



交通部觀光局推動境外郵輪來臺獎助要點

Directions for the Tourism Bureau, MOTC's Incentives for the Promotion of Visits to Taiwan by Overseas Cruise Ships

2017.1.18

一、目的：交通部觀光局(以下簡稱本局)為積極爭取全球各地區國外郵輪搭載外籍及大陸地區(含香港及澳門)旅客來臺停靠，特訂定本要點。

1. Purpose: To actively compete for cruise ships from around the world that bring passengers from other countries as well as from mainland China (including Hong Kong and Macau) to stop in Taiwan, the Tourism Bureau (hereinafter "the Bureau"), Ministry of Transportation and Communications, has formulated this incentives and subsidies program.

二、獎助對象：指經外國主管機關立案認定可經營載運旅客之國外及大陸地區(含香港及澳門)郵輪公司。

2. Target of the program: Foreign-registered and -owned cruise lines from overseas countries or mainland China (including Hong Kong and Macau).

三、本要點所稱郵輪及郵輪旅客定義如下：

3. Definition of cruise ships and cruise ship passengers:

(一) 郵輪：係指其航程及沿途目的地與船上設施皆為提供遊樂之由國外及大陸地區(含香港及澳門)郵輪搭載旅客從境外港口來臺停靠旅遊。

3.1 Cruise ships: Overseas or mainland Chinese (including Hong Kong and Macau) passenger ships that are used for

leisure voyages, where the voyage itself and the ship's amenities are part of the experience, as well as the different destinations (ports-of -call) along the way, and that transport passengers from overseas areas to Taiwan.

- (二) 郵輪旅客：指搭乘該郵輪之外籍及大陸地區（含香港及澳門）旅客，不包含船員、工作人員及中華民國籍旅客。

3.2 Cruise ship passengers: Passengers who are citizens of a foreign country or mainland China (including Hong Kong and Macau), but not including the crew.

四、獎助條件及基準：

4. Conditions for qualifying for incentives and subsidies:

- (一) 國外郵輪來臺停靠一個港口以上者，以一航次論；同一郵輪公司申請獎助一年（以當年一月一日至十二月三十一日為一年計）共計以十五航次為限。

4.1 Visits to one or more ports in Taiwan by overseas cruise ships are counted as one ship-call and will receive a subsidy for each ship-call. Each cruise company can apply for this subsidy for a maximum of fifteen ship-calls per year (January 1 of the current year to December 31).

- (二) 停靠臺灣超過十二小時，每航次最高獎助一萬五千美金；停靠十二小時以下，每航次最高七千五百美金。

4.2 The amount of subsidy will be based on the total duration of stay in Taiwan for each ship-call. Overseas cruise ships which berth in Taiwan for more than 12 hours will receive a

subsidy of up to US\$15,000 for each ship; those that stay for less than 12 hours will receive a subsidy of up to US\$7,500.

(三) 獎助航次不包含企業或旅行社或以其他形式包船來臺之航次，且不得與本局所提供之其他獎助或促銷方案重複申請。

4.3 Excluded are ships chartered by businesses, travel agencies or others. Applicants may not apply for this subsidy in combination with the Bureau's other subsidy or promotional programs.

(四) 獎助款項限用於境外行銷規劃及產品發展支出。

4.4 The subsidy must be used for overseas marketing programs and product development.

(五) 申請本獎助之郵輪航次應於中華民國一百零九年十二月三十一日前完成停靠臺灣港口航程。

4.5 Cruise ships that wish to apply for the subsidy must complete their ship-calls in Taiwan prior to January 31, 2020.

前項第四款所稱之行銷規劃及產品發展係指廣告、參加旅展、商展行銷、促銷活動、媒體或業者熟悉之旅、主題郵輪行程或其他經本局同意之用途。

The marketing programs and product development mentioned in Article 4.4 refer to advertising, travel fair participation, trade show marketing, promotional activities (such as road shows in target source markets), media and familiarization tours, themed cruises, or other purposes that are specially approved by the

Bureau.

五、申請及審查程序：

5. Application and Examination Procedures

- (一) 郵輪公司入出臺灣港口相關申請作業應遵守我國商港法、航業法、船舶法及相關子法規定辦理。

5.1 Cruise ships should follow Taiwan's laws and regulations governing commercial ports, the shipping industry and shipping in applying for permission to enter and leave Taiwan's ports.

