海灣旅遊年







2018 BAY TOURISM

台灣觀光年報

Annual Report on Tourism 2018 Taiwan, Republic of China -



Taiwan
THE HEART OF ASIA

交通部觀光局 Tourism Bureau, MOTC



Tourism Bureau, Rep. of China(Taiwan)

# 台灣觀光 年報 中華民國 年報 1 0 7 年 Annual Report on Tourism 2018 Taiwa Republic of China

# Republic of China | Control | Cont

Taiwa



# 107年台灣觀光亮點



臺北米其林指南 Michelin Guide Taipei

180,000,000

新台幣 /NT\$

向國際行銷台灣美食,創造媒體廣告效益高達 1.8 億。 Marketing Taiwanese cuisine to the world; generated NT\$0.18 billion in advertising benefits.

p34

# 2018 海灣旅遊年 2018 Year of Bay Tourism

Offshore Islands of Taiwan

10<sup>+</sup>



向國際行銷「台灣 10<sup>+</sup>島」,辦理 41 項特 色海灣活動,吸引超過 1,208 萬人次參加。 Internationally marketed "10<sup>+</sup>Offshore Islands of Taiwan" with 41 bay-themed events and over 12.08 million participants.

n47





21,000

筆 / records



提供 Open Data 超過 2 萬 1 千筆 GIS 基礎資料。

The open database contains more than 21,000 tourism-related geographic information system (GIS) records.

p101

# 台灣觀巴套裝行程 Taiwan Tour Bus package tours

94

台灣觀巴套裝行程 Taiwan Tour Bus package tours 提供 94 款台 灣觀巴套裝行程,並推出「Train-Bus 台灣觀巴旅遊護照」及「台灣 觀巴+高鐵聯票」。

款 / types

Provided 94 package tours, Taiwan Tour Bus Train-Bus Travel Passport, and "Taiwan Tour Bus + High Speed Rail joint ticket."

# 旅行台灣 APP Developed the "Tour Taiwan" app

60,000

筆 / services

提供逾 6 萬筆適地性定位服務。 Provided more than 60,000 adaptive location-based services.

99

# Taiwan Tourism Highlights in 2018

# 來台旅客人次創歷史新高

The number of inbound visitors to Taiwan reached a record high.

11,066,707

人次 / visitors



p104



台灣觀光新年曆整體遊客人次 Participants in Taiwan Tourism New Year Calendar events

58,600,000

人次 / visitors

舉辦國際級活動共 47 項,全國級活動 48 項,整體遊客人次達 5,860 萬。 Held 47 international events and 48 national

i-center

events, attracting 58.6 million visitors.

p27



# 107 年韓國市場來台旅客 Visitors from Korea in 2018

107 年韓國市場來台旅客 101 萬 9,441 人次,連續第 2 年突破來台百萬人次。In 2018, 1,019,441 Koreans visited Taiwan, topping one million visitors for the second consecutive year.

1,019,441

人次 / visitors



112

個 / location

全台分級建置i-center 體系,計有 112 個據點。 Established i-center system to provide various services. There are 112 i-center service locations throughout Taiwan. p49

台灣好行載客人次 Number of Taiwan Tourist Shuttle tour bus passengers

4,660,000

人次 / visitors

台灣好行服務路線擴增至 45 條,全年累計 466 萬載客人次。 The number of Taiwan Tourist Shuttle tour bus routes was increased to 45, and there was approximately 4.66 million passengers in 2018.

# 局長序 Foreword

# 用 貼近 海平面的角度 貼近 **台灣經典之美**

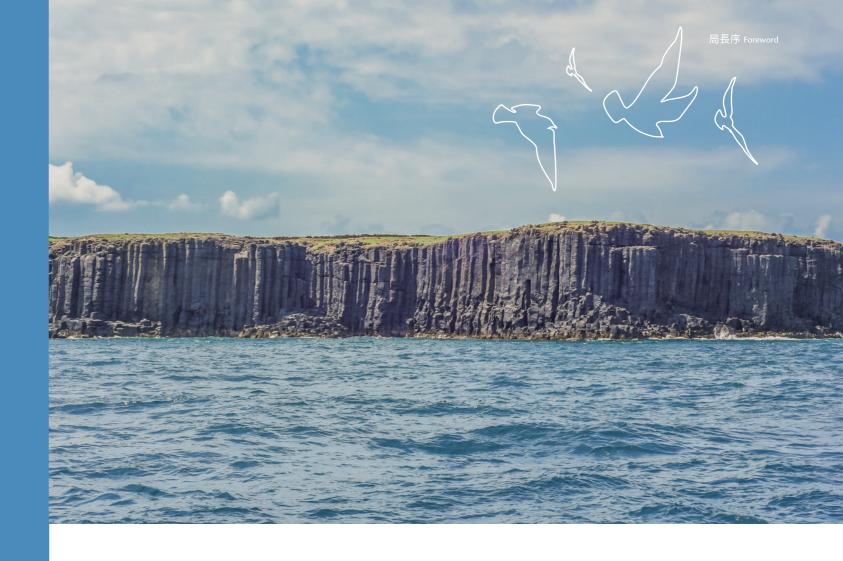
從海灣旅遊發現台灣經典之美

Bay Tourism : Sea-level Views of Taiwan's Classic Beauty

台灣位處亞太中心,四面環海,交通部觀光局為發展台灣觀光,並呼應全球永續觀光發展趨勢,接續2017年生態旅遊年,訂定2018年為「海灣旅遊年」,而2019年則為「小鎮漫遊年」,要讓旅人以漫遊的腳步,深入認識台灣特色、體驗濃厚在地的人情味。

Taiwan is an ocean-embraced land at the heart of the Asia Pacific region. Over the years, the Taiwan Tourism Bureau has been developing the tourism resources of Taiwan in keeping with the global trend of sustainable travel under a series of themed annual campaigns, from the "Year of Ecotourism in 2017" and "Year of Bay Tourism in 2018," to Taiwan "Small Town Ramble Year in 2019." Through these initiatives, the bureau welcomes travelers from around the world to deeply understand and experience Taiwan: its unique character and the friendliness of its people.





2018 年海灣旅遊年,主要是契合「世界最美麗海灣年會」在 澎湖辦理,透過「台灣 10<sup>+</sup>島」-龜山島、綠島、蘭嶼、小琉 球、七美、漁翁島(西嶼)、吉貝、烈嶼(小金門)、東莒及 北竿,做為領頭活動及品牌形象,強化各地政府及相關產業合 作力度,以建構島嶼生態觀光旅遊,帶動觀光效益深入台灣各 地。2018 年來台旅客共計 1,106 萬 6,707 人次,較 2017 年成 長 3.05%,再創來台觀光人次新紀錄,並獲得國際上多項讚譽, 包括 Expat Insider 將台灣列為全球 10 大友善城市的第二名, 同時獲選 2018「萬事達卡-非伊斯蘭組織最佳旅遊目的地第五 名」;另觀光局的國際觀光宣傳片「親山篇」,也榮獲 2018 年「美國旅遊周刊-麥哲倫獎」,介紹花東旅遊的「East of Taiwan」,則拿下今年「葡萄牙國際觀光影片節~最佳亞洲影 片」、第一屆日本國際觀光映像祭「東亞觀光影片優秀獎」及 休士頓國際影展「旅遊類白金雷米獎」等多項殊榮,也成為亞 洲人熱愛的優質旅遊勝地之一,殊堪欣慰。 The 2018 Year of Bay Tourism coincided with the holding of the World Congress of the Most Beautiful Bays in the World in Penghu. The Tourism Bureau arranged the "10<sup>+</sup> Offshore Islands of Taiwan" series of activities on Guishan Island, Green Island, Orchid Island, Xiaoliuqiu, Qimei, Yuweng Island (Xiyu), Jibei, Lieyu (Little Kinmen), Dongju, and Beigan. The campaign aimed to strengthen branding and cooperation between the local governments and industries in these areas to develop island ecotourism and generate tourism benefits throughout Taiwan. In 2018, Taiwan received a record 11,066,707 inbound tourists, up 3.05% from the year before. The year was also one of accolades from around the world. Expat Insider ranked Taipei the third-friendliest city in the world. Mastercard ranked Taiwan the fifth best non-OIC destination for Muslim travel. Travel Weekly bestowed its Magellan Award to "Mountain and Forest Activities," an international promotional video by the Tourism Bureau. "East of Taiwan," a short film introducing travel in eastern Taiwan, took home the Best Asian Film award from the 2018 International Tourism Film Festival (ART&TUR) in Portugal, as well as the "Best East Asian Film" at the First Japan World's Tourism Film Festival and the "Platinum Remi Award for Travel and Tourism" at the Houston International Film Festival. The award-winning videos have helped fuel Taiwan's rise as a much-loved destination for Asian travelers.



為突顯台灣越在地越國際的地方特色風貌,政府訂定 2019 年 為小鎮漫遊年,交通部觀光局從全台 368 個鄉鎮中遴選出 40 個小鎮。為發揮小鎮旅遊宣傳效益,並邀集客家委員會、經濟 部、農業委員會、中華電信公司、中華郵政公司及臺灣鐵路管 理局等,跨部會及單位共同行銷,發行台灣小鎮靚點漫遊護照、 小鎮明信片、小鎮好康訊息推播,並推出適合國內外旅客的小 鎮漫遊趣的優質行程,另號召青年發揮創意,舉辦十萬青年獎 百萬創意遊程競賽,以激盪出小鎮新旅行。

展望 2020 年,將以「脊梁山脈年」強力宣傳台灣獨有山岳生態奇景,並開創山脈旅遊新型態,打開台灣觀光產業新視界,讓更多國際友人看見台灣原生生態之美。

The government designated 2019 as Taiwan Small Town Ramble Year to bring Taiwan's local style to the global stage. The Tourism Bureau brought together the Council for Hakka Affairs, Ministry of Economic Affairs, Council of Agriculture, Chunghwa Telecom, Chunghwa Post, and Taiwan Railway Administration for a joint marketing campaign to promote 40 of Taiwan's 368 townships. During the campaign, participating units issued a Taiwan Small Town Ramble Passport, Small Town Postcards, Small Town Good News Messages, and rolled out high-quality slow travel tours to small towns suitable for both domestic and foreign travelers. The "100,000 Youth Award One Million" Creative Tour Competition was also arranged to tap the creativity of young people for the development of new types of small town travel.

For the 2020 Mountain Ridge Ecotourism Year, the Tourism Bureau will strongly promote Taiwan's unique scenic mountain ecology and redefine mountain tourism. The campaign aims to open up new horizons for Taiwan's tourism industry and introduce more international visitors to the ecological beauty of Taiwan.

1

本刊除彙編民國 107 年度觀光施政可量化的精彩數值,也呈現了部分無法量化的故事及景緻,邀請各界一同來細細品味,並敬請不吝指教。

This annual report presents the achievements of the tourism administration in 2018, both the quantifiable value created and some unquantifiable stories and scenery for your enjoyment. We welcome your comments and suggestions.



## 交通部觀光局局長

Director General of the Tourism Bureau, MOTC



107年台灣觀光亮點

Environment

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# 數位體驗觀光業務年報

Annual Report on Digital Experience Tourism

為了更方便閱覽,本年度特別增加二維條碼入口,提供給您最佳的數位體驗,歡迎多加利用!

Experience a more convenient browsing and digital experience with the addition of a QRcode portal this year.



# 手機掃單元色(小)QR code 前往該單元數位版

Scan the (small) QRcode with your cell phone to go to the digital version of the section.



# 手機掃大 QR code 體驗活動影片或瀏覽相關網站

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

# 展望未來

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**Environment** 





# 全球觀光業概況

Overview of the Global Tourism Market

2018年全球國際旅客人次(過夜遊客)成長6%達到14億,成長幅度為2010年以來至今第2高,僅次於2017年(+7%)。 2018年以中東(+10%)及非洲(+7%)地區之國際旅客人數成長居首,亞洲和歐洲地區成長6%次之(與全球平均成長持平),美洲地區增長3%。 In 2018, the number of international visits worldwide rose by 6% to 1.4 billion, the second-fastest pace since 2010 and second only to 2017 (+7%). The fastest growing regions for international travel in 2018 were the Middle East (up 10%) and Africa (up 7%). Asia and Europe followed with a 6% gain (on par with the global average), while the Americas rose by 3%.

# 國際觀光市場入境旅客統計

Statistics on International Tourism Markets for Inbound Visitors

區域 Region		旅客 (百萬人 'isits (Millior	同期成長率 (%) YoY Increase (%)		
Region	2016	2017	2018	2017	2018
全球 Global	1,241	1,328	1,403	7.0	5.6
已開發經濟體 Developed economy	687	730	766	6.3	5.0
新興經濟體 Emerging economies	554	598	637	7.9	6.5
歐洲 Europe	619.7	672.5	713.4	8.5	6.1
北歐 Nordic	74.0	78.4	78.9	6.0	0.6
西歐 Western Europe	181.6	192.7	204.2	6.1	5.9
中 / 東歐 Central / East Europe	127.2	133.8	141.9	5.3	6.0
南歐 / 地中海地區 Southern Europe / Mediterranean Region	237.0	267.5	288.4	12.8	7.8
亞太地區 Asia-Pacific	306.6	324.0	345.1	5.7	6.5
東北亞 Northeast Asia	154.3	159.5	169.2	3.4	6.1
東南亞 Southeast Asia	110.8	120.5	129.9	8.8	7.9
南太平洋地區 South Pacific	15.6	16.6	17.0	6.1	2.8
南亞 South Asia	25.9	27.5	28.9	6.2	5.2
美洲 America	201.3	210.8	217.3	4.7	3.1
北美 North America	131.5	137.1	143.9	4.3	4.9
加勒比海地區 Caribbean	25.3	26.0	25.6	3.0	-1.8
中美 Central America	10.6	11.1	10.8	4.6	-2.4
南美 South America	33.9	36.6	37.0	7.7	1.2
非洲 Africa	57.8	62.7	67.1	8.5	7.0
北非 North Africa	18.9	21.7	23.9	14.7	10.1
次撒哈拉地區 Sub-Saharan region	38.8	41.0	43.2	5.5	5.3
中東 Middle East	55.5	57.6	59.9	4.1	3.8

# 亞洲觀光市場概況

Overview of Asian Tourism Markets

2018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 15.1%, 其次為香港 11.4%。台灣旅客為香港、日本及韓 國觀光市場主要客源,並與亞洲各地密切交流。

Asia in terms of number of visitor arrivals, growing at 15.1%. It was followed by Hong Kong at 11.4%. Taiwan was a major visitor source for the tourism markets of Hong Kong, Japan, and South Korea. It also maintained close exchanges throughout Asia.

# 2018 年亞洲觀光市場入境旅客人次

Number of Inbound Visitors in Asian Tourism Markets in 2018

○ 入境ArrivalsArrivalsArrivalsArrivalsArrivalsArrivalsArrivals

In 2018, South Korea was the fastest growing visitor destination in

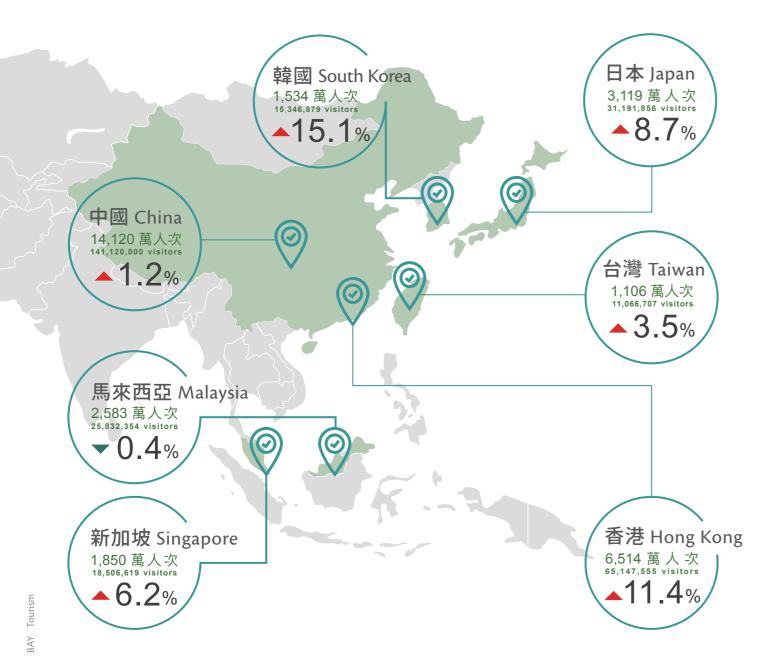
# 2018年亞洲觀光市場主要客源

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

Major Visitor Source Markets in Asia in 2018







香港 日本 馬來西亞 新加坡 台灣 韓國 Hong Kong Malaysia Singapore South Korea 1中國 China 1中國 China 1 新加坡 Singapore 1 中國 China 1 中國 China ①中國 China 2 台灣 Taiwan 2 韓國 South Korea 2 印尼 Indonesia 2 印尼 Indonesia ② 日本 Japan 3 韓國 South Korea 3 台灣 Taiwan ③ 中國 China ③ 印度 India 3 台灣 Taiwan 3 香港、澳門 Hong Kong, Macau 6.9% -4.3% 4.2% 15.3% 20.5%

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 2018 年旅游市場基本情况

Source: Japan National Tourist Organization, Hong Kong Tourism Board, Korea Tourism Organization, Singapore Tourism Bureau, Malaysia Tourism Promotion Board, China



# **台灣旅遊市場**Taiwan's Inbound Travel Market

# 旅客來台 Visitors to Taiwan

107 年來台旅客共計 1,106 萬 6,707 人次創新高,較 106 年成 長 3.05%,增加 32 萬 7,106 人次。

Taiwan attracted a record 11,060,707 inbound visitors in 2018, up 327,106 visits or 3.05% from 2017.

107年主要客源市場中,除中國大陸、港澳、韓國外,均為正 成長。其中東南亞市場成長率最高,紐澳及歐洲市場則分占第 二、三位。

In 2018, visitor arrivals increased from all major source markets except for China, Hong Kong-Macau, and South Korea. Southeast Asia was the fastest growing source market. Australia-New Zealand and Europe ranked second and third, respectively.

# 107 年台灣旅遊市場主要客源

Taiwan's Major Tourism Source Markets in 2018

# 107 年來台旅遊市場重要指標統計表

Key Indicators of Taiwan's Inbound Tourism Market in 2018

指標 Index	<b>107</b> 年 <sup>2018</sup>		<b>106</b> 年 <sup>2017</sup>		<b>107</b> 年與 1 <sup>2018 ver</sup>	<b>06</b> 年比較 sus 2017
來台旅客人次 Number of arrivals of visitors to Taiwan	1,107 萬人次 11,060,707 visitors		1,074 萬人次 10,740,000 visitors		<b>▲ 3.05</b> %	
觀光外匯收入(不含國際機票費) Tourism foreign exchange receipts (excluding interna- tional flight tickets)	新台幣 4,133 億元 NT\$413.3 billion	137.05 億美元 US\$13.705 billion	新台幣 3,749 億元 NT\$374.9 billion	123.15 億美元 US\$12.315 billion	↑ 10.25%	▲ 11.29%
來台旅客平均每人每次消費 Average expenditure per person per visit to Taiwan	,,,,,,,	1,238 美元 US\$1,238		1,147 美元 US\$1,147		)
來台旅客平均停留夜數 Average length of stay of visitors to Taiwan	6.46 夜 6.46 night	ts	6.39 夜 6.39 nights		▲ 0.07 夜/nights	
來台旅客平均每人每日消費 Average expenditure per person per day for visitors to Taiwan	191.70 美元 US\$191.70		179.45 美元 US\$179.45		<b>▲</b> 6.83%	
來台旅客整體滿意度 Overall satisfaction rate of visitors to Taiwan	97.38%		97.58%		持平 Remained constant	
旅客來台重遊比率 Ratio of repeat visitors to Taiwan	41%	持平 Remained constant		nstant		

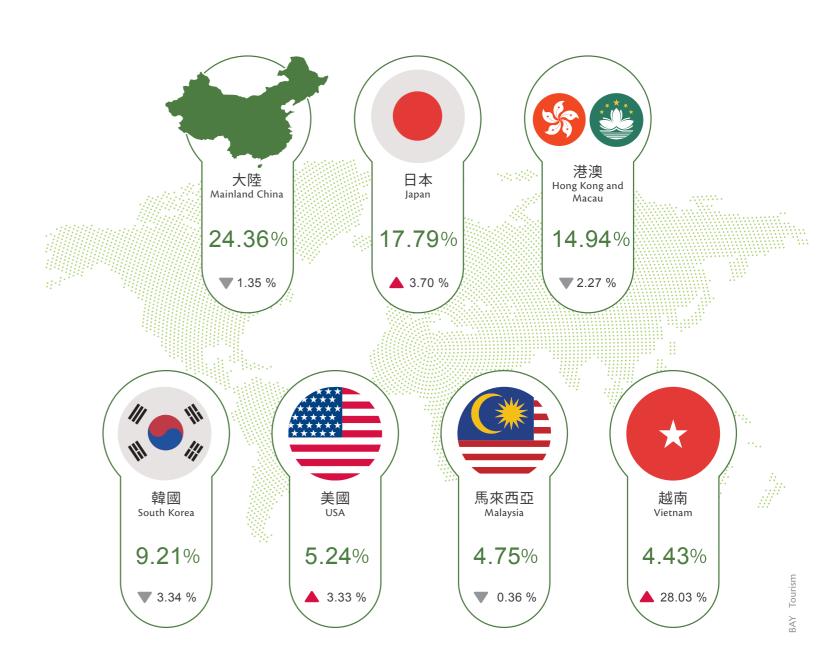








占比(%) 對照 106 年來台遊客人次成長率(%) Growth in no. of visitors from 2017 (%)



依據「107年來台旅客消費及動向調查報告」結果顯示,旅客 來台方式以「自行規劃行程,請旅行社安排或代訂住宿(及機 票)(40%)、「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」(38%)及「參加旅行社 規劃的行程,由旅行社包辦」(19%)為主。

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

According to the findings of the Tourism Bureau's R.O.C 2018 Survey Report on the Consumption and Activity of Visitors to Taiwan, 40% of visitors requested travel agencies to arrange accommodation (and/or book flights), 38% 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 19% 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 friendly people.





# 來台旅客主要遊覽景點

Major Tourist Attractions for Inbound Visitors

遊覽景點排名以「夜市」、「台北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」、「九 份」及「日月潭」居前3位。

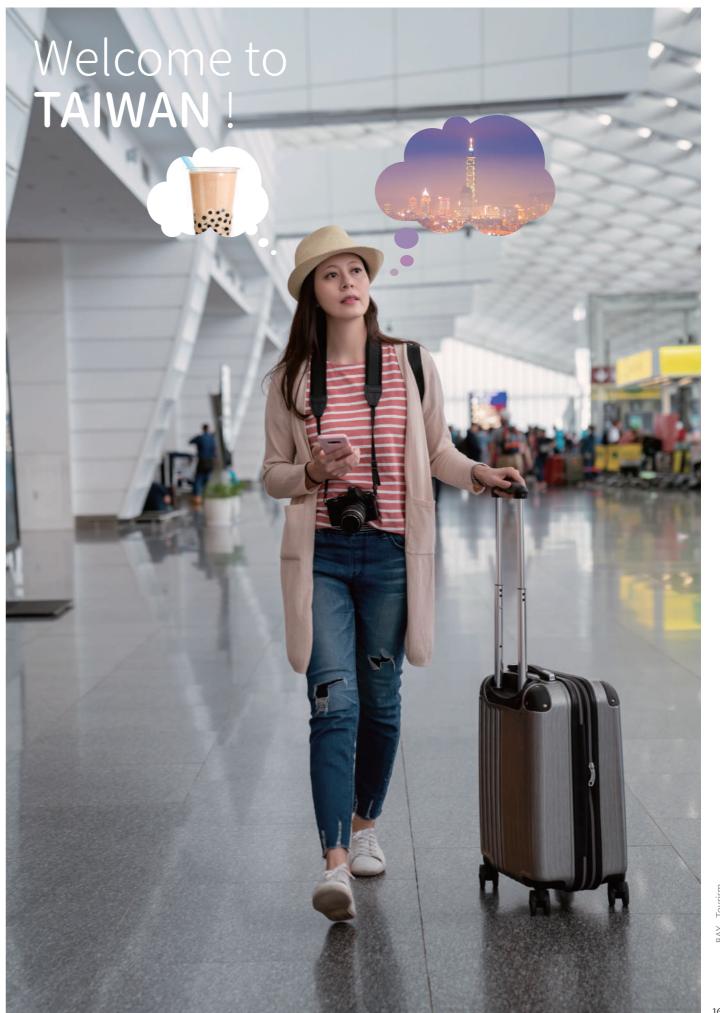
The main tourist spots visited were night markets, Taipei 101, and Ximending; the places they visited and liked the best were Kenting National Park, Jiufen, and Sun Moon Lake.

