-lung's forward-looking vision of a "tourism-based country" and his "mainstreaming tourism" policy have underpinned the planning of a blueprint for sustainable development of tourism in Taiwan. In February 2019, the TTB began drafting the Taiwan Tourism Policy White Paper. This document will examine areas such as changes and trends in the domestic and foreign tourism environment, tourism policy in Asian-Pacific countries, and the effectiveness of Taiwan's tourism policy. The TTB has also arranged 17 symposiums and consultation meetings with business, government, and academic representatives to brainstorm ideas and build a consensus leading to the "Taiwan Tourism 2030" plan. Six major themes to be included within the White Paper are 1) organizational and legal reform, 2) creating attractive destinations, 3) preparing theme tours, 4) expanding tourist sources, 5) optimizing the industrial environment, and 6) promoting smart experiences. It will also include about 23 response strategies and 36 key measures. The White Paper will help provides a roadmap for further developing the foundation for domestic tourism, expanding international markets, and making Taiwan an even more high-quality and tourist-friendly destination in Asia.

Tourism is a joint effort requiring everyone's participation. The TTB hopes that government departments can "mainstream tourism" and prioritize tourism in policy and development work. It hopes that central and local governments and the public can "keep tourism in mind" and that government policy will incorporate tourism into its considerations. The TTB also hopes that the travel & tourism industry and government entities will continue to operate true to the principles of sustainability and respect for resources, and will also strive to serve the interests of visitors in a responsible manner. Such efforts will help create a tourism sector that emphasizes themes such as in-depth tourism, locally-based tourism, diversity, and high quality experiences that will lift the industry to new and higher levels, in the process achieving new milestones. This annual report presents the achievements of governmental administration with regard to Taiwan tourism in 2019. It also provides links to a wealth of multimedia content that invites readers to experience Taiwan's small town charms. We hope you will discover refreshing new faces of tourism in Taiwan. We also warmly welcome your comments and suggestions.

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Annual Report on Digital Experience Tourism

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Scan the large QRcode with your cell phone to watch event videos or browse related websites.

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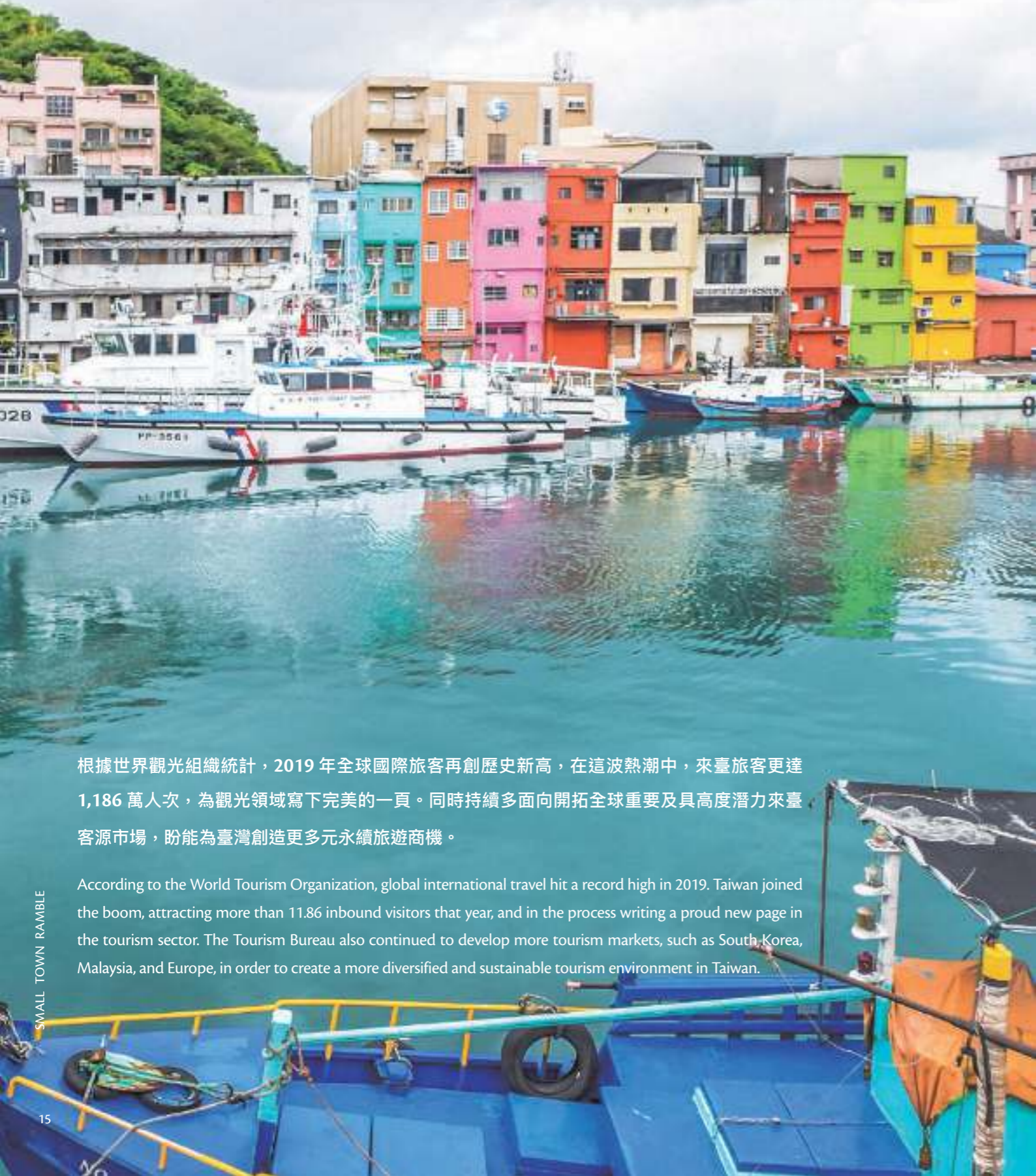
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旅遊環境 Environment



根據世界觀光組織統計，2019 年全球國際旅客再創歷史新高，在這波熱潮中，來臺旅客更達 1,186 萬人次，為觀光領域寫下完美的一頁。同時持續多面向開拓全球重要及具高度潛力來臺客源市場，盼能為臺灣創造更多元永續旅遊商機。

According to the World Tourism Organization, global international travel hit a record high in 2019. Taiwan joined the boom, attracting more than 11.86 million inbound visitors that year, and in the process writing a proud new page in the tourism sector. The Tourism Bureau also continued to develop more tourism markets, such as South Korea, Malaysia, and Europe, in order to create a more diversified and sustainable tourism environment in Taiwan.

全球旅遊市場 The Global Travel Market

全球觀光業概況 Overview of the Global Tourism Market

2019 年全球國際旅客人次（過夜遊客）成長 3.6% 達到 14.60 億，其中又以北非（+8.5%）地區之國際旅客人數成長居首，南亞（+7.2%）地區次之，接著為加勒比海地區（+7.1%）、東南亞（+6.7%）地區，亞太地區的成長率為 3.7%，高於全球平均值。

The number of international tourist arrivals worldwide (overnight visitors) grew by 3.6% to 1.460 billion in 2019. North Africa (+8.5%) saw the fastest growth in international arrivals, followed by Southeast Asia (+7.2%), Caribbean (+7.1%), and the Southeast Asia (+6.7%). The Asia-Pacific region expanded by 3.7%, higher than the global average.

國際觀光市場入境旅客統計

Statistics on International Tourism Markets for Inbound Visitors

區域 Region	年旅客（百萬人次） Visits (Millions)		同期成長率（%） YoY Increase (%)	
	2018	2019	2018	2019
全球 Global	1,409	1,460	5.7	3.6
已開發經濟體 Developed economies	762	777	4.0	2.0
新興經濟體 Emerging economies	647	683	7.7	5.5
歐洲 Europe	716.4	744.5	5.8	3.9
北歐 Nordic	78.7	80.1	-0.6	1.8
西歐 Western Europe	200.2	204.2	3.9	2.0
中 / 東歐 Central / East Europe	148.9	156.3	8.5	5.0
南歐 / 地中海地區 Southern Europe / Mediterranean Region	288.6	304.0	7.7	5.3
亞太地區 Asia-Pacific	347.7	360.5	7.3	3.7
東北亞 Northeast Asia	169.2	170.6	6.1	0.8
東南亞 Southeast Asia	128.6	137.3	6.7	6.7
南太平洋地區 South Pacific	17.0	17.5	2.8	2.4
南亞 South Asia	32.8	35.2	19.4	7.2
美洲 America	215.9	220.3	2.3	2.0
北美 North America	142.2	146.4	3.5	3.0
加勒比海地區 Caribbean	25.8	27.6	-0.9	7.1
中美 Central America	10.8	10.9	-2.2	0.8
南美 South America	36.1	35.3	1.3	-4.8
非洲 Africa	68.7	73.1	8.4	6.4
北非 North Africa	24.1	26.1	11.1	8.5
次撒哈拉地區 Sub-Saharan region	44.6	46.9	7.0	5.2
中東 Middle East	60.1	61.3	4.3	2.0

資料來源：P.6. Volume 18 Issue 3, Update June 2020, UNWTO World Tourism Barometer.

亞洲觀光市場概況

Overview of Asian Tourism Markets

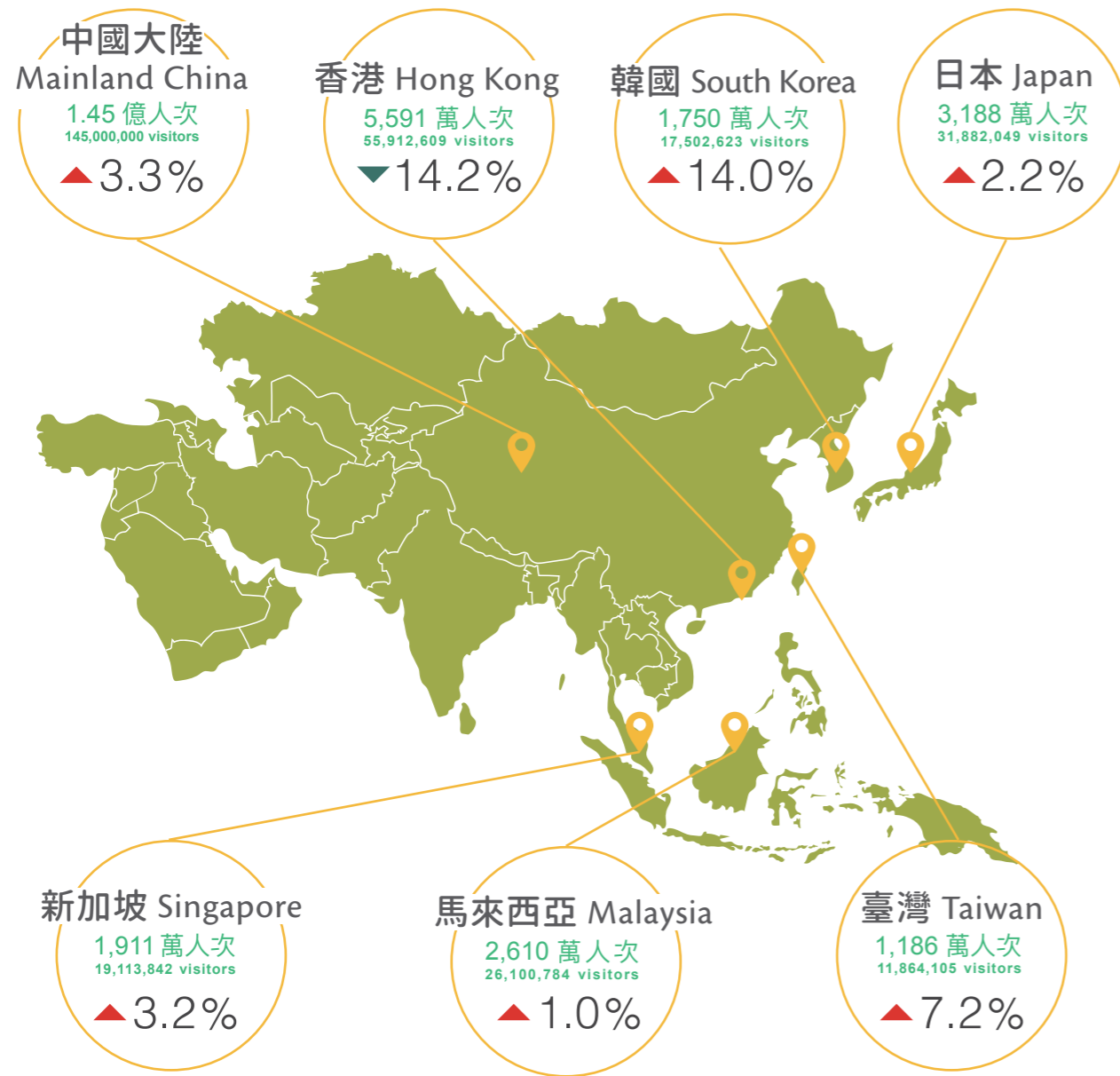
2019年亞洲各觀光市場入境旅客人次，以韓國正成長率最高，成長14.0%，其次為我國7.2%。臺灣旅客為香港、日本及韓國觀光市場主要客源，並與亞洲各地密切交流。

In 2019, Korea was the fastest growing inbound market for visitors from Asia (+14.0%), followed by Taiwan (+7.2%). Hong Kong, Japan and Korea were the main tourism source markets for Taiwan as the country maintained close exchanges throughout Asia.

2019年亞洲各觀光市場入境旅客人次

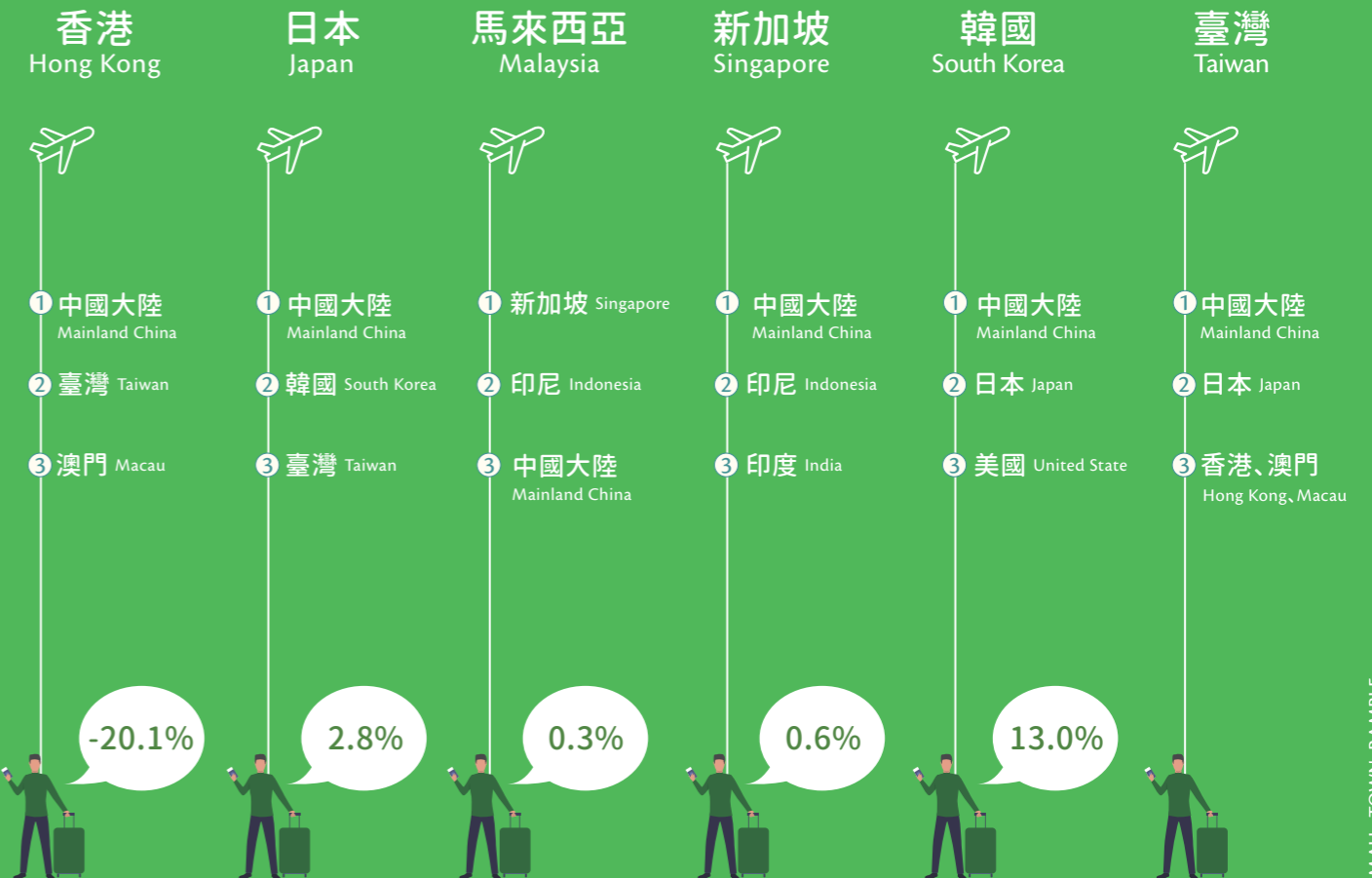
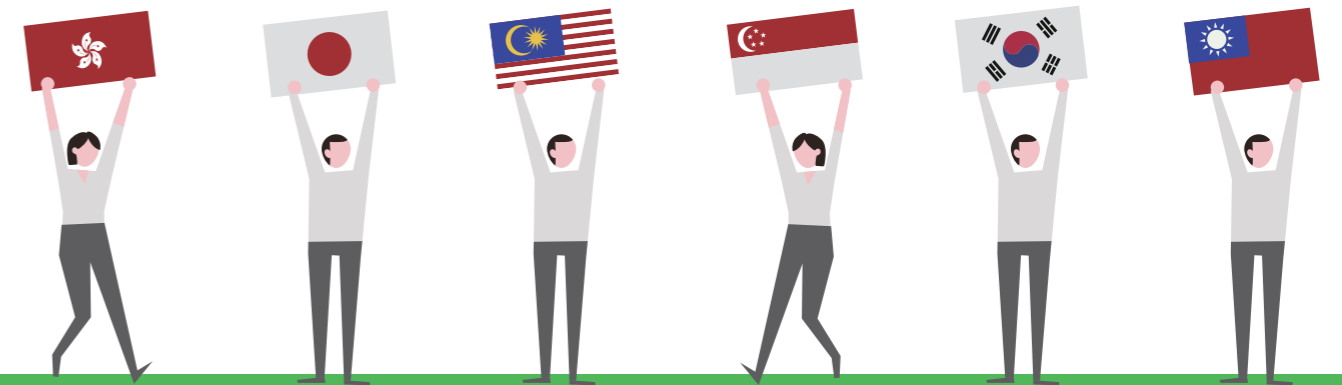
Number of Inbound Visitors for Major Asian Tourism Markets in 2019

📍 入境 Arrivals ▲ 入境成長 Increasing arrivals ▼ 入境下降 Declining arrivals



2019年亞洲觀光市場主要客源

Major Visitor Source Markets for Asia in 2019



資料來源：日本國際觀光振興機構、香港旅遊發展局、韓國觀光公社、新加坡旅遊局、馬來西亞觀光局、中國大陸發布 2019 年旅遊市場基本情況
 Source: Japan National Tourist Organization, Hong Kong Tourism Board, Korea Tourism Organization, Singapore Tourism Bureau, Malaysia Tourism Promotion Board, China National Tourism Administration

資料來源：日本國際觀光振興機構、香港旅遊發展局、韓國觀光公社、新加坡旅遊局、馬來西亞觀光局
 Source: Japan National Tourist Organization, Hong Kong Tourism Board, Korea Tourism Organization, Singapore Tourism Bureau, Malaysia Tourism Promotion Board

臺灣旅遊市場 Taiwan Travel Market

旅客來臺 Visitors to Taiwan

108年來臺旅客共計1,186萬4,105人次創新高，較107年成長7.21%，增加79萬7,398人次。

Taiwan attracted a record 11,864,105 inbound visitors in 2019, up 797,398 visits or 7.21% from 2018.

108年主要客源市場均呈現正成長，其中又以韓國成長率居冠。

In 2019, visitor arrivals increased from all major source markets. South Korea was the fastest growing source market.

108年來臺旅遊市場重要指標統計表

Key Indicators of Taiwan's Inbound Tourism Market in 2019

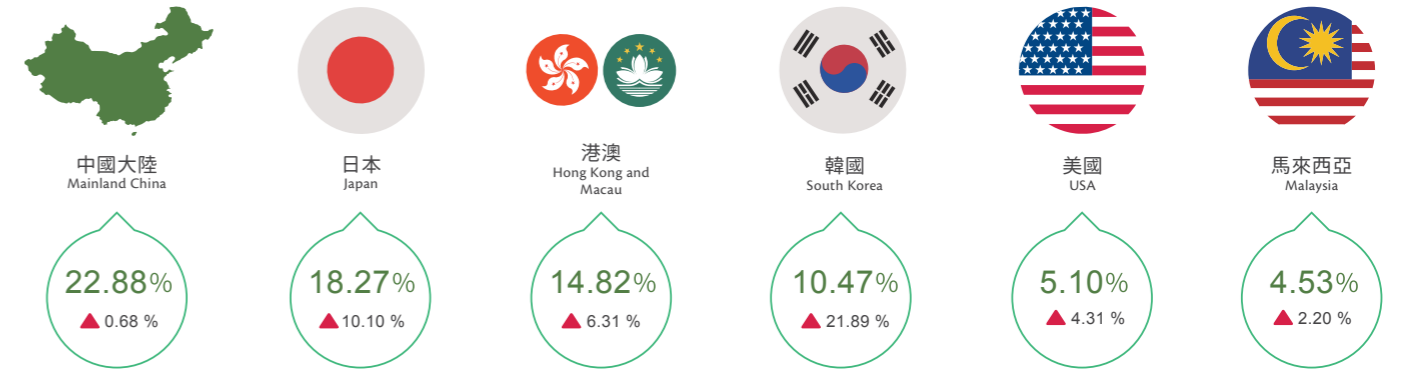
指標 Index	108年 2019		107年 2018		108年與107年比較 2019 versus 2018	
來臺旅客人次 Number of arrivals of visitors to Taiwan	1,186萬人次 11,864,105 visitors		1,107萬人次 11,066,707 visitors		▲ 7.21%	
觀光外匯收入(不含國際機票) Tourism foreign exchange receipts (excluding international flight tickets)	144.11億美元 US\$14.411 billion	新臺幣 4,456億元 NT\$445.6 billion	137.05億美元 US\$13.705 billion	新臺幣 4,133億元 NT\$413.3 billion	▲ 5.15% US\$	▲ 7.83% NT\$
來臺旅客平均每人每日消費 Average expenditure per person per day to Taiwan	195.91美元 US\$195.91		191.70美元 US\$191.70		▲ 2.20%	
來臺旅客平均停留夜數 Average length of stay of visitors to Taiwan	6.20夜 6.20 nights		6.46夜 6.46 nights		▼ 0.26夜/nights	
來臺旅客平均每人每次消費 Average expenditure per person per day for visit to Taiwan	1,215美元 US\$1,215		1,238美元 US\$1,238		▼ 1.86%	
來臺旅客整體滿意度 Overall satisfaction rate of visitors to Taiwan	98.33%		97.38%		增加1個百分點 Up 1.00%	
旅客來臺重遊比率 Ratio of repeat visitors to Taiwan	42.00%		41.00%		增加1個百分點 Up 1.00%	

「來臺旅客人次」、「來臺旅客平均停留夜數」之資料來源為內政部移民署。

Note: "Number of inbound visitors to Taiwan" and "average length of stay (nights) of visitors to Taiwan" data from the National Immigration Agency, Ministry of the Interior.



108年臺灣旅遊市場主要客源 Taiwan's Major Tourism Source Markets in 2019



依據「108年來臺旅客消費及動向調查報告」結果顯示，旅客來臺方式以「自行規劃行程，請旅行社安排或代訂住宿(及機票)(46%)」、「未請旅行社安排、代訂住宿及機票，抵達後未曾參加本地旅行社安排的旅遊行程」(32%)及「參加旅行社規劃的行程，由旅行社包辦」(18%)為主。

「美食或特色小吃」與「風光景色」為吸引旅客來臺觀光主因，「購物」、「逛夜市」及「參觀古蹟」為旅客在臺最主要活動。令旅客印象深刻的旅遊經驗以「美味菜餚」、「景點」及「逛夜市」居前3名。

According to the findings of the Tourism Bureau's R.O.C 2019 Survey Report on the Consumption and Activity of Visitors to Taiwan, 46.0% of visitors requested travel agencies to arrange accommodation (and/or book flights), 32.0% did not request local travel agencies to arrange or book accommodations and flights and after arriving did not request local travel agencies to arrange any itineraries, and 18.0% joined package tours arranged by travel agencies.

The main attractions that drew visitors to Taiwan were "fine food or specialty snacks" and "scenic landscapes," and their main activities in Taiwan were shopping, going to night markets, and visiting historic sites. Visitors' deepest impressions of Taiwan were from the cuisine, scenic spots, and going to night markets.



遊覽景點排名以「夜市」、「臺北101」及「西門町」居前3名；而旅客造訪後表達最喜歡的景點則以「墾丁國家公園」、「日月潭」及「九份」居前3位。

The main tourist spots visited were night markets, Taipei 101, and Ximending; the places they visited and liked the best were Kenting National Park, Jiufen, and Sun Moon Lake.

108年來臺旅客每人每日平均消費195.91美元，較上年增加2.20%，推估全年觀光外匯收入達144.11億美元(增加5.15%)，約折合新臺幣4,456億元，較上年增加7.83%。

In 2019, the average spending by visitors to Taiwan increased by 2.20% to US\$195.91 per person per day. Foreign exchange earnings from tourism for the year are estimated to have been US\$14.411 billion (up 5.15%), while earnings denominated in New Taiwan dollars rose by 7.83% to NT\$445.6 billion.

國人國內旅遊 Domestic Travel

108 年國人國內旅遊重要指標統計表 Major Indices of R.O.C. Citizens' Domestic Travel

項目 Items	108 年 2019		107 年 2018		108 年與 107 年比較 2019 versus 2018	
國人國內旅遊比率 Domestic travel rate	91.10%		91.20%		▼ 0.1 個百分點 (pp) ※ Down 0.1 percentage point	
平均每人旅遊次數 Average number of trips per person	7.99 次 7.99 trips		8.09 次 8.09 trips		▼ 0.1 次/trips	
國人國內旅遊總旅次 Total number of domestic travels by citizens	169,279,000 次 169,279,000 trips		171,090,000 次 171,090,000 trips		▼ 1.06%	
平均旅遊天數 Average number of days per travel	1.51 天 1.51 days		1.49 天 1.49 days		增加 0.02 天 ※ 0.02 days increase	
假日旅遊比率 Travels taken during holidays and weekends	66.90%		68.20%		▼ 1.3 個百分點 (pp) 1.3 percentage points	
旅遊整體滿意度 Overall satisfaction level	98.40%		98.00%		▲ 0.4 個百分點 (pp) ※ 0.4 percentage points	
每人每次平均旅遊支出 Average expenditure per person per travel	新臺幣 2,320 元 NT\$2,320	75.02 美元 US\$75.02	新臺幣 2,203 元 NT\$2,203	73.05 美元 US\$73.05	▲ 5.31% (NT\$)	▲ 2.69% (US\$)
國人國內旅遊總支出 Total expenditure on domestic travel	新臺幣 3,927 億元 NT\$3,927 billion	126.98 億美元 US\$126.98 billion	新臺幣 3,769 億元 NT\$3,769 billion	124.98 億美元 US\$124.98 billion	▲ 4.19% (NT\$)	▲ 1.60% (US\$)

註：• 本調查對象為年滿 12 歲以上國民。

- (※) 符號表示在 5% 顯著水準下，經 t 檢定後無顯著差異。
- 國內旅遊比率係指國民在全年至少曾在國內旅遊 1 次者的占比。

• The survey was conducted on citizens aged 12 and above.

- “※” symbol indicates that the significance level was under 5% and shown by t-test to not be a significant difference.
- The ratio of citizens who took domestic tourism trips refers to the percentage of the whole population who took at least one domestic tourism trip during the whole year.

依據「108 年臺灣旅遊狀況調查報告」結果顯示，全年國人國內旅遊為 1 億 6,928 萬人次（負成長 1.06%）；108 年由於大環境經濟持續疲弱，觀光局為振興國內旅遊，推出「春遊專案」及實施「擴大秋冬國民旅遊獎勵計畫」補助，鼓勵國人從事國內旅遊。108 年國人國內旅遊次數，上半年較 107 年同期負成長 4.08%，但下半年則轉為正成長 3.42%；尤其以第 4 季成長幅度達 6.15% 最多。

國內旅次中，以利用週末或假日者占 67.00%，平常日占 33.00%；自行規劃行程旅遊者占 88.50%，參加旅行社套裝旅遊者占 1.90%，參加學校、機關、公司及村里等團體者占 9.60%；旅遊據點考慮因素依序為「交通便利或接駁方便」、「紓壓休閒保健」、「有主題活動」、「沒去過，好奇」及「品嚐美食」等。

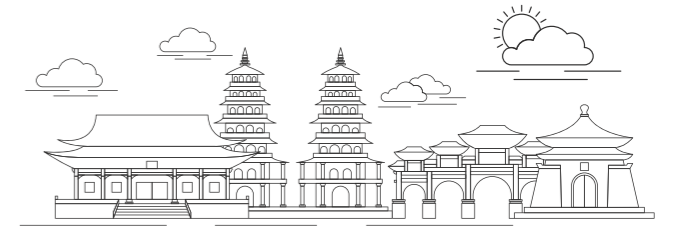
The results of the 2019 Taiwan Tourism Condition Survey Report indicated that Taiwanese people made 169.28 million domestic tourism trips in 2019 (-1.06%). The Tourism Bureau encouraged locals to travel domestically in 2019 to revitalize domestic tourism amidst a weak overall economy. The Bureau introduced a “Spring Outing Project” and provided subsidies for an “Incentive Plan to Expand Fall and Winter Domestic Tourism.” The number of domestic tourism visits fell 4.08% year over year (YoY) in the first half of 2019, but gained 3.42% in the second half. The Fourth quarter's growth was the strongest at 6.15%.

Of the total number of domestic trips, 67.00% were weekend or holiday trips and 33.00% were weekday trips; about 88.50% of the domestic trips were self-planned, while tour agency arranged package tours accounting for 1.90%, and school, government, company, village, and other group travel contributed 9.60%. The main factors considered in choice of destinations were, in order of importance, ease of travel or convenience of connections, relaxation, leisure, and health, special events, curiosity to visit an unfamiliar place, and quality of food.

108 年國人國內旅遊每人每次平均花費為新臺幣 2,320 元（成長 5.31%），推估全年國人國內旅遊總消費計為新臺幣 3,927 億元（成長 4.19%）。

In 2019, average spending per person per tourism trip was NT\$2,320 (up 5.31%). Spending on domestic tourism trips for the entire year is estimated at NT\$3,927 billion (down 4.19%).

主要觀光遊憩據點 遊客到訪概況 Visitor Trends At Major Tourism Attractions



為了解主要觀光遊憩據點遊客到訪趨勢，以提供政策規劃參考，觀光局自 90 年起請各轄管單位提供主要觀光遊憩據點遊客人次資料，108 年新增 17 處據點，並刪除 4 處，共計 326 處觀光遊憩據點。

Since 2001, the Tourism Bureau has collected statistics from subsidiary units on the number of visitors at major tourism and recreation attractions to understand visitor trends at these attractions as a reference for policy planning. The data for 2019 covered 326 attractions. Seventeen new sites were added and four were removed from the year before.

從景點類型來看（扣除年度新增之據點），相較 107 年遊客人次有增加之據點，國家公園、國家級風景特定區、森林遊樂區、休閒農業區及休閒農場、宗教場所均有六成據點遊客人次增加；博物館及其他則有超過五成據點人次較 107 年增加；直轄市及縣（市）級風景特定區則有四成左右據點遊客人次增加；觀光地區之據點遊客人次皆較上一年衰退。

In terms of attraction type (excluding attractions added over the year), the number of visitors increased YoY at 60% of the national parks, national scenic areas, forest recreation areas, recreational farm areas, recreation farms, and religious sites; 50% of museums and other attractions; and about 40% of city and county level designated scenic areas. The number of visitors at all types of attractions fell YoY.