- (二) 申請獎助可由郵輪公司(含其分公司)或其船務代理公司提出，並應於郵輪該航次首度停靠臺灣港口至少二個月前提出申請表(如附件一)及完整相關文件，送本局駐外辦事處(以郵輪公司所在地或郵輪停靠港所在地之辦事處或其鄰近辦事處)轉本局審核。申請截止日期為中華民國一百零九年十月三十一日。

5.2 Application can be made by the cruise company (including branch offices) or its Taiwan agent. Application should be submitted at least two months prior to the arrival of the first eligible ship-call (See Appendix 1) to one of the Bureau's overseas offices (either at the location where the cruise company is based or at another location where the cruise company has made a stopover, or at a nearby office), so that it can be forwarded to the Bureau for verification. The submission deadline is October 31, 2020.

- (三) 本要點修正生效日起二個月內，於郵輪該航次首度停

靠臺灣港口一星期前提出申請者，不受前款申請期限之限制。

5.3 Applicants who submit their applications within one week before the beginning of the two-month period after these directions take effect, will not be subjected to the aforementioned restrictions (Article 5.2).

(四) 本局駐外辦事處應就申請案之內容（含郵輪之船籍、航程、預定停靠時間、預定郵輪旅客數、獎助款項之用途等資料）初步審查。符合規定者，陳報本局核定。

5.4 The Bureau's overseas offices will make an initial assessment of an application based on its content (the nationality of the cruise ship, itinerary, estimated duration of stay in Taiwan, estimated numbers of passengers, how the subsidy will be used, and other relevant information). Applications that meet the requirements will be forwarded to the Bureau for approval.

六、經費來源：本要點獎助所需經費由本局觀光發展基金編列預算支應，並採先申請先保留方式，當年預算額度用罄後即不受理申請。

6. Source of funds: The source of funds for the subsidies and the costs of running this subsidy program come from the Bureau's tourism development budget. The subsidy will be granted on a first-come, first-served basis.

七、經費結報請撥程序：

7. Reimbursement Procedures

- (一) 受獎助者應於計畫執行完成後一個月內(停靠臺灣港口航程完成後起算)提出申請(如附件二)。

7.1 Upon completion of their ship-calls, cruise lines that have been approved to receive the subsidy should invoice the Bureau within 1 month from the date of the last ship-call in Taiwan (See Appendix 2).

- (二) 申請文件應檢附郵輪公司領據正本、郵輪公司或船務代理業者提供確認之成果資料(包括抵離港口時間、郵輪旅客分析資料、郵輪航線資料、依第四點第四款申請之獎助項目樣本及其支出憑證或其他可證明支出項目及金額文件),報請本局駐外辦事處彙整審查後再送本局複審無誤後核撥。

7.2 Cruise lines or their representative agencies are required to present a full set of the following supporting documents/materials together with master invoice for verification:

- a. The cruise ships' berthing records at the respective terminals in the concerned ports,
- b. A passenger profile analysis based on the available parameters of the concerned sailings,
- c. The cruise ship's actual itinerary,
- d. Tear sheets of advertisements, promotional leaflets, photographs, footage and/or other supporting materials of the approved marketing activities/product development programs together with the original copies of master invoices.
- e. In case there are third-party vendors, photocopies of invoices from the third-party vendors to the cruise

company are needed to support the actual amount spent on the approved marketing activities/product development programs.

After the Bureau's overseas offices review and verify the supporting documents submitted, they will be forwarded to the Bureau for approval of the invoiced amount.

(三) 核撥獎助金額以實際停靠時間計算，且不逾依第四點第四款申請之獎助項目實際支出金額，直接匯撥於郵輪公司所提供之美金帳戶。

7.3 The amount of subsidy approved will be based on the actual berthing time referred to in Article 4.2, but will not exceed the amount of actual expenditures referred to in Article 4.4. The payment will be directly made into the US-dollar account provided by the cruise company.

八、受獎助者未依第五點或第七點規定期限內提出申請並提供完整資料者，均不予受理。

8. Those eligible for subsidies must submit applications and complete supporting material within the period mentioned in Article 5 and Article 7. Late submission of the above mentioned invoices and documents will not be accepted and may render the funding approval void.