# 107 年來台旅客消費

Spending by Inbound Visitors to Taiwan in 2018

107年來台旅客每人每日平均消費 191.70美元,較上年增 加 6.83%,推估全年觀光外匯收入達 137.05 億美元(增加 11.29%),約折合新台幣 4,133 億元,較上年增加 10.25%。

In 2018, the average spending by visitors to Taiwan increased by 6.83% to US\$191.70 per person per day. Foreign exchange earnings from tourism for the year are estimated to have been US\$13.705 billion (up 11.29%), while earnings denominated in New Taiwan dollars rose by 10.25% to NT\$413.3 billion.



# 國人國內旅遊

# **Domestic Travel**

# 107年國人國內旅遊重要指標統計表

Major Indices of R.O.C. Citizens' Domestic Tourism Trips in 2018

項目 Items	107 年 <sup>2018</sup>			5年 <sup>117</sup>		106 年比較 'sus 2017	
國人國內旅遊比率 Ratio of citizens who took domestic tourism trips	91.2%		91.0%		▲ <b>0.2</b> 個百分點 (pp) □ Up +0.2 percentage point		
平均每人旅遊次數 Average number of trips per person	8.09 次 8.09 trips		ring		▼ 0.61 次/trips		
國人國內旅遊總旅次 Total number of citizens' domestic tourism trips	171,090,000 次 171,090,000 trips		183,449,000 次 183,449,000 trips		▼ 6.74%		
平均停留天數 Average length of stay per trip	1.49 天 1.49 days		1.49 天 1.49 days		持平 Remained constant		
假日旅遊比率 Percentage who took tourism trips on holidays	68.2%		69.4%		▼ 1.2 個百分點 (pp) 1.2 percentage points		
旅遊整體滿意度 Overall level of satisfac- tion with tourism trips	98.0%		el of satisfac- 98.0% 97.5%		▲ <b>0.5</b> 個百 0.5 perce	分點 (pp) * ntage points	
每人每次旅遊平均費用 Average spending per person per tourism trip	新台幣 2,203 元 NT\$2,203	72.99 美元 US\$72.99	新台幣 2,192 元 NT\$2,192	71.90 美元 US\$71.90	▲ 0.5% *	1.52% ×	
國人國內旅遊總費用 R.O.C. citizens' total spending on domestic tourism trips	新台幣 3,769 億元 NT\$376.9 billion	124.87 億美元 US\$12.487 billion	新台幣 4,021 億元 NT\$402.1 billion	131.90 億美元 US\$13.19 billion	▼ 6.27%	▼ 5.33%	

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。
- 每人每日平均旅遊費用 = 每人每次平均消費支出 ÷ 每人每次旅遊平均停留天數。
- 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.
- The average tourism trip spending per person per day = the average consumption spending per person per trip ÷ the average length of stay (days) per person per trip. ism trip during the whole year.

依據「107年國人旅遊狀況調查報告」結果顯示,全年國人國內旅遊為 1億7,109萬旅次(負成長6.74%),其中上半年國人受廉航吸引出國旅遊及花蓮震災影響,成長呈持平;下半年則因大環境經濟疲軟、7月年金改革及8月豪雨等影響,減少13%。

國內旅次中,利用週末或假日者占 68%,平常日占 32%;自行規劃行程旅遊者占 88.9%,參加旅行社套裝旅遊者占 1.4%,參加學校、機關、公司及村里等團體者占 9.7%;旅遊據點考慮因素依序為「交通便利」、「有主題活動」、「沒去過,好奇」及「品嚐美食」等。107 年國人國內旅遊每人每次平均花費為新臺幣 2,203 元(成長0.5%),推估全年國人國內旅遊總消費計為新臺幣 3,769 億元(負成長 6.27%)。

According to the findings of the "2018 Survey of Travel by ROC Citizens," ROC citizens made 171.09 million domestic trips in 2018 (down 6.74%). Growth was flat in the first half of the year, as cheap flights encouraged overseas trips and domestic travel was impacted by he Hualien earthquake. Domestic travel in the second half of the year fell by 13% due to global economic weakness, pension reforms in July, and torrential rains in August.

Of the total number of domestic trips, 68% were weekend or holiday trips and 32% were weekday trips. About 88.9% of the domestic trips were self-planned, while tour agency arranged package tours accounting for 1.4%, and school, government, company, village, and other group travel contributed 9.7%. The main factors considered in choice of destinations were, in order of importance, ease of travel, special events, curiosity to visit an unfamiliar place, and quality of food.

In 2018, average spending per person per tourism trip was NT\$2,203 (up 0.5%). Spending on domestic tourism trips for the entire year is estimated at NT\$376.9 billion (down 6.27%).



BAY Tourism

從景點類型來看,相較 106 年遊客人次有增加之據點,森林遊樂區有五成據點數增加;國家公園及公營遊憩區則有超過四成據點人次較前一年度增加;寺廟遊客人次大多較上一年衰退。以 107 年與 106 年相較之 305 處據點中:南部及東部地區主要觀光遊憩據點人次衰退占比較多,北部及離島地區則有近 5 成比例呈現成長。

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.

In terms of attraction type, half of the forest recreation areas saw an increase in number of visitors over 2017. Visitor numbers increased in more than 40% of the sites in the categories of national parks and public recreation areas, while the number of visitors to most temples fell from the year before. Among the 305 sites compared between 2018 and 2017, visitor declines were larger at principal scenic sites in southern and eastern Taiwan. Nearly half of the sites in northern Taiwan and outlying regions saw increases.

# 107 年主要觀光遊憩據點數

Number of Major Tourism and Recreation Sites (2018)

	據點數 Number of Sites							
類型 Type		依年度 By year						
	北部地區 North	中部地區 Central	南部地區 South	東部地區 East	離島地區 Outlying Island	107年 2018		
● 國家公園  National Parks	9	5	9	4	9	36		
國家風景區 National Scenic Areas	23	6	20	16	11	76		
直轄市及縣(市)級風景 特定區 Designated scenic areas at the municipal or county (city) level	8	3	3	1	0	15		
森林遊樂區 Forest Recreation Areas	6	6	3	3	0	18		
海水浴場 Beaches	1	0	2	0	0	3		
公營遊憩區 Billi Public Recreational Areas	39	15	16	5	1	76		
民營遊憩區 Privately Owned Recreational Areas	20	6	7	2	1	36		
古蹟 Heritage Sites	10	3	7	0	0	20		
寺廟 Temples	2	3	4	0	0	9		
〇 其他 O Other	11	4	6	2	1	24		
合計 Total	129	47	77	33	23	313		

#### 註 Note

温 Note:
- 北部地區 Northern Taiwan:宜蘭縣 Yilan County、基隆市 Keelung City、台北市 Taipei City、新北市 New Taipei City、桃園市 Taoyuan City、新竹市 Hsinchu City、新竹縣 Hsinchu County、苗栗縣 Miaoli County

中部地區 Central Taiwan:台中市 Taichung City、彰化縣 Changhua County、南投縣 Nantou County

南部地區 Southern Taiwan:雲林縣 Yunlin County、嘉義市 Chiayi City、嘉義縣 Chiayi County、台南市 Tainan City、高雄市 Kaohsiung City、屏東縣 Pingtung County

東部地區 Eastern Taiwan:花蓮縣 Hualien County、台東縣 Taitung County

雕島地區 Outlying Islands:連江縣 Lienchiang County、金門縣 Kinmen County、澎湖縣 Penghu County



# 107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 2018 tions in Taiwan in 2018

		與上年 1 月 - 1 2 月相比 YoY (Jan-Dec)						
類型 Type	總據點數 Total base	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 Number of Sites	占比	數目 Number of Sites	占比 %	數目 Number of Sites	占比 %	
	36	17	47.22%	0	-	19	52.78%	
國家風景區 National Scenic Areas	74	28	37.84%	0	-	46	62.16%	
直轄市及縣(市)級風 景特定區 Designated scenic areas at the municipal or county (city) level	15	4	26.67%	0	-	11	73.33%	
森林遊樂區 Forest Recreation Areas	18	9	50.00%	0	-	9	50.00%	
OO 其他 O Other	19	7	36.84%	0	-	12	63.16%	
公營遊憩區 Public Recreational Areas	76	31	40.79%	0	-	45	59.21%	
海水浴場 Beaches	3	1	33.33%	0	-	2	66.67%	
民營遊憩區 Privately Owned Recreational Areas	36	9	25.00%	0	-	27	75.00%	
寺廟 Temples	9	2	22.22%	0	-	7	77.78%	
古蹟、歷史建物 Heritage Sites	19	7	36.84%	0	-	12	63.16%	

龍註:由於各年度遊憩據點皆有端刪,107 年度新增據點將不列入與 106 年度比較。 Note: Due to the addition and removal of tourism and recreation attractions, no comparison to 2017 is provided for attractions added in 2018.

# 107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 2018

			與上年 1 月 - 1 2 月相比 YoY (Jan-Dec)							
地區 Area	縣市 City / County	總據點數 Total base	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 Number of Sites	占比 %	數目 Number of Sites	占比 %	數目 Number of Sites	占比 %		
	台北市 Taipei City	32	13	40.63%	0	-	19	59.38%		
	新北市 New Taipei City	46	26	56.52%	0	-	20	43.48%		
	桃園市 Taoyuan City	9	4	44.44%	0	-	5	55.56%		
北	新竹縣 Hsinchu County	8	3	37.50%	0	-	5	62.50%		
部 Northern	新竹市 Hsinchu City	1	0	-	0	-	1	100.00%		
Taiwan	基隆市 Keelung City	5	3	60.00%	0	-	2	40.00%		
	宜蘭縣 Yilan County	15	7	46.67%	0	-	8	53.33%		
	合計 Total	116	56	48.28%	0	-	60	51.72%		
	苗栗縣 Miaoli County	9	4	44.44%	0	-	5	55.56%		
中 部 Central Taiwan	臺中市 Taichung City	21	9	42.86%	0	-	12	57.14%		
	彰化縣 Changhua County	6	2	33.33%	0	-	4	66.67%		
	南投縣 Nantou County	22	5	22.73%	0	-	17	77.27%		
Taiwan	雲林縣 Yunlin County	4	2	50.00%	0	-	2	50.00%		
	合計 Total	62	22	35.48%	0		40	64.52%		
	嘉義縣 Chiayi County	4	1	25.00%	0	-	3	75.00%		
	嘉義市 Chiayi City	2	1	50.00%	0	-	1	50.00%		
南郊	臺南市 Tainan City	24	5	20.83%	0	-	19	79.17%		
部 Southern	高雄市 Kaohsiung City	19	6	31.58%	0	-	13	68.42%		
Taiwan	屏東縣 Pingtung County	21	3	14.29%	0	-	18	85.71%		
	合計 Total	70	16	22.86%	0	-	54	77.14%		
東	花蓮縣 Hualien County	17	4	23.53%	0	-	13	76.47%		
部	臺東縣 Taitung County	17	6	35.29%	0		11	64.71%		
Eastern Taiwan	合計 Total	34	10	29.41%	0	-	24	70.59%		
離	澎湖縣 Penghu County	8	0	-	0	-	8	100.00%		
島	金門縣 Kinmen County	11	8	72.73%	0	-	3	27.27%		
Outlying	連江縣 Lienchiang County	4	3	75.00%	0	-	1	25.00%		
islands	合計 Total	23	11	47.83%	0	-	12	52.17%		

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

107年國人出國共計 1,664萬 4,684人次,較 106年增加 99萬 0,105 人次,成長 6.32%。依出國目的地分析,以前往亞洲地區 為最多,計 1,515 萬 2,547 人次(占 91.04%),其次為美洲地 區 71 萬 0,039 人次(占 4.27%)、歐洲地區 53 萬 7,777 人次(占 3.23%) 、大洋洲地區 22 萬 4,,274 人次(占 1.35%)、非洲地 區 1 萬 6,649 人次、其他地區 3,398 人次。

依國家(地區)別分析,赴日本482萬5,948人次為最多, 其次依序為中國大陸417萬2,704人次、香港169萬6,265人次、 南韓 108 萬 6,516 人次、泰國 67 萬 9,145 人次。

依據「107年國人旅遊狀況調查報告」結果顯示,107年國 人出國以到訪日本(34.4%)為最多,其次依序為中國大陸 (24.5%)、韓國(7.5%)、歐洲(6.5%)、香港(5.2%)、美 國(3.7%)、泰國(3.7%)及越南(3.4%)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%) 最多,其次依序為「參加團體旅遊、獎勵或招待旅遊」 (占33%)、「委託旅行社代辦部分出國事項」(占16%)及「購 買自由行或參加機加酒行程」(占6%)。

107年國人從事出國旅遊以「觀光旅遊」為目的者最多,而觀 光目的旅客出國主因為「親友邀約」、「好奇,體驗異國風情」、 「離開國內,紓解壓力」等。

In 2018, Taiwanese citizens made 16,644,684 trips abroad, up 990,105 trips (6.32%) from the year before. Asia was the main destination, accounting for 15,152,547 trips, or 91.04% of the total, followed by the Americas with 710,039 trips (4.27%), Europe with 537,777 trips (3.23%), Oceania with 224,271 trips (1.35%), Africa with 16,649 trips, and other regions 3,398 trips.

Japan was the first destination of choice, attracting 4,825,948 Taiwanese visitors, followed by China (4,172,704 trips), Hong Kong (1,696,265), South Korea (1,086,516), and Thailand (679,145).

According to the findings of the "2018 Survey of Travel by ROC Citizens," Japan attracted the greatest share of visitors from Taiwan in 2018 (34.4%), followed by China (24.5%), South Korea (7.5%), Europe (6.5%), Hong Kong (5.2%), the U.S. (3.7%), Thailand (3.7%), and Vietnam (3.4%). The biggest share of overseas trips in the year were arranged entirely independently without using a travel agent (45%), followed by travel arranged as group trips or incentive trips (33%), travel arranged partly through travel agents (16%), and purchases of independent travel or flight + hotel packages (6%).

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 and the wish to experience the way of life in a different country, and to relax.



107年國人出國每人每次平均花費為新臺幣 4 萬 8,529 元 (成長 1.44%) ,推估全年出國旅遊總支出為新臺幣 8,077 億元 (成長 7.85%)。

In 2018, ROC citizens spent an average of NT\$48,529 per person per trip overseas (up 1.44%). Annual spending on overseas travel for the year totaled an estimated at NT\$807.7 billion (up 7.85%).

# 107 年國人出國旅遊重要指標統計表

Major Indices of Taiwan Citizens' Outbound Travel in 2018

項目 index	107 年 <sup>2018</sup>				107 年與 106 年比較 2018 versus 2017			
國人從事 出國旅遊比率 Ratio of outbound travelers to total population	33.9%		illu		33.9% 32.5%		▲ <b>1.4</b> 個百 1.4 perce	分點 (pp) entage 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)	16,644,684 人次 visitors		15,654,579 人次 visitors		<b>▲</b> 6.32%	6		
平均每人出國次數 (含未滿 12 歲國民) Average number of outbound trips per capita (including citizens under 12)	0.71 次	0.71 次 trips		▼ trips ▲ 0.05 次/trip		欠/trips		
平均停留夜數 Average length of stay per trip	7.90 夜	nights	7.97 夜	nights	▼ 0.07	莈/nights		
每人每次平均 消費支出 Average expenditure per person per trip	新台幣 48,529 元 NT\$48,529	1,608 美元 US\$1,608	新台幣 47,841 元 NT\$47,841	1,569 美元 US\$1,569	NT\$ * <b>1.44</b> %	▲ 2.49%		
出國旅遊消費總支出 (含國際機票費) Total outbound travel expenditure (including international flight tickets)	新台幣 8,077 億元 NT\$ 807.7 billion	267.59 億美元 US\$ 26.759 billion	新台幣 7,489 億元 NT\$ 748.9 billion	245.66 億美元 US \$ 24.566 billion	NTS <b>▲</b> 7.85%	uss ▲ 8.93%		

- 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,但不包括出國行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)

104年和105年觀光衛星帳計畫主要依聯合國暨相關國際組織公 布的 TSA2008 (The Tourism Satellite Account: Recommended Methodological Framework 2008) 編製 104 年和 105 年台灣觀 光衛星帳表。104年和105年台灣觀光衛星帳中納入觀光支出 帳表統計之商品包括:旅客住宿服務、餐飲服務、旅客運輸服 務(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。並按國人出國、 國人國內(包含當日及過夜)及入境旅客3類,分別估計旅客 在台灣之觀光支出。依據 104 年台灣觀光衛星帳的編算, 104 年 觀光支出達新台幣 10.966.44 億元,其中入境旅客支出最高,達 新台幣 5,520.81 億元,國人國內旅遊觀光支出次之,為新台幣 4,031.55 億元,其中包含當日旅客觀光支出 1,486.83 億元,過 夜旅客觀光支出為 2,544.72 億元; 國人出國觀光支出亦達新台 幣 1414.07 億元。104 年各觀光產品項目中,旅客運輸服務為觀 光支出之最大項目,占 25.71%,次為餐飲服務占 23.72%,購物 服務占 23.58%, 旅客住宿服務占 9.13%。依據 105 年台灣觀光 衛星帳的編算,105年觀光支出達新台幣11,039,73億元,其中 入境旅客支出最高,達新台幣 5,208.97 億元,國人國內旅遊觀 光支出次之,為新台幣 4,312.88 億元,其中包含當日旅客觀光 支出 1,621.47 億元,過夜旅客觀光支出為 2,691.41 億元;國人 出國觀光支出亦達新台幣 1,517.88 億元。105 年各觀光產品項目 中,餐飲為觀光支出之最大項目,占25.75%,次為運輸服務, 占 25.23%, 購物服務占 21.74%, 旅客住宿服務占 9.42%。

104年觀光直接附加價值毛額(TDGVA)約新台幣 167,114.28 億元, 占當年全國 GDP 之 2.64%,觀光活動所創造的就業人數為 420,374 人, 其中以觀光產業之觀光就業人數最多,餐飲業次之,緊接為住宿服務業。

In 2015, Taiwan's tourism direct gross value added (TDGVA) was approximately NT\$16.711 trillion, constituting 2.64% of GDP that year. Tourism generated employment for 420,374 people, the majority of whom were employed in tourism industry jobs, followed by those employed in the catering industry, and close behind that by employment in the accommodation services industry.

105 年觀光直接附加價值毛額(TDGVA)約新台幣 171,347.38 億元,占 當年全國 GDP 之 2.66%,觀光活動所創造的就業人數為 433,482 人,其 中以觀光產業之觀光就業人數最多,餐飲業次之,緊接為住宿服務業。

In 2016, Taiwan's tourism direct gross value added (TDGVA) was approximately NT\$17.134 trillion, constituting 2.66% of GDP that year, tourism generated employment for 433,482 people, the majority of whom were employed in tourism industry jobs, followed by those employed in the catering industry, and close behind that by employment in the accommodation services industry.

桃園國際機場夜暑

Taiwan's 2015 and 2016 Tourism Satellite Account was compiled based primarily on the 2015 and 2016 Tourism Satellite Account produced in accordance with the TSA 2008 (The Tourism Satellite Account: Recommended Methodological Framework 2008) as developed by the UNWTO and other international organizations. The commercial services included in the tourism expenditure account for the 2015 and 2016 accounts are: Traveler 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. Tourism spending in Taiwan is further divided into the three categories of outbound tourism, domestic tourism (including one-day and overnight trips), and inbound tourism. According to the 2015 Taiwan Tourism Satellite Account, tourism spending that year reached approximately NT\$1.097 trillion. Inbound tourism spending amounted to NT\$552.08 billion, accounting for the largest share, followed by domestic tourism spending at NT\$403.16 billion, (comprising NT\$148.68 billion for oneday trips and NT\$254.47 billion for overnight trips), and outbound tourism spending at NT\$141.41 billion. Among the spending on tourism services in 2015, transportation services took the largest share at 25.71%, followed by food and beverage services at 23.72%, shopping services at 23.58%, and accommodation services at 9.13%. According to the 2016 Taiwan Tourism Satellite Account, tourism spending that year reached approximately NT\$1.104 trillion, inbound tourism spending amounted to NT\$520.9 billion, accounting for the largest share, followed by domestic tourism spending at NT\$431.29 billion, (comprising NT\$162.15 billion for one-day trips and NT\$269.14 billion for overnight trips), and outbound tourism spending at NT\$151.79 billion. Among the spending on tourism services in 2016, food and beverage services took the largest share at 25.75%, followed by transportation services at 25.23%, shopping services at 21.74%, and accommodation services at 9.42%.









# 國際交流

Communicating & Connecting With the World



# 著眼全球,分頭並進 Global Focus, Multipronged Advance

# 東北亞 Northeast Asia

# 日本 Japan

107年日本市場續以「美食、浪漫、樂活、購物、生態、 文化」為主軸,運用公關活動、旅遊節目、周邊商品等 方式進行整合行銷宣傳。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,以達到集客 台灣目的。

In 2018, the Tourism Bureau continued to promote Taiwan tourism in Japan through integrated marketing campaigns involving public relations activities, travel shows, and merchandise centered on the themes of fine dining, romance, LOHAS, shopping, nature, and culture. It also continued to expand study tours, incentive travel, and sports tourism, as well as exchanges in historic, cultural, and other domains to attract more visitors to Taiwan.

C 目標對象 Target Groups



企業獎勵旅遊

Corporate incentive free and independent travelers (FIT),







修學旅行 Study tours

年輕族群 Youth

團體旅客 Group travelers

# 策略 Strategy

#### - 名人魅力,維持熱度

延續「Meet Colors! 台灣」宣傳主題,針對年輕族群大力宣傳台 灣觀光,藉由日本人感興趣的話題發布台灣旅遊訊息,並與日本知 名部落客合作,維持台灣旅遊熱度。

## - 媒體資源,提高知名度

以電視、平面、網路、戶外媒體、各大旅展、說明會及推廣會等通路 向業者及不同客層旅客傳遞特色主題及產品訊息。邀請知名媒體來台 採訪,報導主題行程及大型活動,增加台灣觀光曝光及產品包裝機會。

# - 業者合作,加強販售通路

持續與大型旅行社合作辦理擴大送客計畫,並與中小型及網路旅行 社進行廣告分攤促銷,開拓通路、穩定客源。

# - 結合地方政府,開拓市場

運用地方政府及空港振興會力量,參加當地旅展及推廣活動,並結合 旅行社辦理說明會,向日本市場旅客推介新觀光資源,深化旅遊產品。

#### - 優惠獎勵

運用推動國外獎勵旅遊及境外包機旅客來台獎助要點,爭取日本企 業來台獎勵旅遊及無直航班機的地方城市旅客來台。

# - 觀光雙邊會議

辦理第 11 屆臺日觀光高峰論壇,雙方討論觀光交流實質議題。



107年日本市場來台旅客 Visitors from Japan in 2018

196 萬 9,151 人次 / 1,969,151 visitors

# Maintaining momentum with celebrity charm

The Tourism Bureau continued to promote Taiwan tourism to young people in Japan through the "Meet Colors! Taiwan" promotional campaign. It issued information on Taiwan tourism in topic areas of interest to Japanese people. It also partnered with high profile Japanese bloggers to sustain momentum for travel to Taiwan.

## Boosting visibility with media resources

Information on special tour themes and products was promoted to the Japanese travel industry and various traveler groups through television, print, online, and outdoor media, major travel shows, seminars, promotional meetings, and other channels. Leading media channels were invited to Taiwan to report on theme tours and major events to increase exposure to Taiwan tourism and create opportunities for product packaging.

#### Strengthening sales channels with industry partners

The Tourism Bureau continued to collaborate with large travel agencies on programs to boost tourist visits. It also partnered with small and mediumsized and online travel agencies to place shared ads, develop and expand channels, and stabilize visitor sources.