其中又以中部及南部地區主要觀光遊憩據點人次衰退占比較多，北部及離島地區則六成以上比例呈現成長。

Major scenic spots in the central and southern regions saw the steepest falls in visitor numbers, while more than 60% of northern and outlying island destinations saw visitor increases.

108 年 1 月至 12 月主要觀光遊憩據點遊客人次統計類型趨勢表 Visitor Trends at Major Tourism and Recreation Attractions in Taiwan in 2019

類型 Type	總據點數 Total base	與上年 1 月 - 12 月相比 YoY (Jan-Dec)					
		遊客人次增加之據點 Sites with More Visits		遊客人次不變之據點 Sites with the Same Number of Visits		遊客人次減少之據點 Sites with Fewer Visits	
		數目 Total base	占比 %	數目 Total base	占比 %	數目 Total base	占比 %
國家公園 National Parks	36	23	63.89%	0	-	13	36.11%
國家風景區 National Scenic Areas	74	46	62.16%	1	1.35%	27	36.49%
直轄市及縣(市)級風景 特定區 Designated scenic areas at the municipal or county (city) level	16	7	43.75%	0	-	9	56.25%
森林遊樂區 Forest Recreation Areas	19	12	63.16%	0	-	7	36.84%
休閒農業區及休閒農場 Other	6	4	66.67%	0	-	2	33.33%
觀光地區 Public Recreational Areas	8	0	-	0	-	8	100.00%
博物館 Beaches	39	23	58.97%	0	-	16	41.03%
宗教場所 Privately Owned Recreational Areas	10	6	60.00%	0	-	4	40.00%
其他 Temples	101	58	57.43%	0	-	43	42.57%

備註：由於各年度遊憩據點皆有增刪，108 年度新增據點將不列入與 107 年度比較。Note: Due to the addition and removal of tourism and recreation attractions, no comparison to 2018 is provided for attractions added in 2019.

108 年 1 月至 12 月主要觀光遊憩據點遊客人次統計縣市趨勢表

Visitor Trends at Major Tourism and Recreation Attractions in Taiwan by County/City in 2019

地區 Area	縣市 City / County	總據點數 Total base	與上年 1 月 - 12 月相比 YoY (Jan-Dec)					
			遊客人次增加之據點 Sites with More Visits		遊客人次不變之據點 Sites with the Same Number of Visits		遊客人次減少之據點 Sites with Fewer Visits	
			數目 Total base	占比 %	數目 Total base	占比 %	數目 Total base	占比 %
北部 Northern Taiwan	臺北市 Taipei City	32	20	62.50%	0	-	12	37.50%
	新北市 New Taipei City	46	32	69.57%	0	-	14	30.43%
	桃園市 Taoyuan City	10	4	40.00%	0	-	6	60.00%
	新竹縣 Hsinchu County	8	6	75.00%	0	-	2	25.00%
	新竹市 Hsinchu City	1	0	-	0	-	1	100.00%
	基隆市 Keelung City	5	3	60.00%	0	-	2	40.00%
	宜蘭縣 Yilan County	15	9	60.00%	0	-	6	40.00%
	合計 Total	117	74	63.25%	0	-	43	36.75%
中部 Central Taiwan	苗栗縣 Miaoli County	9	3	33.33%	0	-	6	66.67%
	臺中市 Taichung City	23	12	52.17%	0	-	11	47.83%
	彰化縣 Changhua County	6	3	50.00%	0	-	3	50.00%
	南投縣 Nantou County	21	7	33.33%	0	-	14	66.67%
	雲林縣 Yunlin County	4	4	100.00%	0	-	0	-
合計 Total	63	29	46.03%	0	-	34	53.97%	
南部 Southern Taiwan	嘉義縣 Chiayi County	5	2	40.00%	0	-	3	60.00%
	嘉義市 Chiayi City	2	1	50.00%	0	-	1	50.00%
	臺南市 Tainan City	25	10	40.00%	1	4.00%	14	56.00%
	高雄市 Kaohsiung City	19	12	63.16%	0	-	7	36.84%
	屏東縣 Pingtung County	21	15	71.43%	0	-	6	28.57%
合計 Total	72	40	55.56%	1	1.39%	31	43.06%	
東部 Eastern Taiwan	花蓮縣 Hualien County	17	9	52.94%	0	-	8	47.06%
	臺東縣 Taitung County	17	11	64.71%	0	-	6	35.29%
	合計 Total	34	20	58.82%	0	-	14	41.18%
離島 Outlying islands	澎湖縣 Penghu County	8	6	75.00%	0	-	2	25.00%
	金門縣 Kinmen County	11	8	72.73%	0	-	3	27.27%
	連江縣 Lienchiang County	4	2	50.00%	0	-	2	50.00%
合計 Total	23	16	69.57%	0	-	7	30.43%	

備註：由於各年度遊憩據點皆有增刪，108 年度新增據點將不列入與 107 年度比較。Note: Due to the addition and removal of tourism and recreation attractions, no comparison to 2018 is provided for attractions added in 2019.

國人出國觀光市場 Taiwan's Outbound Travel Market

108 年國人出國共計 1,710 萬 1,335 人次，較 107 年增加 45 萬 6,651 人次，成長 2.74%。依出國目的地分析，以前往亞洲地區為最多，計 1,575 萬 7,473 人次（占 92.14%），其次為美洲地區 67 萬 6,520 人次（占 3.96%）、歐洲地區 36 萬 3,583 人次（占 2.13%）、大洋洲地區 22 萬 8,135 人次（占 1.33%）、非洲地區 27 人次、其他地區 75,597 人次。

依國家（地區）別分析，赴日本 491 萬 1,681 人次為最多，其次依序為中國大陸 404 萬 3,686 人次、香港 167 萬 6,374 人次、韓國 120 萬 9,062 人次、越南 85 萬 3,257 人次。

依據「108 年臺灣旅遊狀況調查報告」結果顯示，108 年國人出國以到訪日本（33.70%）為最多，其次依序為中國大陸（21.90%）、韓國（8.30%）、歐洲（7.80%）、越南（4.70%）、泰國（4.20%）、香港（3.60%）及美國（3.60%）等；全年出國的旅次中，旅遊安排以「未委託旅行社代辦，全部自行安排」（占 45.00%）最多，其次依序為「參加團體旅遊、獎勵或招待旅遊」（占 35.00%）、「委託旅行社代辦部分出國事項」（占 15.00%）及「購買自由行或參加機加酒行程」（占 5.00%）。

108 年國人從事出國旅遊以「觀光旅遊」為目的者最多，而觀光目的旅客選擇旅遊國家（地區）主因為「親友邀約」、「好奇，體驗異國風情」、「離開國內紓解壓力」等。

In 2019, Taiwanese citizens made 17,101,335 trips abroad, up 456,651 trips (2.74%) from the year before. Asia was the main destination, accounting for 15,757,473 trips, or 92.14% of the total, followed by the Americas with 676,520 trips (3.96%), Europe with 363,583 trips (2.13%), Oceania with 228,135 trips (1.33%), Africa with 27 trips, and other regions 75,597 trips.

Japan was the first destination of choice, attracting 4,911,681 Taiwanese visitors, followed by Mainland China (4,043,686 trips), Hong Kong (1,676,374), South Korea (1,209,062), and Vietnam (853,257).

According to the findings of the "2019 Survey of Travel by ROC Citizens," Japan attracted the greatest share of visitors from Taiwan in 2019 (33.70%), followed by Mainland China (21.90%), South Korea (8.30%), Europe (7.80%), Vietnam (4.70%), Thailand (4.20%), Hong Kong (3.60%), and the US (3.60%). The biggest share of overseas trips in the year were arranged entirely independently without using a travel agent (45.00%), followed by travel arranged as group trips or incentive trips (35.00%), travel arranged partly through travel agents (15.00%), and purchases of independent travel or flight + hotel packages (5.00%).

The main purpose of citizens' overseas travel in 2018 was tourism. The main reasons for going abroad for tourism were the invitation of relatives or friends, curiosity, the wish to experience the way of life in a different country, and to relax.



早安鯉魚潭 - 戴慶明 攝影
Good Morning Liyu Lake! Photo by Tai Ching-ming



108 年國人出國每人每次平均花費為新臺幣 4 萬 7,802 元（負成長 1.50%），推估全年出國旅遊總支出為新臺幣 8,175 億元（成長 1.21%）。

In 2019, ROC citizens spent an average of NT\$47,802 per person per trip overseas (down 1.50%). Annual spending on overseas travel for the year totaled an estimated at NT\$817.5 billion (up 1.21%).



108 年國人出國旅遊重要指標統計表

Major Indices of Taiwan Citizens' Outbound Travel

項目 index	108 年 2019		107 年 2018		108 年與 107 年比較 2019 versus 2018	
國人從事 出國旅遊的比率 Outbound travel rate	35.20%		33.90%		▲ 1.3 個百分點 (pp) 1.3 percentage points	
國人出國總人次 (含未滿 12 歲國民) Total number of outbound trips by citizens (including those under 12)	17,101,335 人次 visitors		16,644,684 人次 visitors		▲ 2.74%	
平均每人出國次數 (含未滿 12 歲國民) Average number of outbound trips per person (incl. citizens under age 12)	0.72 次 trips		0.71 次 trips		▲ 0.01 次/trips	
平均出國夜數 Average nights of stay per trip	7.87 夜 nights		7.90 夜 nights		▼ 0.03 夜/nights	
每人每次平均旅遊 支出 Average expenditure per person per trip	新臺幣 47,802 元 NT\$47,802	1,546 美元 US\$1,546	新臺幣 48,529 元 NT\$48,529	1,609 美元 US\$1,609	▼ 1.50% ※	▼ 3.95% ※
出國旅遊總支出 (含國際機票費) Total outbound travel expenditure (including international flight tickets)	新臺幣 8,175 億元 NT\$ 817.5 billion	264.35 億美元 US\$ 264.35 billion	新臺幣 8,077 億元 NT\$ 807.7 billion	267.84 億美元 US \$ 267.84 billion	▲ 1.21% ※	▲ 1.30% ※

註： 1. 「國人出國總人次」與「平均停留夜數」資料來源：內政部移民署。

2. (※) 表示在 5% 顯著水準下，經檢定後無顯著差異。

3. 出國旅遊比率係指國民在全年內至少曾出國旅遊 1 次者的占比。

4. 平均每人出國次數 = 國人出國總人次 ÷ 全國總人口數。

5. 每人每次平均消費支出包含國際機票費、簽證費、旅館費及所有國外消費支出等，但不包括出國前及回國後之相關支出。

• Source of data for "total number of overseas visits by ROC citizens" and "average length of stay (nights)":
National Immigration Agency, Ministry of the Interior.

• "※" This symbol indicates that the significance level was under 5% and shown by t-test to not be a significant difference.

• The percentage of citizens who traveled abroad measures the percentage of Taiwanese citizens who took at least one outbound trip during the year.

• The average number of outbound trips per person = total number of outbound trips divided by the total population.

• Average expenditure per person per trip includes international flight ticket fees, visa fees, hotel bills, and all overseas expenditures, but excludes expenses prior to departure and after returning home.

觀光衛星帳 (經濟指標) Tourism Satellite Accounts (The Economic Impact)

106 年臺灣觀光衛星帳參酌 TSA2008，將我國觀光產品調整為住宿服務、餐飲服務、旅客運輸服務（又分陸上客運服務、航空客運服務、水上客運服務）、汽車租賃服務、旅行服務、娛樂休閒服務、購物服務。對應的產業為住宿業、餐飲業、運輸服務業（分陸上運輸業、航空運輸業、水上運輸業）、汽車租賃業、旅行服務業、娛樂休閒服務業，以及零售業，合稱為觀光特徵產業。

其次，並將臺灣觀光衛星帳的帳表調整為：入境觀光支出表（產品別）、國內觀光支出表（產品別、旅遊型態別）、內部觀光支出表（產品別）、觀光產業及其他產業生產帳（生產者價格）、觀光產品之觀光比重表、觀光產業之觀光比重表、觀光直接附加價值 (TDGVA) 表、觀光產業就業表，以及觀光指標表，調整後的臺灣觀光衛星帳稱為 TTSA2016。

根據 TTSA2016，在觀光供給面方面，106 年之觀光直接附加價值為 4,279 億元，占全國 GDP 比重為 2.38%；106 年之觀光產業就業人數分別為 53.7 萬人。106 年之觀光支出總金額為 10,664 億元，其中國人出國觀光支出為 1,711 億元、國人國內觀光支出為 4,337 億元、來臺旅客觀光支出為 4,615 億元。

以觀光客對不同觀光產品的支出金額而言，106 年國人出國觀光的主要觀光支出在交通、旅行服務和購物；106 年國人國內觀光之最大支出項目為餐飲、交通（含自行開車的汽油費用）、購物和住宿；外國觀光客的最大觀光支出項目為餐飲，其他依序為交通、購物、住宿、娛樂服務、旅行服務和汽車租賃。整體而言，最大的觀光支出項目依序為交通、餐飲、購物、住宿、旅行服務、娛樂服務和汽車租賃。

The 2017 Taiwan Tourism Satellite Account (TSA) was compiled in accordance with the "Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA 2008)." It adjusts the categories of Taiwan's tourism products to include: accommodation services, food and beverage services, traveler transportation services (consisting of land, air and water passenger transportation services), car rental services, travel agency services, entertainment and recreation services, and shopping services. Corresponding industries include the hotel industry, restaurant industry, transportation service industry (consisting of the land, air, and water transportation sectors), car rental industry, travel service industry, entertainment and recreation service industry, and retail industry, collectively known as "tourism characteristic industries."

Further adjustments to the Taiwan TSA account included tables for: inbound tourism expenditure (product types), domestic tourism expenditure (product types and tourism type), internal tourism expenditure (product type), tourism industry and other industry production accounts (producer price), tourism proportion of tourism products, tourism proportion of tourism industry, tourism direct gross value added (TDGVA), tourism industry employment, and tourism indicators. The adjusted Taiwan Tourism Satellite Account was called the TTSA2016.

According to the TTSA2016, TDGVA amounted to NT\$427.9 billion in 2017, equal to 2.38% of GDP. The tourism industry employed 537,000 people that year and generated tourism-related spending totaling NT\$1.066 trillion. Taiwan nationals spent NT\$171.1 billion on outbound tourism and NT\$433.7 billion on domestic tourism. Inbound visitors spent NT\$461.5 billion on tourism in Taiwan.

In terms of visitor spending on different tourism products, in 2017 outbound travelers from Taiwan spent the most on transportation, travel services, and shopping. Domestic travelers' biggest expenditure areas that year were food and transportation (including gas cost for self-driving), shopping and accommodations. Inbound tourists spent the most on food, followed, in descending order, by transportation, shopping, accommodations, entertainment services, travel services, and car rental. Overall, the largest tourism expenditure items in descending order were transportation, food, shopping, accommodation, travel services, entertainment services, and car rental.



國際交流

Communicating & Connecting With the World

108年以「多元行銷、全球布局」核心思維將臺灣觀光推向國際。除持續耕耘既有主要目標客源市場如日韓、港星馬、大陸及歐美，並積極爭取東協、印度及中東等新興客源市場旅客。

In 2019, the Taiwan Tourism Bureau promoted tourism to the world through a diversified global marketing campaign. In addition to cultivating the major existing visitor source markets of Japan, Korea, Hong Kong, Singapore, Malaysia, mainland China, Europe, and the United States, the bureau actively attracted visitors from ASEAN countries, India, the Middle East, and other emerging source markets.



著眼全球, 分頭並進 Global Focus, Multipronged Advances

東北亞 Northeast Asia

日本 Japan

延續各年度主題，配合「美食、浪漫、樂活、購物、生態、文化」6大觀光主軸，續以點、線、面布局、新舊媒體交叉採用之宣傳推廣策略暨擴大異業結盟（臺灣日、阪神臺灣週與臺灣祭）、臺日32同名車站「青春•若旅」等活動強化臺灣觀光形象之露出，爭取更多日本旅客來臺。

In the Japan market, the Tourism Bureau continued annual promotions themes in conjunction with six tourism focuses: "cuisine, romance, LOHAS, shopping, ecology, and culture." It adopted a point-line-area publicity and promotion strategy that mixes new and old media. It also expanded cross-industry alliances (Taiwan Day, Hanshin Taiwan Week, and Taiwan Festival), and a "Youth Travel" promotion highlighting 32 railway stations in Taiwan that have same-name counterparts in Japan. These activities aimed to strengthen exposure of Taiwan's tourism image and attract more Japanese visitors to Taiwan.

策略 Strategy

以「イロイロ、遊び台湾」主軸，採取訊息多面向、傳播多觸點方式全面佈局

打破傳統單一素材及族群，運用訊息多面向傳播多觸點的方式，依目標對象所接觸的數位媒體平臺，以分眾年度宣傳影片、KOL企劃、社群網路及實體公關行銷活動，來穩固及開發新舊客源，同時向日本旅客推介新觀光資源，讓臺灣以距離近、安全、安心、不分年齡層的旅遊型態，讓日本旅客來臺達標。

日本旅客來臺於12月9日首度突破2百萬人次

第200萬幸運日本旅客是來自日本宮崎縣的溝口綾子小姐，首次來臺，與家人隨同日本mrt Radio的主持人坂井淳子帶領的「Go! Go! Wide」團體共47人來臺。

擴大國際觀光合作夥伴關係

108年5月24日舉辦第12屆「台日觀光高峰論壇」，雙方朝2020年互訪交流800萬人次邁進；7月18日簽署「台日鐵道觀光合作備忘錄」

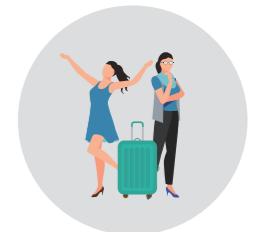


日本旅客來臺於12月9日首度突破2百萬人次
Taiwan receives two-millionth Japanese visitor on December 9: A record high

目標對象 Target groups



20-40歲女性
Women aged 20-40



都會圈的重遊客
Repeat visitors from urban centers



地方圈之首遊族
First-time visitors from regional areas



修學旅行
Study tours



獎勵旅遊
Incentive travel

Comprehensive, multi-faceted, multi-point communication centered on the theme of "Meet Colors! Taiwan"

The Tourism Bureau shifted from a traditional single-medium, single-demographic focus to a comprehensive multi-faceted, multi-point communication approach. Promotions over digital media platforms popular with target segments focused on videos aimed at specific age groups, key opinion leader (KOL) planning, and social networking and physical public relations (PR) marketing activities to solidify and develop new and old visitor sources. The bureau also introduced new tourism resources to attract Japanese visitors to Taiwan, presenting the island as a nearby, safe, and secure travel destination for all ages.

Taiwan receives two-millionth Japanese visitor on December 9: A record high

Ms. Ayako Mizoguchi of Miyazaki Prefecture was the lucky two millionth visitor from Japan. A first-time visitor to Taiwan, Ms. Mizoguchi traveled with her family as part of the 47-member "Go! Go! Wide" tour group led by the host of Japan's mrt Radio Junko Sakai.

Expanding international tourism cooperation and partnerships

The 12th Taiwan-Japan Tourism Summit Forum was held on May 24, 2019. The two sides set a goal of eight million exchange visits in 2020. On July 18, the two sides signed the Memorandum on Taiwan-Japan Railway Tourism Cooperation.



108年日本市場來臺旅客
Visitors from Japan in 2019

▲ 10.10%

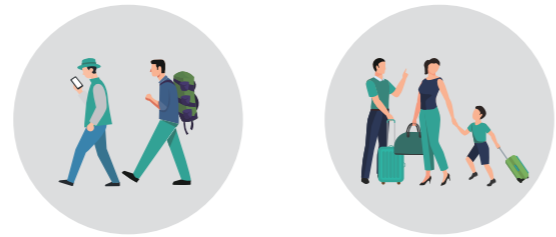
216萬7,925人次 / 2,167,925 visitors

韓國 Korea

108 年韓國市場結合「樂活、美食、生態」3 大主軸為核心，運用多元媒體宣傳通路，同時邀請韓國偶像玉澤演擔任臺灣觀光代言人，透過代言人的形象，宣傳臺灣觀光。另透過網路宣傳與活動，以加強年輕族群行銷力道，吸引韓國旅客來臺旅遊。

Promotions in the Korean market in 2019 centered on the themes of "LOHAS, cuisine, and ecology" and were conveyed through a variety of media channels. Korean idol Ok Taecyeon served as a spokesperson to publicize Taiwan tourism in Korea. The Tourism Bureau also launched online promotions and events to strengthen marketing to young people and attract Korean tourists to Taiwan.

目標對象 Target Groups



首遊及重遊旅客並重
Equal focus on first-time and repeat visitors

年輕及家庭客群
Youth, and family visitors

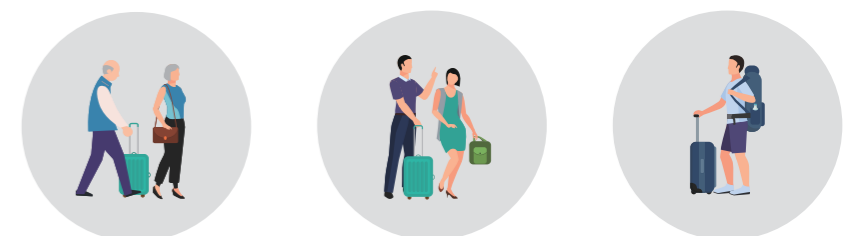
**連續3年
突破來臺百萬人次！**
Topping one million visitors for the third consecutive year.

108 年歐洲地區來臺旅客
Visitors from Europe in 2019
▲ 10.47%
38 萬 6,752 人次 / 386,752 visitors

108 年俄羅斯地區來臺旅客
Visitors from Russian in 2019
▲ 69.53%
1 萬 7,621 人次 / 17,621 visitors

108 年美洲地區來臺旅客
Visitors from the Americas in 2019
▲ 4.61%
76 萬 6,254 人次 / 766,254 visitors

目標對象 Target Groups



銀髮族 Seniors

亞裔族群 Asian travelers

背包客 Backpackers

轉機 / 商務客 / 特殊興趣族群 (如：單車環島、登山健行、賞鳥 / 蝶)
Transit/business travelers, and special interest groups (e.g. island-round bicycling, hiking, and bird/butterfly watching tour groups)

策略 Strategy

- 以「台灣族、大滿足」為宣傳主軸，鼓勵韓國客群成為臺灣粉絲，來臺旅遊獲得大大的滿足。
- 擴大國際觀光合作夥伴關係
 - 第 34 屆臺韓觀光交流會議於韓國辦理，臺韓雙方 (官方與產業) 針對觀光交流實質議題進行討論，加強地方城市與積極擴大修學旅行雙向交流。
 - 簽署馬拉松合作備忘錄，擴大國際運動交流

臺韓觀光交流會議期間，與韓國馬拉松聯盟 (Korea Marathon Federation) 代表理事尹續基簽訂合作備忘錄，強化雙方運動交流。韓國馬拉松聯盟成立於 2002 年，由韓國 3,200 個馬拉松社團及同好會組成，為韓國最具影響力馬拉松聯盟。藉由簽訂合作備忘錄 (MOU) 未來將促進臺灣與韓國馬拉松選手參加雙方馬拉松賽事，致力於選手交流、共享馬拉松賽事相關知識及情報，並促使雙方參賽者及當地居民理解臺韓雙方的友好關係。



第 34 屆臺韓觀光交流會議
The 34rd Taiwan-Korea Tourism Exchange Meeting

108 年韓國市場來臺旅客
Visitors from Korea in 2019
▲ 21.89%
124 萬 2,598 人次 / 1,242,598 visitors

歐美 Europe and the Americas

延續「Taiwan-The Heart of Asia 亞洲精華心動台灣」「Time for Taiwan 旅行台灣·就是現在」品牌識別，並運用文化、美食、生態及樂活等 4 大宣傳主軸，配合「小鎮漫遊年」主題，於美國、加拿大、德國、英國及法國等主要客源市場進行各項宣傳、推廣與促銷活動。

- The "Taiwan: Pure Satisfaction" promotions encouraged Korean visitors to become fans of Taiwan and experience the great satisfaction of traveling in Taiwan.
- Expanding international tourism cooperation and partnerships
 - The 34th Taiwan-Korea Tourism Exchange Meeting was held in Korea. Government and industry representatives from the two sides discussed substantive issues related to tourism exchanges, strengthening city exchanges, and expanding educational tourism between the two sides.
 - Signing a Marathon MOU to expand international sports exchanges
 - During the Taiwan-Korea Tourism Exchange Meeting, the Taiwan side and representative of the Korea Marathon Federation director Yin Tsuan-chi signed a memorandum of understanding (MOU) to strengthen sports exchanges between the two sides. Founded in 2002, KFM is South Korea's most influential marathon federation, bringing together 3,200 marathon associations and clubs. Under the MOU, the two sides will promote mutual participation by Taiwan and South Korean runners in marathons on the two sides. They will also develop player exchanges, share marathon knowledge and information, and raise the awareness of runners and residents on both sides of the friendly relations between Taiwan and South Korea.

The Tourism Bureau continued various marketing and promotion strategies, including the "Taiwan-The Heart of Asia" and "Time for Taiwan" brand recognition campaigns. Culture, fine food, ecology, and LOHAS, along with the Year of Small Town Tourism, were the main themes of advertising, promotional, and marketing activities in major source markets such as the United States, Canada, Germany, the UK, and France.

策略 Strategy

- 跨平臺多媒體，提高知名度
 - 與國際知名媒體及網路意見領袖合作，於主要客源國藉由刊登廣告、專案合作或消費者生成內容等曝光臺灣觀光品牌，強化潛在旅客對臺灣觀光認知。
- 獎勵優惠，提升來臺誘因
 - 提供免費過境半日遊等優惠措施，鼓勵過境旅客及企業獎勵旅遊，並參與國際四大專業獎勵會展，擴大專業展商對臺認知，協助業者爭取客戶。
- 擴大國際觀光合作夥伴關係
 - 首屆臺巴 (巴拉圭) 觀光交流合作會議
 - 於 2018 年臺巴雙方共同簽署合作意向書架構下，巴拉圭觀光部部長代表裴諾麗 (Doris Penoni) 顧問於 11 月 8 日率領巴國主流業者來臺召開首屆臺巴觀光交流合作會議，巴拉圭駐臺大使柏馬紹也親率使館幹部與會。此次交流合作會議於擴大及持續相互參展、雙邊業者互訪及交流、觀光專業教育訓練及培訓、教育觀光等議題達成結論，雙方並同意未來持續強化旅遊產業合作。
 - 簽署臺貝 (貝里斯) 觀光合作意向書
 - 臺貝建交 30 週年係兩國邦誼之重要里程碑，於 2019 年 6 月 19 日至 23 日赴貝里斯推廣臺灣觀光，簽署觀光交流合作意向書，就未來觀光交流部分，進行推廣經驗分享、不定期辦理觀光交流會議、智慧觀光導入景區規劃經驗與人員交流訓練等。
- 新興市場俄羅斯推廣行銷
 - 配合外交部試辦俄羅斯旅客來臺 21 天免簽證措施，積極開拓俄羅斯市場，包括委託公關公司深耕俄羅斯市場，2019 年共辦理 12 團次業者及媒體邀訪，於俄國媒體如國家地理雜誌俄文版露出，擴大宣傳力道。
- Raising visibility through cross-platform multimedia channels
 - The Tourism Bureau partnered with internationally renowned media outlets and online opinion leaders on advertisements, joint campaigns, and consumer generated content to heighten exposure to Taiwan's tourism brand and strengthen awareness of Taiwan among potential visitors from major source countries.

- Offering rewards to further incentivize travel to Taiwan
 - The Tourism Bureau continued to offer free half-day tours for transit passengers and other preferential measures to encourage transit passengers and corporate incentive travel. It also participated in four major incentive travel exhibitions, expanding industry professionals' understanding of Taiwan and helping Taiwanese companies win customers.
- Expanding international tourism cooperation and partnerships
 - First Taiwan-Paraguay Tourism Exchange Cooperation Conference
 - Under the cooperation letter of intent framework signed by Taiwan and Paraguay in 2018, Paraguayan Minister of Tourism representative and advisor Doris Penoni led a delegation of mainstream industry representatives from Panama to Taiwan on November 8 for the first Taiwan-Paraguay Tourism Exchange and Cooperation Conference. Paraguay's Ambassador to Taiwan Marcial Bobadilla Guillén also attended the meeting with embassy officials. During the meeting, the two sides reached agreements on expansion and continuation of mutual exhibits, bilateral businesses exchange visits and exchanges, tourism professional education and training, educational tourism, and other issues. Both sides also agreed to further strengthen travel industry cooperation.
 - Taiwan and Belize sign tourism cooperation letter of intent
 - Taiwan and Belize marked the important milestone of the 30th anniversary of the establishment of diplomatic relations between the two sides in 2019. The Tourism Bureau visited Belize from June 19 to 23 that year to promote Taiwan tourism and sign a letter of intent on tourism exchanges and cooperation. In the area of tourism exchanges, the two sides agreed to promote experience sharing, hold occasional tourism exchange meetings, as well as share experience on incorporating smart tourism in scenic area planning and personnel exchange training.
 - Promotions and marketing in the emerging Russian market
 - The Tourism Bureau developed the Russian market through promotions coordinated with a trial measure by the Ministry of Foreign Affairs granting Russian visitors 21-day visa-free entry to Taiwan. It commissioned a PR company to deeply cultivate the Russian market. In 2019, it also arranged 12 industry and media visits and stepped up exposure through Russian media channels, such as the Russian edition of National Geographic Magazine.

東南亞 Southeast Asia

以「旅行台灣·就是現在」為訴求，發展「美食、浪漫、樂活、購物」4大宣傳主軸，並依宣傳策略分為港澳、新南向市場及穆斯林市場。

The Tourism Bureau developed promotions under the themes of fine dining, romance, LOHAS, and shopping, drawing on the appeal of the "Time for Taiwan" slogan. The publicity strategy was differentiated for the Hong Kong and Macao, New Southbound, and Muslim markets.

港澳市場 Hong Kong & Macao

108年度以「小鎮漫遊年」為主題，搭配四季話題持續宣傳，其中秋季「秋瘋起」推出百大旅遊產品、促銷及《我哋台灣》小鎮旅遊影片等系列宣傳。

Promotions in Hong Kong and Macao during 2019 focused on the theme of "Taiwan Small Town Ramble Year" along with ongoing seasonally themed campaigns. For the fall "Autumn Wind" campaign, the Tourism Bureau introduced the top 100 travel products and promotions, the "I'm in Taiwan" Taiwan Small Town Ramble video, and other serial promotions.

目標對象 Target Groups



自由行旅客
Free and independent travelers (FIT)



重遊客
Repeat visitors



2019 我哋台灣 小鎮旅遊宣傳影片
2019 "I'm In Taiwan" Taiwan Small Town Ramble promotional video



108年港澳地區來臺旅客
Visitors from Hong Kong and Macao in 2019

▲ 6.31%

175萬 8,006 人次 / 1,758,006 visitors



2019年胡志明市國際旅展
2019 International Travel Expo-Ho Chi Minh City



新南向市場 New Southbound Markets

配合新南向政策，加強市場區隔與國際行銷，靈活操作宣傳與辦理當地公關活動，透過多管道聯合行銷，試辦優質行程認證，深化雙邊交流，增加來臺旅客人數，提升來臺旅遊品質。

The Tourism Bureau strengthened market segmentation and international marketing in conjunction with the New Southbound Policy. It used flexible promotions and arranged local PR activities, as well as multi-channel joint marketing and trial certification of high-quality tours. It also deepened bilateral exchanges to attract more visitors to Taiwan and improve the quality of travel to Taiwan.