九、督導及考核：本局駐外辦事處應就郵輪獎助申請案負督導責任，除就獎助對象發生下列情事進行考核外，並得對該獎助對象停止獎助一年：

9. Directions and inspections: The Bureau's overseas offices are responsible for giving instructions to applicants. Should the

following incidents occur, the offices should forbid the applicant from applying for subsidies for one year:

(一) 虛報、浮報停靠港口時間，應繳回該部分獎助經費。

9.1 False reporting or inflating the duration of stay in Taiwan will necessitate the return by the cruise company of the relevant portion of the subsidy received.

(二) 實際停靠港口時間低於原申請停靠港口時間百分之七十以下，由應核撥獎助金額扣減百分之五以激勵達成目標。

9.2 In case the actual duration of stay in Taiwan is 70 percent or less than the hours indicated in the cruise company's initial application, 5 percent of the subsidy to be awarded will be deducted, so as to encourage cruise ships to achieve their goal for the duration of stay hours.

交通部觀光局推動境外郵輪來臺獎助申請表

Application for the Tourism Bureau, MOTC's Incentives for the Promotion of Visits to Taiwan by Overseas Cruise Ships

申請日期(西元) Application date: _____(yyyy)/_____(mm)/_____(dd)

郵輪公司資料 Cruise Company Information:

公司名稱 Company Name			
負責人 Person in charge		電話 Tel	
職稱 Title		Email	
地址 Address			
※ 請附郵輪公司登記證影本或其他經外國主管機關立案認定可經營載運旅客之國外及大陸地區(含香港及澳門)郵輪公司證明文件。Please submit a photocopy of the company registration certificate, or the verification documents of foreign-registered and owned cruise companies from overseas countries or mainland China (including Hong Kong and Macau).			

代理申請船務公司 (若為郵輪公司自行提出，則不需填寫此欄)

Representative Agency Information (please fill out if the cruise company is applying through a representative agency):

公司名稱 Company Name			
聯絡人 Contact Person		電話 Tel	

職稱 Title		Email	
※ 請附郵輪公司委託申請證明文件(正本)。The representative agency must provide an original letter of authorization bearing the cruise company's letterhead.			

郵輪資料 Cruise Ship Information

郵輪名稱 Name of Cruise	
船舶國籍 Cruise Ship Registry	
預估旅客人數 Estimated number of passengers	
<input type="checkbox"/> 本獎助航次 <u>非</u> 企業或旅行社包船來臺之航線。(請打勾確認) (本獎助條件 <u>不適用</u> 包船來臺之航次)	
<input type="checkbox"/> The cruise is not chartered by a company or travel agency. (Please check) (This incentive program is not available for such chartered cruises.)	
航程地點 Itinerary:	
➤ 航線總行程說明 Complete itinerary: _____ (可為附件 Can be submitted as an attachment)	
➤ 臺灣港口航程說明：Details on port calls in Taiwan:	
● 入境港口 Arrival Port: _____	
進港時間(ETA): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)	
出港時間(ETD): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)	

- 出境港口 Departure Port: _____ ;

同入境港口 same as Arrival Port

進港時間(ETA): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

出港時間(ETD): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

- 其他過境港口 Will this cruise ship visit other ports?

無 No 有, 資料如下方 Yes, details as follows:

港口名稱 Port: _____

進港時間(ETA): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

出港時間(ETD): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

港口名稱 Port: _____

進港時間(ETA): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

出港時間(ETD): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

※ 請附船舶國籍/登記證書影本, 或經外國主管機關核定經營之該郵輪船籍資料。Please submit a photocopy of the cruise ship registry, and other supporting documents for eligibility.

※ 若船舶登記證書上所載船東非郵輪公司名稱, 請郵輪公司提出書面證明文件, 以佐證該船確實為旗下所經營之郵輪。If the ship is not registered under the name of the cruise line, please provide an official statement from the registered owner of the ship as a proof that the ship is operated by the applicant.

※ ETA: Estimated Time of Arrival

※ ETD: Estimated Time of Departure

申請獎助金額估算及款項使用方式：

Amount of subsidy applied for, and planned use:

本航次停靠臺灣港口之總時數：Total Duration of Stay in Taiwan

十二小時以下，獎助金最高為七千五百美金。For port calls of less than 12 hours, a maximum subsidy of US\$7,500 is given.