# Developing new markets through integration of local government

The Tourism Bureau teamed up with local governments and airport promotion associations to participate in local travel fairs and promotional activities. It also partnered with travel agencies to introduce new tourism resources to Japanese travelers and enhance travel products.

# Incentives and Rewards

Under the Guidelines of Incentives for the Promotion of Charter Flights to Taiwan by Overseas Carriers, the Tourism Bureau sought to attract Japanese corporate incentive travel to Taiwan and travelers from Japanese cities without direct flight connections to Taiwan.

#### Bilateral tourism meetings

Taiwan and Japan held the 11th Taiwan-Japan Tourism Summit Forum to discuss substantive issues on tourism exchange

# \*\*\*

# 韓國 Korea

107年韓國市場推廣續以「樂活、美食、生態」3大主軸作核心,並運用多元媒體宣傳,運用代言人公關活動、電視廣告、平面廣告、旅遊節目、旅行社摺頁、網路及推廣活動進行宣傳,繼續推動各項交流活動。

In 2018, tourism promotions were conducted in Korea through a variety of media channels under the core themes of "LOHAS, fine dining, and ecotourism." The bureau also continued to promote exchanges through PR activities with celebrity spokespersons, TV commercials, print ads, travel shows, travel agency brochures, the internet, and promotional events.

# 策略 Strategy

- 偶像名人宣傳

邀請韓國偶像呂珍九代言,並參與「Door to Taiwan」觀光宣傳系列活動,透過代言人優良形象,宣傳台灣觀光。

- 主題講座,鼓勵來台

邀請旅遊書作家、部落客達人或熟悉台灣觀光資源人士於講座分享旅遊經驗。

- 網路行銷,吸引年輕世代

邀請韓國知名網路紅人、部落客,來台參訪景點及美食店家,透過網路傳播加強年輕族群行銷力道。

- 影視合作行銷,加強能見度

整合電視、平面、網路及戶外媒體,並與知名節目合作,加強推播台灣旅遊訊息。

- 業者合作,加強販售通路

與大型旅行社合作,辦理擴大送客合作備忘錄。

## - 觀光雙邊會議

辦理第 33 屆台韓觀光交流會議,台韓雙方討論觀光交流實質議題。 與會人數約 210 人,針對地方城市交流、積極擴大修學旅行雙向交 流等實質議題進行討論。



107 年韓國市場來台旅客 Visitors from Korea in 2018 101 萬 9,441 人次 1.019.441 visitors



# C 目標對象 Target Groups





團體旅客 Group travelers 女性 Women





自由行旅客 Free and independent travelers (FIT)

## Celebrity advocacy

The Tourism Bureau recruited Korean actor Yeo Jin-goo as Taiwan's tourism ambassador in South Korea. Yeo also participated in the Tourism Bureau's "Door to Taiwan" campaign to promote Taiwan tourism through the celebrity's excellent image.

#### - Theme seminars to encourage travel to Taiwan

The Tourism Bureau invited travel writers and established bloggers who have published on Taiwan tourism and other people familiar with Taiwan tourism resources to seminars to share their travel experiences.

# Attracting young people through online marketing

Korean internet celebrities and bloggers were invited to visit attractions and restaurants in Taiwan and to share their experience through viral online communication to strengthen marketing to young people.

### - Raising viability though film and television co-marketing

Strengthening promotion of Taiwan tourism information by integrating television, print, online, and outdoor media and working with well-known

# Strengthening sales channels through industry partnerships

The Tourism Bureau partnered with large travel agencies and arranged memorandums of understanding (MOUs) to attract more visitors

#### Bilateral tourism meetings

Taiwan and Korea held the 33rd Taiwan-Korea Tourism Exchange Conference to discuss substantive issues related to tourism exchanges. Approximately 210 participants discussed local city exchanges, expanding two-way exchanges through study travel, and other substantive issues.

# #理第 33 周台韓觀光交流會議,雙方討論觀光交流聲質議題。 Taiwan and Korea held the 33 rd Taiwan — Korea Tourbun Exchange Conference to discuss substantive issues related to tourism exchanges.



# 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「海灣旅遊年」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 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 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

- 跨平台多媒體,提高知名度

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台 灣觀光品牌,強化旅客認知。

#### - 獎勵優惠,提升來台誘因

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,擴大專業展商對台認知,協助業者 爭取客戶。

# - 簽署臺巴(巴拉圭)觀光合作意向書

11月24日與巴拉圭共和國觀光部長蒙媞耶爾簽署合作意向書共同就加強人民的鏈結、資訊互惠共享、技術交流、多元合作、永續及包容性成長、舉辦雙邊旅遊會議等六項進行深化交流。

## - 積極開拓市場

配合外交部試辦俄羅斯旅客來台 14 天免簽證措施,並參加 9 月中旬 OTDYKH 莫斯科國際休閒旅展、9-11 月與圓山飯店合作辦理 4 團業者媒體邀訪團。



107 年美洲地區來台旅客 Visitors from the Americas in 2018

4.33%

73 萬 2,478 人次 / 732,478 visitors



107 年歐洲地區來台旅客 Visitors from Europe in 2018

◆ 6.06% 35 萬 94 人次 / 350.094 visitors

\*\*\*

107 年俄羅斯地區來台旅客 Visitors from Russian in 2018

12.66%

1萬 394人次 / 10,394 visitors

# l 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)

#### Raising visibility through cross-platform multimedia channels

The Tourism Bureau strengthened awareness of Taiwan tourism through advertisements, joint campaigns, and consumer-generated content aimed at increasing exposure to Taiwan's tourism brand in major visitor source markets.

#### 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 conferences and exhibitions to enhance exhibitor awareness of Taiwan and help travel firms attract visitors to Taiwan.

# Signing the Taiwan-Paraguay Tourism Cooperation Letter of Intent

On November 24, the Tourism Bureau and Paraguay Minister of Tourism Sofia Montiel de Afara signed a letter of intent to strengthen people-to-people exchanges, mutually beneficial information sharing, technical exchanges, broad-based cooperation, sustainability, inclusive growth, and tourism conferences between the two sides.

#### - Developing markets

In conjunction with a Ministry of Foreign Affairs trial program allowing Russian visitors 14-day visa-free entry to Taiwan, the Tourism Bureau participated in the OTDYKH Leisure Moscow in mid-September and partnered with the Grand Hotel to invite four travel media groups to visit Taiwan.



# 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

107年度以海灣旅遊年為宣傳主題並設定『潛行台灣』為重點 推廣,系統性介紹台灣潛水旅遊魅力。

The Tourism Bureau designated "Year of Bay Tourism" as its promotional theme in 2018. It also systematically introduced Taiwan's appeal as a diving tourism destination with "Beneath Taiwan Beyond Dive" as the promotional focus.





自由行旅客 Free and independent travels

重遊客 Repeat visitors

# 策略 Strategy

- 多元管道,全面行銷

運用電視、網路與社群等多元管道及影音多媒體傳播,並與社群媒 體、OTA 及網路旅遊平台合作,強化台灣主題性旅遊更新資訊。

- 跨業結盟,借力使力

搭配各式推廣活動與優惠促銷,如與航空公司合作年度機票促銷、台 中花博及溫泉套裝優惠商品等。

- 開拓新景點潛力

配合臺北米其林首次公布熱潮推動台灣美食主題、執行花蓮振興推廣 專案恢復花東旅遊信心、推動澎湖及台東包機。



107 年港澳地區來台旅客 Visitors from Hong Kong and Macao in 2018

 $\Omega$  -2.27%

165 萬 3,654 人次 / 1,653,654 visitors

#### Comprehensive, multi-channel marketing

The Tourism Bureau strengthened information on thematic travel to Taiwan through a variety of channels and multimedia communication. These included TV, the internet, and social groups, as well as joint promotions through social media, OTA, and online travel platforms.

# Joining forces through cross-industry alliances

The Tourism Bureau cooperated with various promotional activities and promotions, such as annual airline ticket promotions, the Taichung World Flora Exposition, and hot spring package offers.

#### Developing the potential of new attractions

In conjunction with the first-time popularization of Taiwanese cuisine by Michelin Guide Taipei, the Tourism Bureau implemented a Hualien revitalization and promotion project to restore confidence in travel to eastern Taiwan and promoted charter flights to Penghu and Taitung.







Hijabista Magazine 2018年 10 月號 October 2018 issue of Kuala Lumpur's Hijabista Magazine

# 新南向市場 New Southbound Markets

配合新南向政策,107年10月於印度最大城孟買設立「駐孟 買台灣觀光旅遊資訊服務處」,提供最即時服務吸引更多印 度民眾及企業來台旅遊。

In conjunction with the New Southbound Policy, the Tourism Bureau opened an Information Center in Mumbai, India's largest city, in October 2018. The center provides real-time services to attract more tourists and business travelers from India to Taiwan.

# 策略 Strategy

- 擴大行銷面向

積極參加新南向各國之旅展、辦理推廣會及業者說明會。

- 建置友善旅遊環境

充實泰、越、印尼文與馬來文網站內容,邀請各市場部落客共同行 銷,並結合友台組織推動企業獎勵旅遊等策略。

- 增加雙邊交流

辦理第7屆台越觀光合作會議。

## Expanding marketing directions

The Tourism Bureau participated in travel exhibitions and held promotions and industry briefings in New Southbound countries.

# Creating a travel-friendly environment

Thai, Vietnamese, Indonesian, and Malay language website content was enhanced and bloggers from various markets were invited to participate in joint marketing campaigns. The Tourism Bureau also partnered with Taiwan-friendly organizations to promote corporate incentive travel.

#### Increasing bilateral exchanges

The Seventh Taiwan-Vietnam Tourism Cooperation Conference was held.



星馬市場 Singapore and Malaysia



自由行旅客 Free and independent travels (FIT)



重遊客 Repeat visitors

🥝 目標對象 Target Groups

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



107 年新南向市場來台旅客 Visitors from New Southbound Markets in 2018

259 萬 4,765 人次 / 2,594,765 visitors

# 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,滿足穆斯林族群需求。

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 to meet the needs of Muslim tourists.





Muslim Friendly Environmen

# 策略 Strategy

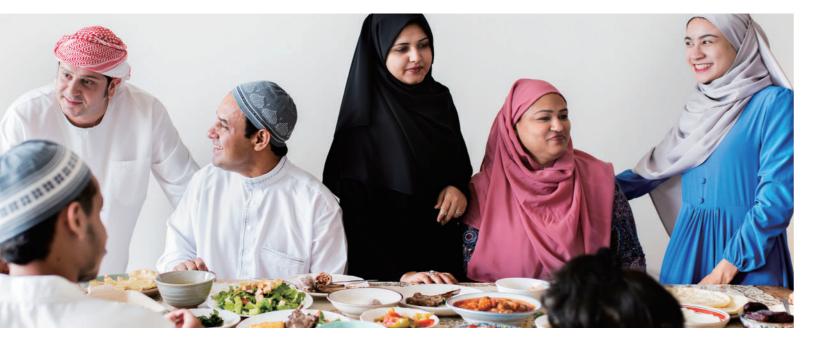
- 鼓勵小型餐飲業提供清真餐飲 修訂取得清真餐飲認證補助要點,降低餐廳規模門檻,輔導業者取得 穆斯林餐飲認證,107年底已達195家。
- 提升穆斯林友善旅遊環境 於重要公共場所完成穆斯林友善設施。
- 啟動大馬穆斯林計畫
- 邀請大馬明星蜜拉及網紅來台代言拍攝宣傳片。

#### - 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 195 restaurants were halal certified by the end of 2018.

Salam Taiwan!

- Enhancing the Muslim-friendly travel environment Muslim-friendly facilities were provided at important public
- Launching the Malaysian Muslim Program Malaysian star Mira Filzah and internet celebrities were invited to serve as spokespersons and shoot promotional videos in Taiwan.



# 大陸市場 Mainland China

大陸旅客來台旅遊逐漸轉型為深度主題式,體驗自由行旅遊型 態,持續以創新旅遊主題與包裝特色產品,推動優質行程。

There has been a steady shift towards in-depth, thematic, and experiential FIT travel among mainland Chinese visitors to Taiwan. The Tourism Bureau therefore continued to promote innovative tour themes, specialty tour packages, and high-quality tours for mainland visitors.

# 目標對象 Target Groups



高端旅客 白由行旅客 Free and independent travels (FIT) High-end travelers

# 策略 Strategy

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

- 多元涌路盲傳

舉辦推廣會/座談會、邀訪旅遊部落客/網路達人/組團社/媒體 及參加國際型旅展等。

- 深耕高端及特殊主題市場

如美食、親子、部落、自行車、禪修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

 Deeply cultivating the high-end and specialty travel markets Target markets included fine dining tours, family travel, indigenous tours, bicycle tours, meditation tours, and cultural tours.

自由行旅客 107 萬 2,702 人次 較 106 年成長



**1**.82%

# 開拓郵輪及國際市場

# Developing the cruise and international travel markets

107年大陸市場市場來台旅客

Visitors from mainland China in 2018

▼ 1.35% 269 萬 5,615 人次 / 2,695,615 visitors

訂定「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 航線增加停靠台灣,107年外籍郵輪旅客入境達12.8萬人次, 帶動經濟產值 172 萬 370 美元。Fly-Cruise 旅客亦達 1 萬 4 千 人次。在特殊團體旅遊市場, 107 年獎勵旅遊 440 團,成長 13.4%;修學旅行 58,490 人次,成長 14.03%。

出席第 10 屆 APEC 觀光部長會議 (TMM10) 與主辦國巴布紐幾 內亞共同簽署觀光合作意向書。

The Tourism Bureau drafted 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 to encourage cruise lines to add Taiwan to their ports of call on Asian routes. Foreign cruise passenger arrivals numbered 128,000 in 2018, driving an economic output value of US\$1,720,370. Fly-cruise travelers numbered 14,000. In the specialty group travel market, 400 incentive travel groups visited Taiwan, up 13.4% from the year before, while the number of study tour visitors rose by 14.03% to 58,490.

Attended the 10th APEC Tourism Ministers Meeting (TMM10) to sign a letter of intent on the Framework of Tourism Cooperation between Chinese Taipei and Papua New Guinea.



出席第 10 屆 APEC 觀光部長會議 (TMM10) 與主辦國巴布紐幾內亞共同簽署觀光合作意向書 Attended the 10th APEC Tourism Ministers Meeting (TMM10) to sign a letter of intent on the Framework of Tourism Cooperation between Chinese Taipei and Papua New Guinea





國際行銷影片觀光影片



Mountain And Forest Activitie

# 台灣魅力,屢獲國際讚譽

International praise for Taiwan's charms



萬事達卡 2018 年「新月評等一全球穆斯林旅 遊指數(GMTI)」調查,台灣獲選為在非伊 斯蘭教組織中最佳旅遊目的地第5名,肯定 近年我國在建置穆斯林友善環境所做努力。

The Mastercard 2018 CrescentRating Global Muslim Travel Index (GMTI) survey selected Taiwan as the fifth best tourist destination outside the Organisation of Islamic Cooperation (OIC), affirming efforts by Taiwan to create a Muslim-friendly environment in recent years.



觀光局「親山篇」廣告影片獲美國旅遊周刊 「2018 麥哲倫獎」-「冒險旅遊目的地」銀 獎殊榮

The Tourism Bureau's international promotional video "Mountain and Forest Activities" was the Silver Winner in the "Adventure Destinations" category of Travel Weekly's 2018 Magellan Award.



知名商務旅遊雜誌 Global Traveler, 在 2018 Prominent business travel magazine Global Traveler ranked 年票選台灣為 Best Leisure Destination in Asia •

Taiwan as the Best Leisure Destination in Asia in 2018.



觀光局「East of Taiwan 國際行銷影片」獲 The Tourism Bureau's international promotional short film 2018 葡萄牙國際觀光影片節最佳亞洲影片, 是台灣唯一獲獎的影片。

"East of Taiwan" won the Best Asian Film award at the 2018 International Tourism Film Festival (ART&TUR) in Portugal. It was the only award-winning film from Taiwan that year.



# 創新行銷,營造話題

Building buzz through innovative marketing

# 「2018年臺北米其林」指南發行

Publication of the Michelin Guide Taiwan 2018



米其林指南 Taiwan 官方網站

「美食」是推動國際旅客來台重要的元素,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,「2018年 臺北米其林」指南的發行,讓台灣美食與國際接軌,透過登台 記者會、必比登餐廳宣布及發布記者會等三次新聞發佈的全球 媒體廣泛報導,廣告效益高達新台幣 1 億 8,000 餘萬,大幅提 升台灣美食的國際能見度,讓世界看到台灣美食的多樣性,可 吸引更多遊客來台觀光。依據經濟部統計處資料,107年餐飲 業營業額約達 4,731 億元,較 106 年成長 4.6%,成長幅度均較 前二年度高,顯示米其林指南具帶動台灣觀光旅遊及餐飲業發 展之效益。



Partnering with Taiwan High Speed Rail to launch a buy-one-get-one-free ticket offer for foreign visitors

為歡迎國際旅客來台觀光,同時鼓勵參訪中南部觀光新亮點 觀光局特別與台灣高鐵公司合作推出「兩人同行一人免費」優 惠專案。凡持短期觀光簽證之外籍旅客,至指定通路購買高鐵 單程乘車券,只要目的地為台中以南之高鐵站(含:台中、彰化、 雲林、嘉義、台南、左營站)者,即可享有一次同區間第二人 車票免費之優惠。



米其林指南國際總監 Michael Ellis(中)及交通部觀光局主任秘書林坤源(左)共同迎接 首屆臺北米其林指南登台(照片提供:台灣米其林)

Michelin's International Director Michael Ellis (center) and Tourism Bureau Chief Secretary Lin Kun-vuan (left) jointly welcome the publication of the first Michelin Guide Taipei (Photo provided

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 publication of the guide's Taiwan edition in 2018 has put Taiwan on the international map of fine dining. A Taiwan debut press conference, Bib Gourmand Restaurant announcement, and press release were arranged to achieve broad international media coverage, producing advertising benefits of up to more than NT\$180 million. The event also significantly increased the international visibility of Taiwanese cuisine, presented the diversity of Taiwanese cuisine to the world, and increased the number of visitors to Taiwan. According to data from the Department of Statistics under the Ministry of Economic Affairs, restaurant industry revenue reached NT\$473.1 billion in 2018, up 4.6% from 2017. The growth rate outpaced that of the two previous years, highlighting the benefits of the Michelin Guide in driving Taiwan's tourism and restaurant industry development.

The Tourism Bureau joined hands with the Taiwan High Speed Rail Corporation (THSRC) to launch a buy-one-get-one-free discount offer aimed at attracting more overseas visitors to Taiwan and encouraging visitors to explore new tourist attractions in central and southern Taiwan. Foreigners who visit Taiwan on short-term tourist visas and purchase one-way tickets through designated channels to a THSR destination in southern Taiwan (including Taichung, Changhua, Yunlin, Chiayi, Tainan, and Zuoying stations) can receive a free ticket for a companion on the same journey.



# 特色活動, 推動觀光亮點

Introduced Taiwan to the World through Major Events

# 2018 台灣燈會 2018 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」,是台灣首要的節慶觀光活動。「2018 台灣燈會」於 3 月中旬在嘉義縣舉辦。主燈一「忠義天成」以值年生肖「狗」暨原住民孩童為主題,展現我國優良工藝技術,成為全場亮點,其與「台灣幸福驛站」、「朝日合鳴」等 2 座副燈,以及「愛上我嘉」、「嘉人輩出」、「鄒遊嘉園」、「森鐵 Z 嘉」、「嘉農新都」、「漂鳥回嘉」等六大主題傳統燈律動展演,形成光彩奪目的環場燈光秀。

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 2018 Taiwan Lantern Festival was held in Chiayi County in mid-March. The highlight of the show was the main theme lantern, "Heavenly Loyalty," which combined the motifs of the Year of the Dog and indigenous children, as well as showcased Taiwan's outstanding craftsmanship and technology. Two supporting lanterns—"Taiwan Happiness Inn" and "Morning Chorus"—and six traditional lantern performances based on the themes of "Love for Chiayi," "Abundant Chiayi," "Journey to the Zou Homeland," "Forest Railway Discoveries in Chiayi," "New Agricultural Land of Chiayi," and "Migratory Birds Return to Chiayi" further added to the dazzling and immersive light show.



「2018 台灣燈會」 主燈(忠義天成)暨小提燈(達力狗) 造型發表記者會影片

> 2018 Taiwan Lantern Festival Main Theme Lantern (Heavenly Loyalty) and Handheld Lantern (Power Puppy) Release - Press Conference Video



2018 台灣燈曾地點 2018 Taiwan Lantern Festival Location

**Chiayi** 嘉義

2018 台灣燈會除有日本 6 個國際團隊製作花燈來台參展之外,並吸引國際貴賓、旅行業者及來自十餘國的國際媒體記者計 129 人到訪。精彩的燈會展演獲得高度的肯定。未來將以更環保、在地與藝術化方式,強化在地特色、資源永續與創新等概念辦理,同時文化部協助導入國際級文化藝術策展團隊參與籌辦,讓「台灣燈會」品牌永續閃耀於國際舞喜。

The 2018 Taiwan Lantern Festival featured decorative lantern displays by six teams from Japan. It also attracted 129 VIPs, tourism industry insiders, and reporters from more than 10 countries. The 2018 Taiwan Lantern Festival featured decorative lantern displays by six teams from Japan. It also attracted 129 VIPs, tourism industry insiders, and reporters from more than 10 countries. The colorful festival shows earned high praise. Future festivals will further incorporate the concepts of local qualities, resource sustainability and innovation. They will also adopt a more environmentally friendly, locally unique, and artistic approach. The Ministry of Culture will assist in inviting international cultural and art curatorial teams to participate in organizing the event so the Taiwan Lantern Festival brand can continue to shine on the international stage.





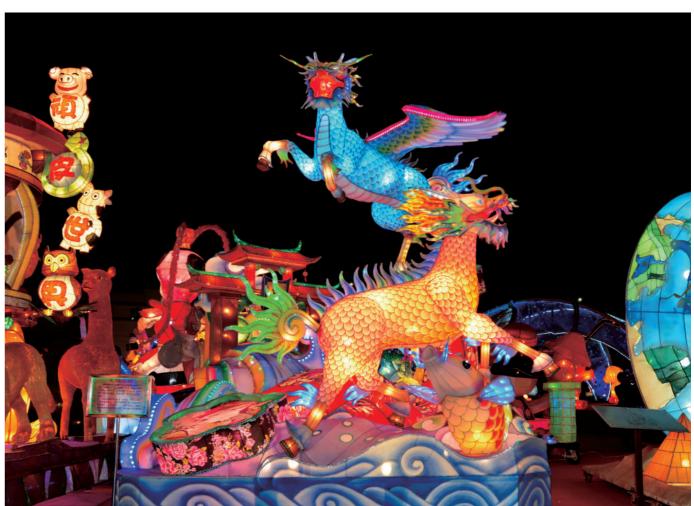
107 年燈會參觀人數 Number of visitors at the 2018 Taiwan Lantern Festival

亞洲、歐美、大陸之國際旅客 Visitors from Asia, Europe, the Americas, and mainland China

**2** 萬 1 千人次 21,000 visitors

總計 Total **1,006.8** 萬人次







# 「2018寶島仲夏節」系列活動 打造台灣夏季觀光活動新品牌

2018 Taiwan Fun on the Tropic of Cancer Activities: Re-branding Summer Tourism Activities in Taiwan

「2018 寶島仲夏節 Formosa Summer Festival」系列活動為 期 3 個月,以運動、美食、夏至 235、沙雕藝術、鐵道旅遊等 5 大系統整合各系列活動。以產業跨界結盟型態行銷,與多家 知名品牌企業共襄盛舉,並推出多項專屬聯名產品與活動。另 匯集縣市政府及觀光局國家風景區管理處,總計推出 18 項系列 活動,型塑台灣夏日節慶活動新品牌,活動精采多元。

以產業跨界結盟型態行銷,與多家知名品牌企業推出多項專屬 聯名產品與活動,除全家便利商店於推出「全家仲夏冰紛樂」 活動,購買指定冰品登錄發票,即可參加抽獎活動;臺灣菸酒 股份有限公司更推出金牌台灣啤酒「寶島仲夏節」限量罐,該 限量款包裝活動期間於全家便利商店南部及花東門市限定販 售,全台限量30萬罐;超過60年的老字號品牌泰山企業股份 有限公司,亦推出深受消費者喜愛的泰山仙草蜜聯名產品「泰 山仙草蜜喔熊寶島蜜境限定款」,台灣北迴歸線周邊秘境美景 皆露出產品上,限量推出 240 萬瓶。

此外,台灣觀巴業者亦包裝推出「2018寶島仲夏節 Formosa Summer Festival」特色行程,多家旅宿業者也提出優惠共襄盛 舉,共同掀起台灣夏日的觀光高潮。

The 2018 Formosa Summer Festival brought together a three-month long series of event focused on the five themes of sports, food, Summer Solstice 235, sand sculpture art, and railway tourism. Through crossindustry marketing, many well-known brand companies joined 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 18 series of outstanding activities to create a new summer festival brand in Taiwan.