策略 Strategy

- 深化旅遊合作與推廣，擴大行銷面向
聯合縣市政府、公協會為單位參加新南向國際旅展設置臺灣館，並參加經濟部辦理之臺灣形象展，推動特色主題及區域旅遊資源。
- 建置友善旅遊環境，充實特殊語言網站內容
與OTA合作集客，提供各市場網紅Vloggers影音行銷協助，強化數位行銷。善用觀宏專案及有條件免簽，於泰國及越南試辦「臺灣優質行程」認證標章。
- 增加雙邊交流
辦理第8屆臺越觀光合作會議，加強與越南國家旅遊總局的交流合作。
- Deepening tourism cooperation and promotion and expanding marketing directions
The Tourism Bureau partnered with county and city governments and industry associations to promote specialty themes and regional tourism resources at the Taiwan Pavilion arranged by the Ministry of Economic Affairs (MOEA) at the New Southbound Policy International Travel Exhibition.
- Creating a travel-friendly environment and enriching the content of special language websites
The Tourism Bureau cooperated with OTAs to pool visitors, assisted celebrity vloggers with multimedia marketing, and strengthened digital marketing. It also used the Project for Simplifying Visa Regulations for High-end Group Tourists and conditional visa exemptions to introduce the "Taiwan High-Quality Tour" certification mark in Thailand and Vietnam on a trial basis.
- Increasing bilateral exchanges
The 8th Taiwan-Vietnam Tourism Cooperation Conference was held to strengthen exchanges and cooperation with the Vietnam National Administration of Tourism.



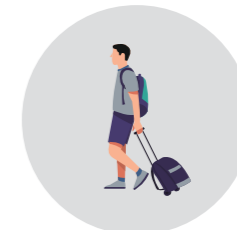
108年新南向市場來臺旅客
Visitors from New Southbound Markets in 2019

▲ 6.84%

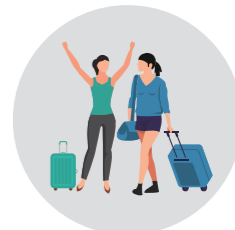
277萬 2,159 人次 / 2,772,159 visitors

目標對象 Target Groups

星馬市場 Singapore and Malaysia



自由行旅客
Free and independent travelers (FIT)



重遊客
Repeat visitors

泰、越、菲、緬、柬、寮國、印尼及印度
Thailand, Vietnam, Philippines, Myanmar, Cambodia, Laos, Indonesia, India

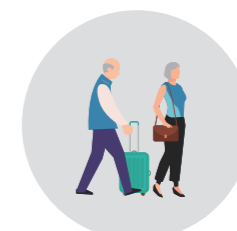


新富階層
Newly affluent



穆斯林族群
Muslim visitors

紐西蘭、澳洲
New Zealand, Australia



銀髮族 Seniors

策略 Strategy

- 多元管道，全面行銷
運用電子、平面媒體及網路社群等多元管道宣傳推廣，並與旅遊節目、社群媒體、網路旅遊平臺 (OTA) 及商場展覽等合作，針對不同主題加強推廣行銷。
- 跨業結盟，借力使力
結合不同通路及異業資源宣傳臺灣特色產品，吸引各類潛在客群，如與知名運動或攝影品牌、香港誠品、商場及餐飲連鎖店等合作宣傳或促銷活動。
- 開拓產品，擴大市場
配合小鎮主題開拓新區域產品，如花東及離島等，並與郵輪、航空、旅遊業OTA及網路旅遊平臺合作，強化不同市場產品推廣與銷售。
- Comprehensive, multi-channel marketing
Promotions were carried by electronic and print media, online social platforms, and other channels. The Tourism Bureau also cooperated with tourism programs, social media, online travel agencies (OTA), and mall exhibitions to strengthen promotions and marketing on various themes.
- Joining forces through cross-industry alliances
Taiwan specialty products were promoted through multiple channels and cross-industry resources to attract various types of potential visitors. Promotions were also conducted in partnership with well-known sports and photography brands, Eslite (Hong Kong), malls, and restaurant chains.
- Developing products and expanding markets
The Tourism Bureau developed new regional products on small town themes, such as Hualien County, Taitung County, and outlying islands. It also partnered with the cruise, airline, and tourism industries, as well as online travel agencies and platforms to strengthen product promotion and marketing in different markets.

穆斯林市場 Muslim Market

藉由多重管道提升穆斯林友善旅遊目的地形象，並持續完善接待環境，並與新南向穆斯林市場接軌，滿足穆斯林族群旅遊需求。

The Tourism Bureau enhanced Taiwan's image as a Muslim-friendly travel destination through multiple channels, it also continued to improve the visitor reception environment in Taiwan and connected with Muslim markets in the New Southbound region to meet the needs of Muslim tourists.

策略 Strategy

— 鼓勵小型餐飲業提供清真餐飲

修訂取得清真餐飲認證補助要點，降低餐廳規模門檻，輔導業者取得穆斯林餐飲認證，108年底已達252家。

— 提升穆斯林友善旅遊環境

將重大交通場站、景區及大型會展場所列為首要對象，優先建置穆斯林之友善設施(含祈禱室、淨下設施)，已完成包含國家風景區、國際機場、臺灣鐵路車站、高鐵車站、高速公路休息站、會議中心、國立故宮博物院、中正紀念堂、阿里山國家森林遊樂區入口轉運站及遊客服務中心等。

— 馬來西亞、汶萊及印尼地區公關宣傳計畫

馬來西亞及汶萊地區執行2.0版「Salam Taiwan」公關宣傳計畫，邀請女星蜜拉菲爾莎再度擔任馬來西亞及汶萊地區的臺灣觀光代言人，行銷來臺穆斯林旅遊。為爭取印尼廣大穆斯林旅遊客源，2019年透過印尼市場公關宣傳案，成立「駐雅加達臺灣觀光旅遊服務處」，並邀請多位印尼知名網紅來臺熟悉旅遊，於各景點打卡獲粉絲熱烈回應，打造印尼穆斯林來臺旅遊風潮，貼近市場需求，深化旅遊合作與推廣。



穆斯林友善環境
Muslim Friendly Environment

Taiwan!
Salam

- **Encouraging small restaurants to provide halal food**
The Guidelines on Subsidies for obtaining Halal Food Certification were amended to reduce the size of restaurants qualified to receive subsidies for obtaining halal food certification. A total of 252 restaurants were halal certified by the end of 2019.
- **Enhancing the Muslim-friendly travel environment**
The Tourism Bureau continued to develop Muslim-friendly facilities (including prayer rooms and washing facilities), with priority on facilities at major transportation terminals and stations, scenic spots, and large exhibition venues. Such facilities have been completed at national scenic areas, international airports, Taiwan Railway stations, High Speed Rail stations, freeway rest areas, convention centers, the National Palace Museum, Chiang Kai-shek Memorial Hall, and Alishan National Forest Recreation Area entrance, transfer stops and visitor centers.
- **PR campaigns in Malaysia, Brunei, and Indonesia**
The Tourism Bureau carried out the "Salam Taiwan 2.0" PR campaign in Malaysia and Brunei. Actress Mira Filzah was re-invited to serve as spokesperson in Taiwan tourism promotions to Muslim visitors in Malaysia and Brunei. In 2019, the Tourism Bureau carried out a PR campaign in Indonesia to tap the vast Muslim tourist market there. It also established the Taiwan Tourism Information Center in Jakarta and invited well-known Indonesian online celebrities on FAM tours to Taiwan. Posts by the celebrities on attractions in Taiwan won enthusiastic responses from fans, spurring a wave of Indonesian Muslim travel to Taiwan. The campaign was closely aligned with market demand and deepened tourism cooperation and promotion.



2019 穆斯林國際研討會 - 新月評等 CEO
Muslim Seminar 2019 - CrescentRating CEO

大陸市場 Mainland China

大陸文旅部公告自108年8月1日起暫停大陸47個城市大陸居民來臺個人遊試點，並於9月起限縮來臺團體遊配額，108年下半年以穩定團體旅客為主，持續推廣來臺旅遊宣傳，傳達臺灣旅遊正面形象，持續辦理推廣來臺旅遊活動，直接面對民眾傳達歡迎來臺旅遊之情誼；加強與各省市送客重點組團社及國籍航空合作與交流力道，推動來臺旅遊行程。

The mainland's Ministry of Culture and Tourism announced that, from August 1, 2019, a trial program allowing individual travel to Taiwan by residents from 47 mainland cities would be suspended and that, from September, the mainland would limit quotas for group tours to Taiwan. In the second half of 2019, we continued to promote travel to Taiwan and convey a positive image of Taiwan tourism primarily to stabilize group travel and continued to arrange activities to promote travel to Taiwan and directly contact the public to convey a friendly welcome to Taiwan. We also strengthened cooperation and exchanges with key group tour operators and national airlines in various provinces and cities to promote tours to Taiwan.

策略 Strategy

— 多元通路宣傳

透過與大陸組團社、企業、媒體(自媒體)，於多元通路宣傳，如：網路、社群媒體、影視節目等。

— 辦理行銷活動

舉辦推廣會/座談會、邀訪旅遊部落客/網路達人/組團社/媒體及參加國際型旅展及辦理臺灣江蘇燈會大型文化交流活動。

— 深耕高端及特殊主題市場

如臺灣小鎮、美食、親子、部落、自行車、海灣及文化等旅遊產品市場。

— Multi-channel promotion

Multiple channels were used for promotions in conjunction with Mainland tour operators, companies, and media (self-media), including internet, social media, film, and TV channels.

— Holding marketing campaigns

The Tourism Bureau held promotional conferences and forums, invited travel bloggers, online influencers, travel agents, and media to visit Taiwan. The bureau also participated in international travel shows and organized a large-scale Taiwan-Jiangsu Lantern Festival cultural exchange activity.

— Deeply cultivating the high-end and specialty travel markets

Taiwan towns, cuisine, family travel, indigenous, bicycle, bay, and cultural tourism products and markets.

目標對象 Target Groups



高端旅客
High-end travelers



自由行旅客
Free and independent travels (FIT)



團體旅客
Group travelers



108年大陸市場來臺旅客
Visitors from Mainland China in 2019

▲ 0.68%

271萬4,065人次 / 2,714,065 visitors

觀光目的別旅客
Tourism visitors

▲ 0.33%

205萬2,401人次 / 2,052,401 visitors



開拓郵輪及國際市場 Developing the cruise and international travel markets

為進一步掌握更精準的臺灣及鄰近郵輪消費市場資訊、深入了解臺灣及亞洲郵輪市場未來發展潛力、推展臺灣與國際間郵輪發展之學術與實務交流合作，以提升臺灣郵輪旅遊行銷與產業競爭力，並加速臺灣郵輪產業深耕，於108年2月20日與高雄餐旅大學、臺灣海洋大學及高雄科技大學簽訂「臺灣郵輪研究發展合作備忘錄」，齊力將臺灣打造為亞洲郵輪研究重鎮，臺灣郵輪研究發展中心並於12月24日於國立高雄科技大學正式成立，未來將承載專業服務、人才培育、產業發展、政策研究及國際鏈結等五大目標，宣示臺灣地理位置及經濟產業對於亞洲郵輪市場重要性。

The National Kaohsiung University of Hospitality and Tourism, Taiwan Ocean University, and National Kaohsiung University of Science and Technology (NKUST) signed a Memorandum of Cooperation on Taiwan Cruise Research and Development on February 20, 2019, to develop Taiwan into an Asian cruise research center. The cooperation aims to help Taiwan access more precise information on the domestic and neighboring cruise markets, deeply understand future development potential of the Taiwan and Asian cruise markets, promote academic and practical exchanges and cooperation between Taiwan and other countries on cruise development, enhance the marketing and industrial competitiveness of cruise tourism in Taiwan, and accelerate the deepening of Taiwan's cruise industry. In addition, the Taiwan Cruise Research and Development Center was established at NKUST on December 24 to support professional services, personnel training, industry development, policy analysis, and international connections, while highlighting the importance of Taiwan's geographical location, economy, and industry to the Asian cruise market.

- 2019 臺灣國際郵輪論壇：為在急遽成長的亞洲郵輪市場上保有競爭力，繼 107 年在高雄舉辦 2018 臺灣國際郵輪論壇後，108 年 9 月 27 日再度舉辦「2019 臺灣國際郵輪論壇」，期許藉由論壇所激盪出的專業意見及合作策略為臺灣郵輪產業找到發展新契機；活動移師至國際郵輪旅客量最大之港口城市基隆，邀請亞洲郵輪聯盟 (Asia Cruise Cooperation, ACC) 等重要國際夥伴，為郵輪產業尋找新契機。
- 訂定「交通部觀光局推動境外郵輪來臺獎助要點」及「推動來臺空海聯營 (Fly-Cruise) 旅遊獎助要點」，吸引郵輪公司亞洲航線增加停靠臺灣。108 年外籍郵輪旅客入境達 15.8 萬人次，Fly-Cruise 旅客亦達 1 萬 7 千人次。
- 在特殊團體旅遊市場，108 年獎勵旅遊計 48,127 人次，成長 27.93%；修學旅行 60,734 人次，成長 3.09%。
- 出席亞太經濟合作 APEC 第 54 及 55 屆觀光工作小組 (Tourism Working Group) 會議，討論 2020 至 2024 亞太地區推動觀光之策略計畫草案。

- 2019 Taiwan International Cruise Forum : The Taiwan International Cruise Forum was held in Kaohsiung in 2018 to keep Taiwan competitive in the rapidly growing Asian cruise market. The forum returned on September 27, 2019, and was hosted in Keelung, Taiwan's busiest cruise passenger port. Participating experts shared insights and discussed cooperation strategies to identify new development opportunities for Taiwan's cruise industry. Members of the Asia Cruise Cooperation (ACC) and other important international partners were also invited to explore new opportunities for the cruise industry.
- The Directions for the Tourism Bureau, MOTC's Incentives for the Promotion of Overseas Cruise Ship Visits to Taiwan and Directions for Incentives for the Promotion of Fly-Cruise Visits to Taiwan were formulated to encourage cruise companies to increase stops in Taiwan on their Asian routes. Foreign cruise and fly-cruise visitors in 2019: 158,000 and 17,000, respectively.
- Specialty group travel markets in 2019: Incentive travel – 48,127 visitors (+27.93% yoy); study travel – 60,734 visitors (+3.09% yoy).
- The Tourism Bureau attended the Asia-Pacific Economic Cooperation (APEC) 54th and 55th Tourism Working Group conferences to discuss the drafting of a 2020-2024 strategic plan for tourism promotion in the Asia-Pacific region.



2019 臺灣國際郵輪論壇
2019 Taiwan International Cruise Forum

多元行銷，品牌耕耘 Brand Building through Multi-Channel Marketing

臺灣魅力，屢獲國際讚譽 International praise for Taiwan's charms



01 萬事達卡 2019 年「新月評等—全球穆斯林旅遊指數 (GMTI)」調查，臺灣獲選為在非伊斯蘭教組織中最佳旅遊目的地第 3 名，肯定近年我國在建置穆斯林友善環境所做努力。

The Mastercard 2019 CrescentRating Global Muslim Travel Index (GMTI) survey selected Taiwan as the third best tourist destination outside the Organisation of Islamic Cooperation (OIC), affirming efforts by Taiwan to create a Muslim-friendly environment in recent years.



馬來西亞穆斯林網紅來臺旅遊 - 金瓜石黃金瀑布
Malaysian Muslim internet celebrities visit Taiwan: Golden Waterfall in Jinguashi



交通部觀光局與美國公共電視網 (PBS) 聯合製作旅遊節目「臺灣媽祖與馬祖」
The tourism program Taiwan Matsu Festival and Islands was co-produced by the Tourism Bureau and PBS.

02 與美國公共電視網 (PBS) 熱門旅遊節目 Joseph Rosendo's Travelscope 聯合製作《臺灣媽祖與馬祖》(Taiwan Matsu Festival and Islands) 旅遊節目入圍第 46 屆日間創意藝術艾美獎 (The Daytime Creative Arts Emmy Awards) 的生活美食旅遊暨教育資訊節目類最佳單機指導 (Outstanding Directing for a Single Camera Lifestyle, Culinary, Travel or Educational and Informational Program) 提名。

The Taiwan Matsu Festival and Islands tourism program co-produced by the Tourism Bureau and popular Public Broadcasting Service (PBS) travel program Joseph Rosendo's Travelscope was nominated for the 46th Daytime Creative Arts Emmy Awards' Outstanding Directing for a Single Camera Lifestyle, Culinary, Travel or Educational and Informational Program.

03 以自行車旅遊為主題的《單車篇》宣傳影片，參加美國旅遊界最高獎項「麥哲倫獎」(Magellan Awards) 的競賽獲得 2019 年「亞洲生態友善的綠色旅遊目的地」(Asia - Overall Destinations-Eco-Friendly "Green" Destination) 銀獎殊榮。

The bicycle tourism themed promotional video "Cycling" won the Silver Award in the Asia - Overall Destinations-Eco-Friendly "Green" Destination category of the 2019 Magellan Awards, the highest tourism industry award in the US.



04 亞太旅行協會金獎 (Pacific Asia Travel Association (PATA) Gold Awards) 於 2019 年 7 月 15 日公布 2019 年 34 項大獎及金獎得主，交通部觀光局以「紫斑蝶生態環境營造與環境教育」、「鷹揚八卦」及「舊筏灣 Payuwan 部落石板屋遺址」等項目，分別獲環境教育、二級政府 / 目的地行銷及遺產類 3 項金獎肯定，為近年來致力於環境與生態之永續觀光發展最佳肯定與鼓勵。

The Pacific Asia Travel Association (PATA) announced the winners of its 2019 Gold Awards on July 15, 2019. Among the 34 Grand Award and Gold Award winners, the Tourism Bureau won three gold awards for "The Purple Ray Flash" in the Environmental Education Program category; "Free Buzzard in Mt. Bagua" in the Secondary Government Destination category; and "Payuan Community Slate Houses" in the Heritage and Culture category. The awards affirm the bureau's commitment in recent years to environmentally sustainable tourism development.

增設服務據點，開拓潛力市場

Opening new service branches to develop potential markets

為積極開拓高潛力市場，提供旅遊資訊服務並加強引客力道，2019年開設多個服務處與辦事處據點。

The Tourism Bureau opened several new service offices and centers in 2019 to develop high potential market, provide travel information services, and attract more visitors.

01

駐莫斯科臺灣觀光旅遊服務處

Taiwan Tourism Information Center in Moscow

於2019年3月11日在莫斯科成立「駐莫斯科臺灣觀光旅遊服務處」，提供臺灣旅遊資訊，向當地旅客推廣臺灣觀光。

The Taiwan Tourism Information Center in Moscow opened on March 11, 2019, to provide Taiwan travel information and promote Taiwan tourism to local tourists.



02

駐越南胡志明市辦事處

Office in Ho Chi Minh City, Vietnam

為擴大我觀光產品市占率及形塑臺灣優質旅遊目的地意象，觀光局2019年3月15日在越南第一大商務城市胡志明市成立駐越南胡志明市辦事處，負責越南、寮國及柬埔寨等地區來臺觀光市場，第一線與當地業者、媒體及消費者互動，招攬當地潛力客源，為新南向市場再添新動能。

To expand Taiwan's tourism product market share and shape the image of Taiwan as a high-quality tourist destination, the Tourism Bureau opened an office in Ho Chi Minh City, Vietnam's biggest commercial city, on March 15, 2019. The office is the first-line for Taiwan tourism interactions with local tour agencies, media outlets, and consumers in Vietnam, Laos, and Cambodia to attract potential visitors to Taiwan and build momentum in New Southbound markets.



03

駐奧克蘭臺灣觀光旅遊服務處

Taiwan Tourism Information Center in Auckland

2018年11月1日起紐西蘭航空復飛臺灣，紐國遊客訪臺情形熱絡，觀光局2019年6月17日設立駐紐西蘭奧克蘭服務處，擴大並強化對紐西蘭客群之推廣宣傳。

Tourist arrivals from New Zealand to Taiwan have grown since Air New Zealand resumed flights to Taiwan on November 1, 2018. On June 17, 2019, the Tourism Bureau opened an office in Auckland to expand and strengthen promotions to New Zealand visitors.



04

駐雪梨臺灣觀光旅遊服務處

Taiwan Tourism Information Center in Sydney

107年澳洲旅客來臺首度突破10萬人次，國籍航空持續增班拓點，提升訪臺意願，觀光局2019年6月19日設立駐澳洲雪梨服務處，擴大並強化對澳洲市場客群之推廣宣傳。

In 2018, the number of Australian visitors to Taiwan topped 100,000 for the first time and Australian airlines continued to add flights and flight destinations, increasing the willingness of Australians to visit Taiwan. On June 19, 2019, the Tourism Bureau opened the Taiwan Tourism Information Center in Sydney to expand and strengthen promotions in the Australian market.



05

駐雅加達臺灣觀光旅遊服務處

Taiwan Tourism Information Center in Jakarta

為開拓全球最大穆斯林國家 - 印尼市場，觀光局2019年7月19日設立駐雅加達服務處，委由台灣觀光協會營運，導入民間創新與活力，期整合各界資源，突破印尼來臺直航機位調配及臺灣觀光知名度等挑戰，導入更多印尼觀光客源，中東、印度、其他穆斯林市場也能跟進。

The Tourism Bureau opened a service office in Jakarta on July 19, 2019, to promote Taiwan tourism in Indonesia, the world's biggest Muslim country. The bureau commissioned the Taiwan Visitors Association to operate the office, bringing private sector innovation and vitality, as well as a wealth of diverse resources, to overcome challenges in direct flight capacity from Indonesia to Taiwan and Taiwan tourism visibility and attract more Indonesian tourists. The bureau hopes to follow up in the Middle East, India, and other Muslim markets.



06

駐溫哥華臺灣觀光旅遊服務處

Taiwan Tourism Information Center in Vancouver

為加強宣傳推廣臺灣觀光品牌，深耕具高潛力的加拿大客源市場，2019年9月26日於溫哥華成立「駐溫哥華臺灣觀光旅遊服務處」，作為與加拿大旅遊業者服務之平臺，並提供加拿大旅客到臺灣旅遊的相關資訊，促進臺灣與溫哥華地區的觀光交流。

The Taiwan Tourism Information Center in Vancouver opened on September 26, 2019, to strengthen promotion of Taiwan's tourism brand, deeply cultivate the high-potential Canadian visitor source market. The office is a platform for serving travel agencies in Canada, providing information on Taiwan to Canadian tourists, and promoting tourism exchanges between Taiwan and Vancouver.



駐溫哥華臺灣觀光旅遊服務處 9 月 26 日成立
The Taiwan Tourism Information Center in Vancouver opened on September 26

創新行銷，營造話題

Building buzz through innovative marketing

「2019 年臺北米其林」指南發行

Publication of the Michelin Guide Taiwan 2019



臺北米其林指南將擴展臺灣第二個城市台中
The current Michelin Guide Taipei will be expanded into a "two-city guide" with the inclusion of Taichung

「美食」是推動國際旅客來臺重要的元素，也是吸引國際旅客的強項。米其林指南是全球最具影響力的美食聖經。

《2019 臺北米其林指南》於 2019 年 4 月 10 日發布，估算廣告效益高達新臺幣 2 億 7,000 餘萬元，較前一年成長 33%，《臺北米其林指南》2 年間帶動臺灣觀光旅遊及餐飲業發展效益，大幅提升臺灣的國際能見度，也為臺灣美食品牌再次認證。

經過有計畫的階段性推動，獲得米其林專業評審的肯定，2019 年 11 月 14 日宣布，自 2020 年起《臺北米其林指南》將擴展臺灣第 2 個城市「臺中」，「雙城指南」使臺灣在世界美食地圖上的地位具有說服力，讓臺灣美食受國際矚目。

Fine cuisine is an important element and strong card in attracting international visitors to Taiwan. The Michelin Guide is considered the Bible of all dining guides.

The 2019 Michelin Guide Taipei, published on April 10, 2019, generated an estimated NT\$270-plus million in advertising benefits, up 33% year on year. Over the past two years, Michelin Guide Taipei has spurred development of Taiwan's tourism and restaurant industries and greatly enhanced Taiwan's international visibility. It also represents a re-certification of the Taiwanese cuisine brand.

Taiwan earned affirmation by Michelin's professional review. Following a planned, phased promotion, Michelin on November 14, 2019, announced that, from 2020, the Michelin Guide Taipei would be expanded into a "two-city guide" with the inclusion of Taichung, Taiwan's second most populous city. The guide enhances Taiwan's influential position on the world culinary map and brings international attention to Taiwan's cuisine.



米其林指南 Taiwan 官方網站
Michelin Guide Taiwan website

07

駐倫敦辦事處

London Office

為拓展歐洲觀光市場、加強推廣歐洲來臺旅遊，2019 年 12 月 17 日於歐洲成立「交通部觀光局駐倫敦辦事處」。英國是歐洲地區來臺旅客人數排名第一的國家，期藉倫敦辦事處的設置，提升臺灣在英國的知名度，讓英國來臺旅客穩定成長。

To develop the European tourism market and strengthen promotion of European travel to Taiwan, the Tourism Bureau opened a London Office on December 17, 2019. The UK is the biggest source of European visitors to Taiwan. The London office will increase Taiwan's visibility in the UK to steadily grow the number of British tourist visits to Taiwan.



倫敦辦事處揭牌合照：貴賓左起為第一銀行張致中總經理、Andrew Pittman The Deputy representative, British Office Taipei、我駐倫敦代表林永樂大使、李宏耀僑務委員及李動壙僑務諮詢委員。Unveiling photo of the London office: Inauguration of the Tourism Bureau's London Office (from left): First Bank CEO, Chang Chih-chung; Deputy Representative of the British Office Taipei, Andrew Pittman; London Office Representative, Ambassador David Lin; Overseas Community Affairs Council Member, Li Hung-yao; and Overseas Community Affairs Advisory Committee Member, Lee Hsun-yung.

觀光局駐大阪辦事處成立 20 週年 辦理「臺灣觀光粉絲 Party」

Tourism Bureau Osaka Office holds Taiwan Tourism Fan Party on 20th anniversary

2019 年適逢觀光局駐大阪辦事處成立 20 周年，為感謝日本民眾對臺灣觀光的支持暨持續打造臺灣優質旅遊形象，於 2019 年 3 月 8 日辦理 20 週年紀念酒會感謝相關業界多年來的支持與協助、9 日於大阪 Billboard Live 舉辦「臺灣觀光粉絲 Party」活動感謝日本熱愛臺灣的粉絲到場共襄盛舉，特別邀請國際知名大提琴家張正傑、歌仔戲國寶廖瓊枝及京劇「美猴王」朱陸豪等大師助陣，加上畫糖、剪紙表演傳統技藝，更邀請極受日本年輕民眾喜愛的宇宙人樂團到場同歡，讓日本粉絲體驗動感搖滾和悠揚古典樂曲的雙重享受。



大阪辦事處成立 20 週年紀念酒會
Reception for the 20th anniversary of the Osaka office

The Tourism Bureau Osaka Office held a 20th anniversary reception on March 8, 2019, to thank the Japanese people, build Taiwan's high-quality tourism image, and express appreciation to related industries for their long-term support and assistance. On March 9, the office held a "Taiwan Tourism Fan Party" at Osaka's Billboard Live to thank Taiwan's ardent Japanese fans. Internationally renowned cellist Chang Chen-chieh, Taiwanese opera great Liao Chiung-chih, Beijing opera master "Monkey King" Luhao Chu, and Cosmos People, a band popular with Japanese youth, entertained the participants with a musical banquet ranging from high-energy rock to melodious classical music. The program also featured traditional sugar art and paper cutting displays.



馬來西亞布城熱氣球嘉年華
Putrajaya International Hot Air Balloon Fiesta in Malaysia

喔熊熱氣球國際行銷

Oh Bear Hot Air Balloon international marketing campaign

推動「喔熊熱氣球國際行銷」選定春（東南亞）、夏（歐洲）及冬季（日本）進行 7 場次國際行銷活動，讓喔熊熱氣球參與各國熱氣球嘉年華活動，藉以行銷臺灣空域旅遊，促進產業永續發展，將臺灣最美的風景帶到世界各地，並為臺灣國際熱氣球嘉年華觀光活動宣傳行銷，同時將我國特色活動介紹推薦給當地。



韓國樂天七星海鹽咖啡行銷

Korean marketing campaign with Lotte Chilsung's Sea Salt Coffee

觀光局與韓國樂天七星公司旗下品牌「Let's Be 咖啡」合作，於 2019 年 2 月推出限定包裝 - 亞洲系列 - 臺灣喔熊海鹽咖啡，咖啡罐外包裝喔熊及臺灣旅遊景點圖案（太魯閣、保安宮、天燈及熱氣球），透過韓國各大通路及賣場 4 萬 4 千家以上商店進行販售，銷售超過 495 萬罐，提昇臺灣在韓國觀光知名度。



The Tourism Bureau carried out the "Oh Bear Hot Air Balloon International Marketing" campaign at seven international marketing events during the spring (Southeast Asia), summer (Europe), and winter (Japan). The Oh Bear hot air balloon promoted Taiwan's air tourism and sustainable industrial development in the host countries. The campaign presented Taiwan's most beautiful scenery to the world, promoted the Taiwan International Balloon Festival tourism event, and introduced Taiwan's distinctive events.

The Tourism Bureau partnered with Lotte Chilsung brand "Let's Be Coffee." In February 2019, the Korean brand released a limited edition "Asian Series" Taiwan Oh Bear Sea Salt Coffee. The coffee packaging featured images of Oh Bear and Taiwan tourist attractions (Taroko Gorge, Bao'an Temple, sky lanterns, and hot air balloons). Over 4.95 million cans were sold through major channels and more than 44,000 stores in South Korea, building Taiwan's tourism visibility in Korea.

影視觀光，人氣效應高

Film tourism: High popularity effect



韓星玉澤演任臺灣觀光代言人，來臺拍攝宣傳影片
Korean celebrity Ok Taecyeon shot promotional videos in Taiwan as tourism spokesperson for Taiwan

韓國__玉澤演

South Korea : Ok Taecyeon

邀請玉澤演擔任臺灣觀光代言人，製作宣傳影片及平面廣告素材，並出席首爾地區公關活動，帶動臺灣觀光討論熱潮及注目度，以其健康、充滿活力的正面形象，將臺灣旅遊意象傳達予韓國旅客，創造話題，吸引韓國遊客來訪。宣傳活動並由玉澤演親自介紹小鎮資訊，與韓國民眾同樂。

Ok Taecyeon was recruited as Taiwan's tourism spokesperson in Korea. The celebrity was featured in promotional videos, print advertising, and PR activities in Seoul. With his positive healthy and energetic image, he promoted the image of Taiwan tourism and generated buzz to attract Korean tourists. During promotional activities, Ok Taecyeon also personally introduced Taiwan towns and joined in the fun with the Korean public.



穆斯林女星蜜拉菲爾莎 (Mira Filzah)
再度來臺拍攝觀光宣傳片 Muslim actress Mira Filzah returns to Taiwan to shoot a tourism promotion video

馬來西亞及汶萊__蜜拉菲爾莎

Malaysia and Brunei: Mira Filzah

馬來西亞及汶萊地區代言人女星蜜拉菲爾莎號召馬來西亞百位穆斯林粉絲來臺旅遊並拍攝 2.0 版「Salam Taiwan」穆斯林來臺旅遊宣傳影片，觀光局駐吉隆坡辦事處結合旅行社與航空公司招募 100 位大馬穆斯林遊臺，4 月 26 日於臺北 101 參加蜜拉見面會，近距離一起享用清真美食及欣賞臺北夜景，安排粉絲以拍立得製作專屬大頭貼送給蜜拉，也透過猜謎、拼圖等互動遊戲讓旅客更瞭解臺灣，蜜拉也貼心與每位粉絲合影留念。

Spokesperson for Malaysia and Brunei actress Mira Filzah asked 100 Muslim fans in Malaysia to visit Taiwan and shoot the "Salam Taiwan 2.0" promotional videos to attract Muslims visitors to Taiwan. The Tourism Bureau's office in Kuala Lumpur partnered with travel agencies and airlines to invite 100 Malaysian Muslims to visit Taiwan. On April 26, they met with Mira Filzah at Taipei 101 and enjoyed a Halal cuisine and the Taipei nightscape together. The fans made a Polaroid montage for Mira Filzah. They also joined in an interactive guessing game and puzzles introducing the visitors to Taiwan. Mira Filzah also posed for individual photos with her fans.

日本__來臺 200 萬人次感謝影片 — 「溫度篇」及「流行篇」

Appreciation video for two million Japanese visits to Taiwan: "Heat" and "Taiwan Style"

為日本市場達成來臺旅客 200 萬人次，特別拍攝感謝臺灣觀光產業及民眾之影片「溫度篇」，以臺灣人引以為傲的臺灣式的熱情，透過來臺旅遊的日本女孩，以「熱い！」這個字將屬於臺灣的溫度傳達給國際旅客，體會來臺灣不只是體感溫度，更是一種內心感受。並以日本與臺灣之間的文化差異手法拍攝「臺灣症流行篇」影片，且以模仿日本新聞播報形式提醒日本民眾小心，成功於臺日兩地掀起一波波討論話題。

The Tourism Bureau released a video called "Heat" to thank Taiwan's tourism industry and people for the achievement of attracting two million Japanese visitors to Taiwan. The video presented the passion of the Taiwanese people in a story featuring Japanese female visitors to Taiwan using the exclamation "Hot!" to communicate Taiwan's warmth to international travelers. The visitors in the video realize that, in Taiwan, "hot" describes not only physical temperature but also the warmth of the people. Another video, "Taiwan Style," is shot with techniques highlighting cultural differences between Japan and Taiwan. Imitating a Japanese news broadcast style, it reminds Japanese people to be careful. The videos generated considerable buzz in Taiwan and Japan.



影視節目合作

Film and TV program cooperation

阿根廷__邀請阿根廷 Telefe 節目來臺拍攝 Argentina's Telefe films a program in Taiwan

阿根廷 Telefe 南美聯合電視臺旅遊節目《環遊世界》，2003 年開播迄 2019 年邁入第 15 季，為當地收視冠軍節目，臺灣旅遊特輯播映後在該節目創下播出 15 季以來最高收視紀錄，大受好評。該節目主持人及其幼子於 Instagram 分別擁有超過百萬粉絲群，本次節目搭配拍攝團隊之社交平臺露出訊息，渲染力廣，大幅增加臺灣於當地之知名度。

Telefe's "Travel the World" tourism program is most viewed TV program in Argentina. The Argentinean show produced a Taiwan tourism special that received the program's highest viewership in the 15 seasons since its launch in 2003. The host and his youngest son each have more than one million Instagram fans. The show and information disseminated over social media platforms by the film crew went viral, significantly raising Taiwan's visibility in local markets.



韓國__與韓國高收視率的「超人回來了」節目合作

The Tourism Bureau collaborated with South Korea's popular "The Return of Superman" program

邀請韓國知名藝人來臺拍攝 4 集 65 分鐘家庭旅遊節目，前往花蓮（七星潭、太魯閣、東大門）、西門町、品嚐美食與珍珠奶茶，累積觀看數達 120 萬次，有效置入臺灣觀光形象。另針對韓國 20~40 歲年輕族群喜愛「吃放」節目與出國尋找節目介紹美食餐廳的特性，與韓國 Olive TV 的《台灣美食會》電視節目合作，選擇臺灣米其林一、二及三星級餐廳進行拍攝，讓韓國民眾深入瞭解臺灣精緻、具創意且貼心的美食饗宴，以創造關注、臺灣印象升級。

It invited well-known Korean artists to Taiwan to shoot four 65-minute episodes of the family travel program. The artists visited Hualien (Qixingtang, Taroko Gorge, and Dongdamen) and Ximending and enjoyed fine cuisine and pearl milk tea. With a combined 1.2 million viewers, the programs effectively promoted Taiwan's tourism image. The Tourism Bureau also cooperated with Korea's Olive TV's "Taiwan Food Club" show to attract 20-40 year-old Korean fans of "Mukbang" programs who travel abroad to dine at restaurants introduced by the program. The program was shot at Michelin Taiwan one-, two-, and three-star restaurants. It introduced Koreans to the refined, creative, and meticulously prepared cuisine of Taiwan and heightened Taiwan's visibility and image.



特色活動， 推動觀光亮點

Promoting Taiwan at Major Events

2019 台灣燈會

2019 Taiwan Lantern Festival

獲 Discovery 頻道稱許為「全球最佳慶典活動」之一的「台灣燈會」，是臺灣首要的節慶觀光活動。「2019 台灣燈會」於 2 月 19 日至 3 月 3 日在屏東大鵬灣國家風景區舉辦，以「屏安鵬來·光耀三十」為主題，分別有大鵬灣燈區、屏東燈區（綵燈節）及東港燈區 3 大燈區，有 3 大亮點：綠色節能、水域布景、日夜活動。

2019 台灣燈會有多項創新，例如主燈「巨鮪來富」特別突破生肖的造型，以在地特產黑鮪魚為主題，並於燈會後留置原地續展；副燈「豐豬爺」、發光座椅及國際交流燈區「你容我融」燈飾採耐久性材質製作，減少一次性使用材質，活動後留置原地，呼應綠色環保概念；燈會舉辦場地為第一次同時具備海、陸雙重特性，結合水域布燈，除了賞燈還能賞海景，並且可以從搭遊船從海上賞燈，還能從南堤、北堤欣賞主燈與現場光環境的海上倒影等，提供遊客賞燈新體驗。



2019 台灣燈會 - 副燈「豐豬爺」
2019 Taiwan Lantern Festival Secondary Lantern: "Pingan Pig"

Selected by the Discovery Channel as one of the world's best festivals, the Taiwan Lantern Festival is a main highlight of Taiwan's festive tourism events. The 2019 Taiwan Lantern Festival was held from February 19 to March 3 at Dapeng Bay National Scenic Area in Pingtung under the theme, "Pingan Penglai · Light-up 30." The venues included the Dapeng Bay Lantern Area, Pingtung Lantern Area, and Donggang Lantern Area and highlighted the themes of Green Energy, Waterscapes, and Day and Night Activities.

The Taiwan Lantern Festival introduced a number of innovations in 2019. For example, in a departure from past convention, the Main Theme Lantern "Giant Tuna Bringing Wealth" featured the bluefin tuna, a local specialty product in Pingtung, instead of the year's Chinese zodiac animal. The centerpiece lantern also remained at the site after the festival. The supporting lantern "Pingan Pig" featured an illuminated seat. The "Coexisting Harmoniously" lantern in the International Exchange Lantern Area embodied green thinking in its use of durable, rather than disposable, materials so the display could remain after the event. This was also the first festival to feature sea and land themes. The water lantern displays could be enjoyed along with the ocean view from shore, or seen from sea on a cruise boat tour. The ocean reflections of the Main Theme Lantern and lightscapes could also be enjoyed at Nandi and Beidi, providing visitors a whole new lantern experience.



光耀 30 燈區作品
Displays at the Light-Up 30 Lantern Area



2019 台灣燈會 - 主燈「巨鮪來富」展演
2019 Taiwan Lantern Festival Main Lantern: "Giant Tuna Bringing Wealth"



2019 寶島仲夏節 - 福隆國際沙雕藝術
2019 Formosa Summer Festival: Fulong International Sand Sculpture Art Festival

「2019 寶島仲夏節 Formosa Summer Festival」 系列活動，打造臺灣夏季觀光活動新品牌

2019 Taiwan Fun on the Tropic of Cancer Activities: Re-branding Summer Tourism Activities in Taiwan

「2019 寶島仲夏節 Formosa Summer Festival」系列活動為期 3 個月，以吃冰、夏至 235、沙雕藝術音樂、鐵道旅遊等 4 大系統整合各系列活動。以產業跨界結盟型態行銷，橫跨通路、旅遊、美食、餐飲、時尚等多家知名品牌企業推出專屬聯名產品與活動，增加活動行銷效益，另匯集縣市政府及觀光局國家風景區管理處，總計推出 21 項系列活動，熱情活潑多元活動行銷臺灣夏日節慶活動新品牌。

此外台灣觀巴業者亦包裝推出「2019 寶島仲夏節 Formosa Summer Festival」特色行程，全臺多達 114 家旅宿業者也提出優惠共襄盛舉，共同掀起臺灣夏日的觀光高潮。

The 2019 Formosa Summer Festival brought together a three-month long series of events focused on the four themes of cool desserts, Summer Solstice 235, sand sculpture art, and railway tourism. Through cross-industry marketing, many well-known brand companies in cross-channel, travel, dining, and fashion sectors jointly boosted the promotional effects of the festivities this year through co-branded products and events. County and city governments and national scenic area administrations under the Tourism Bureau also joined forces to release a diverse range of 21 series of outstanding activities to promote a new summer festival brand in Taiwan.

In addition, Taiwan Tour Bus operators packaged special "2019 Formosa Summer Festival" tours and 114 hotels across Taiwan offered special promotions to bring Taiwan's summer tourism to new highs.



108 年參與系列活動人數
Number of participants in 2019
總計 **253** 萬人次
Total 2,530,000 visitors



觀光產值
Tourism Revenue Generated
35.5 億元 (新臺幣)
NT\$3.5486 billion



2019 臺灣自行車節 - 日月潭 Come! Bikeday
2019 Taiwan Cycling Festival - Sun Moon Lake Come! Bikeday



2019 臺灣自行車節 2019 Taiwan Cycling Festival

自行車旅遊以「2019 臺灣自行車節」為重點，結合單車樂活旅遊全力向國際宣傳，包括 6 大主軸系列活動：「臺灣自行車登山王挑戰」、「騎遇福爾摩沙 (Formosa 900)」、「日月潭 Come! Bikeday」、「Bike Taiwan 臺中自行車嘉年華」、「極點慢旅」及「花東海灣自行車漫旅」。同時，藉由自行車及相關領域知名部落客 (blogger)/ 影音部落客 (vlogger) 推文及網路廣告，加強瀏覽者觸及宣傳製作物次數，擴大宣傳效益。

The Taiwan Cycling Festival, the focal event of LOHAS Taiwan cycling tours, is vigorously promoted to the world as a combination of cycling and LOHAS travel. There are six major themes in a series of activities: Taiwan KOM Challenge, Formosa 900, Sun Moon Lake Come! Bikeday, Bike Taiwan Taichung Cycling Festival, Light up Taiwan and Taiwan East Bay Cycling Challenge, and East of Taiwan cycling tour. User reach and promotional material views were boosted through tweets by well-known bloggers/vloggers in cycling and related areas and through the placement of online ads, increasing the promotional effect.



108 年參與系列活動人數
Number of participants in 2019

總計 **12** 萬人次
Total 120,000 visitors



觀光產值
Tourism Revenue Generated

2.50 億元 (新臺幣)
NT\$250 million



臺灣自行車節 FB 粉絲專頁
Taiwan Cycling Festival Facebook page

2019-2020 台灣好湯 — 台灣好湯健康 40°C 的幸福

2019-2020 Taiwan Top-10 Hot Springs : Taiwan Top-10 Hot Springs—40 Degrees of Serenity

2019-2020 台灣好湯，以「台灣好湯 - 健康 40°C 的幸福」為宣傳主軸，全面更新台灣好湯官網，整合全臺 19 處溫泉區 (域)、216 家取得溫泉標章之店家資訊，製作好浴兆國旅溫泉宣傳影片及台灣好湯國際宣傳影片，藉由網路傳播力量，推廣台灣好湯。

另透過多元行銷通路如臺中高鐵、臺北捷運車站及臺南公車燈箱、電視牆及公車車體廣告宣傳、網紅、電視旅遊節目及社群網站推廣臺灣溫泉，吸引國內外觀光客前往各大溫泉區泡湯旅遊，提升溫泉產業收益。

2019 台北國際旅展首度設置台灣好湯館宣傳臺灣溫泉遊程；於中部地區辦理溫泉業及旅行業者產業媒合會，提振國旅市場發展商機。結合 19 大溫泉區規劃「泡湯尋寶趣」網路遊戲，吸引遊客深入各溫泉區景點旅遊，帶動在地觀光產業發展。

The Taiwan Top-10 Hot Springs website was overhauled for the 2019-2020 season under the theme "Taiwan Top-10 Hot Springs: 40 Degrees of Serenity." The site brings together information on 19 hot spring areas and 216 "Hot Spring Mark" certified businesses throughout Taiwan. The Tourism Bureau made videos to promote hot spring tourism to domestic tourists and international visitors through online channels.

Hot spring tourism in Taiwan was also promoted through a variety of marketing channels, including lightboxes at Taichung High Speed Rail and Taipei MRT stations and Tainan bus stops, video walls, bus body advertising, internet celebrities, TV travel programs, and social networking sites. The promotions aimed to attract domestic and international visitors to major hot spring areas to boost revenue in the hot spring industry.

The Tourism Bureau also arranged the first ever Taiwan Hot Spring Pavilion at the Taipei International Travel Fair in 2019 to promote Taiwan hot spring tours. It also held matchmaking events for hot spring and tourism industries in central Taiwan to develop business opportunities for the domestic travel market. Nineteen hot spring areas also jointly planned an online "Hot Spring Treasure Hunt" game to attract visitors to scenic sites in hot spring areas and promote the development of local tourism industries.



優惠利多, 友善便捷

Special Offers, Travel-Friendly Convenience

運用獎助優惠, 提高送客誘因

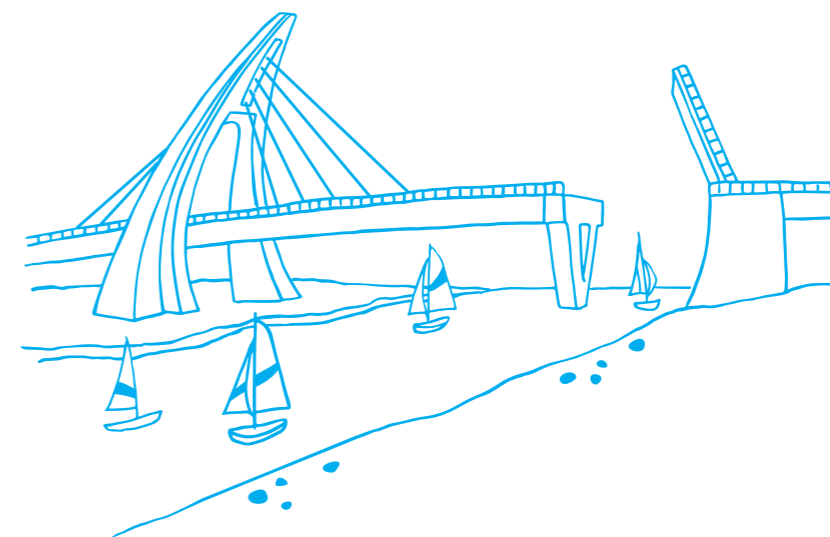
Attracting visitors with special offers and greater incentives

持續開拓修學旅行、獎勵旅遊、運動觀光及歷史文化等各領域的交流。

The Tourism Bureau continued to develop study tours, incentive travel, sports tourism and history and cultural exchanges.



SMALL TOWN RAMBLE



好禮大相送——桃園機場捷運搭乘兌換
Free gift—Taoyuan Airport MRT Voucher

20,000 張 vouchers



過境到臺灣, 免費半日遊
Free half-day tour for passengers transiting in Taiwan

6,798 人次 visitors



包機補助
Charter flight subsidies

161 架次 flights 20,242 人次 visitors



郵輪彎靠補助
Subsidies for cruise ship stops in Taiwan

13 航次 sailings 34,295 人次 visitors



獎勵旅遊補助
Incentive travel subsidies

412 團 groups 48,127 人次 visitors



接待修學旅行學校獎助
School subsidies for receiving study tours

660 團 groups 60,734 人次 visitors

SMALL TOWN RAMBLE

友善旅遊環境措施 Measures to Create a Friendly Travel Environment



為創造優質友善之國際觀光旅遊環境，讓觀光客能便捷取得各類觀光旅遊資訊、解決旅遊交通問題。

To create a high quality and friendly international tourism and travel environment, the Tourism Bureau implemented the following measures to help tourists conveniently access tourism and travel related information and resolve transportation difficulties:

「台灣好行」景點接駁旅遊公車系統 Taiwan Tourist Shuttle tour bus service to scenic spots

為提供國內外自由行旅客、不想長途駕車及參加旅行團出遊的旅客，前往知名觀光景點之直捷、友善交通旅遊服務，觀光局輔導各縣市政府及國家風景區管理處規劃最直捷的景點接駁路線、以平價的票價、易等易搭的班次，讓旅客盡情感受臺灣的獨特魅力。

The Tourism Bureau provides guidance to county and city governments and national scenic area administrations in planning direct and convenient transportation and travel services to popular visitor sites for domestic and foreign travelers who do not want to drive long distances or join tour groups. The shuttles offer the most direct links to these sites with affordable fares and easy-to-catch buses so travelers can enjoy Taiwan's unique charm.

- **服務加值**
車上提供 E 化導覽設備及多語到站播報系統，提升無障礙公車服務比例，提供行車動態資訊查詢以利行程規劃。
- **載客人次**
服務路線 49 條，全年累計約 479 萬人次。
- **優惠套組**
提供超過 100 款食、宿、遊、購、行不同組合優惠套票。
- **行銷宣傳**
製作中、英、日、韓語版摺頁文宣、不定期推出電子票證搭乘台灣好行半價優惠活動，並結合路線周邊商家優惠行銷推廣。
- **品質稽核**
辦理各路線滿意度評比，並表揚績優單位。

- **Value-added service**
The shuttles are equipped with e-guide systems and announce station stops in multiple languages. The service is increasing the ratio of accessible buses and provides bus movement information to facilitate trip planning.
- **Ridership**
Taiwan Tour Bus served 4.79 million passengers on 49 routes.
- **Special offers**
Provided more than 100 package tours with special offers for dining, accommodations, recreation, shopping, and travel.
- **Marketing and promotion**
Guides and Chinese, English, and Japanese brochures, and Chinese, English, Japanese, and Korean posters were produced and issued. Half-price Taiwan Tour Bus e-tickets are offered occasionally, and preferential marketing and promotion deals from businesses in areas served by the shuttle routes were also issued and combined with special promotion offers.
- **Quality control**
Tour package assessments by experts and scholars and workshops for industry personnel were arranged.

「台灣觀巴」系統 Taiwan Tour Bus system

為提供國內外觀光客從飯店、交通場站到臺灣各觀光遊樂地區之便捷、友善且具固定行程的導覽旅遊服務，觀光局輔導旅行業者規劃設計具備服務品質、操作標準及品牌形象的「台灣觀巴」套裝旅遊行程，其以「深度旅遊」為特質，以 1 至 4 人低成行人數，全程運輸服務極為便捷。

The Tourism Bureau provides guidance to tourism operators in the planning and design of branded Taiwan Tour Bus package tours meeting high service quality and operating standards. The buses provide domestic and foreign tourists fast, convenient, and friendly scheduled guided transportation service from hotels and transport hubs to Taiwan's tourism areas. The full transportation service focuses on "in-depth travel" for one to four people, providing ultimate convenience.

- **服務加值**
導入中、英、日、韓語音導覽服務，提供免費無線網路。
- **優惠套組**
108 年推出 83 條半日、1 日、2 日及環島遊之套裝行程、「Train-Bus 台灣觀巴旅遊護照」。
- **載客人次**
共計載客超過 13.2 萬人次 (國際旅客超過 9 萬人次，占約 68%)，直接觀光收益超過 2.65 億元。
- **行銷宣傳**
製發手冊及中、英、日文版摺頁及媒體宣傳。另參加國內外旅展、辦理行銷宣傳活動。
- **品質稽核**
辦理套裝行程專家學者考評及從業人員講習。

- **Value-added service**
Chinese, English, Japanese, and Korean audio guide service and free wireless internet access were added.
- **Special offers**
83 half-day, one-day, two-day, and offshore island package tours and Taiwan Tour Bus Train-Bus Travel Passports.
- **Ridership**
Ridership Taiwan Tour Bus had a total ridership of 132,000 (with international visitors accounting for about 90,000, or 68%, of the total). Tourism revenue directly generated exceeded NT\$265 million.
- **Marketing and promotion**
Chinese, English, Japanese, and Korean promotional brochures, occasional stored value card promotions for half-price shuttle service, and preferential marketing and promotion deals from businesses in areas served by the shuttle routes.
- **Quality control**
Tour package assessments by experts and scholars and workshops for industry personnel were arranged.

台灣觀巴
Taiwan Tour Bus

台灣好行旅遊服務網
Taiwan Tourist Shuttle Website

台灣好行載客人次 (108 年)
Ridership (2019)
479 萬人次
4,790,000 passengers

台灣觀巴觀光收益約
Approximate income
2.65 億元
265 million

陽明山 - 竹子湖海芋田
台灣好行 - 北投竹子湖線 台灣觀巴 - 陽明山國家公園及溫泉浴半日遊
Yangmingshan: Calla lily fields at Zhuzihu
Taiwan Tour Bus: Beitou-Zhuzihu Route
Taiwan Tour Bus: Yangmingshan National Park and Hot Spring Tour (Half-day)

「台灣好玩卡」 Taiwan Pass

104 年首度推出「高屏澎」以及「宜蘭」2 張卡，讓來臺灣自由行的旅客，擁有簡單旅行的全新體驗；105 年新增發行「中台灣」（含苗栗、台中、彰化、南投、雲林、嘉義縣、嘉義市）及「台東」2 張卡，擴大友善旅遊範疇後，106 年再增加發行台南及北北基（含台北、新北、基隆）2 張卡。107 年則不再發行「區域限定」卡，改以區域整合方式廣邀各縣市包裝產品、參與推廣，達到產品跨域及多元豐富等目標；108 年起則著重於各縣市「國際經典遊程」及「深耕特色遊程」之產品包裝及行銷，期使產品規劃更符民眾所需。

In 2015, the Tourism Bureau issued the "Kaohsiung, Pingtung, and Penghu Pass" and "Yilan Pass" to provide a new simplified travel experience for FIT visitors to Taiwan. In 2016, the bureau issued a "Central Taiwan" pass (covering Miaoli, Taichung, Changhua, Nantou, Yunlin, Chiayi County, and Chiayi City), "Taitung" pass, and two non-municipality passes to expand the scope of the travel-friendly pass. In 2017, two new passes were issued, one for Tainan and one for the Taipei, New Taipei, and Keelung area. In 2018, regional cards were phased out and replaced by a more regionally integrated approach. Counties and cities were invited to package products and participate in promotions to achieve the goal of cross-domain and diversified products. In 2019, focus shifted to county and city packaging and marketing of "international classic tours" and "in-depth specialty tours" to further align product planning with public demand.



高屏澎好玩卡 K.P.P. Taiwan Pass



宜蘭好玩卡 Yilan Taiwan Pass



中台灣好玩卡 Taichung Taiwan Pass



台東好玩卡 Taitung Taiwan Pass



台南好玩卡 Tainan Taiwan Pass



北北基好玩卡 T.N.K. region Taiwan Pass



臺灣好玩卡 Taiwan Pass

108 年臺灣好玩卡產品包裝
"2019 Taiwan Pass" product packaging



臺灣好玩卡高鐵左營站廣告
Taiwan Pass HSR Zuoying Station advertisement

i-center 旅遊服務體系及借問站 i-center tourism service system and Information Station

為使國內外旅客能便捷取得各類觀光旅遊資訊，觀光局輔導地方政府於全國各地主要交通場站及國家風景區內重要遊憩據點建置「i」標誌之 i-center 旅遊服務體系。

本旅遊服務體系依區位特性及服務性質，各提供不同服務，第 1 層級為設置於國際機場如桃園、高雄、松山國際機場等 3 處旅客服務中心，由觀光局設置及管理；第 2 層級為觀光局輔導地方政府設置於國內重要交通節點如火車站、高鐵站、航空站、捷運車站等 55 處旅遊服務中心；第 3 層級為觀光局所屬管理處設置於國家風景區內重要遊憩據點等共計 54 處遊客中心。

另外為營造優質友善旅遊環境並發揚「相借問」的臺式熱情，觀光局爰規劃產業跨域合作機制，協助直轄市、縣（市）政府及國家風景區管理處擇優輔導民間產業及公私立單位依觀光局所訂相關軟體服務規範設置「借問站」服務，以提供當地旅遊資訊及諮詢服務，截至 108 年度為止，全臺已建置逾 570 處借問站，積極促進 i-center 旅遊服務體系創新升級。

To provide domestic and foreign tourists with fast and convenient access to tourism and travel information, the Tourism Bureau assists local governments establish the "i" logo i-center Travel Service System at major transport terminals and stations and visitor sites at national scenic areas throughout Taiwan.

The i-centers provide different services based on local characteristics and service type. There are three Level 1 tourist service centers at Taoyuan, Kaohsiung, and Songshan international airports established and operated by the Tourism Bureau; 55 Level 2 visitor information centers set up by local governments with guidance from the Tourism Bureau at major domestic transportation hubs, such as train stations, HSR stations, airports, and MRT stations visitor information centers; and 54 Level 3 visitor centers set up by administrations under the Tourism Bureau at major scenic spots in national scenic areas.

Furthermore, in order to create a high-quality and friendly tourism environment and promote Taiwan's warm tradition of greeting, the Tourism Bureau planned a cross-industry cooperation mechanism to help city and county governments and national scenic area administrations select private businesses and public and private units to set up Information Stations according to facility and service rules drafted by the bureau. As of 2019, local travel information and consulting services were available from more than 570 Information Stations around Taiwan. The Tourism Bureau is now actively promoting innovations and improvements to the i-center system.



借問站招牌 - 禪與松養生館
Information Station sign at Zen and Pine Resort

資源運轉

Operation

立基於既有觀光資源及管理機制，持續強化智慧科技運用創造增值服務。同時透過特色增值服務計畫協助地方政府打造國際觀光景點，並從設立、管理、認證、輔導等面向，促成旅遊產業邁向國際化、專業化及品牌化發展。

The Tourism Bureau created value-added services from existing tourism resources and management mechanisms with the aid of smart technology. Under the Specialty Value-added Service Project, it helped local governments to develop international visitor sites and promote the internationalization, specialization, and branding of the tourism industry in the areas of establishment, management, certification, and guidance.



觀光資源開發與管理

Development and Management of Tourism Resources

觀光資源開發與管理計畫

Tourism Resource Development and Management Projects

協助縣市政府辦理 108 年度「體驗觀光地方旅遊環境營造計畫」與「亮點景區觀光環境整備計畫」：

The following assistance was provided to county and city governments in carrying out the 2019 "Plan for the Development of Local Travel Environments for Experiential Tourism" and "Plan for the Improvement of Tourism Environments at Spotlight Scenic Areas":

體驗觀光地方旅遊環境營造計畫

Plan for the Development of Local Travel Environments for Experiential Tourism

為延續「遊憩據點特色增值計畫」執行概念，設定「尊重環境，資源永續」、「整合特色，景點串聯」、「友善設施，優質服務」三大目標，協助地方政府發展以在地、生態、綠色、關懷、人本、永續等特色遊憩據點。108 年度補助地方政府執行 80 件工程，投資補助經費計新臺幣 8.08 億元。

Building on the concept of the "Value-added Tourism Spots Project," this plan has three goals: "respect the environment and use resources sustainability," "integrate features and link attractions," and "provide friendly facilities and high-quality services." The plan aids local governments in developing local, ecological, green, caring, people-friendly, and sustainable scenic sites. In 2019, investment subsidies totaling NT\$808 million were provided to local governments for 80 projects.

重要建設包括：淡蘭百年山徑遊憩路網營造、基隆嶼遊客遊憩步道改善、白沙岬燈塔週邊環境整備、新竹縣芎林鄉文林飛鳳古道、香山濕地生態旅遊優化、苗栗縣頭屋鄉明德水庫、大甲鐵砧山雕塑公園、彰化縣扇形車庫、古坑鄉草嶺村石壁步道、南投縣國姓鄉水長流景區、達娜伊谷等結構補強暨周邊景觀、倒風內海濱海旅遊廊帶、澄清湖及鳥松濕地整建、車城水岸及環境營造、蘭海鐵道五漁村石城小鎮、花蓮市日出觀光香樹大道、臺東縣知本溫泉體驗觀光旅遊環境營造、金門縣田浦古城周邊公共設施、澎湖縣山水遊憩區環境改善、馬祖風情觀光旅遊環境改善。

Major construction projects included: construction of the Tamsui Kavalan Historical and Cultural Trails recreation road network; improvements to tourist recreation trails on Keelung Islet; improvement of the surrounding environment at Baisha Cape Lighthouse; optimization of ecotourism on the Wenlin-Feifeng Historic Trail in Qionglin Township (Hsinchu County) And Xiangshan Wetland (Hsinchu County); structural reinforcement and landscape improvements at Mingde Reservoir in Touwu Township (Miaoli County), the Tiezhen Mountain Sculpture Park in Dajia District, roundhouse in Changhua County, Shibi Trail in Caoling Village (Gukeng Township), Shuichangliu Scenic Area in Guoxing Township (Nantou County), and Danayigu; renovations at the Downwind Inland Sea Coastal Tourism Corridor, Chengqing Lake, and Niaosong Wetland; Checheng waterfront and environmental development; experiential tourism and travel environment development around the Lanhai railway in Shicheng (Wuyu Village), Sunrise Tourism Champs Elysées (Hualien City), and Zhiben Hot Springs (Taitung County); improvements to public facilities at historic areas in Tianpu Village (Kinmen County); environmental improvements at the Shanshui Recreation Area (Penghu County); and improvements to the tourism and travel environment in Matsu.

亮點景區觀光環境整備計畫

Plan for the Improvement of Tourism Environments at Spotlight Scenic Areas

配合 2019 小鎮漫遊年政策，提供小鎮硬體建設補助經費，協助優化硬體設施品質，加強觀光旅遊環境整備與品質的提升。108 年度合計投資補助新臺幣 2.48 億元，補助地方政府執行 43 件工程。

In conjunction with the 2019 Taiwan Small Town Ramble Year policy, the Tourism Bureau provided subsidies for facilities construction in small towns and assistance in optimizing the quality of facilities, improving the tourism and travel environment and quality. In 2019, NT\$248 million in subsidies was provided for 43 local government projects.

重要建設包括：坪林區景點平臺及景觀橋改善、百吉休閒步道、北埔鄉亮點景區觀光環境、苗栗縣大湖鄉景觀節點、軟埤坑天梯步道、彰化縣鹿港鎮觀光環境整備、集集小鎮觀光環境整備、梅山鄉橫山屏休閒園區、嘉義市蘭潭風景區公廁優化、後壁區無米樂亮點景區觀光環境整備、美濃區友善環境改善、屏東縣古城休憩區、宜蘭河綠水漫遊廊道、澎湖縣景觀環境綠美化、連江縣芹壁村景點整備。

Major construction projects included: improvements to scenic platforms and bridges in Pinglin District; improvements to the tourism environment at the Baiji Trail, spotlight scenic area tourism environments in Beipu Township, scenic points in Dahu Township (Miaoli County), the Sky Ladder Trail in Ruanpikeng, and Lugang Township (Changhua County); improvements to the tourism environment in Jiji Township; improvements to public restrooms in Hengshanping Recreation Park (Meishan Township) and Lantan Scenic Area (Chiayi City); improvements to spotlight scenic area tourism environments in Wumile (Houbi District); improvements to visitor-friendly environments in Meinong District; landscape greening at the Gucheng Rest Area (Pingtung County), Yilan River Lushui Walking Corridor, and Penghu County; and improvements to scenic sites in Qinbi Village (Lienchiang County)

國家級風景特定區開發與管理

Development and Management of National Scenic Areas

臺灣觀光資源豐富，經營管理因行政體制，分由不同機關主政，由觀光局所轄 13 個國家風景區管理處，與各級機關合作規劃、保育、管轄區域內之觀光資源。

Taiwan has abundant natural tourism resources that are separately managed by various agencies. The Tourism Bureau administers 13 national scenic areas. It also cooperates with agencies at all levels in the planning, preservation, and management of tourism resources under different jurisdictions.

Northeast and Yilan Coast National Scenic Area

壯圍沙丘旅遊服務園區
Zhuangwei Sand Dune Visitor Center

東北角暨宜蘭海岸國家風景區



規劃建設 Planning and Construction

- 活化整修荒廢營舍，轉型新興遊憩據點，推出「馬崗觀景臺」，同時串聯舊草嶺隧道、萊萊海蝕平臺、卯澳漁村、三貂角及最新景點極東公園等，打造東北角旅遊帶。
- 重新妝點閒置的鼻頭角營舍，活化轉型為東北角新秘境—「鼻頭角聽濤營區」。
- 「壯圍沙丘旅遊服務園區」獲「2019 國家卓越建設獎」最佳規劃設計類最高榮譽卓越獎，並榮獲 2019 年臺灣建築獎佳作。

- Created a new scenic spot from revitalized and renovated abandoned barracks, completed the Magang View Platform, and linked the Old Caoling Tunnel, Lailai sea-eroded platforms, Mao'ao Fishing Village, Sandiaojiao, and the new Eastpoint Park to create a Northeast Coast tourist belt.
- Refurbished and reactivated the idle Bitou Cape barracks as a new secret getaway on the Northeast Coast: Tingtao Camp.
- Zhuangwei Sand-Dune Visitor Service Park won the top award for Best Plan and Design in the 2019 FIABCI-Taiwan Real Estate Excellence Award and honorable mention in the 2019 Taiwan Architecture Award.