超過十二小時，獎助金最高為一萬五千美金。For port calls of more than 12 hours, a maximum subsidy of US\$15,000 is provided.

款項使用方式 Planned use of the subsidy:

※請附執行計畫書，內容須包含：辦理方式、日期時間、地點/通路、目標客群、經費預估表(經費支用項目及其金額概估)等。Please submit a detailed action plan which includes when and where the subsidy will be used, which passenger groups it will target, and an accounting of each type of expenses it will be used for.

本次申請為今年度郵輪公司第_____航次申請獎助。

How many application(s) has(have) been submitted this year? _____

申請單位請詳閱以下說明後簽章：

Applicants should read the following conditions carefully and sign at the bottom:

1. 以上各欄均據實填寫。The applicant confirms that all information provided in this application, and any subsequent information if required, is true and accurate.
2. 申請表格須填寫完整，並於郵輪抵達臺灣港口至少二個月前提出完整資料申請。The completed application form and verification materials should be submitted **at least 2 months prior to arriving at the port(s)** in Taiwan. Any late submission will not be processed.
3. 獎助航次不得與本局所提供之其他獎助或促銷方案重複申請。Applicants for the subsidy may not apply for this subsidy in combination with other subsidy or promotional programs offered by the Bureau.
4. 申請單位有義務提供本局為審核需要所要求之其他相關文件，並了解本局有權拒絕或有條件接受本案申請。The applicant agrees to provide additional or supplementary information if required to support this application, and agrees that the Bureau has the absolute right to accept or reject the application and determine the final funding amount.
5. 同一郵輪公司申請獎助金一年共計以十五航次為限(以當年一月一日至十二月三十一日為一年計)。Each cruise company can apply for this subsidy for a maximum of fifteen ship-calls per year. (Each year is calculated as lasting from January 1st to December 31 of the current year).
6. 本次申請(第一次申請)經本局審核通過後，郵輪公司需依規定於郵輪離開臺灣港口後一個月內，提出經費結報請撥申請(第二次申請)，未依規定於時效內提出第二次申請者，均被視為放棄申請獎助。After this application (Appendix 1) is reviewed by the Bureau, the cruise company must submit a report on how the funding will be allocated (Appendix 2) **within 1 month of departing the port** in Taiwan. Applicants who fail to do this will be considered as giving up their application for a subsidy.

申請單位簽章 Applicant's signature:

以下請勿填寫(FOR OFFICAL USE ONLY)

辦事處審核意見 Comments from TTB overseas office:

- 申請條件及資料均依規定辦理，轉本局審核。The application and supporting documents will be reviewed by the Bureau.
- 需候補文件或說明，請申請單位於規定期限內提出，轉本局審核。Additional supporting documents and explanations are needed. The applicant should submit the material within the period allowed, so that the application can be submitted to the Bureau for review.
- 不同意受理，退還申請單位。原因為 Application is denied and returned to the applicant. Reason: _____

辦事處簽章 Office signature:

日期 Date:

本局審核結果 Comments from TTB:

- 同意受理本案申請。Application is accepted.
- 不同意本案申請，原因如下 Application is denied. Reason:

本局業務單位簽章 Signature:

日期 Date:

交通部觀光局推動境外郵輪來臺獎助金核撥表

Application for Release of Subsidies from the Tourism Bureau, MOTC's Incentives for the Promotion of Visits to Taiwan by Overseas Cruise Ships

申請日期(西元) Application date: _____(yyyy)/_____(mm)/_____(dd)

郵輪公司資料 Cruise Line Information

公司名稱 Company Name			
負責人 Person in charge		電話 Tel	
職稱 Title		Email	
地址 Address			

代理申請船務公司 (若為郵輪公司自行提出，則不需填寫此欄)

Representative Agency Information (please fill out if the cruise company is applying through a representative agency):

公司名稱 Company Name			
聯絡人 Contact Person		電話 Tel	
職稱 Title		Email	

郵輪資料及申請核撥金額

Cruise Ship Information & Amount of Subsidy Applied For

郵輪名稱 Name of the Cruise: _____

航程地點 Itinerary:

➤ 航線總行程說明 Complete itinerary: _____

(可為附件 Can be submitted as an attachment)

➤ 實際停靠臺灣港口航程說明 Details on port calls in Taiwan:

(詳如附件說明 Submitted as an attachment)

● 入境港口 Arrival Port: _____

進港時間(ATA): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

出港時間(ATD): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

● 出境港口 Departure Port: _____ ;

同入境港口 same as Arrival Port

進港時間(ATA): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

出港時間(ATD): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

● 其他過境港口 Did this cruise ship visit other ports?