The co-branded products and events included a "FamilyMart Midsummer Frozen Treat" activity, during which customers of the convenience store chain FamilyMart could enter a lottery drawing with receipts showing purchases of designated frozen desserts. Taiwan Tobacco and Liquor Corporation released a limited production of "Formosa Summer Festival" Gold Medal Taiwan Beer. A total of 300,000 cans of the limited-edition beer was sold through FamilyMart stores in southern and eastern Taiwan during the event. The more than 60-year-old Taisun Enterprise produced a co-branded limited release (2.4 million bottles) of "Taisun OhBear Formosa Grass Jelly Drink." The packaging of the popular drink presented the scenic beauty of Taiwan near the Tropic of Cancer.

In addition, Taiwan Tour Bus operators packaged special "2018 Formosa Summer Festival" tours and several hotels offered special promotions to bring Taiwan's summer tourism to new highs.



107年參與人次 Number of participants in 2018

299萬人次 2.99 million visitors



Tourism Revenue Generated

42 億 630 萬元 NT \$4.263billion

# 2018 臺灣自行車節

2018 Taiwan Cycling Festival

自行車旅遊以「2018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:「台灣自行車 登山王挑戰」、「騎遇福爾摩沙 (Formosa 900)」、「日月 潭 Come! Bikeday」、「OK 台灣樂遊台中自行車嘉年華」、 「極點慢旅」及「花東海灣盃」。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 is the focal event of LOHAS Taiwan cycling tours vigorously promoted to the world as a combination of cycling and LOHAS travel. There are six major themes series of activities: Taiwan KOM Challenge, Formosa 900, Sun Moon Lake Come! Bikeday, Taichung Cycling Festival, Light up Taiwan and Taiwan East Bay Cycling Challenge. 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.



107 年參與系列活動人數

總計 11.5 萬人次 Total 115,000 visitors



觀光產值 Tourism Revenue Generated

2.38 億元 (新台幣) NT\$238 million



# 2018 台灣好湯-溫泉美食嘉年華

# 2018 Taiwan Good Spas—Taiwan Hot Spring Fine-Cuisine Festival

以「遊泉台,集湯趣」為主軸宣傳台灣各大溫泉區溫泉美 食活動,整合露出全台19處溫泉區(域)、212家取得 溫泉標章之店家資訊,並提供溫泉會館精品雙人房住宿券 (一泊二食)、免費泡湯券、知名品牌手機、電動車及沐 浴用品等多項獎品供參與本次活動民眾抽獎,藉由活動營 造、深化台灣特有溫泉及美食文化。

另辦理 2018 台灣 10 大好湯美食評選,選出北(北投、礁 溪)、中(谷關)、南(關子嶺)、東(知本)五大品牌的 優良溫泉,共選出14家金獎店家(桌菜類8家、套餐類 6家) 及 31 家銀獎店家(桌菜類 16家、套餐類 15家), 將溫泉及美食結合,強化台灣溫泉資源的行銷力度。

在行銷宣傳面,除辦理行銷記者會及全國啟動記者會之 外,另透過多元行銷通路廣為行銷宣傳,吸引國內外觀光 客卦各大溫泉區泡湯旅遊,提升溫泉產業收益。

This activity promoted hot spring and fine dining activities at major hot spring areas in Taiwan under the theme of "Touring the Hot Springs of Taiwan." The activity brought together information on 19 hot spring areas in Taiwan and 212 "Hot Spring Mark" certified businesses. Participants could take part in a prize drawing for a chance to win coupons for luxury double room stays at hot spring resorts (1 night/2 meals), coupons for free hot spring baths, mobile phones, electric cars, bath products, and numerous other prizes. The activity helped to build and deepen Taiwan's unique hot spring and fine dining culture.

The 2018 festival also featured a Taiwan Top-10 Good Spa Selection. Five excellent brand springs were selected in the north (Beitou, Jiaoxi), center (Guguan), south (Guanziling), and north (Beitou, Jiaoxi). Gold medals were presented to 14 hot spring restaurants (eight banquet-style restaurants and six set meal restaurants) and silver medals to 31 restaurants (16 banquet-style restaurants and 15 set meal restaurants). The event brought together hot springs and fine cuisine to strengthen marketing of Taiwan's hot spring resources.

Marketing and promotion of the event included promotional press conferences and a national kick-off press conference. The activity was also widely promoted through various marketing channels, attracting domestic and international visitors to hot spring areas and increasing revenue in the hot spring industry.

關子嶺	谷關	
1977 J マ製	烏來	
寶來 不老	知本	瑞穂
金山		
萬里	礁溪	泰安

2018 臺灣好湯 溫泉美食嘉年華影片

2018 Taiwan Top-10 Hot Springs : Taiwan Hot Spring Fine-Cuisine Festival Video

















# 明星代言,人氣效應高

# **Celebrity Endorsements**

# 日本 長澤雅美

# Japan : Nagasawa Masami

由長澤雅美拍攝「Meet Colors!台灣」宣傳影片,以 發現自己的色彩 = "Meet Colors" 為出發點,演繹成熟、 醇厚與個性的一面,並以大人、沉著與深度的層次色彩, 來呼應台灣安心、安全與隨性自主、優質的觀光旅遊環 境。運用多彩的台灣,給日本旅客發揮想像,以展現台 灣是充滿魅力,適合深度旅遊的國度。

Nagasawa Masami was invited to shoot the "Meet Colors! Taiwan" series of promotional videos highlighting the theme of discovering your own colors. The videos presented a depth of colors and mature, mellow, and individualistic face with a composed, adult tone reflecting the ease, safety, and laid-back independence travelers can feel in Taiwan's high-quality travel environment. The videos drew on the colors of Taiwan to pique the imagination of Japanese travelers and presented Taiwan's abundant charms as a destination for in-depth travel.



# 韓國 呂珍九

# South Korea: Yeo Jin-goo

由新生代明星呂珍九代言韓國宣傳活動,透 過其拍攝微電影、出席當地公關活動及拍攝 平面主視覺,以其健康、充滿活力的正面的 形象,將台灣旅遊意象傳達予韓國旅客,創 造話題,吸引韓國遊客來訪。

South Korean idol Yeo Jin-goo was the spokesperson for the Tourism Bureau's promotional events in the Korean market. Yeo was featured in micromovies and attended local PR activities and photo shoots for key visuals. His healthy, vibrant, and positive image helped to promote Taiwan's tourism image to Korean travelers, generate buzz, and attract Korean visitors.



由大馬穆斯林女星蜜拉菲爾莎拍攝影片宣傳台灣 觀光,向馬來西亞及汶萊的穆斯林傳達「Salam Taiwan—台灣歡迎您」的訊息。同時搭配 3 位時尚 美妝界的網路紅人一起來台拍攝宣傳影片,足跡遍布 台北 101、陽明山國家公園、西門町、士林夜市、主 題樂園及休閒農場等地。

Malaysian Muslim actress Mira Filzah was recruited for videos promoting information about Taiwan tourism and a message of "Salam Taiwan" to Muslims in Malaysia and Brunei. She visited Taiwan with three internet celebrities from the fashion and cosmetics worlds to shoot the promotional videos. The group went to Taipei 101, Yangmingshan National Park, Ximending, Shilin Night Market, theme parks, recreation farms, and other areas.



蜜拉(左三)和女孩們在西門町開心購物



台日 32 同名車站青春若旅活動影片 Taiwan-Japan 32 Shared Station Names Youth Travel Events Video

# 台日 32 同名車站青春若旅活動

Taiwan-Japan 32 Name-sharing Railway Stations Youth Travel Activity

運用台日近年鐵道交流繁頻暨日本旅客習慣鐵道旅遊,規 劃「台日32同名車站青春若旅活動」,於暑假期間運用 網路擴散宣傳,並邀請台日大學生共同參與,以吸引年輕 族群來台鐵道自由行及重複來台客群。

鑑於目前年輕世代族群運用網路媒體取得訊息已為風潮, 邀請日本與台灣的大學生男女,分別前往8個車站,透過 學生親自體驗車站及週邊美食美景,運用年輕族群社群力 及創造力,於大阪辦事處臉書及自己的社群網站向日本青 年世代宣傳台日32同名車站暨台灣鐵道旅遊魅力,進而 鼓勵年輕人來台並運用鐵路分散前往台灣各地旅遊。

# 韓國 NC 恐龍隊昌原球場廣告

Ad placement with NC Dinos at Changwon Stadium in South Korea

tapped into the recent trend of railway exchanges between Taiwan and Japan and the popularity of railway travel among Japanese visitors. Through summer vacation internet promotions, Taiwanese and Japanese university students were invited to jointly participate in the activity to attract young FIT railway travelers and repeat visitors to Taiwan. During the activity, participating college students from Japan and Taiwan visited eight railway stations and

The "Taiwan-Japan 32 Name-sharing Railway Stations Youth Travel Activity"

experienced the cuisine and scenic beauty near the stations. Attractions at 32 train stations in Taiwan and

Japan sharing the same name were promoted to Japanese youth through online channels, including the Facebook page of the Taipei Economic and Cultural Office in Osaka and participants' social networking websites. The promotion introduced Taiwan's railway travel charms and encouraged young people to visit Taiwan for railway travel.

棒球為韓國民眾喜愛觀看的運動賽事之一,台灣首位旅 韓棒球好手王維中於 2018 年加入 NC 恐龍隊,該隊成立 於 2011 年,主場地以昌原市為根據地,觀光局於昌原球 場捕手後方廣告板及外野看板刊登廣告,王維中成績表 現受韓國媒體注目,預期效應可刺激韓國民眾對台灣觀 光的關注。

Baseball is one of the most popular spectator sports in Korea. In 2018, Wei-Chung Wang became the first Taiwanese baseball player to join the NC Dinos, a Korean baseball team established in 2011 and based in Changwon City. The Tourism Bureau placed ads at the catcher position and outfield boards at Changwon Stadium. Wang Wei-Chung's performance has caught the attention of the Korean media. The ads are expected to raise the profile of Taiwan tourism in Korea.





紐約地鐵台灣觀光彩繪列車

New York subway Taiwan tourism painted train

紐約地鐵是紐約客及國際旅客在紐約必搭的交通工具,S線 並往來中央車站及時報廣場二大熱門景點。觀光局紐約辦 事處首次採用紐約地鐵打造台灣觀光彩繪列車宣傳台灣觀 光,為期整整一個月。

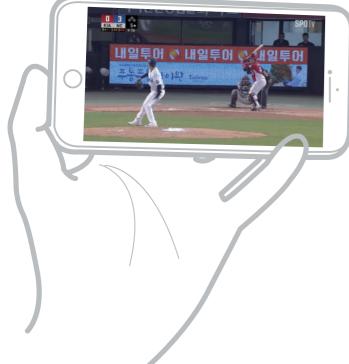
車體彩繪部分,全車以桃紅色為主視覺,車體外觀採用台 灣旅英當代原民藝術家一優席夫所創作的原住民歡笑的圖 像象徵台灣友善、好客的人民,以及運用青色色帶代表台 灣綿延的山脈與優美海岸線的意象;車體內裝則以客家花 布為背景,展示台灣的旅遊景點、離島、小鎮、人文及美 食等觀光特色,天花板並有台灣地圖,此外,座椅仿藤椅 之設計並於椅面上布設以假亂真的三星蔥饒富趣味。

整體設計展現出台灣多元的文化、自然景觀及人文風情, 在國慶月於紐約向全球旅客展示台灣觀光特色顯得格外有 意義。

The New York subway is a widely used mode of transportation for New Yorkers and international visitors alike. For the first time ever, the Taiwan Tourism Bureau's New York Office used the New York subway system to promote Taiwan tourism through mural painted trains on the S Line running between Central Station and Times Square, two popular attractions in the city. The promotion lasted for an entire month.

As for the designs of the train murals, the base color for the design was mainly a peachy pink, and the exterior of the car featured the image of "Aboriginal Laughter" created by contemporary indigenous artist Yosifu to symbolize Taiwan's friendly, welcoming people. Bright blue ribbons were used to represent Taiwan's rolling mountains and beautiful coastlines. The cars' interiors were covered in a design emulating Taiwan's famous Hakka flowered cotton broadcloth to showcase tourist attractions in Taiwan, including the outlying islands, small towns, culture, and cuisine. The ceiling design showed a map of Taiwan and the seats were covered in a rattan chairlike wrapper with green onions painted on the seats to add a touch of fun.

The overall design presented Taiwan's diverse culture, natural scenery, and culture to visitors from around the world. The promotion coincided with the month of Taiwan's National Day, adding another dimension of significance.



# 香港推廣台灣運動旅游行程—田中馬拉松

Promoting Taiwan's sport's tourism in Hong Kong: Tianzhong Marathon



為推廣台灣運動旅遊行程,提升港澳旅客對於 台灣運動旅遊之認知,與旅行社合作辦理田中 馬拉松專案,另安排參訪台中世界花卉博覽會 及彰化周邊旅遊景點,並於活動期間加強媒體 宣傳並邀請運動名人紀嘉文先生代言,返港後 運用紀嘉文先生於運動界的影響力及跑手宣傳 活動訊息及參與參賽實況,帶動後續台灣運動 旅遊市場及話題。

The Tourism Bureau and travel agencies jointly held the Tianzhong Marathon to promote and raise awareness of sports tourism in Taiwan among visitors in Hong Kong and Macao. The bureau also arranged visits to the World Floral Expo in Taichung and attractions near Changhua. Sports celebrity Gi Ka-man was invited to promote and compete in the marathon, drawing on his influence in Hong Kong's sports world to publicize information about the event. The campaign helped to boost Taiwan's sports tourism market.

# 上海「台灣(腔)有腔調」旅遊宣傳影片 "Taiwan Accents" promotional video in Shanghai

觀光局首支大陸方言台灣宣傳影片,以「最接地氣」(大 陸熱門用語,最貼近當地民眾的意思)的方式展現台灣的 美食、美景及人情味。影片在上海30個重要地鐵站站內(合 計 60 處 ) 大螢幕播放,以吸引上海旅客來台灣過冬,體驗 跨年、享受温泉、品味小鎮為訴求。目前大陸 47 個來台自 由行城市中,以上海直飛台灣的航班最為密集,每週高達 100 多班次,上海旅客可以輕鬆到訪台灣,透過該廣告之 放送可進一步鼓勵及營造大陸旅客來台觀光之有利氛圍。

This was the first Tourism Bureau video to promote Taiwan in a local mainland Chinese dialect. In a "most local" style, the video presented Taiwan's cuisine, scenic beauty, and human touch. The video was shown on large-screen monitors at 30 major subway stations in Shanghai (60 locations in total) to attract Shanghai visitors to Taiwan during the winter to experience New Year's Eve, hot spring destinations, and Taiwan's small town charms. Shanghai offers the most direct flights to Taiwan among the 47 mainland cities allowing independent travel to Taiwan. With more than 100 such flights weekly, Shanghai residents can easily visit Taiwan. The ad campaign aimed to create an atmosphere beneficial to encouraging mainland visitors to visit Taiwan for tourism



「台灣(腔)有腔調」旅游宣傳影片於上海地鐵站投放



上海「臺灣(腔)有腔調」旅遊宣傳影片 "Taiwan Accents" Tourism Promotion Video in Shangha

# 新加坡亞洲潛水展臺灣館獲頒最佳攤位設計獎 Taiwan Pavilion wins best booth design award at Singapore Asia Dive Expo (ADEX)

2018年 Asia Dive Expo (ADEX) 亞洲潛水展於 4月6至8日, 假新加坡新達城會議中心 (Suntec Expo, Singapore) 舉辦,觀 光局新加坡辦事處首次參加,備受肯定並獲頒最佳攤位設計獎。

The 2018 Asia Dive Expo (ADEX) was held on April 6 to 8 at the Suntec Singapore Convention and Exhibition Centre. The Tourism Bureau's office in Singapore participated in the event for the first time this year. Its display at the show earned broad praise and won the expo's best booth design award.

# 郵輪跳島行開啓台灣郵輪新機會

Cruise ship island hopping creates new opportunities for cruise ship travel in Taiwan



2018年1月在觀光局協助之下, Caledonian Sky 郵輪產 品經理來台實際探勘本次跳島郵輪航線,行程前往訪查基 隆、金門、澎湖、台南、花蓮及台東等地停靠港口設施及 景點。該郵輪來台跳島行程的安排對台灣未來郵輪產業的 發展開啟了許多新可能性,台灣不只可以吸引大型郵輪彎 靠,也可以吸引到小型頂級郵輪發展出以台灣為母港的行 程;小型郵輪可以將在台行程延伸到更多中小型港口,並 引導旅客深入在地體驗;小型郵輪的旅客總量較低,可以 創造更多在地中小型旅遊產業機會。特別是 2018 為海灣 旅遊年,積極推動台灣離島旅遊,卡莉多麗沿途停靠包含 金門、澎湖等離島,成為海灣旅遊年實際體現,成功對外 傳遞台灣海灣旅遊意象。



卡莉多麗號停靠花蓮港 he cruise ship Caledonian Sky docks at Hualien Harbo

With assistance from the Tourism Bureau, the product manager for Caledonian Sky cruise

lines visited Taiwan in January 2018 to inspect

opportunities for island hopping cruise routes. The inspection looked at port facilities and attractions in Keelung, Kinmen, Penghu, Tainan, Hualien, Taitung and other cities. Cruise island hopping tours could provide many new opportunities for Taiwan's future cruise industry development. Taiwan can attract not only large cruise ships, but also smaller luxury cruise lines to develop itineraries with Taiwan as the home port. Smaller cruise ships can also extend itineraries from Taiwan to small and medium-sized ports to provide indepth local experiences to their passengers. The smaller number of passengers on such cruises can also create more opportunities for small and mediumsized tourism businesses in Taiwan. For the Year of Bay Tourism in 2018, the Tourism Bureau actively promoted travel to Taiwan's offshore islands. The Caledonian stops in Kinmen, Penghu, and other outlying islands. It has helped to internationally promote the image of bay tourism in Taiwan.

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# 與國家表演藝術中心簽署文化觀光合作備忘錄

# Signing a cultural tourism memorandum of cooperation with the National Performing Arts Center

以台灣觀光與國家表演藝術中心之雙品牌形象露出,強化 宣傳力道,提升藝文賞析人口,雙方也將共同推薦文藝旅 遊行程,鼓勵國內外旅客親近藝文。 A co-branded promotional campaign was launched to publicize Taiwan tourism and the National Performing Arts Center to strengthen promotion and enhance art and cultural appreciation among the public. The two sides also jointly recommended travel itineraries to encourage domestic and foreign tourists to experience Taiwan's art and culture.



# 世界最美麗海灣年會 in 澎湖

World Congress of the Most Beautiful Bays in the World in Penghu

為協助推廣澎湖及配合「世界最美麗海灣年會 in 澎湖」活動辦理,讓更多國內外人士認識澎湖為台灣重要的海灣旅遊目的地,2018 年設定「海灣旅遊年」為宣傳主軸,透過「台灣 10<sup>+</sup> 島」做為領頭活動及品牌形象,以建構島嶼生態觀光旅遊;並透過機場、高鐵刊登大幅平面廣告、各旅展及推介會露出「最美麗海灣 in 澎湖」訊息及拍攝宣傳影片,並與美國電視網知名旅遊節目《Joseph Rosendo's Travelscope》合作《臺灣澎湖群島》(Taiwan's Penghu Islands)特輯等宣傳,積極推廣澎湖之美,讓更多國際遊客認識美麗的澎湖。

In conjunction with the holding of the World Congress of the Most Beautiful Bays in the World in Penghu, the Tourism Bureau designated 2018 as "Year of Bay Tourism." The campaign introduced more locals and foreigners to Penghu as an important bay travel destination in Taiwan. "Taiwan 10 Islands" served as the main event and brand image for the campaign to establish island ecotourism. The campaign was promoted through print ads at airports and High Speed Rail stations, travel fairs, information on the "Most Beautiful Bays in Penghu," and promotional videos. The bureau also collaborated with the US Public Broadcasting Service's travel program "Joseph Rosendo's Travelscope" to produce the television special "Taiwan's Penghu Islands." These promotions presented the beauty of Penghu to more international visitors.



中華民國總統蔡英文(中)、澎湖縣長陳光復(右)及世界最美麗海灣組織主席梅拉(Maria das Dores Meira)(左)及交通部觀光局局長周永暉於9月27日晚間出席 2018 世界最美麗海灣嘉年華開幕晚會,共同進行啟動儀式,宣告年會正式展開。R.O.C. President Tsai Ing-wen (center), Penghu County Magistrate Chen Kuang-fu (right), President of the Club of the Most Beautiful Bays in the World Maria das Dores Meira (left), and Director-General of the Tourism Bureau Chou Yung-hui at the opening ceremony of the 2018 Most Beautiful Bays in the World Carnival on September 27.



右圖:世界各國代表齊聚澎湖

Right : Representatives from around the world gather in Penghu.

下圖:世界最美麗的海灣年會在澎湖, 以漂流木藝術帆船,喚起與會代表重視海洋永續

Below: A driftwood sailboat at the Club of the Most Beautiful Bays of the World Congress and Carnival in Penghu calls on delegates to value ocean sustainability.





# 「2018海灣旅遊年」主題行銷 強化台灣海島旅遊魅力

Strengthening Taiwan's island tourism charm through marketing under the theme of "2018 Year of Bay Tourism"

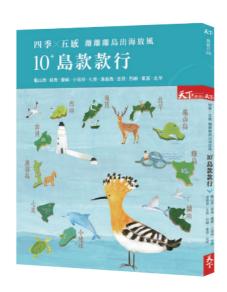
選定龜山島、綠島、蘭嶼、小琉球、七美、漁翁島、吉貝、烈嶼、東莒 及北竿等 10 島,盤點觀光資源、整合地方產業,包裝為旅遊產品並強 化國內外宣傳行銷,累積我國海灣旅遊印象、優質品牌與市場成熟度。 徵選 10 島島主創造網路聲量,成功行銷「台灣 10<sup>+</sup> 島」,加強海岸資 源保育觀念,辦理97場次「聯合淨灘(淨山、淨溪)活動」,吸引超 過3萬人參與,清整9萬噸廢棄物。同時,辦理41項特色海灣活動, 吸引超過 1,208 萬人次參加,創造約新臺幣 57 億元以上經濟效益。

The Tourism Bureau carried out the "10<sup>+</sup> Offshore Islands of Taiwan" campaign involving an inventory of tourism resources, integration of local industries, packaging of travel products, and strengthened domestic and international promotions for 10 islands selected through a contest: Guishan Island, Green Island, Orchid Island, Xiaoliuqiu, Qimei, Yuweng Island, Jibei, Lieyu, Dongju, and Beigan. The campaign sought to build up the image, high-quality brand, and market maturity of bay tourism in Taiwan. It created network scale to successfully market the ten islands and enhance awareness of coastal resource conservation. A total of 97 joint beach cleanup (also mountain and river cleanups) activities were arranged. The cleanups attracted more than 30,000 participants and removed 90,000 tons of trash. Forty-one special bay activities were also held, attracting more than 12.08 million participants and generating more than NT\$5.7 billion in economic benefits.