草嶺古道芒花季
Sword Grass Season on the Caoling Historic Trail

經營管理 Operations and Management

- 以「丟丟銅仔 三生三事」計畫，榮獲 108 年國家永續發展獎政府機關類首獎，從文化遺產保存、修復與活化轉型為自行車道，並延伸至海岸線串起 20 公里環狀線，讓觀光動線串接至週邊漁村，賦予舊草嶺隧道新生命。
- 以「舊火車隧道變身腳踏車道」為主題，榮獲 2020 ITB Berlin 旅展綠色旅遊目的地獎項—亞太區最佳旅遊目的地獎；東北角暨宜蘭海岸國家風景區連續四年入圍全球百大綠色旅遊地。

- The "Caoling Tunnel Activation" plan won first place in the Government Agency category of the 2019 National Sustainable Development Awards. The project involved cultural heritage preservation, restoration, and activation of the Old Caoling Tunnel as a bikeway. The trail was extended along the coastline to create a 20-km loop linking tourism routes to surrounding fishing villages and breathing new life into the Old Caoling Tunnel.
- Under the theme "Transforming Old Train Tunnels into Bikeways," the scenic area won the 2020 ITB Berlin Travel Fair Green Travel Destination Award for Best Travel Destination in the Asia Pacific. The Northeast and Yilan Coast National Scenic Area was also listed as a Sustainable Destinations Top 100 for the fourth consecutive year.

宣傳推廣 Advertising and Promotion

- 世界自行車日活動，邀請行政院院長蘇貞昌、交通部部長林佳龍、觀光局局長周永暉於福隆遊客中心，與現場民眾一同迎接世界自行車日。
- 以東北角常見的「瓶鼻海豚」為沙雕作品主題，挑戰金氏世界紀錄活動，成功創下「全世界最多人同時創作沙雕」的金氏世界紀錄。
- 沙丘展覽館內 5 大展廳展開雲門 2 及蔡明亮導演舉行「沙丘漫舞」活動。
- 結合宜蘭縣政府及壯圍鄉公所共同創辦「壯圍沙丘地景藝術節」。

- Premier Su Tseng-chang, Minister of Transportation and Communications Lin Chia-lung, and Tourism Bureau Director General Joe Y. Chou joined the public at Fulong Visitors Center for World Bicycle Day.
- A sand sculpture of a bottlenose dolphin, a commonly sighted species on the Northeast Coast, won the Guinness World Record for most people making sand sculptures simultaneously.
- Cloud Gate 2 and Director Tsai Ming-liang presented "The Dune" activity at five exhibition halls in the Zhuangwei Sand Dune Service Park.
- The Yilan County Government and Zhuangwei Township Office jointly held the first Zhuangwei Sand Dune Land and Open Air Art Festival.

East Coast National Scenic Area



經典小鎮 - 台東縣成功鎮
Classic Town: Chenggong, Taitung County

東部海岸國家風景區



規劃建設 Planning and Construction

- 前期規劃：辦理東部海岸南北段小鎮漫遊產業建構規劃案、海陸域基礎生態調查、東部海岸富岡地質公園 108-109 年度觀光維運規劃案等。
- 工務建設：全年度共完成 10 件工程，改善遊憩服務設施。

經營管理 Operations and Management

- 「東海岸觀光資源重點景觀風貌參與式設計及示範計畫」榮獲交通部 108 年創新提案制度佳作獎、「SKAL 臺灣永續旅遊競賽 - 第三名」及 2019 第七屆臺灣景觀大獎「社區營造地方創生類最高獎項 - 傑出獎」等三項獎項。
- 與伽藍安檢所、水往上流部落市集等合辦「借問站」服務。
- 在小野柳遊客中心及加路蘭遊憩區、綠島遊客中心、石梯坪遊憩共三條熱門景點，提供更多元、更機動的「行動旅服」。
- 辦理「東部海岸富岡地質公園 108-109 年度觀光維運規劃案」，計畫申請設立「東部海岸富岡地質公園」。

宣傳推廣 Advertising and Promotion

- 辦理「沓都瑪樣部落樂舞宴」、「東海岸部落工作假期」、「東海岸部落觀光導覽資源整合推廣計畫」、「部落旅遊夥伴產業創生規劃案」等計畫，促進部落深度文化觀光。
- 辦理「長濱雙浪金剛馬拉松」、「秀姑巒溪泛舟鐵人三項競賽」行銷運動觀光。
- 辦理「2019 東海岸大地藝術節暨月光海音樂會」，與首次移地傳統領域舉辦之都蘭「阿米斯音樂節」合作並創作裝置藝術，另特別邀請藝術家黑子·達立夫於都歷遊客中心辦理《旅行在 50 步的空間》展覽，以營造東海岸獨特的藝術文化氛圍。
- 辦理「夜訪小野柳」、「成功小鎮漁村風情之旅」、「綠島過山古道尋寶趣」及「成功海洋環境推廣」等計畫，推動生態觀光。
- Held the Katomayan Tribal Music and Dance Festival, East Coast Tribal Work Holiday, East Coast Indigenous Tourism Guide Resource Integration and Promotion Plan, and Indigenous Tourism Partner Industry Creation Plan, and other activities to promote in-depth indigenous cultural tourism.
- Held the Changbin King Kong Marathon and Xiuguluan River Rafting Triathlon to promote sports tourism.
- Held the 2019 Taiwan East Coast Land Festival and Moonlight Sea Music Festival, cooperated with the Dulan Amis Music Festival, relocated for the first time to a traditional area, and created installation art. Artist Rahic Talif was invited to hold the "Journey in the Space of 50 Steps" exhibition at Douli Tourist Center, creating a unique artistic and cultural atmosphere on the East Coast.
- Held the Nighttime Expedition to Xiaoyeliu, Tour of the Fishing Village in Chenggong Township, Treasure Hunting on the Green Island Historic Mountain Trail, and Chenggong Marine Environment Promotion plans to promote ecotourism.



部落工作假期「一起雙浪金剛馬」空拍金剛腳印
Aerial view of King Kong footprint during the Tribal Work Holiday
Changbin King Kong Marathon

East Rift Valley National Scenic Area



花蓮鯉魚潭晨間美景·李淑華 攝影
Morning view at Liyu Lake in Hualien (Photo by Li Shu-hua)

花東縱谷國家風景區



規劃建設 Planning and Construction

- 辦理重要景點軟硬體設施改善工程，如鳳林國際慢城、瑞穗經典小鎮等旅遊服務設施改善與優化。
- 協助原住民地區進行環境整治，辦理萬榮碧赫潭步道、卓溪地區景觀、樂合里安通入口意象。
- 持續優化「東部自行車路網」，改善自行車道與鐵馬驛站環境設施，提升遊客騎乘之安全性及可及性。
- Carried out the Fenglin International Slow City, Ruisui Classic Town and other projects to improve and optimize tourism services and facilities at major attractions.
- Assisted environmental improvement in indigenous areas, arranged landscaping at the Bihetan Trail in Wanrong and Zhuoxi area, and developed the Antong entrance image in Lehe Village.
- Continued to optimize the Eastern Taiwan Bikeway network and improve the bicycle lanes and the environment and facilities at bicycle rest stops to enhance bicycle safety and visitor accessibility.



經營管理 Operations and Management

- 建置鯉魚潭監視系統、廣播系統及緊急求救系統，同步連線至鯉魚潭管理站。
- 持續推動環境教育課程，108 年特結合巡查員工作內容、環境教育及保護觀念，舉辦小小巡查員活動；鯉魚潭環境教育中心並於年底通過環境教育評鑑合格。
- 啟用全臺唯一無障礙獨木舟碼頭，使用輪椅之身障者可藉由輔具自行乘坐獨木舟，及 2 間配有高活動型輪椅無障礙淋浴間，推廣通用化旅遊。
- Established the Liyu Lake Service Station monitoring, public address, and emergency help systems at Liyu Lake and synchronously linked these systems to the Liyu Lake Service Station.
- Continued to promote environmental education courses. In 2019, the scenic area held a Little Inspector activity integrating inspector work and environmental education and protection concepts. The Liyu Lake environmental education center passed a year-end environmental education evaluation.
- Taiwan's only barrier-free canoe dock opened, enabling wheelchair users to ride canoes on their own with assistive devices. Two accessible showers with high mobility wheelchairs were also installed to promote accessible tourism.



鹿野熱氣球嘉年華開幕式
Opening ceremony of the Luye Hot Air Balloon Festival



宣傳推廣 Advertising and Promotion

- 結合地區產業推廣，辦理「2019 鯉魚潭賞螢季 - 趣看火金姑」、「2019 寶島仲夏節 - 縱夏飲茶 Bar」、「台灣好湯 - 夏泡湯享好康」、「花東海灣盃自行車漫旅活動」及「2019 玉富伸展台大地時裝秀」等大型主題活動。
- 以縱谷斷層帶特色景點為背景，拍攝一系列地質地景國際行銷影片，並註冊「花東縱谷地質地景觀光品牌 East of Taiwan」文案標語，辦理創生工作坊及國際研討會。
- 以「部落文化 x 絕美秘境 x 餐桌體驗」為主題，分別推出「紅糯米田野餐桌」、「森林杵音餐桌」、「稻田腳印餐桌」、「天空餐桌」與「獵人野地餐桌」部落遊程。
- Integrated local industry promotions and held the 2019 Liyu Lake Firefly Festival, 2019 Formosa Summer Festival—Summer Dim Sum Bar, Taiwan Hot Spring Festival, Taiwan East Bay Cycling Challenge, 2019 Yu Fu Fashion Show, and other large-scale themed events.
- Filmed a series of international marketing videos on geological landscapes featuring attractions in the East Rift Valley fault zone area, registered the "East of Taiwan Geological Landscape Tourism Brand" slogan, and held a creative workshop and international symposium.
- Launched indigenous tours under the themes of "Indigenous Culture, Beauty of a Secret Land, and Experience at the Dining Table": Red Rice Dining Table in the Field; Dining to Pestle Music in the Forest, Dining in the Rice Fields, Dining under the Sky, and Hunter's Dining Table.

Penghu National Scenic Area



澎湖國家風景區



規劃建設 Planning and Construction

- 辦理澎管處轄區地景藝術統包工程案（漁翁島遊客中心地景藝術暨周邊環境改善工程）藉由地景藝術園區來串聯當地旅遊景點並結合藝術創作，提升澎湖縣地景、人文、觀光品質等多樣貌面向。
- 辦理風櫃星軌濤聲觀景休憩亭新建工程，改善遮蔭、休憩空間不足問題，創造澎南新亮點。
- 「新澎湖灣莒光特區古城及港市發展計畫」（草案）願景發表，以文化發展發想、海洋觀光遊憩新思維、城市發展新願景三方向規劃。
- Carried out turnkey landscape art projects in areas administered by the Penghu National Scenic Area Administration (Yuweng Island Visitors Center landscape art and surrounding environment improvement projects) to link local tourist attractions, integrate artistic works, and upgrade the landscape, culture, and tourism quality in Penghu County.
- Constructed the Stars and Sea Viewing Pavilion, improved shade cover, and addressed the lack of open space at Fenggui to create a new spotlight attraction in southern Penghu.
- Issued the New Penghu Bay Juguang Special Zone Historic City and Port City Development Plan (draft) vision with three focal points: cultural development thinking, new thinking on ocean tourism and recreation, and a new vision for urban development.



經營管理 Operations and Management

- 辦理「姑婆嶼濱海環境清理工作」，「漫遊北寮淨灘趴」，「七美雙心石滬周邊淨灘」，「淨灘尋寶反毒衛教活動」，「淨岸減塑潔淨活動」，「全縣聯合淨灘活動」，「龍門沙灘秋季大淨灘活動」，約 3,695 餘人參與，全數總清理垃圾 17,156 公斤。
- 辦理「浮潛指導員訓練」，「水上摩托車活動安全教育訓練」，「立式划槳 (SUP) 講習」，「水上救生座談會暨救生技能演練」等訓練，提升同仁及觀光產業人員緊急救難技能。
- 吉貝石滬環教推廣、海洋安全教育研習活動，推動生態觀光及水上遊憩安全。
- 提升 9 處遊客中心通過 SGS QualiCert 國際服務驗證。
- 建構穆斯林友善的旅遊環境。



宣傳推廣 Advertising and Promotion

- 辦理「元宵乞龜活動」，「2019 寶島仲夏節-虎井嶼追日音樂會活動」，「地質公園音樂會」，「2019 澎湖國際海灣燈光節」，「2019 菊島澎湖跨海馬拉松路跑活動」等推展民俗文化、休閒及運動觀光。
- 配合「2019 臺灣小鎮漫遊年」，推動「第四屆澎湖秋瘋季」系列活動。
- 於澎湖休憩園區線、媽宮城文化園區及馬公商圈熱點線等 3 條路線推動 I-center 行動服務。



北寮赤嶼 (摩西分海步道)
Chiyu, Beiliao ("Moses Parts the Sea" Trail)

- Arranged the Gupo Islet Coastal Environment Cleanup, Beiliao Beach Cleanup, Qimei Twin-Hearts Stone Weir Area Beach Cleanup, Beach Cleanup Treasure Hunt and Anti-drug Health Education Activity, Shore Plastic Reduction and Cleanup, County-wide Joint Beach Cleanup, and Longmen Beach Fall Cleanup. The events attracted 3,695 participants and resulted in the collection of 17,156 kgs of trash.
- Arranged snorkeling instructor training, jet ski safety education and training, stand up paddle (SUP) training, water rescue seminars, life-saving drills, and other training programs to improve the emergency rescue skills of colleagues and tourism industry personnel.
- Arranged environmental education promotions at Jibei Stone Weirs and marine safety education and study activities to promote ecotourism and water recreation safety.
- Nine visitor centers were upgraded with international service verification by SGS QualiCert.
- Created a Muslim-friendly travel environment.

- Held the Qiqi Ceremony, 2019 Formosa Summer Festival-Hujing Island Chase the Sun Concert, Geopark Concert, 2019 Penghu International Bay Light Festival, and 2019 Gaillardia Island-Penghu Cross-sea Marathon to promote folk culture, leisure, and sports tourism.
- Promoted the Fourth Penghu Autumn Festival in conjunction with 2019 Taiwan Small Town Ramble Year.
- Promoted i-center mobile services at the Penghu Recreation Area, Magong Cultural Park, and Magong Business District Hot Spot routes.

Matsu National Scenic Area



馬祖東莒 - 藍眼淚
Blue Tears in Dongju, Matsu



馬祖國家風景區



規劃建設 Planning and Construction

- 持續推動馬祖地質公園，並輔導馬祖地質公園協會，與日本山口縣美禰市「一般社團法人美禰市觀光協會」締結交流條約。
- 辦理北海遊憩區景觀規劃並開發短波山、東引地區閒置營舍改善為觀光據點。
- 增設莒光福正沙灘海上遊憩活動安全場所，並改善護岸及安全設施。
- Continued to promote Matsu Geopark and assisted the signing of an exchange contract between the Matsu Geopark Association and Mine City Tourism Association of Yamaguchi Prefecture, Japan.
- Carried out landscape planning at the Beihai Recreation Area and developed idle barracks at Duanbo Hill and Dongyin as tourist attractions.
- Constructed areas for safe marine recreation at Fuzheng Beach in Jugugang Township and improved shore protections and safety facilities.



經營管理 Operations and Management

- 辦理旅遊安全宣導，並分季進行水域遊憩活動安全稽查。
- 響應環境保護理念，辦理 10 場淨灘及環境教育活動，總計動員 613 人次及清運 10,390 公斤海漂垃圾。
- 招募訓練 60 名志工，持續強化遊客服務能力，並獲選風景區通用化旅遊績優據點。
- Arranged travel safety advocacy and performed seasonal water recreation safety inspections.
- Carried out 10 beach cleaning and environmental education activities rooted in environmental protection principles. The activities attracted 613 participants and removed 10,390 kilograms of trash.
- Recruited and trained 60 volunteers to further strengthen visitor service abilities and selected outstanding accessible tourism sites in the scenic area.



馬祖北竿 - 芹壁黃昏 - 傅昱翔先生攝影
Beigan, Matsu: Sunset in Qinbi (Photo by Fu Yu-hsiang)



宣傳推廣 Advertising and Promotion

- 辦理臺灣觀光新年曆 - 國際性活動：2019 海上看馬祖暨生態賞鷗。
- 辦理「北竿經典小鎮仲夏音樂饗宴」、「芹壁聚落、漫步福正免費導覽體驗活動」、「北海坑道 50 週年紀念活動」、「馬管處 20 週年處慶活動」等活動，增加遊客不同之旅遊體驗。
- 聯合舉辦「2019 北竿元旦迎晨曦暨升旗健走活動」、「2019 馬祖之壁自行車挑戰遊活動 (KOMM)」、「2019 第五屆馬祖馬拉松」。
- Held the Taiwan Tourism New Year Calendar international activity 2019 Tern Watching and Viewing Matsu from the Sea.
- Held the Beigan Classic Town Midsummer Musical Feast, Qinbi Village and Strolling in Fuzheng Free Guided Tour Experience Activity, Beihai Tunnel 50th Anniversary Commemoration, 20th Anniversary Celebration of the Matsu National Scenic Area Administration, and other activities to provide visitors with a wider variety of travel experiences.
- Jointly held the 2019 Beigan New Year's Day Welcome the Dawn and Flag Raising Fitness Walk Activity, 2019 Taiwan KOM: The Wall of Matsu Challenge, and 2019 Matsu Marathon.

North Coast and Guanyinshan National Scenic Area



和平島晨曦
Dawn on Heping Island



北海岸及觀音山國家風景區



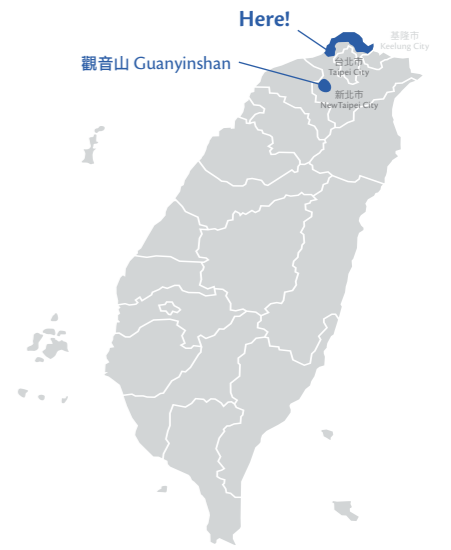
規劃建設 Planning and Construction

- 國際景點：白沙灣、中角灣國際衝浪基地、野柳地質公園、和平島公園、情人湖及湖海灣等。
- 國內景點：三芝石門、觀音山、北海岸自行車道等。
- International Scenic Sites: Baisha Bay, Zhongjiao Bay International Surfing Center, Yehliu Geopark, Heping Island Park, Qingren Lake, and Huhai Bay.
- Domestic Scenic Sites: Sanzhi, Shimen, Guanyinshan, and North Coast Bikeway.



經營管理 Operations and Management

- 榮獲基隆市及新北市 108 年公廁特優認證及金質獎。
- 榮獲 2019 「金點設計獎傳達設計類年度最佳設計獎」(和平島公園品牌識別)。
- 榮獲 108 年台灣好行服務品質提升獎。
- 榮獲交通部觀光局 108 年創新點子王競賽「創意王」第 3 名。
- 三芝、白沙灣、野柳及和平島等 4 處遊客中心榮獲「穆斯林友善環境認證」。
- 推動我愛淨灘、淨山活動，採購沙灘清理車組，108 年度線上申請淨灘 52,488 人次，創 103 年以來參與度新高紀錄。
- Won the Keelung City and New Taipei City 2019 Outstanding Public Restroom Certification and Gold Award.
- Won the Best Design of the Year Award in the Communication Design category of the 2019 Golden Pin Design Awards (Heping Island Park brand identity).
- Won the 2019 Taiwan Tourist Shuttle Service Quality Improvement Award.
- Won third place in the "Creativity King" category of the Tourism Bureau's 2019 Innovation Idea King Competition.
- The Sanzhi, Baishawan, Yehliu, and Heping Island visitors centers obtained "Muslim-friendly environment certification."
- Promoted the I Love Beach and Mountain Cleanup activity and purchased beach cleaning vehicles. Online registrations for beach-cleaning activities reached a record-high 52,488 in 2019.



中角灣海景
Ocean view at Zhongjiao Bay



宣傳推廣 Advertising and Promotion

- 辦理主題行銷活動：「野柳石光 夜訪女王」，「2019 觀音·觀鷹 - 觀音行腳樂活系列活動」，「金山沙灘篝火音樂季」，「和平島大地音樂祭」，「浪漫白沙灣 沙灘生活節」，「2019 臺灣自行車節—極點慢旅」，「溫泉養生季·湯遊北臺灣」，「體驗觀光·點亮村落」，「中角灣國際衝浪基地啟用典禮」；與地方合辦「2019 新北市北海岸國際風箏節」，「2019 基隆潮藝術」，「2019 朱銘美術館夜間開館活動」。
- 配合「2019 小鎮漫遊年」推廣基隆北海岸經典小鎮。
- 行銷郵輪岸上深度觀光、生態旅遊、海灣旅遊、小鎮旅遊、山脈旅遊，製作各主題宣傳影片以中英日韓文等宣傳影片呈現。
- Theme marketing activities held: Yehliu Night Tours: See the Queen's Head Illuminated at Night, 2019 Guanyinshan Eagle-Watching - Guanyin LOHAS Walking Activity, Jinshan Beach Fire Fishing Concert, Heping Island Earth Music Festival, Baishawan Beach Life Festival, 2019 Taiwan Cycling Festival—Light up Taiwan, Hot Spring Season: Explore the Hot Springs of Northern Taiwan, Experiential Tourism: Brightening up the Village, and Zhongjiao Bay International Surfing Center Opening Ceremony. The 2019 New Taipei City North Coast International Kite Festival, 2019 Keelung Ciao, and 2019 Juming Museum Night Opening were also held with local partners.
- Promoted classic North Coast towns in Keelung in conjunction with 2019 Taiwan Small Town Ramble Year.
- Marketed in-depth on-shore tourism for cruise ship passengers, ecotourism, bay tourism, Taiwan Small Town Ramble, and mountain tourism. Promotional videos on various themes were produced in Chinese, English, Japanese, and Korean.

Tri-Mountain National Scenic Area



獅頭山細茅埔吊橋
Ximaopu Suspension Bridge

參山國家風景區



規畫建設 Planning and Construction

- 完成 11 項公共遊憩設施，其中獅頭山風景區遊憩設施優化 5 案、梨山風景區旅遊環境提升相關設施 3 案、八卦山風景區多元遊憩體驗相關設施 3 案。
- A total of 11 public recreation facility projects were completed at the scenic area, including five facility improvement projects at the Lion's Head Mountain Scenic Area, three projects for facilities to enhance the tourism environment at the Lishan Scenic Area, and three projects to diversify the recreational experiences at the Baguashan Scenic Area.

經營管理 Operations and Management

- 辦理 108 年穆斯林旅遊友善環境建構案、轄區多元支付開發輔導案暨馬來西亞穆斯林臺灣旅遊研討會。
- 建置完成獅山、谷關及梨山遊客中心公廁智慧廁間服務案。
- 完成轄內 21 座吊橋專業安全檢測及聯合巡檢，整體提升旅遊安全。
- 108 年績取得處本部、梨山文物陳列館及各遊客中心等 8 處安心場所認證。
- 「民間參與臺中市梨山賓館委外經營管理案」獲得財政部第 17 屆民間參與公共建設金擘獎「民間經營團隊獎」佳作獎。
- 榮獲「108 年度國家風景區經營管理與安全維護督導考核」第 1 名成績。
- Carried out the 2019 Muslim-friendly Tourism Environment Development Project, Diversified Payment Development in Administrated Areas Project, and Malaysian Muslim Taiwan Tourism Seminar.
- Established smart stall services in public restrooms at the Shishan, Guguan, and Lishan visitors centers.
- Completed professional safety inspections and joint inspections for 21 suspension bridges in the scenic area to improve overall travel safety.
- Automated external defibrillator (AED) facilities at eight locations in the scenic area, including Lishan Culture Museum and visitors centers, were certified in 2019.
- The Private Participation in Outsourced Operation and Management of Lishan Guesthouse project in Taichung City won Honorable Mention for the Private Management Team Award in the Ministry of Finance's 17th Eminent Contribution Awards for Public-Private Investment Programs (PPIP).
- Won first place in the 2019 National Scenic Area Operation and Management and Security Maintenance Supervision and Evaluation.



第二屆原音天籟節
The Second "Sounds of Nature Music Festival"

宣傳推廣 Advertising and Promotion

- 各風景區主題亮點活動：獅頭山-2019 繡球花節-南庄恆浪漫；梨山-中橫 20. 幸福不落-千人健行、原音天籟音樂節、台灣好湯中臺灣淡季行銷；八卦山-鷹揚八卦、八卦傳騎 Bike 訪小鎮約騎活動，結合亮點升級及行銷宣傳，推動國際型旅遊路線。
- 辦理「梨山風景區暨原住民族經典活動行銷案」，包括「中橫 20 幸福不落-谷關千人健行」、「彩虹下的約定-泰雅成年禮部落遊程」，「梨山幸福巴士-高山部落遊程」及配合辦理「部落觀光嘉年華」共同參展，推動部落觀光發展，發展特色遊程。
- 推動小旅行遊程：辦理獅頭山風景區賞螢遊程活動、怡客蓬萊蔬活廚房、谷關地區松鶴及裡冷部落體驗旅行、八卦山風景區清水岩小旅行、慢城南庄 X 恆·浪漫·繡球花自行車小旅行、鷹揚八卦親子共遊生態趣、彩虹下的約定遊程（梨山部落、松茂部落、環山部落半日遊程）、二水跑水歡喜小旅行、獅頭山地區部落及食農體驗旅行、八卦山輕旅行-18 彎古道探險趣、八卦山輕旅行-一二水線、八卦山輕旅行-南投線、八卦山輕旅行-彰化花壇線及八卦山輕旅行-大村社頭線等。
- 辦理在地特色文創育成行銷，開發 3 風景區文創伴手禮。
- Theme Events: Lion's Head Mountain—2019 Nanzhuang Hydrangea Festival; Lishan—Central Cross-Island Highway 20 • Thousand Person Hike and Sounds of Nature Music Festival, Taiwan Top-10 Hot Springs Central Taiwan Off-season Marketing Campaign; and Bagua Mountain—Free Buzzard in Mt. Bagua and Bagua Small Town Bike Tour. International travel routes were promoted in conjunction with upgraded visitor attractions and marketing promotions.
- Carried out the Lishan Scenic Area and Indigenous Peoples Classic Event Marketing Campaign, including the Central Cross-Island Highway 20 • Guguan Thousand Person Hike, Rendezvous Under the Rainbow: Atayal Coming of Age Ceremony Indigenous Tour, and Lishan Happy Bus: Indigenous Mountain Tour. Joint exhibitions were arranged in conjunction with the Indigenous Tourism Festival to promote development of indigenous tourism and specialty tours.
- Arranged the Lion's Head Mountain Scenic Area Firefly Watching Tour, Happy Diner Penglai Vegetable Kitchen, Guguan Area Songhe and Lileng Indigenous Experience Tour, Baguashan Scenic Area Qingshui Temple Excursion, Nanzhuang Hydrangea Bicycle Excursion, Free Buzzard in Mt. Bagua Family Travel Eco Fun, Rendezvous Under the Rainbow Tours (half-day indigenous village tours in Lishan, Songmao, and Huanshan), Ershui Water Running Festival Excursion, Shitou Mountain Indigenous and Farm Experience Tour, Bagua Mountain Excursion: Shibawan Historic Trail Adventure Fun, Ershui Route, Nantou Route, Changhua Flower Route, and Dacun Shetou Route.
- Fostered and marketed local cultural and creative industries and developed three cultural and creative souvenir gifts for the scenic area.

Sun Moon Lake National Scenic Area



日月潭《向山行政暨遊客中心》
Xiangshan Visitor Center at Sun Moon Lake



日月潭國家風景區



規劃建設 Planning and Construction

- 配合國家重要政策及永續發展目標，廣續辦理自然生態監測、參加並獲全球永續旅遊委員會選為 2019 全球百大綠色旅遊目的地。
- 持續改善景觀，碼頭服務設施及無障礙通用旅遊環境，包括「水社碼頭休憩廣場設施整建工程」，「年梯至松柏崙自行車道串聯工程」，「水社遊客中心服務據點整建工程」，「觀光鐵道小學堂暨周邊景觀整修工程」及「向山遊客中心污水處理設備改善工程」等。



經營管理 Operations and Management

- 續推日月潭載客船舶電動化政策，108 年度新增「成功九號」1 艘電動船下水啟航。
- 營造「低碳旅遊、智慧觀光」旅遊環境，推動日月潭電子旅遊套票、悠遊卡及電動車、船充電設備等軟、硬體設施，以使各種低碳運具運行日月潭遊湖路線。
- 持續監督民間自行規劃參與暨興建日月潭一九族文化村纜車系統之後續營運；並持續輔導車埕木業展示館 OT 案之經營。

- Continued to arrange ecological monitoring in conjunction with important national policies and sustainable development goals; selected as a 2019 Global Top 100 Green Travel Destination by the Global Sustainable Tourism Council.
- Continued to improve landscaping, wharf service facilities, and accessible travel environments. Projects included renovation of rest plaza facilities at Shuishe Pier, linkage of the Year-of-Steps to Songbolun Bikeway, renovations to Shuishe Visitor Center service sites, renovations to the Railway Tourist Classroom and surrounding landscape, and improvements to sewage processing equipment at Xiangshan Visitors Center.
- Continued to promote electric passenger boats in the Sun Moon Lake area. The Chenggong 9 electric boats entered into service in 2019.
- Created a "low-carbon, smart tourism" travel environment, promoted the Sun-Moon-Lake eTicket Platform, EasyCard, electric car and boat charging facilities, and other services and facilities to support a variety of low-carbon transportation for lake tours at Sun Moon Lake.
- Continued to monitor privately planned participation and development at Sun Moon Lake: Follow-up operations related to the gondola system at Formosan Aboriginal Culture Village; and continued to guide the operations at the Checheng Wood Museum Operate-Transfer (OT) project.



朝霧碼頭
Chaowu Pier



宣傳推廣 Advertising and Promotion

- 辦理部落觀光輔導，部落培力 26 人次、產業扶植 14 家、遊程規劃 3 條、就業協助 35 人、主協辦之活動 3 場、到訪部落遊客量達 24 萬、觀光產值達 3.45 億元並參加 2019 部落觀光嘉年華記者會。
- 辦理集集鐵道列車彩繪，以會移動的集集美術館及石虎保育為彩繪主題意象及行銷宣傳活動與發行集集支線旅遊套票。
- 推出新八景集章贈獎活動，參與集章遊客人數達 8,000 以上人次。
- 辦理日月潭櫻花祭、星光螢火季、日月潭萬人泳渡、日月潭 Come! Bikeday 花火音樂嘉年華、環潭路跑與跨年活動。

- Arranged guidance for indigenous tours, training for 26 people in indigenous communities, industry support for 14 businesses, planning of three tour routes, employment assistance for 35 people, and three co-organized activities. Indigenous communities received 240,000 visitors and generated NT\$345 million in tourism revenue. The administration also participated in the 2019 Indigenous Tourism Festival press conference.
- Arranged for Jiji Branch Line train cars to be painted with the design themes of Mobile Jiji Art Museum and Shihu Conservation; carried out marketing and promotion campaigns; and offered Jiji Branch Line tour packages.
- Introduced a New Eight Scenic Hot Spot stamp collection lottery, attracting more than 8,000 visitors.
- Held the Sun Moon Lake Cherry Blossom Festival, Starlight Firefly Season, Sun Moon Lake International Swimming Carnival, Sun Moon Lake Come! Bikeday Fireworks and Music Festival, Round-the-Lake Run, and New Year's Eve event.

Alishan National Scenic Area

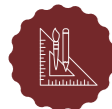


阿里山四季茶旅森林茶會
Four Season Tea Festival Ceremony in the forests of Alishan



二延平步道 張瑞宗攝影
Eryanping Trail

阿里山風景區



規劃建設 Planning and Construction

- 國際觀光：完成台 18 線 89.5k 觀日步道及觀景平臺工程、阿里山轄內公廁改善工程、台 18 線觸口至頂湖地區旅遊服務設施改善工程、觸口遊客服務暨行政管理中心變更使用工程、半天岩昇龍觀音周邊景觀改善工程、嘉義縣竹崎鄉石棹及奮起湖地區觀光環境改善工程等等。
- 國內觀光：完成樂野部落福山地區遊憩服務設施工程、瑞里及瑞峰地區遊憩設施及景觀改善工程、瑞峰 1314 觀景臺及周邊遊憩設施改善工程、瑞太資訊站一樓變更餐廳消防設備改善工程、鄒族北三部落遊憩設施改善工程、鄒族部落 HuFu 遊憩設施改善工程等。
- International Tourism: Completed construction of the Sun Watching Trail and scenery viewing platform at the 89.5-km point on Provincial Highway 18; public restroom improvements in Alishan; improvements to tourism service facilities in the area of Provincial Highway 18 between Chukou to Dinghu; repurposing of the Chukou Visitors Service and Administration Center; landscape improvements around Bantianyan Shenglong Guanyin, and tourism environment improvements in the Shizhao and Fenqihu area of Zhuqi Township, Chiayi County.
- Domestic Tourism: Completed recreation and service facilities at Leye Village in Fushan; recreational facility and landscape improvements in Ruili and Ruifeng; improvements to the 1314 Observation Deck and surrounding recreation facilities in Ruifeng; replaced fire-fighting equipment at the first-floor restaurant in the Ruitai Information Center; and improved recreation facilities in three northern Tsou villages and Tsou tribal pavilions.



經營管理 Operations and Management

- 春節連續假期交通疏運計畫免費接駁 4,691 人次；「台灣好行－阿里山線」無縫隙接駁旅遊服務，A 線（高鐵嘉義站－阿里山）5 萬 6,458 人次、B 線（臺鐵嘉義站－阿里山）17 萬 0,979 人次。
- 滾動式訂立 8 處潛在危險據點並建立安全管理機制，並於觸口等 5 處遊客中心設置 AED、辦理急救訓練。
- 108 年持續提供 4 套適合學生與成人之環境教育課程，計 219 人次參與體驗，預計培訓環境教育志工 44 人，舉辦 1 場次視聽教學，內容為生態介紹及環境保育之理念。



宣傳推廣 Advertising and Promotion

- 辦理「2019 神木下婚禮」，「2019 神木下婚禮貳部曲－星光下婚禮」，「鄒族婚禮體驗遊程」，「2019 阿里山四季茶旅系列活動」，「2019 阿里山咖啡產業推廣計畫」，「2019 年阿里山日出印象音樂會」，「108 年原住民觀光發展計畫」，「2019 部落觀光成果發表會」，「108 年部落鄒年慶」、「108 年國際行銷案」，「2020 脊梁山脈旅遊年國家館行銷案」，「108 年太平呷辦桌及賞最後一抹紅霞行銷活動」，「春櫻夜－遊園驚夢體驗活動」，櫻花季，螢火蟲季，紫藤花季，黃頭鷺季活動等行銷推廣活動。
- 協助阿里山鄒族部落辦理傳統祭典及特色活動，推廣輕鬆樂活（銀髮族）、無障礙體驗，並針對不同客群推出 4 款台灣好行套票於網路販售，提供多元優惠選擇及購票便利性。

- Arranged a free shuttle for the Lunar New Year holiday traffic diversion plan, serving 4,691 riders. The Taiwan Tourist Shuttle's Alishan Line provided seamless connection service for 56,458 passengers on the A Line (THSR Chiayi Station—Alishan) and 170,979 passengers on the B Line (Chiayi Railway Station—Alishan).
- Security control mechanisms were established at eight potentially dangerous sites on a rolling basis. Automated external defibrillators (AEDs) were installed and first aid training provided at five visitors centers, including in Chukou.
- Continued to provide four environmental education courses suitable for students and adults in 2019. A total of 219 people participated and an expected 44 environmental education volunteers were trained. An audiovisual instructional class was held to introduce the local ecology and environmental conservation concepts.
- Held the 2019 Wedding under the Divine Tree of Alishan, 2019 Wedding under the Divine Tree Part Two: Wedding beneath the Stars, Tsou Wedding Experience Tour, 2019 Alishan Tea Festival in Four Seasons Activity, 2019 Alishan Coffee Industry Promotion Plan, 2019 Alishan Sunrise Impression Concert, 2019 Indigenous Tourism Development Plan, 2019 Indigenous Tribal Tourism Achievements Presentation, 2019 Tsou Annual Celebration, 2019 International Marketing Campaign, 2020 Year of Mountain Tourism National Pavilion Marketing Campaign, 2019 Taiping Roadside Banquet and Enjoy the Last Evening Glow marketing activities, and Spring Cherry Night: Peony Pavilion Experience activity. Other activities and marketing and promotions were arranged for the cherry blossom, firefly, wisteria blossom, and cattle egret seasons.
- Assisted the Alishan Tsou tribe in holding traditional ceremony and special events; promoted senior-friendly and barrier-free experiences; and launched online sales of four Taiwan Tourist Shuttle packages for different customer groups to provide a variety of special offers and convenient ticket purchasing.

Southwest Coast National Scenic Area



2019 一見雙雕藝術季
2019 Salt and Sand Sculpture Art Festival



雲嘉南濱海國家風景區



規劃建設 Planning and Construction

- 以「白色雲嘉南」為主題，營造婚紗浪漫景色氛圍及特色景點。
- 活化三條崙海水浴場空間，並完成「雲林口湖遊客中心環境特色營造計畫」及「七股遊客中心景觀池工程」服務設施改善暨周邊景觀改善等建設。
- 完成「北門幸福滿百浪漫地景工程」、「北門井仔腳低碳小鎮停車場工程」、「海景公園遮陽、休憩遊客服務工程」、「嘉義地區好美里 3D 彩繪村遊客服務設施工程」、「嘉義布袋故事館冷氣設備建置工程」及「將軍馬沙溝遊憩區改善工程」等。

- Established a scenic atmosphere and special attractions for weddings under the theme "White Yunlin, Chiayi and Tainan."
- Reactivated space at Santiaolun Beach and improved service facilities and surrounding landscapes under the Yunlin Kouhu Visitors Center Environmental Features Construction Plan and Qigu Visitors Center Landscape and Pond Project.
- Completed the Beimen Happy and Romantic Landscape Project, Beimen Jingzaijiao Low-carbon Town Parking Lot Project, Ocean View Park Shade and Visitors Service Project, Haomili 3D Painted Village Visitors Service Facility Project in Chiayi; Budai Story House Air Conditioning Installation Project in Chiayi, and Mashagou Recreation Area Improvement Project in Jiangjun.



經營管理 Operations and Management

- 台灣好行路線評比作業西濱快線獲優等。
- 辦理「雲嘉南濱海國家風景區穆斯林友善旅遊環境建構案」，完成穆斯林友善旅遊場域認證 12 處，輔導箔子寮、馬沙溝海社區小舖 2 處、辦理「產業觀光能力培訓課程」2 場次，食材推廣摺頁 3 種。

- The West Coast Express route was ranked excellent in the Taiwan Tourist Shuttle route evaluation.
- The Southwest Coast National Scenic Area Muslim-friendly Tourism Environment Construction Project was carried out. Twelve Muslim-friendly tourist sites were certified, guidance was provided to two community shops in Boziliao and Mashagou, two training courses on industrial tourism capabilities were arranged, and three types of food-related promotional brochures were produced.



井仔腳鹽田
The Jingzaijiao salt fields



宣傳推廣 Advertising and Promotion

- 配合臺 61 線全線開通，推動西濱鹽業文化景點及浪漫婚紗美地，新增台灣好行路線—「西濱快線」。
- 西濱快線自 108 年 6 月 28 日正式開駛，營運人數搭客人數達 2,750 人次。
- 舉辦「2019 Light up Taiwan 極點慢旅 - 極西點」、「2019 東石漁人碼頭海之夏」、「2019 一見雙雕藝術季」、「2019 布袋月之秋 - 仙履奇園 夕陽·月光·海音樂會」、「2019 北門小鎮 (水晶教堂、井仔腳鹽田) 夕陽音樂會」、「2019 鯤鯓王平安鹽祭」、「2019 臺灣賞鳥馬拉松」、北門鹽鄉微電影競賽徵選活動-「這北門情」等，並與民間合辦「2019 井仔腳鹽田賞夕陽」。

- In conjunction with the full opening of Provincial Highway 61, promoted salt industry cultural attractions and wedding photo locations on the West Coast and added the West Coast Express route to the Taiwan Tourist Shuttle service.
- Ridership on the West Coast Express route since June 28, 2019: 2,750
- Held the 2019 Light up Taiwan: Ramble on Westernmost Point, 2019 Dongshi Fisherman's Wharf Summer of the Sea, 2019 Salt and Sand Sculpture Art Festival, 2019 Autumn Moon in Budai: Cinderella Sunset, Moonlight, and Ocean Concert, 2019 Beimen Small Town (Crystal Church, Jingzaijiao Salt Field) Sunset Concert, 2019 Kunshen Wangye's Salt for Peace Festival, 2019 Taiwan Bird Watching Marathon, and Beimen Salt Country Microfilm Competition. The administration also co-held the 2019 Sunset at Jingzaijiao Salt Field activity with the private sector.

Siraya National Scenic Area



二寮迎曙光
Welcoming the sunset in Erliao

西拉雅國家風景區



八田與一紀念園區
Yoichi Hatta Memorial Park



規劃建設 Planning and Construction

- 利用建築設計及地景特色，融入西拉雅族與鄉村建築語彙，完成「西拉雅遊客服務中心及行政辦公廳舍新建工程」及周邊景觀改善工程，成為西拉雅遊客旅遊休憩新亮點。
- 提升八田與一紀念園區庭園景，完成「八田與一紀念園區戶外景觀營造接續工程」，營造賞景、散步，寓教於樂遊玩型態，豐富八田紀念園區遊程樂趣。
- Integrated architectural design and landscape features with Siraya tribal and village architectural motifs; and completed the Siraya Visitors Service Center and Administration Office Construction Project and surrounding landscape improvement projects to create new highlights.
- Enhanced the garden view and completed follow-up landscaping at Yoichi Hatta Memorial Park to create a rich environment for scenic enjoyment, walks, and educational fun.



經營管理 Operations and Management

- 針對春節、和平紀念日、清明節等連續假期之交通疏運，建立群組通報機制，以維持交通秩序。
- 建立清潔人員群組通報機制，定期完成相關消防安全設備檢修。
- 轄區內共計 7 處通過 AED 安心場所認證。
- Implemented traffic alleviation measures during the Lunar New Year, Peace Memorial Day, Tomb Sweeping Day, and other holidays and established a group notification mechanism to maintain traffic order.
- Established a group notification mechanism for cleaning personnel and regularly inspected and maintained fire safety equipment.
- Seven scenic area locations were certified as AED Safe Places.



宣傳推廣 Advertising and Promotion

- 辦理西拉雅寶島仲夏節 Formosa Summer Festival 235 系列活動、西拉雅趣飛車、西拉雅玩水酷水庫騎跡 - 極限單車騎乘等活動，將產業品牌融入活動，為鄉村旅遊注入新活力，活動共吸引約 8 萬人次參與，創造約 1 億 2500 萬元觀光產值。
- 西拉雅 Facebook 粉絲數達 64,472 人，粉絲專頁共上傳 196 則影片，總觀看次數達 504,307 次；youtube 影音平臺共上傳 51 支影音作品，總觀看次數達 158,666 次。
- 108 年西拉雅國家風景區「紫斑蝶生態環境營造與環境教育」項目，獲亞太旅行協會金獎 (Pacific Asia Travel Association (PATA) Gold Awards) 環境愛護教育獎項金獎。
- 以產業、野餐、音樂為主題辦理「南化甜心派對」，塑造南化遊客中心成為全臺最甜的遊客中心，2 梯次活動共吸引超過 3,000 位親子遊客參加。
- Arranged activities for the Siraya Formosa Summer Festival 235, Siraya Go CreCar, Siraya Water Fun: Reservoir Cycling Challenge, and other activities incorporating industry brands. The events attracted about 80,000 participants and generated about NT\$125 million in tourism revenue, injecting new vitality into rural tourism.
- The Siraya National Scenic Area Facebook page had 64,472 followers. A total of 169 videos were uploaded to fan pages and attracted 504,307 views, and 51 videos were uploaded to YouTube, attracting 158,666 views.
- The Siraya National Scenic Area won the Gold Award environmental protection education in the 2019 Pacific Asia Travel Association (PATA) Gold Awards for the video "The Purple Ray Flash."
- The Nanhua Visitors Center became Taiwan's sweetest visitors center with the holding of the Nanhua Sweetheart Party. The two-session activity highlighted the themes of industry, picnics, and music and attracted more than 3,000 family visitors.

Maolin National Scenic Area



涼山瀑布
Liangshan Waterfall

茂林國家風景區



規劃建設 Planning and Construction

- 辦理新威遊憩區北側遊憩設施及景觀綠美化工程、新威森林公園南段環境改善及綠美化工程、茂林情人谷及多納古戰場遊憩設施改善工程、三地門鄉森林公園步道整修及周邊環境綠美化工程等 9 項遊憩設施建設。
- 辦理茂林地區遊客人數統計推估調查及雙年賞蝶活動季效益評估委託案、全區遊客人數統計調查、茂林國家風景區觀光整體發展暨產業輔導計畫規劃案等 5 項工作案。

經營管理 Operations and Management

- 辦理「霧台休閒服務設施出租經營與管理案」、「新威森林公園南段出租案」、「新威森林公園遊憩空間出租案」、「荖濃溪泛舟活動服務區」及「賽嘉無動力起飛場出租案」。
- 辦理「108 年度環境教育計畫 - 國立海洋生物博物館 - 海洋教育中心參訪」，強化對海洋生態保育環境認知與重要性。
- 辦理轄內社區及部落觀光環境營造計畫，創造轄區屏北系統（三地門、瑪家、霧台遊憩區）、荖濃系統（六龜、桃源、茂林遊憩區）等 27 處觀光環境美化改善。

- Carried out nine recreational facility projects, including recreational facilities and landscape greening on the north side of Xinwei Recreation Area, environmental improvement and greening on the southern side of Xinwei Forest Park, recreation facilities improvement at Maolin Lover's Valley and Duona Historic Battlefield, and trail renovations and greening at Sandimen Township Forest Park.
- Completed five work projects, including a survey to estimate visitor numbers, a quarterly benefit evaluation of biennial butterfly watching activities in Maolin, a statistical survey of the number of visitors to the area, and overall tourism development and industry guidance projects at Maolin National Scenic Area.
- Carried out the Wutai Recreation Service Facilities Leasing Operation and Management Project, Xinwei Forest Park Southern Section Leasing Project, Xinwei Forest Park Recreation Space Leasing Project, Laonong River Rafting Activity Service Area, and Saijia Unpowered Flight Takeoff Field Project.
- Carried out the 2019 Environmental Education Plan: National Museum of Marine Biology and Aquarium - Marine Education Center Visit to strengthen awareness of and the importance attached to marine ecological conservation environments.
- Improved 27 tourism environments under the Community and Tribal Tourism Environment Development Project to create the Northern Pingtung System (Sandimen, Majia, and Wutai Recreation Area), and Laonong System (Liugui, Taoyuan, and Maolin Recreation Area).



茂林紫斑蝶
The purple butterflies of Maolin

宣傳推廣 Advertising and Promotion

- 辦理「2019 南島族群婚禮 - 情牽大武山」，「108 年茂林國家風景區產業銷售整合行銷暨原民藝術推廣（山那邊的市集）活動」，「2019-2020 山城花語溫泉季」，「2019-2020 臺灣茂林紫蝶幽谷·雙年賞蝶季」等系列活動。
- 協同轄區其他機關團體共同辦理「拉阿魯哇聖貝祭」，「霧臺社區新春觀光嘉年華會」，「2019TJIMUR 藝術生活節」，「AUBU 的吶喊部落音樂節」，「綻放拉卡繞文化風采文化觀光季」，「涼山社區 108 年收穫祭」，「萬山部落 108 年 ta'avalra 勇士祭傳統祭儀傳承暨體育活動」，「排灣社區灣式生活音樂藝術節系列活動」，「屏東縣三地門鄉 108 年文化觀光產業嘉年華」，「2019 斜坡上的藝術節」及「2019 屏東縣原住民族收穫節 - 收穫那麼多」等活動。
- 與轄內機關團體共同參與「2019 高雄市旅行公會國際旅展」，「2019 臺灣部落觀光嘉年華」，「2019 臺灣美食展」及「2019 高雄市旅行公會冬季國際旅展」。

- Held the 2019 Austronesian Wedding: Love on Dawu Mountain, 2019 Maolin National Scenic Area Joint Industry Marketing and Aboriginal Art Promotion (Mountainside Fair) Activity, 2019-2020 Mountain Town, Flowers, and Hot Springs Festival, and 2019-2020 Taiwan Maolin Purple Butterfly Valley Biennial Butterfly Beauty Festival.
- Jointly held with other agencies and organizations in the scenic area the Saaroa Shell Ceremony (Miatungusu), Wutai Community New Year Tourism Carnival, 2019 Tjimur Arts Festival, Aubu Shout Indigenous Music Festival, Lakarau (Flower Wreath) Cultural Tourism Festival, 2019 Liangshan Community Harvest Festival, 2019 Wanshan Tribal Warrior Ritual (Ta'avalra) And Sports Activity, Paiwan Community Bay Life Music and Art Festival, 2019 Cultural Tourism Industry Carnival in Sandimen Township, Pingtung County, 2019 Kacalisiyan Art Festival, and 2019 Pingtung County Indigenous Peoples Harvest Festival.
- Jointly participated with government agencies and organizations in the scenic area jurisdiction in the 2019 Kaohsiung International Travel Fair, 2019 Taiwan Indigenous Tourism Festival, 2019 Taiwan Culinary Exhibition, and 2019 Kaohsiung Winter International Travel Fair.

Dapeng Bay National Scenic Area



鵬灣跨海大橋
Dapeng Bay Bridge



大鵬灣國家風景區



規劃建設 Planning and Construction

- 辦理大鵬灣潮口航道及灣域浚淤、大鵬灣遮體平臺及濱灣公園 2 號碼頭整建、串接右岸濕地水路連接鵬村濕地車道、2019 台灣燈會永久性主燈平臺、青洲及遊三區周邊停車空間規劃及建置等重要景點建設。
- 辦理小琉球美人洞、烏鬼洞及落日亭遊客服務等設施。

- Carried out estuary channel and bay dredging at Dapeng Bay; renovated the covered platform and Bayside Park Pier 2 at Dapeng Bay; linked the Right Bank Wetlands waterway and Pengcun Wetlands roads; and planned and constructed a permanent main lantern platform for the 2019 Taiwan Lantern Festival and parking spaces around the Qingzhou Coastal Recreational Area and Third Recreation Area.
- Constructed visitor service and other facilities at Xiaoliuqiu Beauty Cave, Black Devil Cave, and Sunset Pavilion.



經營管理 Operations and Management

- 結合農委會、屏東縣政府、恆春半島觀光產業聯盟、大鵬灣觀光產業聯盟及小琉球觀光產業組織合作在地創生、遊程設計，推廣農漁業伴手禮，促進區域觀光旅遊事業發展。
- 輔導商家成立借問站，提供多點即時之旅遊資訊服務，強化遊客洽詢旅遊資訊方便性。
- 結合觀光與環保，積極推廣小琉球電動機車租賃，建立在地服務者與遊客低碳旅遊觀念，落實環境生態保育。

- Partnered with the Council of Agriculture, Pingtung County Government, Tourism Industry League of Hengchun Peninsula, Dapeng Bay Tourism Industry Alliance, and Xiaoliuqiu tourism industry organizations on local revitalization, tour design, promotion of agriculture and fishery souvenirs, and development of regional tourism.
- Guided businesses in the establishment of information stations to provide multi-point, real-time travel information services and improve the convenience of travel information for visitors.
- Promoted electric scooter rental in Xiaoliuqiu, built awareness of low-carbon tourism among local service providers and visitors, and implemented environmental conservation to integrate tourism and environmental protection.



小琉球 Xiaoliuqiu



宣傳推廣 Advertising and Promotion

- 引進具國際品牌之國際自由車環臺賽、自由車計時挑戰賽、LAVA 鐵人三項、大型馬拉松、海上長泳等活動。舉辦 2019 大鵬灣遊艇帆船系列活動、畢業季，推動大鵬灣夜間遊湖等活動，持續行銷大鵬灣海陸多元旅遊休憩活動。
- 配合屏東縣政府辦理「2019 黑魷魚文化觀光季」及「2019 四重溪溫泉季」等大型活動，並結合大鵬灣觀光產業聯盟、恆春半島觀光產業聯盟等公、私部門，參與國內外大型旅展及海外推廣會，積極行銷宣傳大鵬灣之美及恆春半島旅遊線熱帶風情。
- 舉辦小琉球淨灘及海洋生態（海龜、潮間帶）保育宣傳活動，創新發行「海灘貨幣」，並輔導地方業者採自願方式輪流接棒承辦淨灘活動，寓教於樂，行銷琉球風景區，推廣生態永續觀光。

- Introduced the internationally branded Tour de Taiwan, Bicycle Time Challenge, LAVA Triathlon, large-scale marathon, open water swimming, and other activities; held the 2019 Dapeng Bay National Windsurfing Championship and graduation season; promoted night lake tours and other activities at Dapeng Bay; and continued to market the diverse marine and land tourism and recreational activities at Dapeng Bay.
- Held the 2019 Pingtung Bluefin Tuna Cultural Festival and 2019 Sichongxi Hot Spring Season in partnership with the Pingtung County Government; and jointly participated with the Dapeng Bay Tourism Industry Alliance, Tourism Industry League of Hengchun Peninsula, and other public and private units in large-scale travel exhibitions in Taiwan and abroad and overseas promotional events to market and promote the beauty of Dapeng Bay and tropical charms of the Hengchun Peninsula Tour Route.
- Held beach cleanup and activities to promote the conservation of marine ecology (sea turtles and tidal flats) in Xiaoliuqiu; issued new "Beach Money"; and guided local businesses in volunteering rotationally for beach cleaning activities; and arranged educational and fun activities to promote the Liouqiu Scenic Area and sustainable ecotourism.

觀光資源開發與管理重點項目

Key Points of Tourism Resource Development and Management



推動無障礙及銀髮族旅遊 Promoting Barrier-free and Senior Travel

- 至 108 年已完成 159 處國家風景區無障礙旅遊據點，以利行動不便之民眾參訪。
- 輔導行銷銀髮族優質遊程，推出國家風景區自由行套票及團體旅遊行程。
- 辦理通用設計創意競賽及研討會，傳播通用設計之觀念。
- By the end of 2019, a total of 159 barrier-free travel sites had been completed at national scenic areas to facilitate visits by the mobility-impaired.
- The Tourism Bureau assisted the promotion of high-quality tours for seniors and launched FIT package tickets and group tours at national scenic areas.
- Creative competitions and seminars were held to spread the concept of universal design.



鼓勵離島遊客租賃電動機車 Encouraging Outlying Island Visitors to Rent Electric Scooters

行政院運用離島封閉場域特性，將國產電動機車導入離島旅遊租賃市場，發展可行商業營運模式，觀光局配合發布「補助離島暨花東遊客租賃電動機車實施要點」，108 年補助 87,724 輛次。

The Executive Yuan introduced domestically-produced electric scooters to outlying islands to develop a viable business model for e-scooter rental to visitors suitable for the isolated nature of the islands. In conjunction with this measure, the Tourism Bureau announced the “Directions for Tourism Bureau, MOTC Subsidies to Tourists for the Leasing of Electric Scooters on Outlying Islands.” In 2019, subsidies were provided for 87,724 rentals.



加強國家風景區實地督導考核作業 Strengthening On-site Supervision and Evaluations at National Scenic Areas

為加強國家風景區實地督導考核，107 年 3 月 27 日修正發布「國家級風景特定區經營管理與安全維護督導考核作業要點」，由考核小組、秘密客實地考核。

108 年評選前 3 名：參山、日月潭、花東縱谷國家風景區管理處。



日月潭環潭自行車道 Sun Moon Lake Bikeway

The Tourism Bureau promulgated the amended “Operational Guidelines on Supervision and Assessment of Administration and Safety Maintenance at National Scenic Areas” on March 27, 2018, to strengthen supervision and assessment at national scenic areas. Assessments were conducted by an assessment team and two secret visitor inspections.

The top-three national scenic area administrations in the 2019 assessment were Tri-Mountain, Sun Moon Lake, and East Rift Valley.

推展水域遊憩活動 Promoting Water Recreation Activities

- 訂定「國家風景區設施維護暨水域遊憩活動安全管理」工作須知。
- 舉辦或補助辦理水域遊憩活動安全示範及體驗講習。
- 於觀光局行政資訊網設置「水域遊憩活動」專區，並製作安全宣導片。
- Formulated the “Working Guidelines for Maintenance of Facilities in National Scenic Areas and Safety Management of Water Recreation Activities.”
- Arranged or subsidized the holding of demonstrations and experience workshops on water recreation safety.
- The Tourism Bureau added a “Water Recreation” section to its Executive Information System and produced videos to promote safety.



維護旅遊安全 Maintaining Travel Safety

針對「公共安全管理白皮書」實施策略中的「觀光地區遊樂設施安全管理」訂定督導計畫，要求權責部會落實管理工作。

The Tourism Bureau formulated a supervision plan for “recreational facility safety management in tourist areas” under the implementation strategy for the White Paper on Public Safety Management and instructed responsible agencies to implement management work.

推動部落觀光 Promoting Indigenous Tribal Tours

- 成立「原住民族地區觀光推動會」，廣邀原住民族委員會等六個機關共同研議原住民族地區觀光推廣，並辦理旅遊行程規劃、部落導覽訓練，協助部落就業。
- 辦理「2019 臺灣部落觀光嘉年華」活動，積極行銷部落觀光。

- The Tourism Bureau established the Council for the Promotion of Tourism in Indigenous Areas. It invited the Council of Indigenous Peoples and five other agencies to jointly deliberate ways to promote tourism in indigenous areas and arranged tour planning and indigenous guide training to support employment in indigenous communities.
- The 2019 Taiwan Indigenous Tourism Festival arranged to actively market indigenous tribal tours.



2019 部落觀光成果發表會 - 原住民小朋友臺北車站表演傳統舞蹈
2019 Indigenous Tribal Tourism Achievements Presentation: Indigenous children perform a traditional dance at Taipei Main Station.

鼓勵民間參與觀光投資 Encouraging Private Investment in Tourism

108 年度完成「野柳暨周邊停車場委託營運移轉案」簽約案件，目前興建營運中。為提供民眾更多元的遊憩服務及引進企業活力經營之方式，未來將積極追蹤潛在廠商，推動民間參與政府公共建設觀光遊憩案件，將民間的活力及創意導入遊客旅遊服務設施。

The Yeliu and Surrounding Area Parking Lot Operate-Transfer Project contract was signed in 2019 and construction is currently underway. To provide the public more diverse recreation services and inject vitality from private business methods, the Tourism Bureau will actively track potential companies and promote private participation in public tourism and recreation construction projects to bring the vitality and creativity of the private sector to travel service facilities.



野柳暨週邊停車場委託營運移轉案 The Yeliu and Surrounding Area Parking Lot Operate-Transfer Project.

觀光資源政策及法案推動 Promotion of Tourism Resource Policies and Laws



觀光遊憩溫泉資源管理 Hot Spring Resource Management

觀光局自《溫泉法》施行後，以溫泉旅遊永續經營為目標積極輔導業者。

Since the Hot Spring Act came into effect, the Tourism Bureau has actively assisted operators to ensure the sustainability of hot spring travel.



- **溫泉區管理計畫**
已輔導 13 個縣市政府擬訂計畫、完成計畫審查並核定公告。
- **建立溫泉檢驗單位審查認可機制**
觀光局已認可之 12 家溫泉檢驗機關（構）辦理溫泉泉質檢驗。
- **訂定「地方政府溫泉管理執行注意事項」**
- **輔導溫泉標章申辦作業**
協助輔導 13 個地方縣市政府核發標章作業。

- **Hot Spring Area Management Plan**
Assistance was provided to 13 county and city governments in planning, reviewing completed plans, and approving announcements.
- **Establishment of inspection certification mechanisms for hot spring inspection units**
The Tourism Bureau certified 12 agencies (institutions) to carry out hot spring quality inspections.
- **Formulation of the “Notices for Hot Spring Management by Local Governments”**
- **Assistance in Hot Spring Mark application operations**
Assisted and guided 13 local county and city governments on approval and issuance of marks.

臺灣經典小鎮漫遊

Wandering in the Classic Small Towns of Taiwan



觀光局 108 年推動「小鎮漫遊年」，擇定具觀光旅遊特色小鎮，遴選出 1 縣市至少 1 經典，結合各部會推薦之主題小鎮，如客家小鎮、原住民部落及國際認證之國際慢城等作為推廣臺灣特色在地觀光小鎮，共計 30 個臺灣經典小鎮，透過徵選特色遊程，鼓勵相關觀光產業整合、產品包裝及品牌化、宣傳行銷等作為，進而帶動觀光熱潮，創造旅遊效益，活絡地方經濟，促進臺灣觀光發展。

活動期間向旅行業共徵集 161 條遊程規劃案，經組成評選小組共選出 40 優質遊程並召開頒獎記者會行銷推廣；活動期間除鼓勵獲獎旅行社踴躍出團外，同時觀光局也辦理媒體踩線團、參與大型旅展設置推廣專區、召開 2 場國際論壇等活動，提供更多的民眾參與機會，最後經獲獎旅行社提出送客量統計，共計有 169 團 3,766 人次。

為推廣「2019 小鎮漫遊年」及協助地方政府行銷小鎮在地特色，觀光局提供 108 年遴選出之 40 小鎮辦理行銷活動經費補助，每小鎮最高補助新臺幣 100 萬元。經各縣市政府或鄉鎮區公所提報計畫申請補助共計 40 案，各小鎮辦理各式在地特色集客活動、網路宣傳行銷、深度小旅行、媒合農戶與餐廳及民宿業者產地直送餐桌...等，以地方創生概念結合社區協會、在地特色商家、小農等地方資源，共同創造永續經營環境。

In 2019, the Tourism Bureau promoted Taiwan Small Town Ramble Year. At least one classic town with unique tourism characteristics was selected in each county and city of Taiwan. The towns were promoted in conjunction with theme towns proposed by other agencies, such as Hakka towns, indigenous villages, and internationally-certified slow towns. A total of 30 classic towns were chosen. Specialty tours were selected by competition. The Tourism Bureau encouraged related tourism industries to partner on tour packaging, branding, and marketing. The campaign aimed to spur a tourism boom, create tourism benefits, invigorate local economies, and promote tourism development in Taiwan.

During the activity, travel agencies submitted 161 tour itinerary plans. Forty high-quality tours were selected by a panel and promoted at an award presentation press conference. The award-winning travel agencies were encouraged to enthusiastically promote the tours abroad. The Tourism Bureau also arranged media FAM trips, established promotion areas at major travel exhibitions, and convened two international forums to provide more opportunities for public participation. According to statistics, the award-winning travel agencies arranged 169 groups with 3,766 people.

To promote Taiwan Small Town Ramble Year and help local governments market the local characteristics of towns, the Tourism Bureau provided subsidies of up to NT\$1 million each to 40 selected towns for marketing campaigns in 2019. County and city governments and township and district offices submitted subsidy applications for 40 plans. Each town arranged local specialty gatherings, internet marketing campaigns, and in-depth excursions. They also matched farmers with local restaurants and B&Bs in farm-to-table programs. Community associations, locally distinctive businesses, small farms, and other local resources came together to jointly create a sustainable business environment in the spirit of local revitalization.

辦理「小鎮遊戲趣」系列活動

Holding the Small Town Fun activity

為了帶動小鎮深度旅遊風氣，並將臺灣小鎮在地特色行銷到國際，邀請知名的臺灣品牌團隊於小鎮演出 3 場國家劇院級戶外大型演出及 7 場藝術卡車秀，藉由演出展現地方特色，讓遊客加深對小鎮的認識，進而深度體驗小鎮的特色與文化。除活動吸引 9,252 人次參觀，並增加周邊觀光產業收益之外，相關宣傳計觸及 46 萬 6,000 人次，持續吸引遊客到訪小鎮旅遊。

To foster an atmosphere for in-depth small town travel and internationally market Taiwan's distinctive small towns, the Tourism Bureau invited well-known brand teams in Taiwan to present three large-scale National Theater-class outdoor performances and seven art truck shows in small towns. The performances highlighted local characteristics, gave visitors a deeper understanding of the towns, and provided in-depth experiences of the town features and culture. The events attracted 9,252 visitors and increased tourism revenue in the area. The related publicity reached 466,000 people and continues to attract visitors to Taiwan's small towns.



交通部林佳龍部長蒞臨小鎮遊戲趣記者會 Minister of Transportation and Communications Lin Chia-lung attends the Small Town Fun press conference.

辦理「2019 小鎮音樂會」

2019 Small Town Music Festival

觀光局於 108 年啟動「小鎮漫遊年」推廣計畫，遴選出 30 個經典小鎮；同時結合客家委員會所推薦的十大客庄小鎮及國際認證之國際慢城共同行銷，為創造小鎮活動話題，增加觀光人潮，透過 13 場小鎮音樂會，提升小鎮文化觀光亮點。另為擴大活動成效，並於觀光局旅行臺灣 - 交通部觀光局 FB 粉絲團同步轉播，讓精彩音樂表演，透過網路傳送，讓宣傳效益持續延伸。

The Tourism Bureau launched the Taiwan Small Town Ramble Year in 2019. Thirty classic towns were selected for the promotion plan and jointly marketed with the Top Ten Hakka Towns selected by the Council for Hakka Affairs and International Cittaslow towns. The campaign aimed to generate a buzz for small town activities and attract more visitors. Thirteen small town concerts were arranged to enhance the cultural and tourism highlights of the towns. The outstanding performances were simultaneously presented on the Tourism Bureau's Facebook page to enhance their impact and worldwide reach online.



2019 小鎮音樂會 - 基隆場 2019 Small Town Music Festival: Keelung Concert

辦理「2019 小鎮靚點漫遊護照」行銷活動

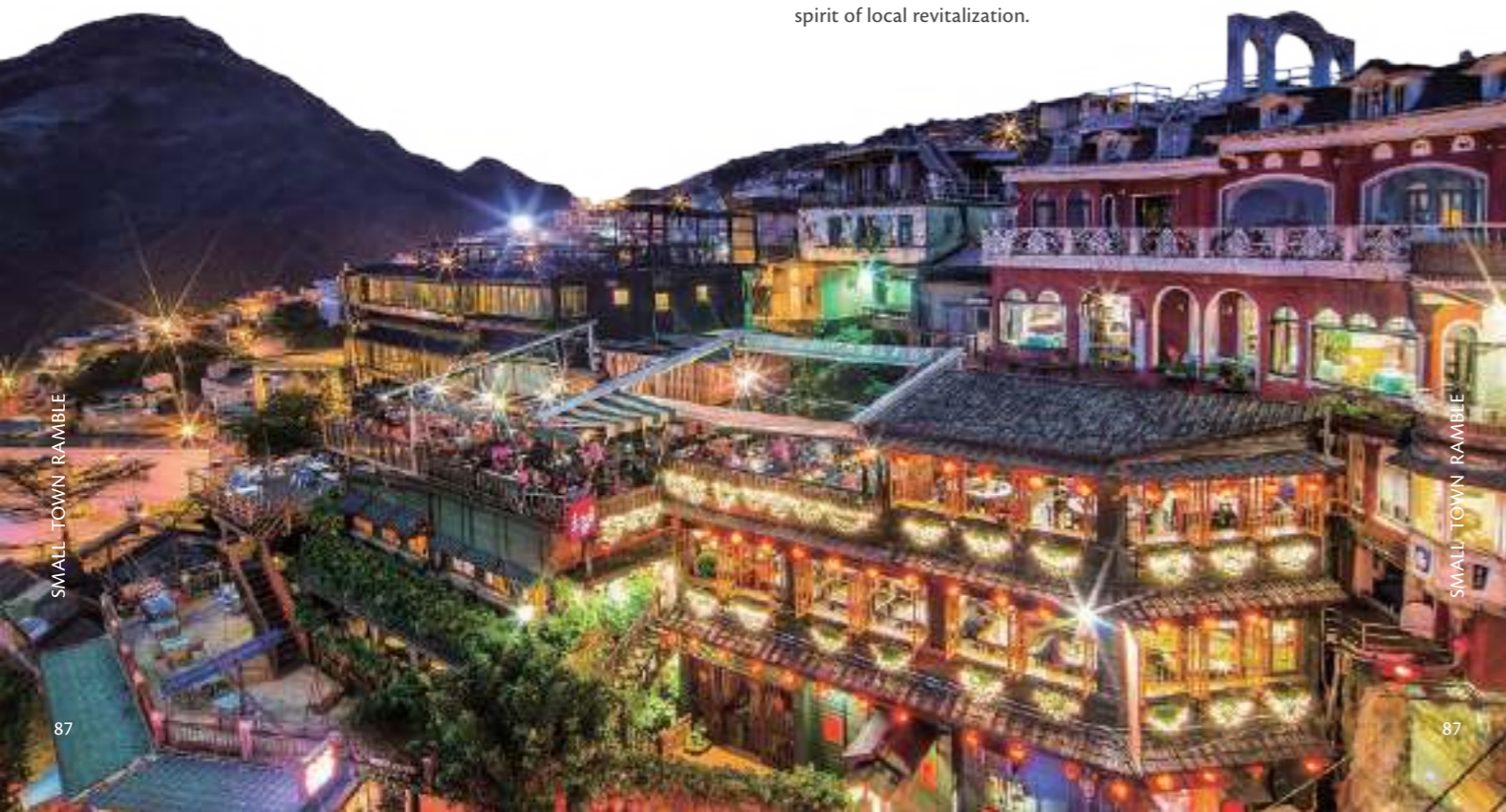
Taiwan Small Town Ramble Passport marketing campaign

編印 2 萬本紙本護照並加印 5 萬本置於全國旅遊服務中心、40 個小鎮與管理處並可透過網路下載電子護照。另辦理集章抽獎活動（含實體及電子集章），集好 5 個或集滿 30 個章均可抽獎，最高獎項現金 5 萬元，另邀請得獎者於「十萬青年獎百萬」成果發表記者會分享集章心得，官網點擊累計人次 234,374 次，集章點點擊累計人次 150,935 次。

The Taiwan Small Town Ramble Passports were distributed through visitor information centers nationwide, 40 towns, and national scenic area administrations. The initial printing of 20,000 passports was followed by a second printing of 50,000 passports. The passports could also be downloaded online. The Tourism Bureau arranged a lottery to encourage stamp collection (including physical and electronic stamp collection). People who collected five stamps or the full 30 stamps possible could enter the lottery for a chance to win up to NT\$50,000. The winners were also invited to share their experience collecting the stamps at the 100,000 Youth Award One Million achievement press conference. The activity website received 234,374 visitors and stamp clicks by 150,935 visitors.



2019 小鎮護照集章抽獎活動
2019 Taiwan Small Town Ramble Passport stamp collection lottery



舉辦「十萬青年獎百萬」創意遊程行銷企劃 The "100,000 Youth One Million Award" Creative Tour Competition Marketing Plan

為鼓勵國內 40 歲 (含以下) 之青年學子，打造青年學子角度的小鎮行程，共同發掘小鎮旅遊新秘境，特別規劃結合「影像」及「遊程規劃競賽活動」，帶動全臺旅客走訪臺灣小鎮深度旅行，推廣臺灣小鎮。

本活動主要包含「創意遊程競賽」、「小鎮超有梗神編劇網路活動」及「10 大小鎮一日鎮長活動」三項主軸。創意遊程競賽共計報名 308 件，入選決賽作品共計 45 件，其中基隆中正區、桃園大溪區、苗栗苑裡鎮、雲林北港鎮、嘉義大林鎮、高雄美濃區、屏東東港鎮、宜蘭頭城鎮、花蓮鳳林鎮及澎湖湖西鄉經選列為 10 大經典小鎮，透過一日鎮長宣傳活動，以體驗式行銷的概念，包裝小鎮新亮點。網路神編劇活動共徵得 2,147 件作品，經挑選出前 130 名得獎者給予獎勵。一日鎮長活動針對 10 大經典小鎮並結合遊程競賽得獎隊伍，共計拍攝 10 支活動影片，除鼓勵並增加得獎隊伍曝光外，再次讓小鎮能持續曝光。

This activity was held to encourage Taiwanese students 40 years old and under to design student-centered small town tours and discover hidden escapes in the Taiwan Small Town Ramble campaign. Activities integrating imagery and a tour planning competition were arranged to encourage in-depth visits to Taiwan towns and promote Taiwan towns.

The activity focused on the Creative Tour Competition, Small Town Comedy King Screenplay Internet activity, and Ten Town Mayor for the Day activity. Among the 308 entries submitted for the Creative Tour Competition, 45 made it to the final round. Zhongzheng District (Keelung City), Daxi District (Taoyuan City), Yuanli Township (Miaoli County), Beigang Township (Yunlin County), Dalin Township (Chiayi County), Meinong District (Kaohsiung City), Donggang Township (Pingtung County), Toucheng Township (Yilan County), Fenglin Township (Hualien County), and Huxi Township (Penghu County) were selected as top-10 classic towns. The towns were promoted through experiential marketing in "mayor for the day" activities and the packaging of new small town highlights. The online screenplay activity presented awards to 130 winners from 2,147 submissions. Ten videos were produced for the "mayor for the day" activity featuring the top-10 classic towns along with winning teams in the Creative Tour Competition. The videos encouraged and increased exposure for the winning teams and the featured towns.



十萬青年獎百萬創意遊程競賽頒獎典禮 Award ceremony for the "100,000 Youths Awarded One Million Dollars" creative tour competition

產業輔導與管理 Guidance and Management of the Tourism Industry

旅行業 Travel Agencies

持續輔導旅行業發展特色、優質旅遊產品，建立產品品牌，創新產業附加價值，以提升國際競爭優勢，促進產業優化轉型升級，並鼓勵旅行業提供國人樂齡族及身心障礙人士優質旅遊產品。透過補助、輔導及監督查核的角度，使旅行業有序發展。

The Tourism Bureau continued to guide travel agencies in the development of distinctive, high-quality travel products, establish product brands, and create industry added-value through innovation to enhance their international competitive advantage, promote industry optimization, and transform and upgrade operations. It also encouraged travel agencies to offer high-quality travel products for seniors and disabled persons. The orderly development of travel agencies was supported through subsidies, guidance, supervision, and inspections.

經營現況 Current Status

單位：家數 Unit: No. of Travel Agencies

年度 (Year)	綜合旅行社 Consolidated		甲種旅行社 Class-A		乙種旅行社 Class-B		總計 Total	
	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch
106 (2017)	134	472	2,630	377	254	1	3,018	850
107 (2018)	137	472	2,668	383	265	1	3,070	856
108 (2019)	142	458	2,730	377	273	2	3,145	837

輔導旅行業提升競爭力 Guidance to Enhance Tourism Industry Competitiveness

為促進產業轉型升級，輔導業者品牌化經營，依據「交通部觀光局輔導建立品牌旅行業獎勵補助要點」，補助會計師簽證、貸款利息補助、銀髮族補助、金質旅遊行程、無障礙旅遊、網路經營等。108 年度執行金額為 1,070 萬 4,887 元，執行率為 100%。

The Tourism Bureau continued to promote the Directions Governing Awards and Subsidies of the Tourism Bureau, MOTC for the Brand-building of Travel Agencies to promote the transformation and upgrading of travel agencies and help agencies to brand operations. The bureau provided subsidies for CPA-certified financial reports, loan interest, and the development of tours for seniors, T.Q. Golden Award tours, barrier-free tours, and online operations. In 2019, such subsidies amounted to NT\$10,704,887 and achieved an implementation rate of 100%.

另自行辦理或補助辦理從業人員及領團人員訓練，透過旅遊發展趨勢、行程規劃、消費行為、旅遊政策及法規等課程安排，使從業人員掌握產業趨勢。

The Tourism Bureau also arranged or subsidized the arrangement of training courses for travel agency employees and tour leaders. The courses covered developments in tourism itinerary planning, consumer behavior, tourism policies and regulations, and other areas to help agency personnel keep abreast of industry trends.

落實管理 Management Implementation

定期發布「旅行業營運狀況及寒 / 暑假旺季旅遊注意事項」新聞稿，並與相關旅行業公會組成「旅行業交易安全查核小組」及廣告監督小組，實地稽查營運異常者，維護交易安全。

- 透過臺灣票據交換所監看票據資訊，主動發掘旅行業財務問題。
- 篩選、訪查有不良紀錄之旅行業，預先發現營業異常現象，以降低危害交易安全事件之發生機率。於各連續假期、旅遊安全宣導週及特定專案期間加強辦理遊覽車輛接待旅遊團體聯合稽查作業，強化旅遊安全管理。108年計稽查1,733團次。



The Tourism Bureau regularly issued press releases on "Travel Agency Operations and Winter/Summer Peak Season Travel Advisories." It also formed a Travel Transaction Security Audit Committee and Advertising Monitoring Team with related travel industry associations to conduct on-site inspections of travel agencies with business anomalies to ensure transaction security.

- Monitoring banknote data through the Taiwan Clearing House and proactively identifying financially-troubled travel agencies.
- Screening and inspecting travel agencies with poor records and discovering business anomalies early to reduce the frequency of harmful transaction security incidents. Joint inspections of coaches serving tour groups and travel safety management were strengthened during long weekends, Travel Safety Awareness Week, and specific projects. Inspections were conducted for 1,733 groups in 2019.

消費者權益保障 Consumer Rights Protection

- 108年受理協調處理消費爭議案件（含旅遊糾紛申訴案件、輔導中華民國旅行業品質保障協會受理調處該會會員之旅遊糾紛申訴案件）共計1,385件，和解件數869件。
- 於觀光局網站建置「消保事項專區」，公示合法旅行業者、合法領隊、導遊及從業人員基本資料及保險資訊，並依法揭示違規業者資訊（如受停業處分、廢止執照、經票據所公告拒絕往來等）。



- In 2019, a total of 1,385 consumer dispute cases were received (including travel disputes and appeals and guidance to members of the Travel Quality Assurance Association, R.O.C. in mediation of travel disputes and appeals), of which 869 cases were settled.
- A Consumer Protection page was set up on the Tourism Bureau website. This page presents basic data and insurance information on licensed travel agencies and licensed tour leaders, tour guides, and travel agency personnel. It also discloses, by law, information on businesses with violations (e.g. businesses that have been fined for violations, had their license revoked, or been listed by the Taiwan Clearing House for rejected accounts).

旅宿業 Hotel Industry



經營現況 Current Status

108年旅宿業經營概況 Overview of Hotel Industry Operations in 2019			
類別 Category		家數 No. of Hotels	客房數 No. of Rooms
觀光旅館 Tourist Hotels	國際觀光旅館 International Tourist Hotels	80 家	22,800 間
	一般觀光旅館 General Tourist Hotels	47 家	6,862 間
一般旅館 General Hotels		3,373 家	167,036 間
民宿 Homestays		9,268 家	39,000 間
總計 Total		12,768 家	234,994 間

- 108年發給觀光旅館營業執照者計有2家，客房數增加176間，總投資金額為新臺幣180.5億元。
- 108年計輔導804家民宿核准登記。
- In 2019, business licenses were issued for two tourist hotels with 176 rooms and a total investment of NT\$18.05 billion.
- In 2019, a total of 804 homestay businesses were registered.

落實管理 Management Implementation

- 觀光旅館定期與不定期檢查：共計30家次。
- 旅館及民宿稽查督導：稽查旅館業總計4,736家次，稽查民宿計4,194家次。
- Unscheduled and Routine Inspections of Tourist Hotels: conducted at 30 tourist hotels.
- Hotel and Homestay Audits: The Tourism Bureau conducted 4,736 hotel audits and 4,194 homestay audits.

提升軟硬體品質 Enhancing Service and Facility Quality

- 108年7月18日修正發布「交通部觀光局獎勵旅宿業品質提升補助要點」，核定補助8家旅館業者，核定補助金額共新臺幣463萬7,647元。
- 108年10月30日修正發布「獎勵觀光產業升級優惠貸款要點」，協助7家旅宿業者獲得優惠貸款利息補貼，共計新臺幣3.07億元。
- The Tourism Bureau issued the revised Guidelines on Subsidies of the Tourism Bureau, MOTC to Incentivize Quality Improvements in the Hotel Industry on July 18, 2019. Subsidies totaling NT\$4,637,647 were awarded to eight hotels.
- The amended Guidelines for Preferential Loans to Encourage the Upgrading of the Tourism Industry were promulgated on October 30, 2019. The Tourism Bureau assisted seven hotels in securing NT\$307 million in interest-subsidized preferential loans.

觀光遊樂業 Tourist Amusement Enterprises

經營現況 Current Status

108 年領有觀光遊樂業執照業者總計 26 家，屬重大投資案之觀光遊樂業者計 23 家，非重大投資案之觀光遊樂業者 3 家。

In 2019, Taiwan had 26 licensed and operational tourist amusement enterprises, of which 23 were classified as major investment projects and three were classified as minor investment projects. Note: Formosa Fun Coast closed on June 30, 2015 and Shenqucun closed on July 1, 2016

註：
• 八仙海岸於 104 年 6 月 30 日停止營業
• Formosa Fun Coast closed on June 30, 2015



領有觀光遊樂業執照業者經營現況 Operating Status of Licensed and Operational Tourist Amusement Enterprises



設立查核 Establishment Inspections

強化觀光遊樂業興辦事業開發期程管控與計畫審查，以確保觀光遊樂業具觀光競爭力。

Strengthened control and planning review for the establishment and development of new amusement enterprises to ensure the tourism competitiveness of such businesses.



經營管理 Operation and Management

加強觀光遊樂業安全管理機制：

- 依觀光遊樂業管理規則，加強行政監督，保障消費者權益。
- 落實三級管理機制、確保消費者權益、強化地方主管機關之參與。
- 108 年督導考核競賽 (共 24 家參與)

Strengthened safety management mechanisms for amusement enterprises :

- Strengthened administrative supervision to protect consumer rights in accordance with the Regulation for the Management of Tourist Amusement Enterprises.
- Implemented a three-level management mechanism to protect consumer rights and strengthen the participation of local authorities.
- 2019 Supervision and Evaluation Competition (a total of 24 participants)

督察考核競賽 Supervision and Evaluation Competition



輔導驗證
Certification Assistance



10
家 Participants

環境教育場域認證
Environmental education venue certification

- 雲仙樂園
Yun Hsien Holiday Resort
- 小人國主題樂園
Window on China Theme Park
- 小叮噠科學主題樂園
Little Ding-Dong Science Theme Park
- 西湖渡假村
West Lake Resortopia
- 東勢林場遊樂區
Dongshi Forest Garden
- 九族文化村
Formosan Aboriginal Culture Village
- 杉林溪森林生態渡假園區
Shanlinxi Forest Recreation Area
- 劍湖山世界
Janfusun Fancyworld
- 尖山埤江南渡假村
Jianshanpi Jiangnan Resort
- 怡園渡假村
YiYuan Resorts



7
家 Participants

回教餐廳認證
Halal restaurant certification

- 六福村主題遊樂園
Leofoo Village Theme Park
- 西湖渡假村
West Lake Resortopia
- 麗寶樂園
Lihpao Resort
- 九族文化村
Formosan Aboriginal Culture Village
- 劍湖山世界
Janfusun Fancyworld
- 尖山埤江南渡假村
Jianshanpi Jiangnan Resort
- 怡園渡假村
Yiyuan Resort

從業人員訓練
Industry Training

輔導觀光遊樂業加強經營管理及提升品質，辦理 2 場相關產業發展及專業訓練。

Two industry development and professional training classes were held to help tourist amusement enterprises improve management and quality.



對象
Target Group



目標
Objective



108/4/16 - 108/4/17

研習 / 課程名稱 Workshop / Course Title

觀光遊樂業優質化教育訓練

Education and Training to Upgrade the Quality of Tourist Amusement Enterprises.



中高階管理人才
Middle and upper management.



提升管理效能。
Enhancing administrative efficiency.
樂齡族群及品牌國際化之推動策略。
Promotion strategies for senior travel and brand internationalization.

整合性行銷
Integrated Marketing

針對國民旅遊市場辦理「2019 臺灣好樂園暑假聯合行銷記者會」：涵蓋主題活動及行銷記者會、製作宣傳素材，並以新聞稿宣傳優惠活動。

Domestic travel market—2019 Taiwan Amusement Park Summer Holiday Joint Marketing Press Conference: This project covered theme activities and promotion press conferences, establishing self-media platforms, production of promotional materials, and issuance of press releases to publicize promotional activities.



108 年觀光遊樂業暑假行銷記者會
2019 Amusement Park Industry Summer Holiday Marketing Press Conference

觀光產業教育訓練及人才整備 Education, Training, and Talent Development in the Tourism Industry

培訓觀光從業人員 Tourism Professional Training

為確保旅遊服務品質，配合考選部辦理導遊、領隊人員職前訓練；完成導遊人員訓練計 1,694 人、領隊人員訓練計 3,435 人。為加強旅行業經理人之專業知能、法規知識，辦理旅行業經理人訓練，取得結業證書之合格經理人計 342 人。

To ensure the quality of travel services, the Tourism Bureau arranged pre-employment training for tour guides and tour managers in collaboration with the Ministry of Examination. Training was provided for 1,694 tour guides and 3,435 tour managers. The bureau also arranged specialized training to enhance the professional abilities and legal knowledge of tourism industry managers. A total of 342 trainees were certified as professional tourism managers.

配合新南向政策辦理培訓 Training to Support the New Southbound Policy

東南亞來臺旅客成長，為蓄積觀光旅遊接待人力，針對熟悉東南亞語之新住民、僑外生辦理「稀少語旅遊輔助人員」與「稀少語別導遊輔導考照培訓」訓練，108 年各培訓約 176 人可協助導遊人員翻譯服務與報名參加外語導遊人員考試取得導遊執業證，挹注觀光旅遊市場。

To build capacity for tour guides to receive and serve the growing numbers of Southeast Asian visitors to Taiwan, the Tourism Bureau arranged training programs aimed at new immigrants to Taiwan, overseas Taiwanese, and foreign students to train them to be "Tour Guides for Rarely Used Languages in Taiwan" and "Rarely Used Languages in Taiwan Tour Guide Licensing." In 2019, about 176 people each received training in assisting tour guides with translation services and registering for foreign-language guide certification examinations to contribute to the tourism market.

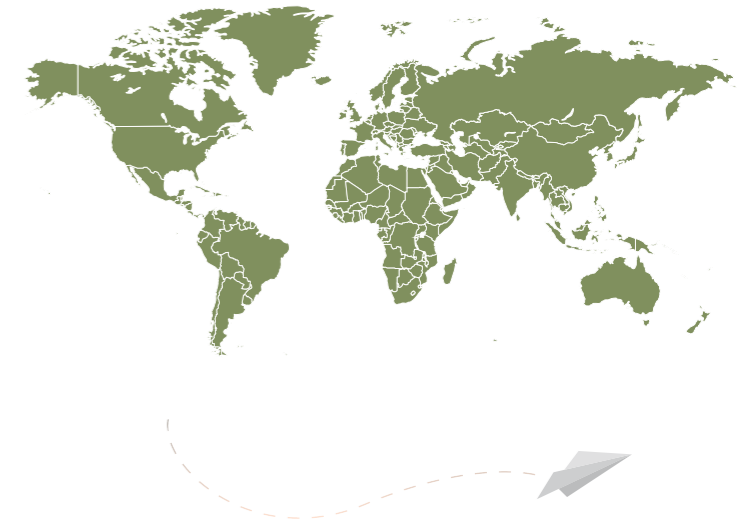


108 年關鍵人才訓練
2019 training for key personnel

關鍵人才國際化 Fostering an International Perspective among Key Personnel

針對觀光業界人才培訓需求及拓展國際視野，以人才優化為目標，執行相關甄選及受訓事宜。108 年共計 79 名高階主管赴國外訓練，中階主管培訓亦達 754 人次。

The Tourism Bureau implemented selection and training affairs related to meeting the training needs and expanding the international perspective of tourism industry talent. In 2019, a total of 79 senior managers received training overseas and 754 middle managers also received training.



主軸 Focus

旅行業組 Travel agencies



日本東京 Tokyo, Japan

15
人



觀摩東京奧運接待準備及日本旅行業數位經營策略。
Observed preparations for visitor reception during the Tokyo Olympics and the e-business strategy of Japanese travel agencies.

自行規劃訓練 Self-planned training



日本東京 Tokyo, Japan

1
人



聚焦全球化與旅遊新創。
Focus on globalization and tourism innovation.

專業創新組 Professional innovation



東京長野 Tokyo, Nagano

15
人



學習如何經營地方特色、推動地域活化及小鎮觀光。
Studied ways to manage local features and promote local activation and small town tourism.

觀光遊樂業組 Amusement parks



澳洲 Australia

18
人



觀摩國際品牌及當地中小型主題休閒樂園的自然生態及智慧化經營管理。
Observed natural ecology and smart management at international brand and small to medium-sized theme parks.

旅宿業組 Hotels



馬來西亞 Malaysia

新加坡 Singapore

30
人



參訪國際品牌酒店及特色旅宿之數位化經營及會展觀光服務。
Observed digital operations and MICE and tourism services at international brand specialty hotels.



觀光資訊科技服務運用 Implementation of Tech-based Services

旅遊資訊服務 Travel Information Services

國際門戶第一線 Front-line services at international gateways

提供多語文諮詢服務，並陳列多樣文宣品供遊客洽取。

Provided consulting services in various languages and displayed a variety of promotional materials for visitors.

臺灣觀光資訊網 Taiwan Tourist Information Website

臺灣觀光資訊網 (<https://www.taiwan.net.tw/>) 作為國家觀光入口網站，透過網路及行動裝置整合空間位置相關資訊，精準掌握使用者的位置，進而提供適地性 (Location Based Service, LBS) 旅遊情報、觀光景點、節慶活動、美食、購物、住宿、旅遊指南及行程推薦等旅遊便捷化服務，具有中、英、日、韓、德、法、俄、西、馬來語、印尼及泰文等 11 種語言版本，並提供適合行動裝置瀏覽之 RWD 網頁。

The Taiwan Tourism Information Website (<https://www.taiwan.net.tw/>) is a national tourism portal introducing Taiwan. The site uses online and mobile spatial location information to pinpoint user location and deliver location-based tourism information on visitor sites, festivals, dining, shopping, accommodation, travel guides, and recommended tours. The site is available in 11 languages, including Chinese, English, Japanese, Korean, German, French, Russian, Spanish, Malay, Indonesian, and Thai. It also incorporates responsive web design to enable browsing on mobile devices.

iTravel (web 版) 行動導覽服務 iTravel (web version) Mobile Guide Service

觀光局推出具 8 種語言 (中、英、日、韓、印尼、越南、泰文及馬來語) 之全新行動應用服務 (<https://itravel.taiwan.net.tw/>)，兼具原有觀光網站查詢便利性及適地性服務 (Location Based Service) 功能，提供國內外遊客建議旅程、小鎮漫遊、景點、美食、住宿、節慶活動等相關資訊，系統亦提供公共運輸、自行開車、自行車及步行等建議方案，便利國內外旅客在臺灣旅遊時選擇前往景點之方式。

The Tourism Bureau released the "iTravel" mobile app (<https://itravel.taiwan.net.tw/>) in eight languages (Chinese, English, Japanese, Korean, Indonesian, Vietnamese, Thai, and Malay). The app combines the convenience of tourism website searches with location-based services. It provides domestic and foreign visitors with tour suggestions and information on small town travel, attractions, cuisine, accommodations, and festivals. The system also suggests public transportation, self-driving, bicycle, and walking to help domestic and foreign visitors select the best way to visit attractions in Taiwan.



itravel-行動版
iTravel mobile app

建置「臺灣觀光資訊資料庫」 The Tourism Bureau established the Taiwan Tourism Information Database

彙整中央部會、各縣市政府及觀光局國家風景區管理處提供之觀光資料，以免費、免申請、開放格式原則，提供超過 25,000 筆 GIS 基礎資料，包含景點、餐飲、旅館民宿、活動、步道等觀光資料，供一般民眾加值應用。

The database contains more than 25,000 tourism-related geographic information system (GIS) records freely available to the industry in an open format without need for application. The records include data on attractions, restaurants, hotels and homestays, activities, trails, and other tourism information and can be used by the public to develop value-added applications.

i-center 旅遊服務體系 i-center Travel Service System

- 目標：提供旅遊資訊與專業諮詢服務，營造友善便利之旅遊環境。
- 拓展 4 層級據點：第 1 層級國際機場旅服中心、第 2 層級輔導地方政府交通轉運站及第 3 層級觀光局國家風景區管理處以「i」標誌分級建置，第 4 層級為各地借問站。
- 成效：全臺共計 112 據點，含國際機場 3 處、旅遊服務中心 55 處、遊客中心 54 處。

- Objective: Provide travel information and professional consulting services to create a friendly and convenient travel environment.
- Expansion of service points at four levels: Visitor information centers at international airports (Level 1), guidance to governments in establishing "i" logo service centers at transportation hubs (Level 2), guidance in establishing "i" logo service centers at national scenic area administrations under the Tourism Bureau, and information stations in various locations (Level 4).
- Achievements: There are 112 i-center service locations throughout Taiwan, including three international airport centers, 55 visitor information centers, and 54 visitor centers.

i-center 拓展據點數 (108 年) i-center Service Locations (2019)



借問站 Service promotion

- 理念：依各區域或地方開發多元服務，發揮「相借問」的臺式熱情。
- 服務推廣：
 - 輔導在地特產店、民宿飯店、旅行社、觀光工廠、博物館以及派出所等單位，提供在地化旅遊資訊及簡易諮詢服務。
 - 整合當地交通資訊查詢入口和旅遊 APP，成為在地旅遊資訊平臺。
 - 提供免費 wifi 及中、英、日文版行動網站，方便各國自由行旅客下載借問站周邊散步地圖。
- 成效：108 年已設置逾 573 處借問站。

- Principles: Develop diversified services according to the region and locality and rooted in the Taiwanese "Ask me" spirit of hospitality.
- Service promotion:
 - Assisted local specialty product stores, homestays, travel agencies, tourism factories, museums, police stations, and other units in providing localized travel information and basic consulting services.
 - Integrated local transportation information through search portals and travel apps to create local travel information platforms.
 - Provided free WiFi and Chinese, English, and Japanese language mobile websites so FIT visitors from other countries can conveniently download walking maps for the areas around Information Stations.
- Achievements: More than 573 Information Stations had been established by the end of 2019.

旅遊科技加值應用 Travel Tech Value-Added Applications



臺灣觀光資訊資料庫
Taiwan Tourism Information Database

拍攝臺灣觀光虛擬實境影像 Capturing Taiwan tourism in virtual reality images

運用 360 影像拍攝技術拍攝臺灣自然、美食、活動及人文美景等 360 度 3D VR 影像素材，做為未來剪輯及製作 3D VR 虛擬實境影片、360 全景影片等使用，並於國內外旅展或駐外辦事處、各國家風景區行銷推廣使用，讓世界各地的遊客能身歷其境體驗與感受臺灣之美，提升宣傳效益，吸引國外民眾來臺旅遊。

Taiwan's natural attractions, food, events, and cultural beauty were captured in virtual reality (VR) images with 360-degree video technology. The images provide raw material for editing and production as 3D VR and 360-degree panoramic videos. They will also be used for marketing and promotion at domestic and international travel fairs, overseas offices, and national scenic areas. These resources will enable visitors from around the world to immerse themselves in the beauty of Taiwan, enhancing promotional benefits to attract foreign visitors to Taiwan.

製作臺灣自然地質景觀 AR 影片 Filming an AR video of Taiwan's geological landscapes

結合國內外知名地質學者畢生的研究成果，拍攝南雅奇岩、利吉惡地等臺灣北部 10 處、東部 15 處地質美景影片，以簡明活潑的方式，將地球科學知識透過動畫手法，適度加入 AR 及 3D 等科技元素，能讓遊客透過短暫的影片，感受千萬年前臺灣島誕生至今，瀝瀝在目的變化。由於本影片具有教育意義，且含有環境永續、生態永續的意旨，未來期能跨部會或與國民中小教科書出版商合作，納入課程教材，以校外教學方式推廣本影片。

The lifelong research results of prominent local and foreign geologists were brought together in a 3D, augmented reality (AR) video capturing the geologic beauty of Taiwan at 10 locations in northern Taiwan and 15 locations in the east, including the Nanya Rock Formations and Liji Badlands. This short video describes the evolution of Taiwan across millions of years from its birth to the present in a succinct and lively style, illustrating earth science knowledge with animation and AR and 3D technology. The video has educational value in the areas of environmental and ecological sustainability. The Tourism Bureau hopes to cooperate with other government departments and primary and secondary school textbook publishers to promote the video through its inclusion in course materials and off-campus instruction.



舉辦「科技觀光得塔推進賽」 Holding the Tourism Innovation and Tech Awards

鼓勵國內外新創團隊提出創意發想，針對優秀團隊給予育成獎勵，透過競賽，誘發臺灣觀光精彩的創新應用，促使國內觀光旅遊相關產業、科技新創及開發者，皆能有所合作，並於競賽過程達到臺灣觀光之國際宣傳效益，以刺激國際旅客來臺、提升旅遊體驗創新服務。共計吸引 12 國家，超過 140 個團隊參加。獲獎團隊參加 ITB ASIA 亞洲國際旅展，藉以宣傳臺灣科技觀光形象，提高科技觀光得塔推進賽的能見度。109 年廣續辦理「科技觀光得塔推進賽」，刺激各國民間創意激盪出觀光服務的創新應用，亦藉此增進跨國人才交流，促進國內智慧觀光應用更加蓬勃發展。

Venture capital teams and universities from Taiwan and abroad were invited to share their creative ideas for the Tourism Innovation and Tech Awards. Incubation awards were presented to outstanding teams to encourage the development of innovative Taiwan tourism applications and build cooperation among domestic tourism-related industries, technology innovators and developers to attract international travelers to Taiwan through enhanced travel experiences and innovative services. More than 140 teams participated from 12 countries. Award-winning teams participated in the ITB Asia International Travel Exhibition to publicize Taiwan's technology and tourism image and heighten the visibility of the Tourism Innovation and Tech Awards. The awards will be held again in 2020 to stimulate private-sector creativity from around the world to develop innovative tourism service applications, enhance transnational talent exchange, and promote the more vigorous development of domestic smart tourism applications.

建置觀光大數據平臺 Establishing a Tourism Big Data Platform

透過彙整各項數據資料，善用大數據分析掌握參與特色活動人員、族群特性及輪廓、行為偏好等，產出有益政策規劃、產業轉型、精準行銷或旅遊服務提升之參考，並定期依需求滾動檢討，持續增加外部數據資料，提升大數據平臺效益。

The Tourism Bureau is collecting a variety of data for big data analysis of participation in special activities by ethnicity, profile, and behavioral preferences. The findings will serve as a reference in policy planning, industrial transformation, precision marketing, and improvement of tourism services. The bureau will also regularly conduct rolling reviews as required and continue to add external data to increase the benefits of the big data platform.

未來展望 Outlook

Tourism2020—臺灣永續觀光發展方案 Tourism2020—Taiwan Sustainable Tourism Development Plan

以「創新永續，打造在地幸福產業」、「多元開拓，創造觀光附加價值」、「安全安心，落實旅遊社會責任」5大發展策略，持續開拓多元國際市場及厚植國民旅遊基礎，形塑臺灣成為「友善、智慧、體驗」之亞洲重要旅遊目的地，並積極營造良好臺灣觀光發展循環，帶動在地經濟及周邊相關產業共同成長。

The Tourism Bureau continued to implement a program involving five strategies to create an innovative, sustainable, localized, and happy industry, to diversify and add value in the tourism industry, and provide a safe environment to fulfill tourism social responsibility. This program aimed to develop and diversify international markets and strengthen the base of domestic tourism and make Taiwan an important "friendly, smart, and experiential" tourist destination in Asia. These initiatives also sought to actively create a positive cycle of tourism development in Taiwan and spur the development of the local economy and peripheral industries.

推廣體驗觀光 Expanding Experiential Tourism

- 推動「脊梁山脈旅遊年」及小鎮 2.0 年度旅遊主軸，發展在地特色遊程。
- 持續執行「重要觀光景點建設中程計畫 (109-112 年)」，打造國家風景區 1 處 1 特色，營造樂齡、無障礙等友善旅遊環境。
- 執行「體驗觀光地方旅遊環境營造計畫」、「亮點景區觀光環境整備計畫」，協助地方政府重點投資、環境改造及整體旅遊服務品質提升。
- Promote Year of Mountain Tourism and Small Town Ramble 2.0 annual tourism themes and develop local specialty tours.
- Continue to implement the Medium-term Construction Plan for Major Tourist Sites (2020-2023), create one distinguishing feature for each national scenic area, and create a senior-friendly, barrier-free tourism environment.
- Implement the Plan for the Development of Local Travel Environments for Experiential Tourism and Plan for the Improvement of Tourism Environments at Spotlight Scenic Areas, assist local governments with key investment and environmental reform, and upgrade the overall quality of tourism services.

發展智慧觀光 Developing Smart Tourism

- 建立臺灣觀光大數據資料庫，全面整合觀光產業資訊網絡，加強觀光資訊應用及旅客旅遊行為分析，引導產業開發加值應用服務。
- 運用智慧科技及行動載具技術，強化台灣好行及台灣觀巴等旅運服務品質，並提升旅遊服務中心功能，強化自由行旅遊資訊服務。
- Establish a big data database on Taiwan tourism, comprehensively integrate tourism industry information networks, strengthen tourism information applications and visitor behavior analysis, and guide the industry in development of value-added application services.
- Use smart technology and mobile device technology to improve the quality of Taiwan Tourist Shuttle and Taiwan Tour Bus travel services, enhance the functions of travel service centers, and strengthen information services for independent travelers.



開拓多元市場 Expanding and Diversifying Markets

- 透過重點十國精準行銷、簡化簽證、創新宣傳行銷、獎勵優惠措施、同業合作等方式，深化臺灣觀光品牌形象，穩固各主要客源市場。
- 積極發揮在地特色，開發多元、主題、深度體驗之自由行旅遊型態，帶動觀光效益深入臺灣各地。
- 開拓高潛力客源如擴大 ACC 亞洲郵輪聯盟合作以吸引郵輪、MICE(會展獎旅)、穆斯林、包機及修學等主題遊程。
- Deepen the image of Taiwan's tourism brand and solidify major source markets through precision marketing, simplified visa procedures, innovative marketing, incentives, and cross-industry cooperation in ten key countries.
- Actively develop local characteristics and diverse, thematic, and in-depth experiential free independent travel to generate tourism benefits throughout Taiwan.
- Develop high potential visitor sources by expanding cooperation with the Asian Cruise Cooperation (ACC) to attract cruise, MICE, Muslim, charter flight, and study tours.

活絡國民旅遊 Invigorating Domestic Travel

- 以「行程優惠化」、「活動大型化」、「觀光資訊化」、「旅遊區域化」等面向，為觀光產業注入新動能。
- 持續推動「國民旅遊卡新制」，鼓勵國旅卡店家使用行動支付並擴大支付場域。
- 輔導旅行業者包裝國內深度、特色等套裝遊程；加強城市行銷，推動「臺灣觀光新年曆」，推廣跨域跨夜遊，增加國旅在地消費。
- Inject new momentum into the tourism industry by offering preferential tours, scaling up events, and developing regional tourism.
- Continue to promote the New National Travel Card System, encourage National Travel Card merchants to accept mobile payment, and expand payment locations.
- Assist travel agencies in developing package tours for in-depth and specialty domestic travel, strengthen city marketing and promote the Time for Celebration: Taiwan Tourism Events and cross-region overnight tours to increase domestic travel consumption.

TOURISM 2020 永續觀光 SUSTAINABLE TOURISM

輔導產業轉型 Guiding Industry Transformation

- 推動服務品質優化措施，輔導旅行業品牌化及電子化，輔導旅館轉型品質提升；因應共享經濟、青創在地導覽及兼顧旅遊安全管理之需求，積極研議法規鬆綁、強化非法旅宿管理。
- 透過獎勵措施，輔導觀光產業多元發展，開發多面向的旅遊產品，提供產業更多就業機會。

- Promote measures to optimize service quality, provide guidance to travel agencies in branding and developing digital operations, assist hotels in transformation and quality improvement, research deregulation in response to the sharing economy and young entrepreneurial local guides, while taking into account the needs of tourism safety management, and strengthen management of illegal hotels.
- Provide incentives and guidance in diversified development of the tourism industry to develop multifaceted travel products and create more job opportunities.

Tourism 2030

全國觀光政策發展會議

National Tourism Policy Development Conference



In order to reposition the role of tourism development, Taiwan has promoted the belief that everyone should have tourism promotion in their mind and that all of the government ministries should work together to promote tourism. It is hoped that this will make Taiwan tourism a part of mainstream society and an engine that will drive the country's economic development. As a result, the Bureau is planning the "2030 Taiwan Tourism Policy White Paper," which will guide Taiwan's tourism development at a national level for the next 10 years. After a period of study and series of consultation meetings, the Tourism Bureau invited President Tsai Ing-wen, Minister without Portfolio Chang Jing-sen, Senior Advisor to the President and Chairwoman of the Taiwan Visitors Association Yeh Chulan, Minister of Transportation and Communications Minister Lin Chia-lung and more than 300 national tourism industry and government elites to attend the Tourism 2030: National Tourism Policy Development Conference on December 16, 2019. Six major principles and directions outlined below were identified to resolve current issues facing tourism industry development with innovative thinking and pragmatic approaches under a jointly planned blueprint for Taiwan's tourism development over the next 10 years, with aims to integrate national strengths for tourism development and create an output value of NT\$1 trillion.

為了重新定位觀光發展的角色：「人人心中有觀光、部會齊心拚觀光」，使臺灣觀光趨向主流，成為帶動國家經濟發展的火車頭，本局以國家高度規劃「Taiwan Tourism 2030 台灣觀光政策白皮書」。自著手研擬，歷經一系列諮詢研商會議後，於 108 年 12 月 16 日邀請蔡英文總統、行政院張景森政務委員、總統府資政台灣觀光協會葉菊蘭會長、交通部林佳龍部長及全國觀光產官學界 300 多位菁英，共同出席「Taiwan Tourism 2030 全國觀光政策發展會議」，規劃以下六大主軸與方向，期以創新思維、務實作法，解決當前觀光產業發展課題，共同擘劃臺灣未來 10 年的觀光發展藍圖，集國家之力量建設觀光，創造兆元級規模的產值。

01 政策制度 Policy System

- 提升觀光局為「觀光署」，並研議制定《觀光發展法》、區域觀光發展組織。
- 期待 2030 年來臺旅客超越 2,000 萬人次、國旅達 2.4 億人次，觀光來臺旅客及國民旅遊總產值（消費金額）達新臺幣 1.7 兆元。

以「觀光立國」為願景，落實「觀光主流化」 Implement tourism mainstreaming under the vision of a "tourism-based country"

Upgrade the Tourism Bureau to a "Tourism Administration" and research and formulate the Tourism Development Act and regional tourism development organizations. Increase the number of visitors to Taiwan to 20 million, the number of domestic visits to 240 million, and total output (consumption) of NT\$1.7 trillion for international and domestic tourists by 2030.

02 市場拓源 Market Expansion

- 針對國際主力、潛力及特定族群市場，型塑臺灣區域品牌，鼓勵國民旅遊策進措施。
- 建構與布局臺灣觀光國際行銷海空支援體系，健全中央、縣市政府、公協會、區域觀光組織之行銷分工策略，投入觀光國際宣傳資源與跨部會整合，以廣拓觀光市場。

型塑臺灣區域品牌，建構海空支援體系 Shaping Taiwan's regional brand and establishing sea and air support systems

Develop Taiwan's regional brand in major, potential, and specific international markets and introduce promotion measures to encourage domestic tourism. Establish and deploy sea and air support systems for international marketing of Taiwan tourism, improve specialized marketing strategies by the central, county, and city governments, industry associations, and regional tourism organizations, and invest in international tourism promotion resources and inter-agency integration to expand the tourism market.

03 智慧觀光及旅運 Smart Tourism and Travel

- 持續強化觀光產業數位育才、轉型及多語觀光資訊服務。
- 為提升乘客便利性、友善度，積極導入票證整合、行動支付與線上訂票功能，建構以使用者為核心的交通整合行動服務典範。
- 因應當前數位發展趨勢，加速政府與民間通透、互惠社群網絡平臺之建構。

強化數位服務，加速平臺建構 Strengthen digital services and accelerate platform development

Continue to strengthen digital education and transformation in the tourism industry and tourist information services in multiple languages. Introduce ticket integration, mobile payment, and online booking functions to enhance passenger convenience and friendliness and establish models for user-centric mobile services for integrated transportation. Accelerate government and private sector development of transparent and mutually beneficial social network platforms in response to current digital development trends.

04 旅行產業 Travel Agencies

- 協助旅行業導入數位化應用及發展適合的商業營運模式，辦理旅遊平臺、各學校校外教學（實習）、與旅行社業務之媒合及海外行銷。
- 研議航空業及大眾運輸系統應有罷工預告期，以維護旅遊消費者權益。
- 加強產學連結機制，厚實觀光人才培力，並建立觀光人力資源媒合平臺。

結合組織加強能量，滾動優化管理制度 Integrate organizations to strengthen capacity and rolling optimization management systems

Assist travel agencies in adopting digital applications and developing suitable business models, travel platform operations, off-campus teaching (internships), travel agency matchmaking, and overseas marketing. Deliberate a suitable notice period for strikes in the aviation and public transportation sectors to protect traveler rights and interests. Strengthen industry-academia linkage mechanisms, bolster tourism talent, and establish a platform for tourism human resource matching.

05 旅宿及遊樂業 Hotels and Amusement Parks

- 推動旅館業管理法制一元化、健全旅館產業人才培訓認證分工機制。
- 輔導觀光產業結合數位化應用，透過主題差異化、深化品牌形象、特色產品開發等面向，提升旅遊服務品質。
- 營造健全觀光產業投資及經營環境，以利產業發展。

強化輔導管理機制，健全投資及經營環境 Strengthen guidance and management mechanism and improve the investment and business environment

Promote unification of hotel industry management laws and improve division-of-labor mechanisms for hotel industry training and certification. Guide the tourism industry in integrating digital applications, improve the quality of tourism services through thematic differentiation, brand image deepening, and development of specialty products. Create a sound investment and business environment for the tourism industry to facilitate industry development.

06 景區資源整備 Scenic Area Resource Preparation

- 整合部會及地方政府，建立跨部會觀光平臺合作機制，建構完善景點設施與服務。
- 利用科技及現代資訊系統，塑造友善的智慧旅遊環境。
- 加強開發海陸空域、山脈及鐵道旅遊資源，將設計美學的概念導入景區環境之改造與整備，打造區域觀光版圖、創造國際觀光新亮點。

建立跨部會合作機制，共創國際觀光新亮點 Establish inter-agency cooperation mechanisms to create new international tourism highlights

Establish an inter-agency tourism platform and cooperation mechanism joining ministries and local governments to develop and improve scenic site facilities and services. Apply technology and modern information systems to create a friendly and smart tourism environment. Strengthen development of sea, land, air, mountain, and railway tourism resources and introduce the concept of design aesthetics in the transformation and preparation of scenic area environments to create regional tourism domains and new international tourism highlights.

2019 年舉行 - 2030 全國觀光發展會議
The 2030 National Tourism Development Conference was held in 2019





2020 脊梁山脈旅遊年

2020 Year of Mountain Tourism

為呼應全球永續觀光發展趨勢，觀光局推動「Tourism 2020 臺灣永續觀光發展方案」，並研訂 2017 年至 2020 年各年度旅遊主軸，其中 2020 年訂為「脊梁山脈旅遊年」。以推動「登山活動」及「山脈旅遊」的行銷推廣策略，形塑臺灣為知名國際登山及山岳旅遊聖地，吸引國際旅客來臺，營造臺灣親山品牌，讓世界看見臺灣。

為吸引國際旅客來臺登山，促進臺灣觀光永續發展，經整合相關主管部會協助共同推動登山活動及山脈旅遊，推動重點工作如下：

經典路線規劃 Planning Classic Routes

依 108 年 9 月 23 日召開之「2020 脊梁山脈旅遊年學者專家第 2 次工作諮詢會議」，已盤點出 12 條經典路線 (5 條登山活動路線 + 7 條山脈旅遊路線)。本局著力行銷權管之 7 條山脈旅遊路線，並已委託臺灣生態旅遊協會辦理「2020 脊梁山脈旅遊路線遴選調查及遊程規劃」案，現已提報 7 大高山經典路線，再細分出 25 條中海拔路線及結合地方特色之 8 條衍生路線盤點 12 條經典路線 (5 條登山活動路線 + 7 條山脈旅遊路線)。

In line with the global trend of sustainable tourism development, the Tourism Bureau promoted the "Tourism 2020: Taiwan Sustainable Tourism Development Plan" and designated travel themes for each year between 2017 to 2020. For the Year of Mountain Tourism in 2020, the bureau is promoting a marketing strategy focused on mountaineering activities and mountain tourism. It aims to turn Taiwan into a well-known international mountaineering and mountain tourism destination, attract international visitors to Taiwan, develop Taiwan's mountain brand, and present Taiwan to the world.

To attract international visitors to Taiwan for mountain climbing and promote the sustainable development of Taiwan tourism, the Tourism Bureau will partner with related competent authorities to support joint promotion of mountaineering activities. The following focal work will be promoted:

The Tourism Bureau held the Second Academic and Expert Working Consultation Meeting for the 2020 Year of Mountain Tourism. The meeting inventoried 12 classic routes (five mountain climbing routes and seven mountain tourism routes). The bureau focused on management of marketing rights for the seven mountain tourism routes. It entrusted the Taiwan Ecotourism Association to conduct a 2020 Mountain Tourism Route Selection Survey and Tour Plan. Seven classic mountain routes were proposed. They were further divided into 25 mid-elevation routes and eight derivative routes integrating local characteristics.

環境資源整備 Preparation of Environmental Resources

從「宿」盤點住宿資源、「遊」推廣在地遊程、「行」整合交通運具，3 個面向進行環境資源整備。

產業整合加值 Adding Value through Industry Integration

- 食：整合餐飲特產，宣傳在地美食。
- 購：推廣特色商品伴手禮，提升在地消費。

分眾多元行銷 Multi-level Marketing

— 國際行銷宣傳 International Marketing and Promotion

國際行銷宣傳：強化國際平面、電子媒體來台報導曝光及協助旅行業者來臺考察組裝販售新產品，重要客源及具高潛力客源市場辦理業者說明會，並透過全球性媒體平臺投放廣告。

— 國內市場宣傳 Domestic Market Promotion

1. 以「生態旅遊」、「山脈旅遊」為主軸，舉辦台灣當代國際論壇 (TMTF)。
2. 台北國際旅展 (ITF) 邀集相關部會共設展攤宣傳，打造脊梁山脈形象館，宣傳脊梁山脈旅遊年。
3. 舉辦「2020 脊梁山脈旅遊年-跟著喔熊登山尋根趣·壯遊山脈·看見臺灣之美」的活動，帶動 2020 年脊梁山脈深度旅遊風氣。

— 數位及網路行銷 Digital and Internet Marketing

1. 建置脊梁山脈旅遊年主題網站。
2. 於觀光局社群平臺行銷脊梁山脈旅遊年。
3. 製作脊梁山脈旅遊年影片。
4. 其他機關網站、公協會或登山活動平臺協助相互連結共同行銷。

Environmental resources will be prepared through an inventory of hotel resources, promotion of local tours, and integration of transportation means.

- Dining: Integrate specialty food products and promote local cuisine.
- Shopping: Promote specialty souvenirs and increase local consumption.



Strengthen reporting and exposure by international print and electronic media visiting Taiwan, assist travel agencies to visit Taiwan to learn about new product packaging and marketing, arrange industry briefings for major customer sources and high potential visitor source markets, and advertise through global media platforms.



1. Hold the Taiwan Modern Tourism Forum (TMTF) under the themes of "Ecotourism" and "Mountain Tourism."
2. Publicize the Year of Mountain Tourism at a Mountain Image Pavilion jointly arranged with related ministries and departments at the Taipei International Travel Fair (ITF).
3. Hold the 2020 Year of Mountain Tourism: Climb with OhBear Grand Mountain Tour activity to promote the atmosphere for in-depth mountain travel in 2020.



1. Establish the Year of Mountain Tourism website.
2. Market the Year of Mountain Tourism on the Tourism Bureau's social platforms.
3. Produce Year of the Mountain Tourism videos.
4. Jointly market through links on the websites of other agencies, associations, and mountaineering platforms.

附錄

Appendices



大事紀

Major Events

1 月

January

1 月 26 日 January 26	第 9 屆 2019 臺灣江蘇交流燈會開燈。 2019 Taiwan-Jiangsu Exchange Lantern Festival lantern lighting
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2 月

February

2 月 19 日 — 3 月 3 日 February 19– March 3	2019 台灣燈會 (屏東)。 2019 Taiwan Lantern Festival (Pingtung)
2 月 20 日 February 20	與高雄餐旅大學、海洋大學及高雄科技大學簽署「臺灣郵輪研究發展合作備忘錄」。 Memorandum of Cooperation on Taiwan Cruise Research and Development signed with National Kaohsiung University of Hospitality and Tourism, National Taiwan Ocean University, and National Kaohsiung University of Science and Technology

3 月

March

3 月 8 日 March 8	駐大阪辦事處成立 20 周年。 Taipei Economic and Cultural Office in Osaka celebrates 20th anniversary
3 月 11 日 March 11	「駐莫斯科臺灣觀光旅遊服務處」成立。 Taiwan Tourism Information Center opens in Moscow
3 月 15 日 March 15	「駐胡志明市辦事處」成立。 Tourism Bureau opens office in Ho Chi Minh City

4 月

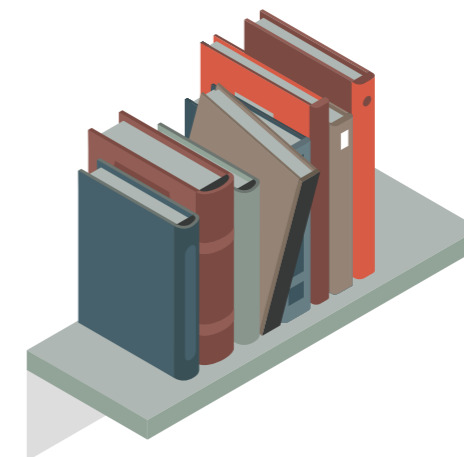
April

4 月 1 日 April 1	辦理春遊專案 - 自由行旅客住宿優惠措施。 Spring Outing: FIT hotel incentive measures
4 月 9 日 April 8	2019 「十萬青年獎百萬」創意遊程啟動記者會。 Press conference for the launch of the 2019 "100,000 Youth Awarded One Million" Creative Tour Competition
4 月 10 日 April 10	《2019 臺北米其林指南》發佈。 2019 Michelin Guide Taipei release

5 月

May

5 月 14 日 — 5 月 20 日 May 14– May 20	參加越南順化素食展。 Participated in the Vegetarian Food Expo in Hue, Vietnam
5 月 24 日 May 24	台日觀光高峰論壇。 Taiwan-Japan Tourism Summit Forum
5 月 29 日 — 5 月 30 日 May 29– May 30	2019 台灣當代觀光高峰論壇 (新竹場)。 2019 Taiwan Modern Tourism Forum (Hsinchu)





6月 June

6月13日 June 13	「2019 寶島仲夏節 Formosa Summer Festival」記者會。 2019 Formosa Summer Festival press conference
6月13日—9月30日 June 13– September 30	2019 寶島仲夏節。 Formosa Summer Festival the 2019 Formosa Summer Festival
6月17日 June 17	「駐紐西蘭奧克蘭臺灣觀光旅遊服務處」成立。 Taiwan Tourism Information Center opens in Auckland, New Zealand
6月18日 June 18	簽署臺貝(貝里斯)觀光合作意向書。 Taiwan and Belize sign tourism cooperation letter of intent
6月19日 June 19	「駐澳洲雪梨臺灣觀光旅遊服務處」成立。 Taiwan Tourism Information Center in Sydney, Australia
6月24日 June 24	2019 臺灣好樂園暑假聯合行銷記者會。 2019 Taiwan Amusement Park summer vacation joint marketing press conference
6月27日 June	第34屆「臺韓觀光交流會議」。 34th Taiwan-Korea Tourism Exchange Meeting

7月 July

7月18日 July 18	與日本JR四國旅客鐵道會社簽署「台日鐵道觀光合作備忘錄」。 Taiwan and Japan Railway Tourism Memorandum of Cooperation signed with Japan's JR-Shikoku Railway Company 修正發布「交通部觀光局獎勵旅宿業品質提升補助要點」。 Amended and promulgated the "Directions for the Provision of Subsidies by the Tourism Bureau, Ministry of Transportation and Communications to Enhance the Quality of the Lodging Industry"
7月19日 July 19	「駐雅加達臺灣觀光旅遊服務處」成立。 Taiwan Tourism Information Center opens in Jakarta

9月 September

9月1日 September 1	辦理擴大國旅秋冬遊住宿優惠措施。 Implemented expansion of the fall and winter travel hotel incentive measures for domestic tourism
9月19日 September 19	榮獲2019亞太旅行協會環境教育、旅遊/目的地行銷及文化遺產類3項金獎。 PATA GOLD AWARDS 2019 Dinner and Presentation – the Taiwan Tourism Bureau accepts 3 awards – SG, ED, and HE
9月26日 September 27	「駐溫哥華臺灣觀光旅遊服務處」成立。 Taiwan Tourism Information Center opens in Vancouver
9月27日 September 27	2019 台灣國際郵輪論壇。 2019 Taiwan International Cruise Forum

10月 October

10月14日 October 14	2019 臺灣小鎮漫遊 - 小鎮遊戲趣記者會。 2019 Taiwan Small Town Ramble: Small Town Fun press conference
10月15日—10月16日 October 29– October 30	2019 台灣當代觀光高峰論壇(高雄場)。 2019 Taiwan Modern Tourism Forum
10月18日 October 18	第8屆臺越觀光合作會議。 The 8th Conference on Taiwan and Vietnam Tourism Cooperation
10月23日 October 23	穆斯林國際研討會首場-2019 穆斯林國際研討會。 Muslim Seminar 2019, the first of the 3 annual Muslim International Seminars
10月30日 October 30	修正發布「獎勵觀光產業升級優惠貸款要點」。 Amended and promulgated the "Directions for Preferential Loans for Upgrading the Tourism Industry"



11月 November	
11月5日 November 5	穆斯林國際研討會第2場 -2019 馬來西亞穆斯林臺灣旅遊研討會。 Second session of the 2019 Muslim Seminar: 2019 Malaysia Muslim Taiwan Tourism Seminar
11月8日 November 8	臺巴(巴拉圭)觀光交流合作會議。 Taiwan-Paraguay Tourism Exchange Cooperation Conference
11月19日 November 19	穆斯林國際研討會第3場 -2019 印尼穆斯林臺灣旅遊研討會。 Third session of the 2019 Muslim Seminar: 2019 Indonesia Muslim Taiwan Tourism Seminar
12月 December	
12月9日 December 9	日本旅客來臺首次突破 200 萬人次。 Number of Japanese tourist visits to Taiwan tops 2 million for first time
12月14日 December 14	印尼巴澤航空開航雅加達 - 臺北直航航線。 Batik Air Indonesia begins direct flights between Jakarta and Taipei
12月16日 December 16	「Tourism 2030 全國觀光政策發展會議」。 Tourism 2030 – National Tourism Policy Development Conference
12月17日 December 17	「駐倫敦辦事處」成立。 Tourism Bureau opens London office
12月24日 December 24	「臺灣郵輪研究發展中心」於國立高雄科技大學掛牌成立。 Taiwan Cruise Research and Development Center opens at National Kaohsiung University of Science and Technology



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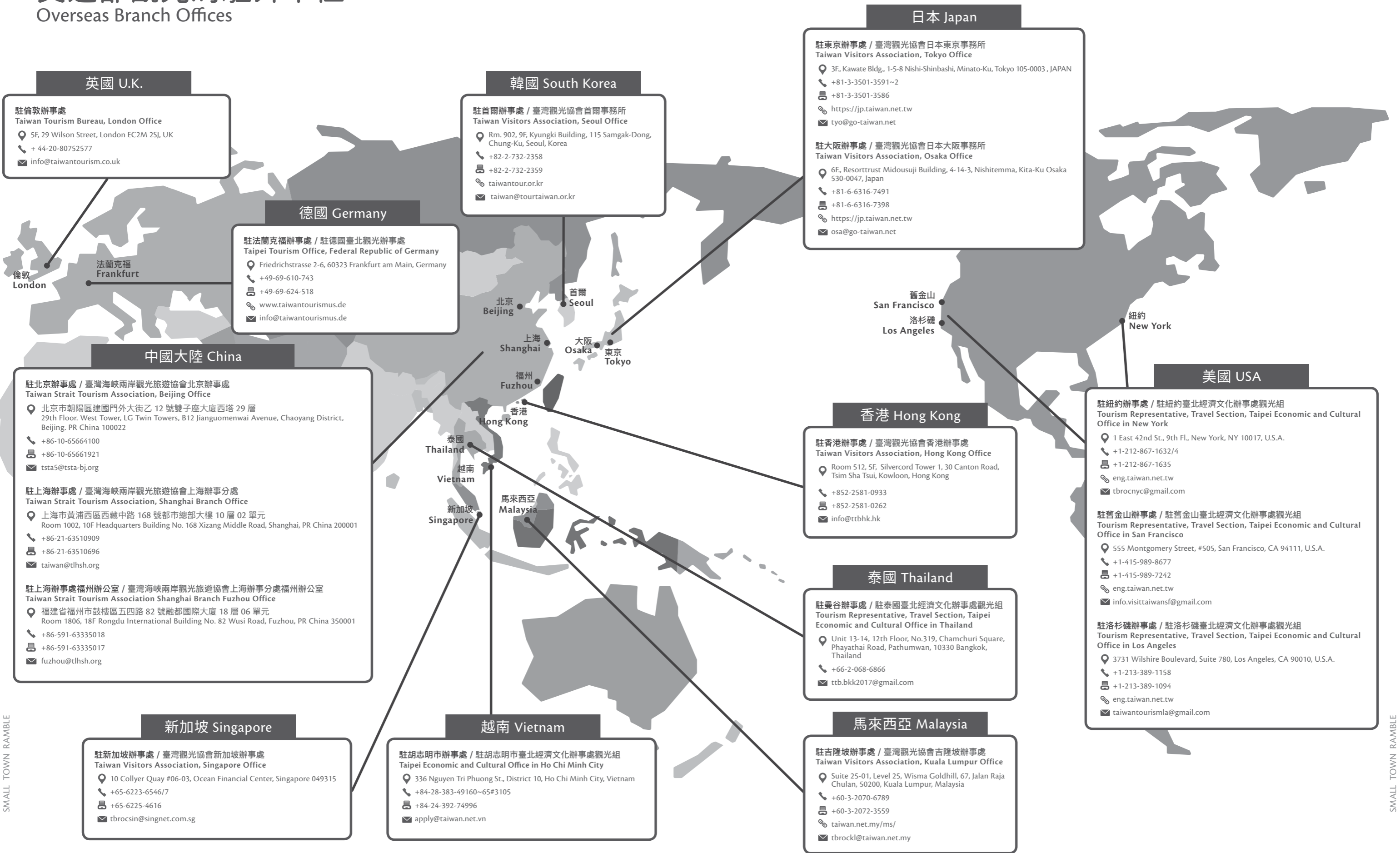


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SMALL TOWN RAMBLE

SMALL TOWN RAMBLE

中華民國 108 年台灣觀光年報

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