

# 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

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(以當年四月一日至次年三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 (April 1 of the current year to March 31 of the following year).

(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一百零六年三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 March 31, 2017.

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一百零六年一月三十一日。

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 January 31, 2017.

(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.