Year Of Bay Tourism~10+ Offshore Islands of Taiwan Vide





10+島款款行專書發表 "10<sup>+</sup> Offshore Island Excursions" book release







左:副總統陳建仁出席於總統府展出之「海灣旅遊十島特展」,為總統府開放參觀帶來島嶼渡假熱情、輕鬆 右上右下:邀請到旅英當代原民藝術家優席夫先生設計 2018 海灣旅遊年探索 的活潑氣息,同時也宣示政府對於臺灣觀光永續發展的支持及重視。Left:Taiwan's Vice President Chen Chien-jen 臺灣 10˚島,桃捷彩繪列車。Right:Invited contemporary Taiwanese in attended the "Bay Tourism - Ten Islands Special Exhibition" at the Presidential Office. It brought a warm, relaxed and lively atmosphere of island holidays during tours at the Presidential Office. At the same time, it showed the government's support and

Taoyuan MRT painted train attention to the sustainable development of Taiwan tourism.

# 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。另東南亞地區配合台中世界花卉博覽 會,特於 107/10/1-108/3/31,就抵離台中、嘉義、台 南、高雄機場者增加獎助額度美金一千元包機獎助。

The Tourism Bureau continued to develop study tours, incentive travel, sports tourism and history and cultural exchanges. In conjunction with World Floral Expo in Taichung, the bureau also increased rewards for charter flight from Southeast Asia to international airports in Taichung, Chiayi, Tainan, and Kaohsiung International Airport to US\$1,000 from October 1, 2018, to March 31, 2019.



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

80,000

張 vouchers



好禮大相送——國際旅客 3 日 4G 上網卡 Free gift—3-day 4G mobile phone card for international travelers

3,000

張 vouchers



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

8,092

人次 visitors



包機補助 Charter flight subsidies

144 架次 flights 18.048 人次 visitors



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

194 航次 sailings 19.429 人次 visitors



獎勵旅遊補助 Incentive travel subsidies

**440** 團 groups **38,145** 人次 visitors



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

# 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。

# 「台灣好行」景點接駁旅遊公車系統

Taiwan Tourist Shuttle tour bus service to scenic spots

#### • 服務加值

導入無障礙公車服務特殊需求;提供各路線公車位置 即時資訊,以利行程規劃。

# • 載客人次

服務路線 45條,全年累計約 466萬人次。

### 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 價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。

# 「台灣觀巴」系統

Taiwan Tour Bus system

#### • 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

推出94款套裝行程、「Train-Bus台灣觀巴旅遊護照」 及「台灣觀巴+高鐵聯票」。

共計載客 10.2 萬人次 (國際旅客約占 6.9 萬人次,占 67.66%),直接觀光收益超過 1.9 億元。

#### 行銷宣傳

製發手冊及中、英、日文版摺頁及中、英、日、韓文 版海報。另參加國內外旅展、辦理行銷宣傳活動。

辦理套裝行程專家學者考評及從業人員講習。





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:

#### Value-added service

Introduced barrier-free buses to serve passengers with special needs; provided real-time information on bus location on routes to facilitate trip planning.

#### Ridership

Ridership Taiwan Tour Bus served 4.66 million passengers on 45 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. In addition, marketing and promotion campaigns were arranged at domestic and international travel fairs. Half-price Taiwan Tour Bus e-tickets 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.

Chinese, English, Japanese, and Korean audio guide service and free wireless internet access were added.

#### Special offers

94 package tours, Taiwan Tour Bus Train-Bus Travel Passport, and "Taiwan Tour Bus + High Speed Rail joint ticket."

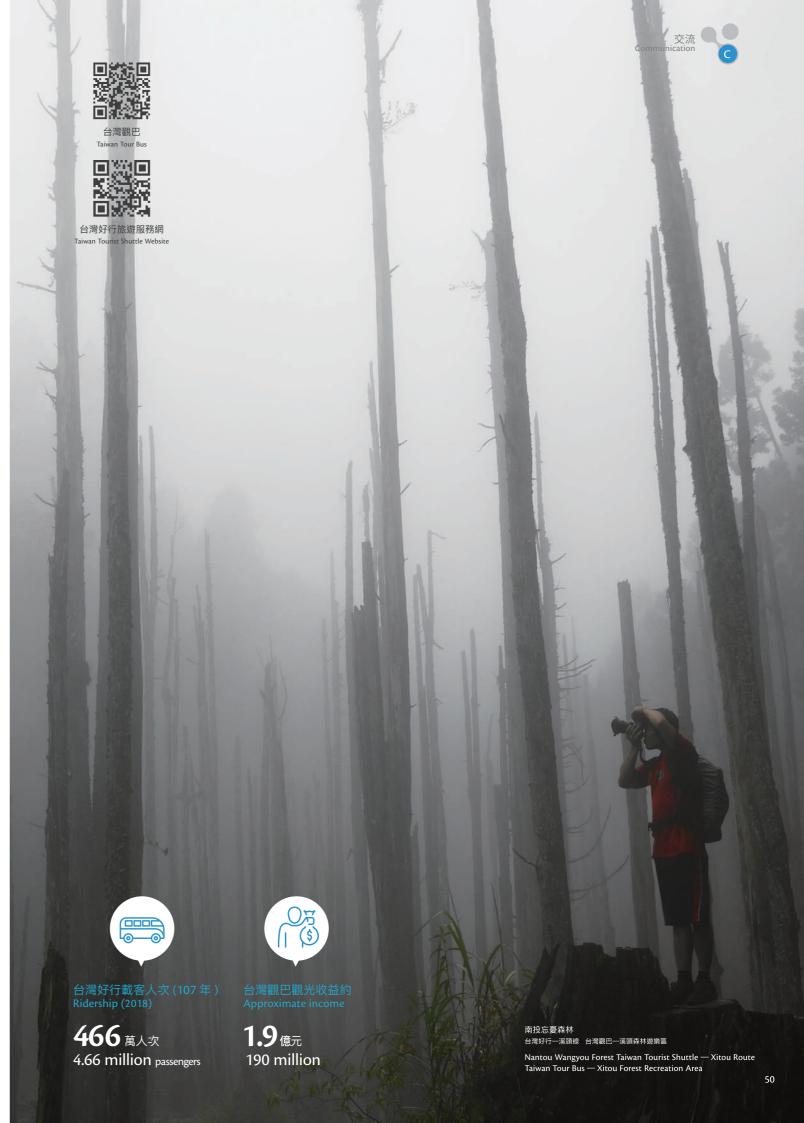
Ridership Taiwan Tour Bus had a total ridership of 102,000 (with international visitors accounting for about 69,000, or 67.66%, of the total). Tourism revenue directly generated exceeded NT\$190 million.

#### Marketing and promotion

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Pass Issuance

104/7/15 (2015)

# 「台灣好玩卡」

#### Taiwan Pass

104年首度推出「高屏澎」以及「宜蘭」2張卡,讓來台 灣自由行的旅客,擁有簡單旅行的全新體驗;105年新增 發行直轄市組的「中台灣」(含苗栗、台中、彰化、南投、 雲林、嘉義縣、嘉義市),及非直轄市組的「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,「台灣好玩卡」版圖 已擴及至 16 個縣市。107 年則不再發行「區域限定」卡, 即以既有6張「台灣好玩卡」繼續維運為原則,改以區域 整合方式推廣,並配合觀光局年度宣傳主軸,擴大產品包 裝及提升產品豐富度。



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

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 nonmunicipality 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, extending pass coverage to 16 counties and cities. In 2018, regional cards were phased out. The existing six Taiwan Passes will continue to be issued in principle, but promotions will be regionally integrated. Product packaging will also be expanded in conjunction with the bureau's annual promotional themes to enrich products.



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

# 「台灣好玩卡」推出縣市及時間

Counties/Cities and Timing of Taiwan Pass Issuance











雲林縣

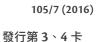
嘉義市

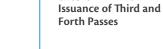
嘉義縣\_



**Taiwan Pass** 

台灣好玩卡











Memorandum of Cooperation to Develop Railway Tourism along the Jiji Line

由觀光局、臺灣鐵路管理局與台灣高速鐵路股份有 限公司三方共同簽署「集集鐵道觀光合作備忘錄」, 107年5月於集集支線推行「集集觀光鐵支隊彩繪 列車」。

The Tourism Bureau, Taiwan Railway Administration, and THSRC jointly signed a Memorandum of Cooperation to Develop Railway Tourism along the Jiji Line. In May 2018, Jiji Branch Line tourism was promoted with mural painted trains.



台灣高鐵董事長江耀宗(左一)觀光局長周永暉(左二)交通部長賀陳旦(左三)臺鐵局長鹿潔身握手完 成合作備忘錄簽署儀式。THSRC Chairman Chiang Yao-chung (left), Tourism Bureau Director-General Chou Yunghui (second from left), Minister of Transportation and Communications Hochen Tan (third from left), and Taiwan Railway Administration Director-General Lu Chieh-shen shake hands after signing the memorandum of coop





# 資源運轉

# **Operations**



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** 

持續推動「跨域亮點及特色加值計畫中程計畫」 (104-107年),透過2項子計畫持續協助地方政 府塑造國際觀光遊憩亮點。

The Tourism Bureau helped local governments to develop international tourism and recreation spotlights under two sub-projects of the "Medium Term Cross-Area Spotlight and Specialty Value-Added Project" (2015-2018).



# 特色加值計畫

Specialty Value-Added Project

107年度「遊憩據點特色加值計畫」編列新台幣 7.67 億元執行, 補助地方政府針對既有遊憩據點,進行區域特色加值,強化建設 與地方特色之連結。重要建設包含: 北台灣淡蘭百年山徑及觀光 發展計畫、宜蘭清水地熱環境改善第四期工程、大嵙崁環線步道 暨水圳景觀園區整建工程、尖石鄉錦屏村文學林周邊環境景觀設 施建置工程計畫、大安風景區觀光遊憩設施改善工程、嘉義日式 洋風小鎮秘樂園周邊景觀設施工程、月世界多功能服務設施新建 工程、旗津沙灘遊憩區周邊環境改善工程、以及金門縣大膽島觀 光系統整合與休憩設施修繕工程等。

In 2018, the Tourism Bureau budgeted NT\$767 million to implement the "Visitor Attraction Value-Added Project." The project provided subsidies to local governments to add value, enhance development, and integrate specialty features at existing scenic spots. Major projects included the Tamsui Kavalan Historical and Cultural Trails and Tourism Development Plan in Northern Taiwan; Qingshui Geothermal Environment Improvement Project (Phase 4); Dadekan Loop Trail and Irrigation Canal Scenic Park Renovation Project; landscape and facilities development at the Literary Forest in Jinping Village, Jianping Township; Da'an Scenic Area Tourism and Recreation Facilities Improvement Project; landscaping and facilities development in a district of Japanese-era buildings in Chiayi; Moon World Multifunctional Service Facilities Construction Project; Qijin Beach Recreation Area Environmental Improvement Project; and Tourism System Integration and Recreational Facilities Renovation on Dadan Island in Kinmen County.



Cross-Area Spotlight Project

107年度協助6個地方政府推動跨域亮點計畫,打造觀光 遊憩新亮點(右圖)

In 2018, the Tourism Bureau helped six local governments to promote the Cross-Area Spotlight Project and create new tourism and recreation spotlights. (Photo on the right)

運動、生態、文化、綠能 Sports, ecology, culture, and green energy

賦予石門水庫及大漢溪新生命 Revival of Shimen Reservoir and Dahan River

# 新竹市 Hsinchu City

- 新竹公園再生跨域亮點計畫 Hsinchu Park Regeneration Cross-Area Spotlight Project
- 動物園及新竹公園 Zoo and Hsinchu Park
  - 打造合宜的兒童成長生活空間 Creating living spaces appropriate for children's growth

# 苗栗縣 Miaoli County

- 魅力世遺・國際慢城舊山線亮點計畫 Charming Escapes: International Slow Town, Old Mountain Line Spotlight Project
- 軌道自行車
- 台鐵舊山線再生 Revival of the Taiwan Railway Old Mountain Line



- 雲遊3林:慢食、好行、悠遊居 Discovering Yunlin along Provincial Highway 3: Slow Food, Good Travels, Relaxing Stays
- 一軸、二核、五主題旅遊 One hub, two cores, five theme tours
- 將台三線打造成綠色旅程新櫥窗 Creating a new showcase for ecotourism along Provincial Highway 3

# 彰化縣 Changhua County

- 清水之森・幸福東南角
- 露營、烤肉、叢林冒險、 親子遊戲及團康活動 Camping, BBQ , forest adventures , family fun , healthy group activities
- 打造清水岩遊憩區 Creating the Qingshuiyan Recreation Area



- 雲梯・茶道・梅山驛站
- 串連雲梯悠遊四季茶鄉 Developing Four Season Tea Town linked with the Taiping Suspension Bridge

Taiwan's abundant natural tourism resources 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.



東北角暨宜蘭海岸國家風景區 Northeast and Yilan Coast National







# 規劃建設 Planning and Construction

- 鹽寮福隆系統:形塑國際觀光旅遊環境光點, 新推出「草嶺古道護管所」。
- 宜蘭濱海系統:建構濱海帶狀特色遊憩系統, 新推出「壯圍沙丘服務園區」。

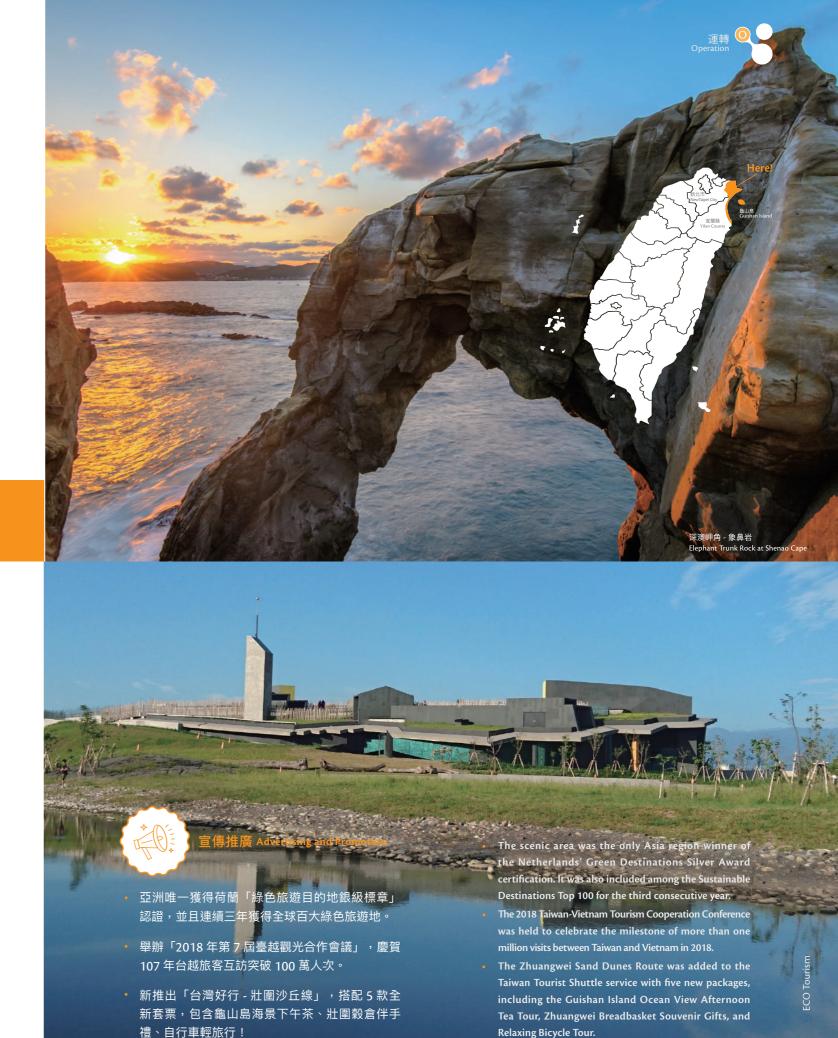


# 經營管理 Operations and Management

- 榮獲新北市公廁金質獎、宜蘭縣公廁特優場所 獎,並獲得交通部模範公務人員、觀光局優良 觀光員工獎、優秀員工獎等肯定。
- 公私協力共計投入83場次、6,020人次參與淨 灘,以維護海岸環境。

- Yanliao-Fulong System: Developed an international-class tourism and travel environment and attractions and inaugurated the Caoling Historic Trail Maintenance and Management Office.
- Yilan Coastal System: Established the Coastal Belt Special Recreation System and opened the Zhuangwei Sand Dune Service Park.
- · Received the New Taipei City Public Restroom Gold Award, Yilan County Outstanding Public Restroom Award, recognition from the MOTC for Model Civil Servants, the Tourism Bureau's Outstanding Tourism Personnel Award, and Outstanding Employee Award.
- Through public-private partnerships organized 83 beach cleanings attracting 6,020 participants to help maintain the coastal environment.

上圖:2018 福隆國際沙雕藝術季 Top photo: 2018 Fulong Sand Sculpture Festival



**Relaxing Bicycle Tour.** 





# 規劃建設 Planning and Construction

- 前期規劃:辦理東海岸觀光資源景觀風貌參與 式設計及示範、海陸域及鯨豚基礎生態調查、 東部海岸小野柳地質公園推廣案等。
- 工務建設:全年度共完成 15 件工程,改善遊憩 服務設施。



# 經營管理 Operations and Management

- 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「東部海岸小野柳地質公園 106-107 年觀 光推廣計畫」推廣小野柳環境教育及地質公園。

- Initial Planning: Carried out a participatory planning and demonstration project for the East Coast's tourism resources and scenic features, basic survey of marine and cetacean ecology, and East Coast Xiaoyeliu Geopark promotion project.
- Public Works: 15 projects were completed over the year to improve recreation services and facilities.
- Provided information station services in conjunction with the Qielan Fishing Port Inspection Office and Water Running Up Tribal Market.
- Provided more diverse and accessible Mobile Tourist Info services at three popular visitor spots, including the Xiaoyeliu Visitor Center and Jialulan Recreation Area, Green Island Visitor Center, and Shitiping Recreation Area.
- Carried out the East Coast Xiaoyeliu Geopark 2017-2018
   Tourism Promotion Plan to promote environmental education and the geopark in Xiaoyeliu.



# 宣傳推廣 Advertising and Promotion

- 辦理「旮都瑪樣部落樂舞宴」、「東海岸部落工作假期」、「部落導覽人員培訓暨優質品牌形塑推廣計畫」、「東海岸駐地研究員培訓計畫」等活動,促進部落深度文化觀光。
- 規劃各項適地化運動型觀光活動,辦理「2018 海灣旅遊年 花東自行車挑戰賽」、「台東長濱雙浪金剛馬拉松」、「秀 姑巒溪泛舟鐵人三項」等。
- 為營造獨特的藝術文化氛圍,辦理 2018 東海岸大地藝術節暨月光海音樂會。
- 辦理「夜訪小野柳」、「成功小鎮漁村風情之旅」生態 導覽解說等活動,促進東海岸永續發展。
- Held the Katomayan Tribal Music and Dance Festival, East Coast Tribal Work Holiday, Indigenous Tour Guide Training and Highquality Branding Promotion Plan, East Coast Resident Researcher Training Program, and other activities to promote in-depth indigenous cultural tourism.
- Planned site-specific sports tourism activities and held the 2018 Taiwan East Bay Cycling Challenge, Changbin King Kong Marathon, and Xiuguluan River Rafting Triathlon.
- Held the 2018 Taiwan East Coast Land Festival and Moonlight Sea Music Festival to create a unique art and cultural atmosphere.
- Held the "Nighttime Expedition to Xiaoyeliu" and "Tour of the Fishing Village in Chenggong Township" guided eco tour services, and other activities to promote sustainable development on the East Coast.





2018 長濱雙浪金

# 花東縱谷國家風景區 East Rift Valley National Scenic Area







# 規劃建設 Planning and Construction

- 辦理重要景點軟硬體設施改善工程,逐步將鯉 魚潭風景區及鹿野龍田地區塑造為國際級水域 及空域遊憩場域。
- 協調赤柯山園區電信、網路及電桿地下化,並就園區環狀動線停車空間、人車動線及導覽疏運等設施辦理改善,營造友善旅遊環境。
- 優化「東部自行車路網」,並配合台9線拓寬工程,加強景觀路廊綠美化及公共服務設施改善。



# 經營管理 Operations and Management

- 危險地區設立警告標示、增設阻絕設施,並與地方合作加強現場巡查。
- 強化鯉魚潭水域遊憩活動安全管理措施,加強飛行運動場 地安全管理,107年特結合內政部空勤救難直昇機與特種 搜救隊以及台東縣政府各警、消、救護單位舉辦「台灣國 際熱氣球嘉年華活動災害聯合演練」。
- 積極辦理轄內遊憩設施活化再利用,規劃卑南遊客中心特 色發展計畫,與鄰近部落合作發展具有卑南族特色之遊客 中心。
- Installed warning signs and barriers in dangerous areas and cooperated with the the local area to strengthen on-site inspections.
- Strengthened safety management measures for water recreation activities at Liyu Lake and at air sports venues. The Taiwan International Balloon Festival Natural Disaster Joint Drill was conducted in 2018 with the Ministry of the Interior Air Rescue Helicopter and Special Search and Rescue Team and police, fire, and rescue units of the Taitung County Government.
- Reactivated and re-purposed scenic area recreational facilities, planned the Beinan Visitor Center special development project, and develop a Puyama themed visitor center in partnership with local tribes.

- Carried out projects to improve services and facilities at major attractions to progressively transform Liyu Lake Scenic Area and the Luye Longtian area into world-class destinations for water and air recreation.
- Coordinated the undergrounding of telephone, internet, and power poles at Chike Mountain Park. Improvements were also made to circular parking spaces, pedestrian and vehicular traffic, traffic diversion, and other facilities at the park to create friendly tourism environment.
- Optimized the Eastern Taiwan Bikeway Network, enhanced landscaping and beautification work along scenic road corridors in conjunction with widening of Provincial Highway 9, and improved public service facilities.





觀光局與台東縣政府合作製作「喔熊造型熱氣球」,加強台灣觀光形象宣傳及國際曝光。 The Tourism Bureau of the Ministry of Transportation and Communications and the Taitung County Government have jointly produced the "Oh! Bear-Shaped Hot Air Balloon" to enhance Taiwan tourism's image, publicity and international exposure.



左圖:海灣盃自行車賽

Left photo: Taiwan East Bay Cycling Challenge

# 宣傳推廣 Advertising and Promotion

- 結合地區產業推廣,辦理「2018 鯉魚潭賞螢季 趣看火金姑」、「2018 寶島仲夏節 縱夏飲茶 Bar」、「2017-2018 台灣好湯」、「花東海灣 盃自行車挑戰活動」及「玉富伸展台 大地時裝 秀」等大型主題活動。
- 新增 Instagram 平台,多元行銷管道,宣傳花東 縱谷之美。
- 藉亮點部落帶潛力部落的方式,共同推展部落 特色。所推辦餐桌上的部落旅行並獲 shopping design-Taiwan design best 100 在地文化推廣 貢獻獎。
- 拍攝「East of Taiwan」國際行銷影片,獲 2018 葡萄牙國際觀光影片節 (ART & TUR2018) 最佳 亞洲影片,並創造 5 百萬以上網路平台點擊率。

- Integrated local industry promotions and held the 2018
   Liyu Lake Firefly Festival, 2018 Formosa Summer Festival—
   Summer Dim Sum Bar, 2017-2018 Taiwan Hot Spring
   Festival, Taiwan East Bay Cycling Challenge, Yu Fu Fashion
   Show, and other large-scale themed events.
- Created an Instagram page as a new channel to market and promote the beauty of the East Rift Valley.
- Jointly promoted the special features of potential indigenous tribes through association with higher visibility tribes. A cuisine-themed indigenous travel promotion campaign won Shopping Design's Taiwan Design Best 100 Contribution to Local Cultural Promotion Award.
- Filmed the "East of Taiwan" international marketing video.
   The video won Best Asian Film award in the International
   Tourism Film Festival (ART & TUR2018) in Portugal and
   received more than five million online views.









# 規劃建設 Planning and Construction

- 辦理七美大獅據點周邊環境改善工程、望安天台山聯 外道路改善工程、虎井古道整修工程、菜園遊憩區棚 架設施改善工程、漁翁島遊客中心設施改善工程等。
- 辦理七美雙心石滬賣店整修工程、西嶼鄉各據點設 施改善工程、白沙遊憩區設施改善工程,改善通用 環境設施。
- · Carried out the Dashi Scenic Area Surrounding Environment Improvement Project in Qimei, Tiantai Hill Access Road Improvement Project in Wang'an Township, Hujing Historic Trail Refurbishment Project, Caiyuan Recreation Area Trellis Improvement Project, and Yuweng Island Visitors Center Facilities Improvement Project.
- Carried out the Qimei Twin-Hearts Stone Weir Shop Renovation Project, Xiyu Township Scenic Site Facilities Improvement Project, Baisha Recreation Area Facilities Improvement Project, and general environment and facilities improvements.





# 經營管理 Operations and Management

- 北海遊客中心、小門地質館及吉貝遊客中心 3 處 遊客中心通過國際服務驗證。
- 辦理「林投尖山沙灘濱海環境清新潔淨宣示行 動」、「北海遊憩區清新潔淨活動」、「世界地 球日活動」、「海灣旅遊年赤嶼減塑宣示行動」。
- 協辦台灣第二屆「2018 全球永續旅遊準則培訓課 程」。
- · 澎湖機場旅遊服務中心獲頒「107年 i-center 旅 遊服務體系服務品質提升」特優獎;澎湖遊客中 心獲 107 年度 10 大特優遊客中心。



# 宣傳推廣 Advertising and Promotion

- ・ 辦理「2018澎湖吉貝沙灘嘉年華活動」、「2018 澎湖國際海灣燈光節」、「2018 菊島澎湖跨海 馬拉松路跑活動」等。
- 推廣季節活動,夏「2018寶島仲夏節-虎井嶼 23.5 音樂會活動」;秋「第三屆澎湖秋瘋季」、 冬「元宵乞龜活動」。
- 配合澎湖縣政府辦理「世界最美麗海灣組織 logo 揭牌」暨台灣「海灣旅遊·愛海護海」, 召開與行銷推廣 2018 海灣旅遊年國際年會。



- · Obtained international service certifications for the North Sea Visitors Center, Xiaomen Geology Gallery, and Jibei Visitors Center.
- · Held the Lintou Jianshan beach Coastal Cleaning Pledge, Beihai Recreation Area Cleaning Activity, Earth Day activities, and Year of Bay Tourism Chiyu Plastics Reduction Pledge.
- Co-organized the 2018 Global Sustainable Tourism Criteria Training Course in Taiwan.
- · Penghu Airport Visitors Information Center won the 2018 i-Center Tourism Service System Service Quality Improvement Special Award and Penghu Visitors Center was picked as a Top-10 Outstanding Visitors Centers of 2018.
- · Held the 2018 Penghu Jibei Beach Carnival, 2018 Penghu International Bay Light Festival, and Gaillardia Island-Penghu Cross-sea Marathon.
- · Promoted seasonal activities, including the 2018 Formosa Summer Festival-Hujing Island 23.5 Concert (summer), Third Penghu Autumn Festival (autumn), and Qiqui Ceremony (winter).
- In partnership with the Penghu County Government, carried out the Club of the Most Beautiful Bays in the World logo plaque unveiling and Taiwan "Bay Tourism: Love and Protect the Sea" activity and held and promoted the Annual Meeting for 2018 Year of Bay Tourism.

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2018 年生態賞鷗暨海上看馬祖 2018 Matsu Tern Watching Tour



# 規劃建設 Planning and Construction

- 依文化資產保存法通過,持續並規劃執行推動馬 祖地質公園經營管理。
- 開發南竿福澳 9 據點景觀步道,整建西莒 19 據 點觀景台。
- 遊憩據點之設施維護,友善旅遊環境,增設無障 礙觀景平台及坡道,並將雲台山軍情館公廁改為 通用環境。



# 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 650 人次及清運 3,845 公斤海漂垃圾。
- 由志工提供行動式服務「愛趴 GO」,服務總計 179,431 人次。



- Continued and planned the implementation and promotion of the operations and management of Matsu Geopark according to the Cultural Heritage Preservation Act.
- Developed scenic trails at nine sites in Fuao Harbor,
   Nangan and refurbished 19 viewing platforms in Xiju.
- Maintained facilities and a tourism friendly environment at visitor sites with the addition of accessible viewing platforms and ramps and converted public restrooms at the Mt. Yuntai Military Intelligence Building into a general environment.
- 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 650 participants and removed 3,845 kilograms of trash.
- The "Ai Pa GO" mobile service provided 179,431 volunteer service sessions.



## 宣傳推廣 Advertising and Promotion

- 辦理台灣觀光年曆 國際性活動:生態賞鷗。
- 舉辦「2018 北竿元旦迎晨曦暨升旗健走活動」、「2018 第二屆馬祖鐵人三項賽」、「2018 第四屆馬祖馬拉松」。
- 辦理「107年馬祖海灣音樂會」、「潮間帶觀察」、 「海上獨木舟」、「地瓜餃 DIY」、「閩東建築 彩繪」等活動,增進遊客不同之旅遊體驗。
- Carried out the Matsu Tern Watching Tour as an international activity under the Taiwan Tourism Calendar.
- Held the 2018 Beigan New Year's Day Welcome the Dawn and Flag Raising Fitness Walk Activity, 2018 Matsu Triathlon, and 2018 Matsu Marathon.
- Held the 2018 Matsu Bay Concert, intertidal exploration, sea canoeing, sweet potato dumpling DIY, eastern Fujian architecture paintings, and other activities to provide visitors with new and richer travel experiences.



# 北海岸及觀音山國家風景區 North Coast and Guanyinshan National Scenic Area







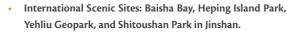
## 規劃建設 Planning and Construction

- 國際景點:白沙灣、和平島公園、野柳地質公 園、金山獅頭山公園等。
- 國內景點:三芝淺水灣、石門白沙月灣、觀音 山、北海岸自行車道等。



#### 經營管理 Operations and Management

- 和平島公園及白沙灣2處榮獲 Svayam Accessibility Awards 2018 最佳無障礙觀光景 點獎。
- 續推我愛淨灘、淨山活動,107年總計辦理淨 灘 836 場次,46 萬 607 人次;淨山 79 場次, 3,153 人次。
- 「金山中山堂」、「觀音山遊客中心」、「龜 吼停車場」、「金山遊客中心」、「白沙灣處 本部」獲新北市 107 年公廁金質獎。
- 「白沙灣自然中心」通過行政院環境保護署認 證,辦理環境教育課程。
- 活化再利用廢棄營舍,改良成為新興打卡景點-白沙月灣「極北藍點」、和平島辦公廳舍及觀 景台。



• Domestic Scenic Sites: Qianshui Bay in Sanzhi, Baisha Bay in Shimen, Guanyin Mountain, and North Coast Bikeway.

- · Heping Island Park and Baisha Bay were selected as the Most Accessible Tourist Attractions in the 2018 Svayam Accessibility Awards.
- · Continued to promote beach and mountain cleanups. In 2018, a total of 460,607 people participated in 836 beach cleanups and 3,153 people took part in 79 mountain cleanups.
- Scenic area public restrooms at Jinshan Zhongshan Hall, Guanyinshan Visitors Center, Guihou Parking Lot, Jinshan Visitors Center, and Baisha Bay won the New Taipei City 2018 Public Restroom Gold Award.
- Baisha Bay Nature Center was certified by the Environmental Protection Administration, Executive Yuan to provide environmental education courses.
- Abandoned barracks were repurposed as the Baisha Moon Bay "Northernmost Blue," Heping Island Office Building, and observation deck, creating a new hot spot for taking photos for online postings.





Heping Island Park

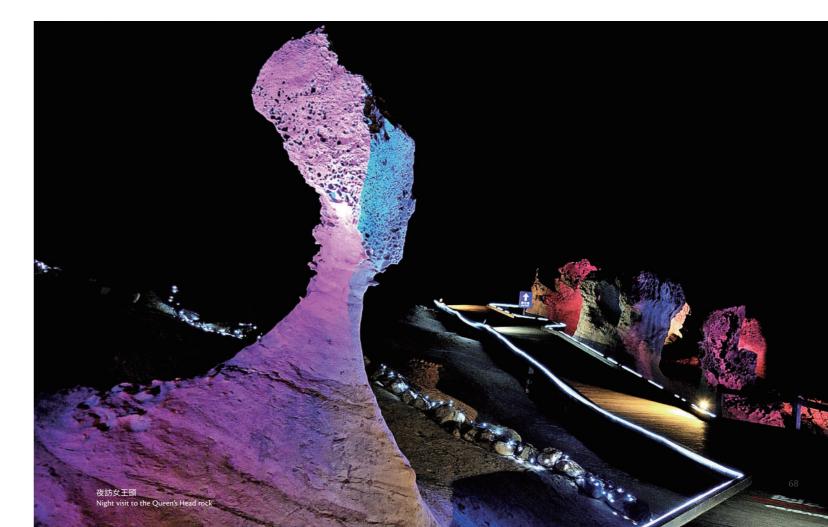


# 宣傳推廣 Advertising and Promotion

- 辦理「金山沙灘蹦火音樂會」、「和平島大地音 樂祭」、「大武崙星空饗宴」等活動,塑造北部 海岸旅遊線,並於轄區內 10 個重要景點布置夜 間光環境,行銷冬季夜間風情。
- 辦理「2018台灣自行車節一極點慢旅」及「雙 灣自行車騎遊」活動。
- 結合北北基好玩卡票券服務,續推「台灣好行一 皇冠北海岸線」。
- 於野柳地質公園首度辦理「野柳石光 夜訪女王」 夜間開放及音樂會活動。
- 推廣郵輪岸上深度觀光及在地化行銷宣傳,印製 郵輪各語版摺頁,與公主遊輪合作並簽署「在地 聯結計畫合作備忘錄」。
- Held the Jinshan Beach Fire Fishing Concert, Heping Island Earth Music Festival, and Dawulun Star Feast, created the North Coast Tour Route, installed night lighting at 10 major attractions at the scenic area, and marketed scenic winter night views.
- · Held the 2018 Taiwan Cycling Festival—Light up Taiwan and Two Bays Bicycle Tour.
- · Continued to promote the Taiwan Tourist Shuttle's Crown North Coast Route in conjunction with the Taipei Fun Pass ticket service.



- The first Yehliu Night Tour and concert was held at Yehliu Geopark.
- · Promoted in-depth shore-side tourism and localized marketing and promotion for cruise ship passengers, printed cruise ship brochures in various languages, and signed a memorandum of cooperation for local joint planning with Princess Cruises.







#### 規劃建設 Planning and Construction

- 完成 12 案公共遊憩設施,其中獅頭山風景區遊憩 設施優化 4 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 5 案。
- A total of 12 public recreation facility projects were completed at the scenic area, including four 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 five projects to diversify the recreational experiences at the Baguashan Scenic Area.





右上:繡球花宴漫客庄 Top right: Hydrangea Feast—Excursions to a Hakka Village

左上: 彰化八卦山

左下: 谷關中台灣湯饗 Bottom left: Central Taiwan Hot Spring Fest in Guguan



#### 經營管理 Operations and Management

- 辦理 107 年旅宿業穆斯林旅遊接待輔導研習暨原 住民族部落觀光產業輔導計畫。
- 完成南庄遊客中心公廁智慧廁間服務案。
- 完成轄內 29 座吊橋專業安全檢測及聯合巡檢, 整體提升旅遊安全。
- 107 年賡續取得處本部、梨山文物陳列館及各遊 客中心等 8 處安心場所認證。



- 各風景區主題亮點活動:獅頭山,慢漫南庄藝桐 賞螢趣、繡球花宴漫客庄; 梨山, 梨山幸福巴士、 中台灣湯饗、八卦山 - 鷹揚八卦。結合亮點升級 及行銷宣傳,推動國際型旅遊路線,以「幸福參 山」吸引遊客拜訪。
- 以「遇見【原】來的幸福」為主題,辦理「梨山 跨域行銷活動」,包括「梨山幸福巴士•原氣茶 會」、「中台灣湯饗•幸福驚碳號!」、「南庄 鄉新夏泰客音樂會」等部落觀光旗艦活動。11 月 10 日於台中文創園區辦理「2018 原音天籟音 樂節 - 原聲童唱」活動。
- 辦理在地特色文創育成行銷,開發 3 風景區文創 伴手禮。

- · Held the 2018 Hotel Industry Muslim Tourism Reception Guidance Workshop and Indigenous Tourism Industry Guidance Program.
- · Completed the smart stall service project for public restrooms at Nanzhuang Visitors Center.
- · Completed professional safety inspections and joint inspections for 29 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 2018.
- Theme Events: Lion's Head Mountain—Stroll in Nanzhuang~Fun Firefly Searching Adventure amongst Tung Blossoms, Hydrangea Feast-Excursions to a Hakka Village; Lishan-Lishan Happy Bus, Central Taiwan Hot Spring Fest; and Bagua Mountain— Free Buzzard in Mt. Bagua. Promoted international travel routes in conjunction with attraction improvements and marketing to attract visitors under the theme of "Happy Tri-Mountain."
- The Lishan Cross-Domain Promotional Campaign was held under the theme of "Encounters with Original Happiness," including the Lishan Happy Bus . Indigenous Tea Party, Central Taiwan Hot Spring Fest • Happy Exclamation Mark! Nanzhuang New Inhabitants, Saisiyat, Atayal, and Hakka Concert, and other flagship indigenous tourism activities. The 2018 Sounds of Nature Indigenous Children's Choir performed on November 10 at the Taichung Cultural and Creative Industries Park.
- Fostered and marketed local cultural and creative industries and developed three cultural and creative souvenir gifts for the scenic area.



- 持續改善景觀、碼頭服務設施、無障礙通用旅遊環境及建設日月潭人車分道系統,107年完成「大竹湖步道設施改善工程」、「水里鄉自行車道暨周邊景觀改善工程」,並賡續辦理「水沙漣古道步道設施改善工程」。
- 辦理「觀光鐵道小學堂暨周邊景觀整修工程」 (一期),推動鐵道觀光所需搭配硬體建設。



#### 經營管理 Operations and Management

- 續推日月潭載客船舶電動化政策,107年度新 增「日月潭王子號」1艘電動船下水啟航及試 辦電動船夜航。
- 營造「低碳旅遊、智慧觀光」旅遊環境,推出 4款「日月潭電子旅遊套票」。
- 設置停航船舶泊靠碼頭3區,完成北旦、月潭、 文武廟下方及九龍口附近等水域浮具整理。

- Continued to improve the landscaping, wharf service facilities, and accessible travel environment. Constructed pedestrian and vehicle route separation systems at Sun Moon Lake. Projects completed in 2018 included the Dazhuhu Trail Facilities Improvement Project and Shuili Township Bikeway and Surrounding Landscape Improvement Project. Work also continued on the Shuishalian Historic Trail Facilities Improvement Project.
- Carried out the Tourist Railway Classroom and Landscape Renovation Project (Phase 1) and promoted construction of facilities for railway tourism.
- Continued to promote the use of electric passenger boats at Sun Moon Lake. In 2018, one new electric boat, the "Sun Moon Lake Prince," entered service and an electric boat trial night navigation was conducted.
- Created a "low-carbon, smart tourism" travel environment and introduced four "Sun-Moon-Lake e-Ticket" package tours.
- Established three mooring docks for out-of-service boats and arranged flotation devices at Beidan, Yuetan, the lower side of Wenwu Temple, and near Jiulongkou nearby and other water areas.





#### 宣傳推廣 Advertising and Promotion

- 結合丹大布農生態旅遊協會,規劃設計4條兩天 一夜體驗假期遊程,強化部落觀光遊程體驗。
- 結合6處國家風景區管理處、原民會、文化部、 勞動部、內政部、林務局等相關單位,首度於原 住民地區辦理「2018台灣部落觀光嘉年華」活動。
- 推出「勇闖日月潭」小百岳玩三鐵運動認證活動。
- 辦理 2018 年日月潭金龍山迎曙光、櫻舞飛揚環湖路跑賽、2018 日月潭星光螢火季、國際花火音樂嘉年華、日月潭自行車嘉年華等系列活動。

- Cooperated with Danda Bunun Ecotourism Association to plan and design four two-day/one-night tours to improve the indigenous tribal tour experience.
- Organized the Taiwan Indigenous Tourism Festival for the first time in an indigenous area in 2018. The festival was held in conjunction with six national scenic area administrations, the Council of Indigenous Peoples, Ministry of Culture, Ministry of Labor, Ministry of the Interior, Forestry Bureau, and other related agencies.
- Launched the Sun Moon Lake Challenge Breakthrough Top 100 Mountains Triathlon Sports Certification Activity.
- Held the Hiking the Jinlong Mountain to Welcome the First Light of 2018, Tour de Taiwan Sun Moon Lake Marathon, 2018 Sun Moon Lake Firefly Season, International Fireworks-Music Festival, and Sun Moon Lake Come! Bike Day.





BAY Tourisn

阿里山風景區





#### 規劃建設 Planning and Construction

- 國際觀光:完成公興龍美地區步道及遊憩服務設 施工程、頂湖地區遊憩服務設施工程、祈福步道 公廁興建工程等8項遊憩設施建設。
- 國內觀光:完成新美獵人營及茶山社區旅遊環境 改善工程、來吉部落廚房及周邊地區服務設施改 善工程、圓潭生態園區無障礙步道工程等8項遊 憩設施建設。

#### 經營管理 Operations and Management

- 春節連續假期交通疏運計畫免費接駁 3,616 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 8,150 人次 \ B 線 (台鐵嘉義站 - 阿里山) 17 萬 8,907 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7處遊客中心設置AED、辦理 急救訓練。
- 107 年共辦理 2 場環境教育志工培訓,計有 682 人參與。



- 辦理 2018 阿里山神木下婚禮、2018 阿里山四季 茶旅系列活動、2018年阿里山日出印象音樂會、 2018 部落觀光成果發表會等活動。
- 針對不同客群推出優惠套票,包括「奮起湖懷舊 輕旅行」、「小資樂活無憂行」、「銀髮自在慢 旅行」、「阿里山好森活」、「奮起湖森鐵懷舊 時光」、「吃貨愛玩客老街故事」、「山林檜意 森活時光」、「森林戀旅幸福故事」、「走訪原 鄉部落尋野趣」。

- · International tourism: Completed eight recreational facilities projects, including trail, recreation, and service facility projects in Longmei, Gongxing, recreation and service facility projects in Dinghu, and construction of a public restroom on the Qifu Trail.
- Domestic tourism: Completed eight recreational facilities projects, including the Hunter Camping Area at Niahosa and Chashan Community Travel Environment Improvement Project, Laiji Tribal Kitchen and Vicinity Service Facilities Improvement Project, and Yuantan Ecological Park Access-Free Trail Project.
- · Arranged a free shuttle for the Lunar New Year holiday traffic diversion plan, serving 3,616 riders. The Taiwan Tourist Shuttle's Alishan Line provided seamless connection service for 58,150 passengers on the A Line (THSR Chiayi Station-Alishan) and 178,907 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 seven visitors centers, including in Chukou.
- In 2018, two environmental education volunteer training classes were provided for a total of 682 participants.
- Held the 2018 Wedding under the Divine Tree of Alishan, 2018 Alishan Tea Festival in Four Seasons activities, 2018 Alishan Sunrise Impression Concert, and 2018 Indigenous Tribal Tourism Achievements Presentation.
- Introduced special ticket offers for different target groups, including Journey to the Past on the Fengihu Forest Railway Tour, Young LOHAS Worry-free Tour, Seniors Slow and Easy Tour, Alishan Forest Vitality Tour, Fengihu Forest Railway Nostalgic Tour, Food and Fun in the Old Street Areas, Mountain Forest Tour, Romantic Excursions in the Woods, and Rustic Trips in Indigenous Homelands.









# 雲嘉南濱海國家風景區 Southwest Coast National Scenic Area







#### 規劃建設 Planning and Construction

- 發展「漁村戶外美術館」主題,串連沿海漁村 意象特色。
- 活化「布袋海巡舊哨所」、「布袋海景公園」等閒置設施,以及「嘉義布袋文化藝術窗廊空間執行案」、「南布袋株式會社舊鹽工時代村景觀工程」等景點建設。
- 完成「馬沙溝遊憩區服務設施改善工程」、「台南地區四草生態景觀整建工程」、「雲嘉南濱海國家風景區 107 年度遊憩設施維護工程案」、「布袋海景公園多功能服務設施外管線電力工程」等。
- 「口湖遊客中心周邊環境及動線改善工程」榮獲「2018年雲林縣公共建築景觀營造建築園 治獎」。
- 「嘉義地區高跟鞋教堂遊憩據點設置」榮獲 「2018 年嘉義縣公共建築景觀營造建築園冶 獎」。

- Distinctive images of coastal fishing villages were linked together under the concept of a "fishing village outdoor art gallery."
- Reactivated the Budai Old Coast Guard Sentry Post, Budai Seascape Park and other idle facilities. Carried out the Budai Cultural and Art Gallery Space Implementation Plan, South Budai Company Salt Factory Village Landscaping Project, and other attraction development projects.
- Completed the Mashagou Recreation Area Service Facilities Improvement Project, Tainan Sicao Ecological Landscape Renovation Project, Southwest Coast National Scenic Area 2018 Recreational Facility Maintenance Project, and Budai Seascape Park Multifunctional Service Facility External Power Line Project.
- The Kouhu Visitors Center Environment and Circulation Improvement Project won the 2018 Yunlin County Public Buildings and Landscape Architecture Yuan-Yie Award.
- The Chiayi County Area High-Heel Wedding Church Attraction Establishment Project won the 2018 Chiayi County Public Buildings and Landscape Architecture Yuan-Yie Award.



### 經營管理 Operations and Management

- 辦理錢來也雜貨店、井仔腳復育鹽田、台灣鹽博物館暨周邊場域、北門嶼餐廳、北門舊埕鹽田、水晶教堂等17件景點設施出租經營。
- 「台灣好行路線考核」鹽鄉濱海線經評定成績
- 「雲嘉南濱海國家風景區管理處」及所屬「北門遊客中心」獲行政院環境保護署公厠特優場所認證。
- Leased facilities at 17 scenic sites, including the Money Coming Grocery Store, Jingzaijiao Salt Field Restoration, Taiwan Salt Museum and Surrounding Fields, Beimen Island Restaurant, Beimen Old Salt Fields, and Crystal Church.
- The Southwest Coast Route earned an Outstanding Performance rating in the Taiwan Tourist Shuttle Route Assessment.
- The Southwest Coast National Scenic Area Administration and Beimen Visitors Center received Outstanding Public Restroom certifications from the Environmental Protection Administration, Executive Yuan.





- 推動全台首條以遊憩據點串連為主的台灣好行路線一「鹽鄉濱海線」,107年全年度搭乘人數達2,390人次。
- 推出「高跟鞋教堂全新音樂燈光秀」。
- 舉辦「2018 台灣自行車節極點慢旅極西點活動」、「2018 東石漁人碼頭東石海之夏祭」、「2018 一見雙雕藝術季」、「2018 鯤鯓王平安鹽祭」、「第9屆亞洲賞鳥博覽會暨 2018 台灣賞鳥馬拉松」、「2018 井仔腳鹽田賞夕陽」等。



- Promoted the Taiwan Tourist Shuttle's Southwest Coast Route.
   This is the Taiwan Tourist Shuttle's first route designed primarily to link scenic sites. It served 2,390 passengers in 2018.
- A new music light show was introduced at the High-Heel Wedding Church.
- Held the 2018 Taiwan Cycling Festival Light up Taiwan westernmost point activity, 2018 Ocean Festival at Dongshi Fisherman's Wharf, 2018 Salt and Sand Sculpture Art Festival, 2018 Kunshen Wangye's Salt for Peace Festival, Ninth Asian Bird Fair and 2018 Taiwan Bird Watching Marathon, and 2018 Sunset at Jingzaijiao Salt Field activities.







- 辦理「關子嶺地區景觀營造暨廊道景觀改善工程」、「八田與一紀念園區戶外景觀營造接續工程」等國際觀光景點之基礎設施改善。
- 辦理「西拉雅遊客服務中心及行政辦公廳舍新建工程」,打造兼具觀光、教育、遊憩及消費等多功能服務據點。



### 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,與各單位建立群組通報機制。
- 建立清潔人員群組通報機制,並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。

- Carried out the Guanziling Area Landscape Development and Corridor Landscape Improvement Project, Follow-up Landscaping at Yoichi Hatta Memorial Park Project, and other infrastructure improvements at international tourism sites.
- Carried out the Siraya Visitors Service Center and Administration Office Construction Project, creating a multifunctional tourism, education, recreation, and shopping service facility.
- Implemented traffic alleviation measures during the Lunar New Year, Peace Memorial Day, Tomb Sweeping Day, and other holidays and established group notification mechanisms with various units.
- 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

- 辦理寶島仲夏節 締造金氏世界紀錄 1,554 公 斤的玉井芒果冰。
- 於西拉雅粉絲專頁及影音平台上傳 116 支影音作品,總觀看次數達 48 萬 3,354 次。
- 「2018 西拉雅玩水酷~水庫騎跡」自行車活動,活動路線串聯了轄區 5 座水庫,吸引了 9 個國家近 500 位各國專業級的車友們前來挑戰。
- 舉辦「2018年永續觀光發展國際研討會」,邀 請來自日本、韓國、菲律賓、以色列、印度及台 灣地區,觀光及斑蝶類生態之專家學者分享。

- Arranged for the creation of a Guinness World Record winning 1,554-kg mango shaved ice dessert during the Formosa Summer Festival.
- Uploaded 116 videos to the Siraya Facebook page, attracting 483.354 views.
- Held the 2018 Siraya Reservoir Cycling Festival. The activity route linked five reservoirs in the scenic area and attracted nearly 500 professional cyclists from nine countries.
- Held the 2018 International Symposium of Danaine Butterfly Ecological Research and Sustainable Tourism Development.
   Tourism and butterfly experts and scholars from Japan, Korea, the Philippines, Israel, India, and Taiwan participated in the event.



八田園區 Yoichi Hatta Memorial Park



# 茂林國家風景區 Maolin National Scenic Area



#### 規劃建設 Planning and Construction

- 辦理茂林地區遊憩服務設施改善工程、霧臺鄉 觀光遊憩管理服務設施整修工程、三地門鄉地 磨兒公園改善及綠美化工程、觀光局旅遊服務 中心高雄服務處室內裝修及水電改善工程 11 項 遊憩設施建設。
- 辦理 2017-2018 四大活動效益評估調查服務 案、全區遊客人數統計調查、茂林國家風景區 原住民族地區觀光推動企劃執行服務案等 5 項 工作案。



#### 經營管理 Operations and Management

- 辦理「賽嘉樂園 ROT 案」、「涼山遊憩區 ROT 案」、「十八羅漢山服務區 OT 案」,「茂林遊 客中心出租案」,另新增「寶來遊客服務區出租 經營管理」及「新威森林公園遊憩空間出租經營 管理」。
- 持續辦理茂林生態保育推動、環境教育課程執行 及授課人員專業知能提升培訓工作。
- 辦理社區及部落觀光環境營造計畫,於轄區屏北系統(三地門、霧台、瑪家遊憩區)、荖濃系統(六龜、桃源、茂林遊憩區)等24處部落社區協會進行觀光環境美化改善。

- Carried out 11 projects, including the Maolin area Recreation Service
  Facilities Improvement Project, Wutai Township Tourism, Recreation,
  Management, and Service Facilities Renovation Project, Sandimen
  Township Dimoer Park Improvement and Greenification Project, and
  Tourism Bureau Visitors Information Center Kaohsiung Branch Office
  Interior Renovation and Utility Improvement Project.
- Assessed the benefits of four major activities in 2017-2018, surveyed the number of visitors to the Maolin area, and carried out the Maolin National Scenic Area Indigenous Area Tourism Promotion Planning and Execution and Service Project.
- Carried out the "Saijia Recreation Area ROT Project," "Liangshan Recreation Area ROT Project," and "Shiba Luohan Mountain Service Area OT Project," and added the "Maolin Visitors Center Leasing Project" and added the Baolai Visitors Service Area Leasing, Operation, and Management Project and Xinwei Forest Park Recreation Space Leasing, Operation, and Management Project.
- Continued to promote environmental protection in Maolin and provide environmental education courses and training to upgrade the professional knowledge of personnel.
- Implemented the Community and Tribal Tourism Environment
  Development Project. Tourism environment beautification and
  improvements were completed at 24 sites in the scenic area, including at
  the Northern Pingtung System (Sandimen, Wutai, and Majia recreation
  areas) and Laonong System (Liugui, Taoyuan, and Maolin recreation
  areas).





- 辦理「2018南島族群婚禮-情牽大武山」、「2018-2019山城花語悠遊季暨雙年賞蝶季系列活動」、「107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」等。
- 與轄內機關團體共同參與「2018 柏林旅展及歐洲城市觀光推廣活動」、「2018 東京旅展」、「2018 年台北國際旅展」及「2018 高雄市旅行公會國際旅展」。
- Held the 2018 Austronesian Wedding: Love on Dawu Mountain, 2018-2019 Hot Spring Season of Whispering Flowers in Mountain Town and Taiwan Maolin Purple Butterfly Valley Biennial Butterfly Beauty Festival, and 2018 Maolin National Scenic Area Integrated Industry Marketing and Aboriginal Art Promotion (Mountainside Fair).
- Jointly participated with government agencies and organizations in the scenic area jurisdiction in the 2018 ITB Berlin and tourism promotions in European cities, 2018 JATA World Travel Fair, 2018 Taipei International Travel Fair, and 2018 Kaohsiung International Travel Fair.







#### 規劃建設 Planning and Construction

- 國際觀光:辦理濱灣公園碼頭護岸工程、右岸 濕地水路連接鵬村濕地景觀遊憩設施工程、濱 灣4號碼頭設施新建工程、大鵬灣域動力區清 理工程、濱灣遊憩通用設計服務設施工程、濱 灣公園景觀改善工程等重要景點建設。
- 國內觀光:辦理小琉球風景區景點設施改善工程。



#### 經營管理 Operations and Management

- 辦理大鵬灣國家風景區 BOT 案、遊客多功能服務區暨設施出租、小琉球海景休閒度假區及停車場出租、濱灣公園水域遊憩活動推廣及土地出租、濱灣臨時售票亭出租等委外履約經營管理。
- 推動智慧觀光與電子旅遊套票服務,107 年度 新增轄內行動支付。

- International Tourism: Carried out the Coastal Park Harbor Wharf Bank Protection Project, Right Bank Wetlands Waterway Link to Pengcun Wetlands Landscaping and Recreational Facilities Construction Project, Coastal Park Wharf No. 4 Construction Project, Dapeng Bay Powered Water Recreation Area Cleanup, Coastal Park Universal Design Recreational Services and Facilities Project, Coastal Park Landscape Improvement Project, and construction at other major attractions.
- Domestic Tourism: Carried out the Xiaoliuqiu Scenic
   Area Attraction Facilities Improvement Project.
- Carried out the Dapeng Bay National Scenic Area BOT
  Project, leasing at the multifunctional visitor service
  area and facilities, leasing at the Xiaoliuqiu Seaview
  Leisure Resort Area and parking lot, promotion of water
  recreation activities and land leasing at the Coastal Park,
  leasing of temporary ticket booths at the Coastal Park,
  and other outsourced operations and management.
- Promoted smart tourism and e-tour package services and introduced mobile payment services in the scenic area jurisdiction.



- 舉辦「2018 大鵬灣遊艇帆船系列活動」,協辦「國際自由 車環台賽」、「大鵬灣星光路跑」、「2018 第二屆大鵬灣 盃 SUP 繞標競速賽」等活動,並推動大鵬灣夜間遊湖。
- 透過與「大鵬灣觀光產業聯盟」、「恒春半島觀光產業聯盟」 及地方政府合作,參加國內外旅展,提升大鵬灣觀光產業能 見度,增加國內外遊客到訪率;配合屏東縣政府辦理「2018 黑鮪魚文化觀光季」及「2018四重溪溫泉季」等帶動區域 旅遊發展。
- 配合環保署推動生態環保旅遊,主辦「小琉球愛龜淨灘接力 賽」活動,創新發行「海灘貨幣」,107年賡續輔導地方業 者採自願方式輪流接棒承辦淨灘活動,並持續辦理小琉球生 態及低碳運具綠色旅遊。
- 107年於杉福漁港外、多仔坪砲台外、美人洞望海亭外等 地點,完成設置繫錨浮球,避免造成珊瑚礁盤損壞。
- Held the 2018 Dapeng Bay National Windsurfing Championship, coheld the Tour de Taiwan, Dapeng Bay Starlight Run, 2018 Dapeng Bay SUP Competition and other activities, and promoted night lake tours at Dapeng Bay.
- Jointly participated with the Dapeng Bay Tourism Industry Alliance,
  Tourism Industry League of Hengchun Peninsula, and the local
  government in domestic and international travel fairs to increase
  the visibility of the Dapeng Bay's tourism industry and attract more
  domestic and foreign visitors; and co-held the 2018 Pingtung Bluefin
  Tuna Cultural Festival and 2018 Sichongxi Hot Spring Season with the
  Pingtung County Government to spur local tourism development.
- Promoted eco-friendly tourism in conjunction with the Environmental Protection Administration, arranged the Xiaoliuqiu "Sending Love to Turtles" Beach Cleaning Competition, issued innovative "Beach Money," provided guidance to local businesses on implementing voluntary beach cleaning on a rotational basis in 2018, and continued to arrange green and low-carbon transport tourism in Xiaoliuqiu.
- Completed installation of mooring buoys outside Shanfu Fishing Harbor, Duozaiping gun emplacement, Beauty Cave and Wanghai Pavilion to prevent damage to the coral reef plate.



# 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 107 年已完成 146 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 2018, a total of 146 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.



和平島公園及白沙灣 2 處榮獲 Svayam Accessibility Awards 2018 最佳無障礙觀光景點獎 Heping Island Park and Baisha Bay were selected as the Most Accessible Tourist Attractions in the 2018 Svayam Accessibility Awards.

# 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」,107年 補助5萬3,843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 2018, subsidies were provided for 53,843 rentals.



# 加強國家風景區實地督導考核作業

Enhancing Supervision and Assessment of Operations 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。107年評選前3名:日月潭、花東縱谷、茂林國家風景區管理處。

The Tourism Bureau promulgated the amended "Operational Guidelines on Supervision and Assessment of Administration and Safety Maintenance at National Scenic Areas" to strengthen supervision and assessment at national scenic areas. Assessments were conducted by an assessment team and two secret visitor inspections. Sun Moon Lake, East Rift Valley, and Maolin were the top-three ranking national scenic area administrations in the 2018 assessment.



#### 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、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.



2018 第二屆大鵬灣盃 SUP 繞標競速賽 2018 Dapeng Bay SUP Competition



擁抱海洋 水上活動安全須知——東北角暨宜蘭海岸國家風景區管理處 "Embrace the Sea: Water Safety Rules," produced by Northeast and Yilan Coast National Scenic Area Administration

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### 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6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、部落導覽訓練及協助部落就業。
- 辦理「2018 台灣部落觀光嘉年華」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 2018 Taiwan Indigenous Tourism Festival arranged to actively market indigenous tribal tours.

# 2018 台灣部落龍光嘉年華特色發表會 2018 Talwart Indigenous Tourism Festival Highlights Freemation

# 鼓勵民間參與觀光投資

Encouraging Private Investment in Tourism

107 年度積極列管已簽約案件,另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。

In 2018, the contracted cases were actively managed and private business methods were introduced to provide the public with more diverse recreation services and inject vitality. In the future, 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.





3AY Tourism

BAY Touris

# 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



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 已認可 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 書面查核 10 個地方縣市政府,並配合水利署參與現地 查核。



- · 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

The Tourism Bureau conducted written reviews of 10 county and city governments and cooperated with on-site inspections by the Water Resources Agency.





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

# 旅行業

**Travel Agencies** 

### 經營現況

**Current Status** 

單位:家數 Unit: No. of Travel Agencies

	綜合旅行社	Consolidated	甲種旅行	社 Class-A	乙種旅行	f社 Class-B	總計	· Total
年度 (Year)	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
105 (2016)	136	467	2,545	382	232	3	2,913	852
106 (2017)	134	472	2,630	377	254	1	3,018	850
107 (2018)	137	472	2,668	383	265	1	3,070	856

#### 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 師財簽、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。107年度執行金額為904萬604 元,執行率為 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 continued to promote the Directions Governing Awards and Subsidies of 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, barrierfree tours, and online operations. In 2018, such subsidies amounted to NT\$9,040,604 and achieved an implementation rate of 100%.

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.



9,040,604 元(新台幣)

NT\$ 9,040,604

100%

- 透過台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。

The Tourism Bureau held regular meetings on travel transaction security audits. It also formed a Travel Transaction Security Audit Committee 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.



# 消費者權益保障

Consumer Rights Protection

- 107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1,122件,和解件數710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 2018, a total of 1,122 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 710 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

107 年旅宿業經營概況 Overview of Hotel Industry Operations in 2018			
類別 Category		家數 No. of Hotels	客房數 No. of Rooms
觀光旅館	國際觀光旅館 International Tourist Hotels	80 家	22,800 間
Tourist Hotels	一般觀光旅館 General Tourist Hotels	48 家	6,922 間
一般旅館 General Hotels		3,353 家	163,519 間
民宿 Homestays		8,474 家	35,163 間
總計 Total		11,955 家	228,404 間

- 107 年發給觀光旅館業營業執照者計有 3 家,客房數增加 534 間,總投資金額為新臺幣 65.7 億元。
- 107 年計輔導 942 家民宿核准登記。

- In 2018, business licenses were issued for three tourist hotels with 534 rooms and a total investment of NT\$6.57 billion.
- In 2018, a total of 942 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 3,481 家次,稽 查民宿計 4,475 家次。
- Unscheduled and Routine Inspections of Tourist Hotels: conducted at 30 tourist hotels.
- Hotel and Homestay Audits: The Tourism Bureau conducted 3,481 hotel audits and 4,475 homestay audits.

#### 提升軟硬體品質

**Enhancing Service and Facility Quality** 

- 協助6家觀光旅館與一般旅館業者改善無障礙硬體設施,計補助金額為新台幣230萬3,874元。
- 提供6家旅館業者觀光產業升級優惠貸款利息補貼, 核准利息補貼貸款,總計新台幣4.85億元。
- 依「交通部觀光局獎勵觀光旅館業及旅館業品質提升 補助要點」補助 37 家旅館業者。
- Subsidies totaling NT\$2,303,875 were provided to help six tourist hotels to improve barrier-free facilities.
- Six hotels received interest rate subsidies totaling NT\$485million under a preferential loan program to encourage the upgrading of the tourism industry.
- A total of 37 hotels received subsidies under the Guidelines for Tourism Bureau, MOTC Subsidies to Encourage Upgrading of the Tourist Hotel Industry and Hotel Quality.

#### 輔導驗證

Certification Assistancen

107 年輔導 20 家旅宿業取得 HACCP、溫泉標章及環保標章等認證,補助金額約新台幣 144 萬 832 元。

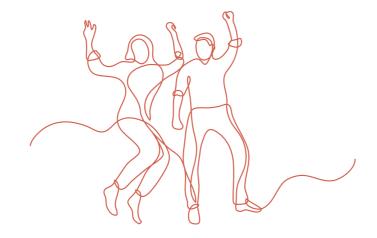
In 2018, 20 hotels and homestays received subsides totaling NT\$1,440,832 to help them obtain HACCP, Hot Spring Mark, Green Mark, and other certifications.

### 經營現況

**Current Status** 

107 年領有觀光遊樂業執照業者總計 25 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 2 家。

In 2018, Taiwan had 25 licensed and operational tourist amusement enterprises, of which 23 were classified as major investment projects and two were classified as minor investment projects.



### 領有觀光遊樂業執照業者經營現況

Operating Status of Licensed and Operational Tourist Amusement Enterprises



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

# الم الم

非重大投資案業者 (107年)

Minor Investment Projects (2018)

家數

**Enterprises** 

# 設立査核

**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。
- 107 年督導考核競賽 (共 24 家參與)

Strengthened safety management mechanisms for amusement enterprise:

- 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.
- 2018 Supervision and Evaluation Competition (a total of 24 participants)

#### 督察考核競賽

Supervision and Evaluation Competition



- 小人國主題樂園 Window on China Theme Park
- → 小叮噹科學主題樂園 Little Ding-Dong Science Theme Park
- → 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 Land
- 劍湖山世界 Janfusun Fancyworld
- 泰雅渡假村 Atayal Resort

- 九族文化村
- Formosan Aboriginal Culture Village
- 杉林溪森林生態渡假園區 Shanlinxi Forest Recreation Area
- 順反世界 Leopard King Safari Zoo
- 尖山埤江南渡假村 Jianshanpi Jiangnan Resort
- 義大世界 E-Da World
- 遠雄海洋公園 Farglory Ocean Park



- 雲仙樂園 Yun-Hsien Park
- 野柳海洋世界 Yehliu Ocean World
- 香格里拉樂園 Shangrila Paradise
- 東勢林場遊樂區 Dongshi Forest Garden
- 大路觀主題樂園
  Dalukuan Amusement Park
- 小墾丁渡假村 Kentington Resort
- 綠舞莊園日式主題遊樂區 Dancewoods Hotels & Resorts
- 怡園渡假村 YiYuan Resorts

### 輔導驗證 Certification Assistance

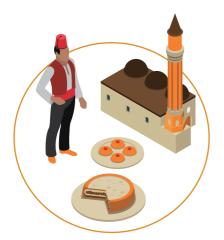


# 環境教育場域認證

#### Environmental education venue certification

- 雲仙樂園 Yun Hsien Holiday Resort
- 小人國主題樂園 Window on China Theme Park
- 小叮噹科學主題樂園 Little Ding-Dong Science Theme Park
- 西湖渡假村 West Lake Resortopia
- 東勢林場遊樂區 Dongshi Forest Garden

- 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



# 回教餐廳認證

#### Halal restaurant certification

- 六福村主題遊樂園 Leofoo Village Theme Park
- 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.







#### 107/3/13 - 107/3/14

#### 研習/課程名稱 Workshop/Course Title

觀光遊樂業機械遊樂設施安全及緊急救護種 子教練培訓研習會

Workshop for Seed Instructor Training on Mechanical Ride Safety and Emergency Medical Care at Tourist **Amusement Enterprises** 



基層人員 Grassroots personnel



安全教育宣導 Promotion of safety education



#### 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、促進智慧園區發展 Enhancing administrative efficiency Promoting smart park development

# 整合性行銷

#### Integrated Marketing

針對國民旅遊市場辦理「2018 觀光遊樂業整合行銷宣傳企劃 執行案」: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。

辦理「2018 觀光遊樂業異業合作及行銷推廣企劃執行」向國 際推廣:整合觀光遊樂業者赴目標市場辦理推廣會,另辦理異 業合作洽談會,並邀請媒體與網紅來台踩線。

Domestic travel market-"2018 Overall Annual Marketing and Promotion Planning and Implementation Project for Tourist Amusement Enterprises": 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.

International promotion—"2018 Tourist Amusement Enterprise Cross-Industry Cooperation and Marketing Project": Brought tourism and recreation businesses together to arrange promotions in target markets, held cross-industry cooperation meetings, and invited the media and online celebrities to Taiwan.



主秘出席劍湖山世界 LINE UP 智慧樂園服務啟動活動 The chief secretary of the Tourism Bureau attends the Line Up Smart Park service launch at Janfusun Fancyworld

# 觀光產業教育訓練及人才整備

Education, Training, and Talent Development in the Tourism Industry

#### 增進專業知能

Enhancing Professional Knowledge and Ability









關鍵人才培訓,成果發表會大合照 Key Personnel Training Achievement Presentation group photo

# 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 2,319人、領隊人員訓練計 4,480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 452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 2,319 tour guides and 4,480 tour managers. The bureau also arranged specialized training to enhance the professional abilities and legal knowledge of tourism industry managers. A total of 452 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

東南亞來台旅客成長,為蓄積觀光旅遊接待人力,針對熟 稔東南亞語之新住民、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,107年各培 訓約 200 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 2018, about 200 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.

# 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。107年共計63名高 階主管赴國外訓練,中階主管培訓亦達 685 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 2018, a total of 63 senior managers received training overseas and 685 middle managers also received training.





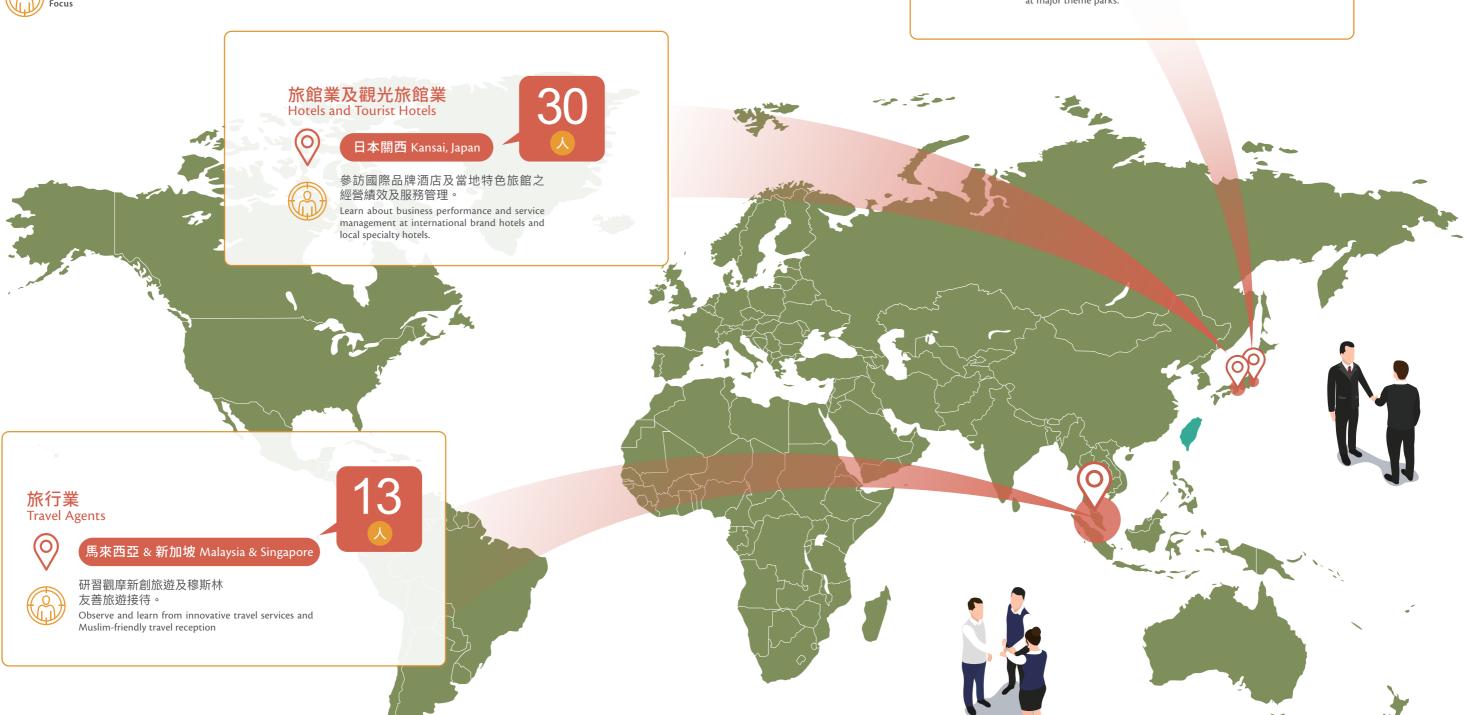
日本 東京 Tokyo, Japan





觀摩各大主題樂園的智慧化經營管理 及園區轉型再生。

Observe smart management and park transformation at major theme parks.



# 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.

### 台灣觀光資訊網

Taiwan Tourist Information Website

台灣觀光資訊網 (https://www.taiwan.net.tw/) 作為國家觀光入口 網站,提供包含台灣簡介、觀光最新消息與活動、旅遊須知、住宿、 美食及景點介紹,及中、英、日、韓、法、西、印尼、越南、泰文 及馬來語等 11 種語言版,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, tourism news and events, travel tips, accommodations, cuisine, and attractions. The site is available in 11 languages, including Chinese, English, Japanese, Korean, French, Spanish, Indonesian, Vietnamese, Thai, and Malay. It also incorporates responsive web design to enable browsing on mobile devices.

### 開發「iTravel 旅行台灣」行動應用服務 Development of the "iTravel" mobile app

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, 提供國內外遊客在台旅遊、查詢景點、住宿、美食、節慶活動、旅 游行程等相關資訊,系統亦提供公共運輸、自行開車、自行車及步 行等建議方案,便利國內外旅客在台灣旅遊時選擇前往景點之方式。

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 to help domestic and foreign travelers look up information on attractions, accommodations, dining, events, and itineraries. Users can also get suggestions on bus, car, bicycle, and foot transportation options, making it easy for domestic and foreign visitors to choose destinations in Taiwan.

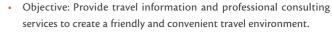






- 目標:提供旅遊資訊與專業諮詢服務,營造友善便利 之旅游環境。
- 拓展 4 層級據點:第 1 層級國際機場旅服中心、第 2 層級輔導地方政府交通轉運站及第3層級觀光局國家 風景區管理處以「i」標誌分級建置,第4層級為各地 借問站。
- 成效:全台共計 111 據點,含國際機場 3 處、旅遊服務 中心 54 處、遊客中心 54 處。

i-center 拓展據點數 (107 年 ) i-center Service Locations (2018)



- 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 111 i-center service locations throughout Taiwan, including three international airport centers, 54 visitor information centers, and 54 visitor centers.









### 借問站

**Information Stations** 

- 理念:依各區域或地方開發多元服務,發揮「相借問」 的台式熱情
- 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 游資訊平台。
- 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: 107 年已設置逾 444 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 444 Information Stations had been established by the end of 2018.



# rism



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



#### 建置「台灣觀光資訊資料庫」

Taiwan Tourist Information Website

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 21,000 筆觀光 GIS 基礎資料,供一般民眾加值應用。

The Tourism Bureau Established the Taiwan Tourism Information Database. The database contains more than 21,000 tourism-related geographic information system (GIS) records freely available to the industry in an open format without need for application.



Capturing Taiwan tourism in virtual reality images

運用 360 影像拍攝技術拍攝台灣自然、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台灣之美,提升宣傳效益,吸引國外民眾來台旅遊。

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 immersively experience the beauty of Taiwan, enhancing promotional benefits to attract foreign visitors to Taiwan.

#### 製作台灣自然地質景觀 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、利吉惡地等台灣北部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,

感受千萬年前台灣島誕生至今,瀝瀝在目的變化。

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.





旅行台灣 fravel in Taiwan



# 推出 itravel (web 版) 行動服務 Launching the iTtravel mobile app (web version)

具 8 種語言之全新行動應用服務,兼具原有觀光網站查詢 便利性及適地性服務功能,提供國內外遊客查詢景點、住 宿、美食、節慶活動,便利國內外遊客在台旅遊。 Available in eight languages, the iTravel mobile app combines the convenience of tourism website searches with location-based services for looking up information on attractions, accommodations, dining, events, and itineraries, making it easy for domestic and foreign visitors to travel in Taiwan.



# 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,誘發台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,並於競賽過程達到台灣觀光之國際宣傳效益,以刺激國際旅客來台、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。

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.

# 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 台灣成為「友善、智慧、體驗」之亞洲重要旅遊目的地,並積極營造良好台灣觀光發 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, 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**

- 以旅遊路線之概念、通用設計之手法,於 13 個國家風景區管理處建置無障礙旅遊環境。
- 2018 年推動「海灣旅遊年」,強化台灣海島旅遊魅力。透過徵選 10 島島主創造網路聲量,成功向 國際行銷「台灣 10†島」,加強海岸資源保育觀念,辦理 97 場次「聯合淨灘 ( 淨山、淨溪 ) 活動」, 吸引超過 3 萬人參與,清整 9 萬噸廢棄物。同時,辦理 41 項特色海灣活動,吸引超過 1,208 萬人次 參加,創造約新臺幣 57 億元以上經濟效益。
- 協助建立原住民部落觀光品牌、發掘部落特色產品和建立行銷管道。
- 推動「體驗觀光·點亮村落」示範計畫,結合地方文化、藝術及產業等觀光特色,推廣在地旅遊。
- 執行「跨域亮點計畫」,輔導地方政府營造具獨特性、唯一性、話題性且能突顯特色之國際觀光遊 憩亮點
- Established accessible travel environments at 13 national scenic area administrations based on the travel route concepts and universal design techniques.
- · Promoted "Year of Bay Tourism" in 2018 and strengthened Taiwan's island tourism charm. A contest was held to select 10 islands and generate online buzz for the successful international marketing of the "10+ Offshore Islands of Taiwan." To enhance awareness of coastal resource conservation, a total of 97 joint beach, mountain, and river cleanup activities were organized. These events attracted more than 30,000 participants and removed 90,000 tons of trash. In addition, 41 featured bay activities were held, attracting over 12.08 million participants, creating more than NT\$5.7 billion in economic benefits.
- · Assisted with indigenous tribal tourism branding, identified indigenous specialty products, and established marketing channels for such products.
- · Promoted the "Experiential Tourism: Brightening up the Village" demonstration project, combining local culture, art, industry and tourism features to
- Implemented the "Cross-border Spotlight Plan" providing guidance to local governments in the establishment of distinctive, unique, and thematic international tourism and recreation highlights

# 發展智慧觀光 ∽

# **Developing Smart Tourism**

- 建立大數據資料庫整合觀光產業資訊網絡,運用觀光影音多媒體資料庫,強化大數據分析及應用,完善觀光資訊。
- 建置行動服務 iTravel 旅程規劃系統,於觀光局網站及旅行臺灣 APP 加入自行規劃遊程功能。
- 持續精進「台灣好行」、「台灣觀巴」及「借問站」服務品質
- · Established a big data database integrating tourism industry information networks, utilized tourism multimedia databases, and strengthened big data analysis and application to improve tourism information.
- · Established the iTravel a mobile service trip planning system and added functions for self-planned itineraries on the Tourism Bureau website and Tour Taiwan app.
- · Continue to enhance the quality of Taiwan Tourist Shuttle, Taiwan Tour Bus, and Information Station services.





# 輔導產業轉型

# **Guiding Industry Transformation**

- 推動旅行業品牌化及電商化,輔導旅行業者以電子商務經營
- 輔導旅宿業強化評鑑機制、品牌宣傳及加入國際訂房系統、 加強取締非法業者,以強化旅遊安全。
- 強化關鍵人才培育,加強稀少語別導遊訓練、同時開辦考照 制度。

# → 開拓多元市場

# **Expanding and Diversifying Markets**

- 以日韓主攻、南進布局、歐美深化及大陸為守為策略, 於全球觀光市場布局攻守。
- 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,帶動觀光效益深入台灣各地。
- · Adopted an expansive-defensive strategy in global tourism markets involving focal development in Japan and South Korea, advancing into New Southbound Policy markets, and defending market share in Europe, the US, and China.
- Actively developed local characteristics and diverse, thematic, and in-depth experiential free independent travel to generate tourism benefits throughout Taiwan.

# ♀活絡國民旅遊 **Invigorating Domestic Travel**

- 續推「國民旅遊卡新制」,輔導業者包裝國內深度、 特色及高品質套裝行程,帶動觀光產業商機
- 加強宣傳「台灣觀光新年曆」,並配合重大活動在台 舉辦契機,結合地方特色加強城市行銷,推展「跨域 跨夜旅遊」。2018 台灣觀光新年曆活動國際級計 47 項,全國級計48項,共95項。預估整體遊客人次 達 5,860 萬人次,初估整體經濟效益約新臺 幣 449 億 8,392 萬元。
- 推動振興花蓮、南部灣域及暖冬遊等擴大國旅補助措 施,逐步帶動地方觀光發展。
- · Continued to promote a new National Travel Card system, assist travel agencies in the development of in-depth, specialty, and highquality tour packages, and create opportunities in the tourism
- · Strengthened publicity of the Taiwan Tourism New Year Calendar. Major events in Tajwan were used to strengthen city marketing with local characteristics and promote "cross-area, overnight travel." In 2018, the Taiwan Tourism New Year Calendar comprised 95 events, including 47 international-class events and 48 national-level events. These events attracted an estimated 58.6 million visitors and generated initially estimated economic benefits of approximately NT\$44.98 billion.
- · Introduced subsidies for revitalization of Hualien and southern Taiwan bay areas, warm winter travel, and other measures to expand domestic tourism and steadily enhance local tourism development.
- · Promoted travel industry branding and e-commerce operations and assisted tourism operators with e-commerce business.
- · Provided guidance to the hotel industry to strengthen evaluation mechanism, publicize brands, adopt international room reservation systems, and strengthen regulation of illegal businesses to strengthen travel safety.
- Strengthened key personnel training and training for guides fluent in 104 rare languages and introduced a licensing system.









2018 海灣旅遊年 Year of Bay Tourism



2019 小鎮漫遊年 Year of Small Town Ramble



2020

脊梁山脈旅遊年 Year of Mountain Tourism

# 2019 小鎮漫遊年

# 2019 Year of Small Town Ramble

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2019年訂為「小鎮漫遊年」。

由各縣市推薦小鎮,經網路票選及專家審核,遴選出台灣 30 經典小鎮,分別具有溫泉、美食、老街、產業、多元、 文創等小鎮風情,並結合客委會推薦之 10 大客庄小鎮及 國際認證機構選出的 4 大國際慢城,計 40 個小鎮,以盤 點小鎮資源、整備服務品質、小鎮深度體驗及小鎮行銷宣 傳等 4 大主軸,進行推廣,期能打造小鎮品牌,帶動小鎮 深度遊,吸引更多國內外旅客到訪,帶動地方創生與經濟 發展

以「產、地、人」三位一體之中心思想,發掘在地特色觀 光資源,挖掘小鎮故事,透過串聯在地產業、設計深度旅 遊體驗活動,並包裝成深度旅遊產品,達到區域均衡,青 年在地服務。



100.000 Youths - NT\$1 Million in Awards- OhBear's Small Town Journey

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. The theme for 2019 was "Small Town Ramble."

Thirty classic towns in Taiwan were recommended by counties and cities and selected through an online vote and expert review. These towns were selected for distinctive features, including hot springs, cuisine, old streets, industries, diversity, culture, and creativity. The Tourism Bureau also partnered with the Council for Hakka Affairs to recommend ten Hakka towns and four world-class slowtravel destinations selected by international certification bodies, for a total of 40 towns. The project involved an inventory town resources, readiness of service quality, indepth small town experiences, and small town marketing and promotions to create small town brands, spur small town in-depth travel, attract more domestic and foreign tourists, and drive local revitalization and economic development.

Centered on the tripartite concept of "production, land, and people," the Tourism Bureau identified locally distinctive tourism resources and small town stories. Local industries were linked and activities designed for in-depth travel experiences and packaged into in-depth tourism products to balance regional development and develop local youth services.

# 國內行銷

# **Domestic Marketing**

- 製作台灣小鎮靚點漫遊護照及電子護照。
- 製作 40 經典小鎮電子摺頁,包含小鎮介紹、旅遊地圖及遊程體驗等。
- 辦理「十萬青年獎百萬 創意遊程競賽」活動。
- 推出小鎮彩繪列車,以小鎮漫遊環境營造來凸顯小鎮特色。
- 辦理小鎮漫遊國際論壇 2 場次。
- 運用高科技數位媒體 3D 影像,拍攝小鎮慢城 360 度 VR 影片。
- Produced the Taiwan Small Town Ramble Passport and electronic passport.
- Made 40 e-brochures introducing classic towns, with tourist maps and tour experiences.
- Held the "100,000 Youth Award One Million Creative Tour Competition."
- · Introduced painted trains in small towns to create a small town travel environment highlighting the unique character of the towns.
- · Held two international forums on small town travel.
- Used high-tech digital media 3D images, produced 360-degree VR videos on small towns.

# 國外行銷

### **Overseas Marketing**

- 與三立電視台合作「綜藝玩很大」觀光行銷案,宣傳台灣小鎮旅遊。
- 製作國際慢城、北區、中區、南區、東區 + 離島計 5 支國際宣傳影片。
- 向各駐外辦事處轄區旅遊業者介紹 2019 觀光要點。
- 配合於海外旅展、推廣活動及說明會露出。
- 國外旅行社及媒體來台踩線及採訪。
- 國外重要平面、電子媒體宣傳。
- · Partnered with Sanlih Entertainment Television to promote small town tourism in Taiwan through the "Mr. Player" pro-
- Produced five international promotional videos on the themes of international slow travel, northern, central, and southern Taiwan, eastern Taiwan and outlying islands.
- Introduced 2019 tourism highlights to travel agencies in overseas areas served by the Tourism Bureau's overseas offices.
- · Arranged exposure through overseas travel shows, promotional activities, and presentations.
- · Invited foreign travel agencies and media to Taiwan for Fam visits and news coverage.
- · Arranged promotions through major overseas print and electronic media channels.





# **附録** Appendixes





	1月 January
1月3日 January 3	辦理「106 年城市好旅宿」,共有 13 個縣市獲獎 The 2017 Good City Hotel awards were presented to 13 counties and cities
1月4日 January 4	發表「2018 台灣燈會」主燈及小提燈造型, 主燈命名為「忠義天成」 Announced the main theme lantern "Heavenly Loyalty" and small handheld lantern for the 2018 Taiwan Lantern Festival
1月16日 January 16	發布入選「2018 台灣觀光新年曆」之活動 Held a kick-off press conference for "2018 Year of Bay Tourism"
1月23日 January 23	「2018 台灣好樂園 10 萬 + 圓夢計畫」寒假聯合行銷記者會 Held the 2018 Taiwan Good Paradise 100,000+ Dream Project winter holiday joint marketing press conference
1月24日 January 24	舉辦「2018 海灣旅遊年」啟動記者會 Held a kick-off press conference for "2018 Year of Bay Tourism"
1月25日 January 25	觀光局、臺灣鐵路管理局與台灣高鐵公司簽署「集集鐵道觀光合作備忘錄」(MOU) The Tourism Bureau, Taiwan Railway Administration, and Taiwan High Speed Rail Corporation signed the "Memorandum of Cooperation to Develop Railway Tourism Along the Jiji Line"

<b>2</b> 月 February		
2月26日	推動「花蓮遊、花蓮加油」觀光產業振興實施計畫	
February 26	Promoted the "Go Hualien!" tourism revitalization implementation plan	

3月 March		
3 月 1 日	2018 年觀光節慶祝大會	
March 1	2018 Tourism Festival Awards Ceremony	
3 月 2 日	2018 台灣燈會 ( 嘉義 )	
March 2	2018 Taiwan Lantern Festival (Chiayi)	
3月5日——3月8日 March 5 — March 8	參加全球最大年度郵輪盛會-國際郵輪展(Seatrade Cruise Global 2018)與亞洲郵輪聯盟 (ACC) 其他成員共同辦理推廣酒會 Jointly held a promotional reception with other members of the Asia Cruise Corporation (ACC) at Seatrade Cruise Global 2018, the world's biggest annual cruise event	
3 月 21 日	舉辦「107 年度旅遊安全宣導」記者會	
March 21	Held the "2018 Travel Safety Advocacy" press conference	



<b>4</b> 月 April		
4月16日 April 16	長澤雅美擔綱對日宣傳的形象代言人,詮釋「新。台灣 Taiwan+」 感動旅行。 Nagasawa Masami was recruited as an image spokesperson for promotions in Japan, introducing the moving experience of "Taiwan+" travel.	
4月17日 April 17	台灣觀光代言人「喔熊 (Oh Bear) 組長」歡迎法航巴黎一台北復航首班直航班機抵台旅客 Taiwan tourism mascot "OhBear" welcomed passengers arriving in Taiwan on Air France's first Paris-Taipei direct flight since resuming the route	
4月24日——4月26日 April 24 – April 26	辦理「2018 韓國推廣會」 Held the "2018 South Korea Promotion"	
4月28日 April 28	正式啟用「壯圍沙丘旅遊服務園區」 Officially opened Zhuangwei Sand Dune Travel Service Park	

<b>5</b> 月 May		
5月7日 May 7	觀光局與澎湖縣政府聯合召開記者會,加強宣傳南台灣(區域旅遊)振興國旅計畫及宣示潔淨澎湖海灣生態行動 The Tourism Bureau and Penghu County Government jointly held a press conference to publicize the Southern Taiwan (Regional Tourism) Domestic Travel Revitalization Plan and announce a campaign to clean up the bay ecology in Penghu	
5月9日 May 9	發布「露營場管理要點」 Announced the Campsite Management Guidelines	
5月15日 May 15	訂定發布「西拉雅、茂林、大鵬灣、澎湖及東海岸等 5 個國家風景區管理處旅遊補助要點」 Drafted and announced Guidelines on Tourism Subsidies for the Siraya, Maolin, Dapeng Bay, Penghu, and East Coast National Scenic Area Administrations	

5月18日	訂定發布「交通部觀光局促進南灣新國旅振興住宿措施補助要 點」,自5月18日生效
May 18	Drafted and announced Guidelines on Subsidies of the Tourism Bureau, MOTC for Measures to Promote New Domestic Travel and Revitalize Hotels in Southern Taiwan, effective from May 18
5月22日 May 22	「集集觀光鐵支隊彩繪列車」記者會 Held the "Jiji Tourism Railway Painted Train" press conference
5月25日 May 24	舉辦花蓮場次「2018 台灣當代觀光論壇」 Held the Hualien session of the 2018 Taiwan Modern Tourism Forum

	6月 June
6月1日 June 1	第 11 屆「台日觀光高峰論壇」 Held the 11th Taiwan-Japan Tourism Summit Forum
6月1日 June 1	APEC 第 10 屆觀光部長會議 (TMM10),簽訂觀光合作意向書 (LOI)。 Attended the 10th APEC Tourism Ministerial Meeting (TMM 10) and signed a Tourism Cooperation Letter of Intent (LOI)
6月2日 June 2	2018 台灣步道日活動及淡蘭古道啟用記者會 Held a press conference for 2018 Taiwan Trail Day and the opening of the Tamsui Kavalan Historical and Cultural Trails
6月14日 June 14	「2018 寶島仲夏節 Formosa Summer Festival」行銷宣傳記者會 Held a press conference to promote the 2018 Formosa Summer Festival
6月28日 June 28	第 33 屆「臺韓觀光交流會議」 與國立高雄餐旅大學簽署「觀光餐旅研發合作備忘錄」 Held the 33rd Taiwan-Korea Tourism Exchange Meeting Signed a Memorandum of Cooperation on Hospitality and Tourism Research and Development with National Kaohsiung University of Hospitality and Tourism
6月29日 June 29	訂定發布「觀光地區與風景特定區及自然人文生態景觀區觀光保育費收取辦法」 Drafted and announced the Regulations Governing the Collection of Tourism Conservation Fees at Tourism Areas, Designated Scenic Areas, and Natural,

Cultural and Ecological Scenic Areas

8月 August		
8月10日——8月13日	2018 台灣美食展	
August 10 – August 13	Taiwan Culinary Exhibition	
8月20日——11月30日	2018 台灣 10 大好湯美食評選	
August 20 – November 30	2018 Taiwan Top-10 Hot Springs Award selection	
8月24日——8月26日	辦理「台日 32 同名車站『青春・若旅 2018』」活動	
August 24 – August 26	Held the "2018 Taiwan-Japan 32 Shared Station Names Youth Travel" activity	
8月28日——8月29日	2018 年永續觀光發展國際研討會	
August 28 – August 29	2018 International Symposium on Sustainable Development	
8月29日 August 29	修正發布「交通部觀光局推動境外包機旅客來台獎助要點」 Amended and promulgated the "Guidelines on Subsidies of the Tourism Bureau, MOTC to Promote Overseas Charter Flight Visits to Taiwan"	

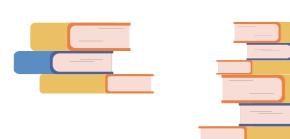
9月 September		
9月5日——9月6日	2018 台灣國際當代觀光旅遊高峰論壇	
September 5 – September 6	2018 Taiwan Modern Tourism Forum	
9月7日——9月9日	2018 海洋美食節	
September 7 — September 9	2018 Seafood Festival	
9月27日	2018 世界最美麗海灣嘉年華暨組織年會	
September 27	2018 Most Beautiful Bays in the World Carnival and Annual Meeting	

10 月 October		
10 月 5 日 October 5	2018 台灣國際郵輪論壇益 2018 International Cruise Forum in Taiwan	
10 月 22 日 October 22	訂定發布「檢舉違反發展觀光條例規定案件獎勵辦法」 Drafted and announced Regulations on Rewards for the Reporting of Violations of the Statute for the Development of Tourism	

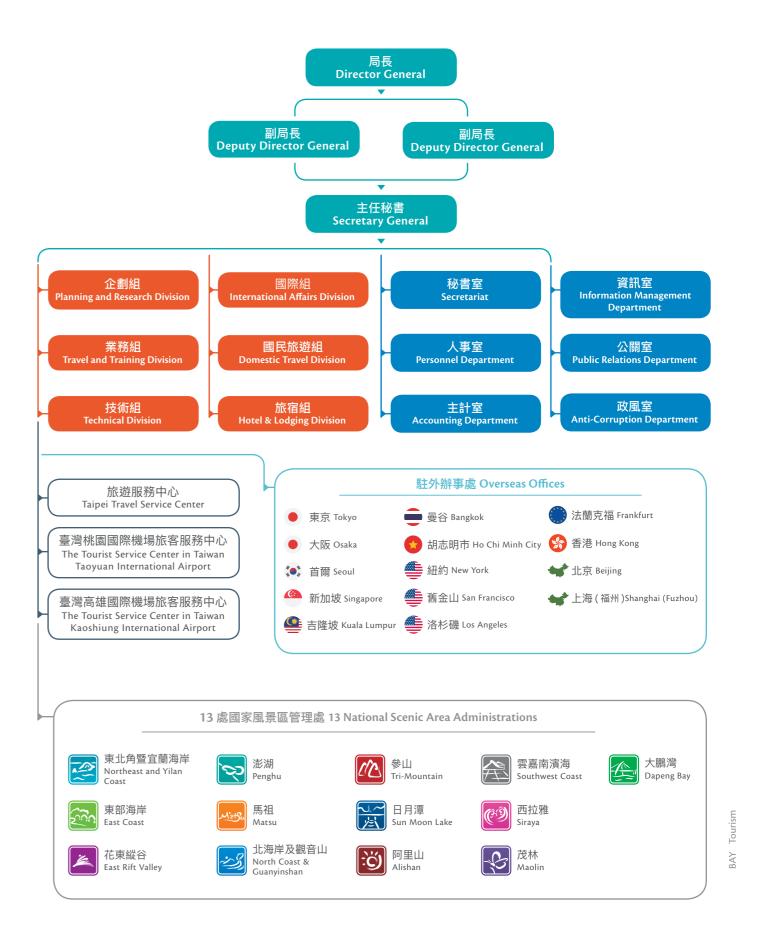
11月 November	
11月1日 November 1	訂定發布「交通部觀光局獎勵旅行業推廣宜蘭縣花蓮縣台東縣高雄市及屏東縣旅遊補助要點」及「交通部觀光局前進宜花東高屏暖冬遊住宿優惠措施補助要點」,自11月1日生效
	Drafted and announced Guidelines on Subsidies of the Tourism Bureau, MOTC for Travel Industry Promotion of Tourism in Yilan County, Hualien County, Taitung County, Kaohsiung City, and Pingtung County and Guidelines on Subsidies of the Tourism Bureau, MOTC for Measures to Improve the Quality of Warm Winter Travel Accommodations in Yilan, Hualien, Taitung, Kaohsiung, and Pingtung, effective from November 1

12 月 December	
12 月 11 日 December 11	辦理「從海灣走進小鎮 海灣精彩一整年活動展」 Held "From Town to Bay: A Year of Splendid Bay Tourism in Taiwan"
12 月 18 日 December 18	續推執行「擴大國旅暖冬遊方案」 Continued to promote and implement the Program to Expand Warm Winter Domestic Travel
12 月 20 日 December 22	修正發佈「交通部觀光局推動境外獎勵旅遊來台獎助要點」 Revised and announced Guidelines on Awards of the Tourism Bureau, MOTC to Promote Inbound Incentive Travel to Taiwan
12 月 21 日 December 21	公布 30 個台灣經典小鎮及十大客庄,揭開小鎮漫遊年序幕 The Taiwan Tourism Bureau announced 30 Taiwan classic small towns and Hakka villages to usher in the Year of Small Town Ramble in 2018.





# 题 交通部觀光局行政機關組織系統表 Organization of the Tourism Bureau



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