無 No 有, 資料如下方 Yes, details are provided as follows:

港口名稱 Port: _____

進港時間(ATA): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

出港時間(ATD): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

港口名稱 Port: _____

進港時間(ATA): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

出港時間(ATD): _____ / _____ / _____ (年 yyyy/月 mm/日 dd) _____ : _____ (時間 time)

本航次停靠臺灣港口之總時數：(請打勾)

Total number of hours berthed at Taiwan port(s): (Please check)

十二小時以下，申請核撥金額為 For port calls of less than 12 hours, the amount of subsidy approved is: US\$_____. (獎助金最高為七千五百美金 The maximum subsidy provided is US\$7,500.)

超過十二小時，申請核撥金額為: For port calls of more than 12 hours, the amount of subsidy approved is: US\$_____. (獎助金最高為一萬五千美金 The maximum subsidy provided is US\$15,000.)

※ 申請核撥金額為實際支出之獎助項目金額(但不超過依停靠總時數計算之本局同意獎助金額)。The amount of subsidy awarded is based on the actual expenditure to be subsidized, but will not exceed the maximum subsidy the Bureau has agreed to provide, based on the berthing time in Taiwan.

※ ATA: Actual Time of Arrival ATD: Actual Time of Departure

核銷資料(請確認打勾，並提供相關文件)

Verification data (Please check the documents provided)

郵輪公司領據(正本) Cruise ship company's receipt (original).

依要點第四點第四項申請之獎助項目樣本及其支出憑證或其他可證明支出項目及金額文件。Documents related to the type of expenditures referred to in Article 4.4 on marketing programs and product development.

旅客分析資料：需包含人數、國籍、性別、年齡(級距)等。A passenger profile

analysis based on the available parameters of the concerned sailings, includes total number of passengers, their nationalities, gender, ages, etc.

郵輪公司美金帳戶資料 Cruise ship company's US-dollar bank account details:

※ 領據正本之金額應同申請核撥金額。The amount of the original receipt provided should be the same as the amount of the subsidy to be awarded.

※ 若美金帳戶名稱，非郵輪公司名稱，請附上書面說明。If the US-dollar bank account is not in the name of the cruise line, please include a written explanation.

申請單位請詳閱以下說明後簽章：

Applicants should read the following conditions carefully and sign at the bottom:

7. 以上各欄均據實填寫，附件資料須清晰可辨認。The applicant confirms that all information provided in this application, and any subsequent information if required, is true and accurate. All material provided must be legible.
8. 申請表格須填寫完整，並於郵輪離開臺灣港口一個月內提出完整資料申請，逾期視同放棄該航次申請。The completed application form and verification materials should be submitted **within 1 month of departing the port** in Taiwan. Any late submission will not be processed.
9. 申請單位有義務提供本局為審核需要所要求之其他相關文件，並了解本局有權拒絕或有條件接受本案核撥申請。We agree to provide additional or supplementary information if required to support this application, and agree that the Bureau has the absolute right to accept or reject the application and determine the final funding amount.

申請單位簽章 Applicant's signature:

以下請勿填寫(FOR OFFICAL USE ONLY)

辦事處審核意見 Comments from TTB overseas office:

- 申請條件及資料均依規定辦理，轉本局審核。The application and supporting documents will be reviewed by the Bureau.
- 需候補文件或說明，請申請單位於規定期限內提出，轉本局審核。Additional supporting documents and explanations are needed. The applicant should submit the material within the period allowed, so that the application can be submitted to the Bureau for review.
- 不同意受理，退還申請單位。原因為 Application is denied and returned to the applicant. Reason: _____

辦事處簽章 Office signature:

日期：Date:

本局審核結果 Comments from TTB:

- 同意受理本案申請 Application is accepted.
- 不同意本案申請，原因如下 Application is denied. Reason:

本局業務單位簽章 Signature:

日期：Date: