

# TAIWAN

WAVES OF WONDER





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Taiwan's mountains and coasts offer endless appeal, with their charms unfolding like waves through the seasons. Immerse yourself in this constantly evolving beauty, uncover hidden delights, experience warm hospitality, and embark on wondrous journeys.

**Warm** : Wandering the markets and towns ————— so warm

**Original** : Technology-inspired lantern festivals and heritage-inspired accommodations — so original

**Natural** : Abundant bicycle trails and forest rails ————— so natural

**Diverse** : Michelin-star restaurants and night market snacks ————— so diverse


**Exciting** : Mountain and sea events, and festival tours ————— so exciting

**Relaxing** : Shopping then soaking in hot springs ————— so relaxing



**Experience Taiwan's beauty with augmented reality (AR) :**

1.Scan the QR code to access the download link

2.Open the FormosaAR app and scan .

體驗美力台灣的 AR 新視界：1. 掃描 QR CODE，獲取下載連結。2. 打開美力台灣 AR APP，掃描 .





# 台灣魅力 驚喜無限

台灣山、海觀光魅力無限，如同浪潮綿延四季，旅人們乘上浪潮，  
感受一波又一波的美好，解鎖一季又一季的精彩，  
連結一重又一重的人情味，分享一波又一波的驚奇旅程。

Waves

市場巡禮至小鎮漫遊，溫暖熱情

Warm

科技燈會至老宅旅店，原創時髦

Original

單車秘徑至綠蔭鐵道，自然豐沛

Natural

星級餐廳至夜市小吃，新鮮豐富

Diverse

山海活動至祭典遶境，興奮激昂

Exciting

採購新裝至舒心泡湯，療癒身心

Relaxing

Beautiful Taiwan (from left) : Bagua Mountain in Changhua, Yushan Main Peak,  
Persimmon Cakes in Hsinchu, Sun Moon Lake in Nantou

台灣美景照片由左至右分別為：彰化八卦山 / 玉山主峰 / 新竹柿餅 / 南投日月潭。

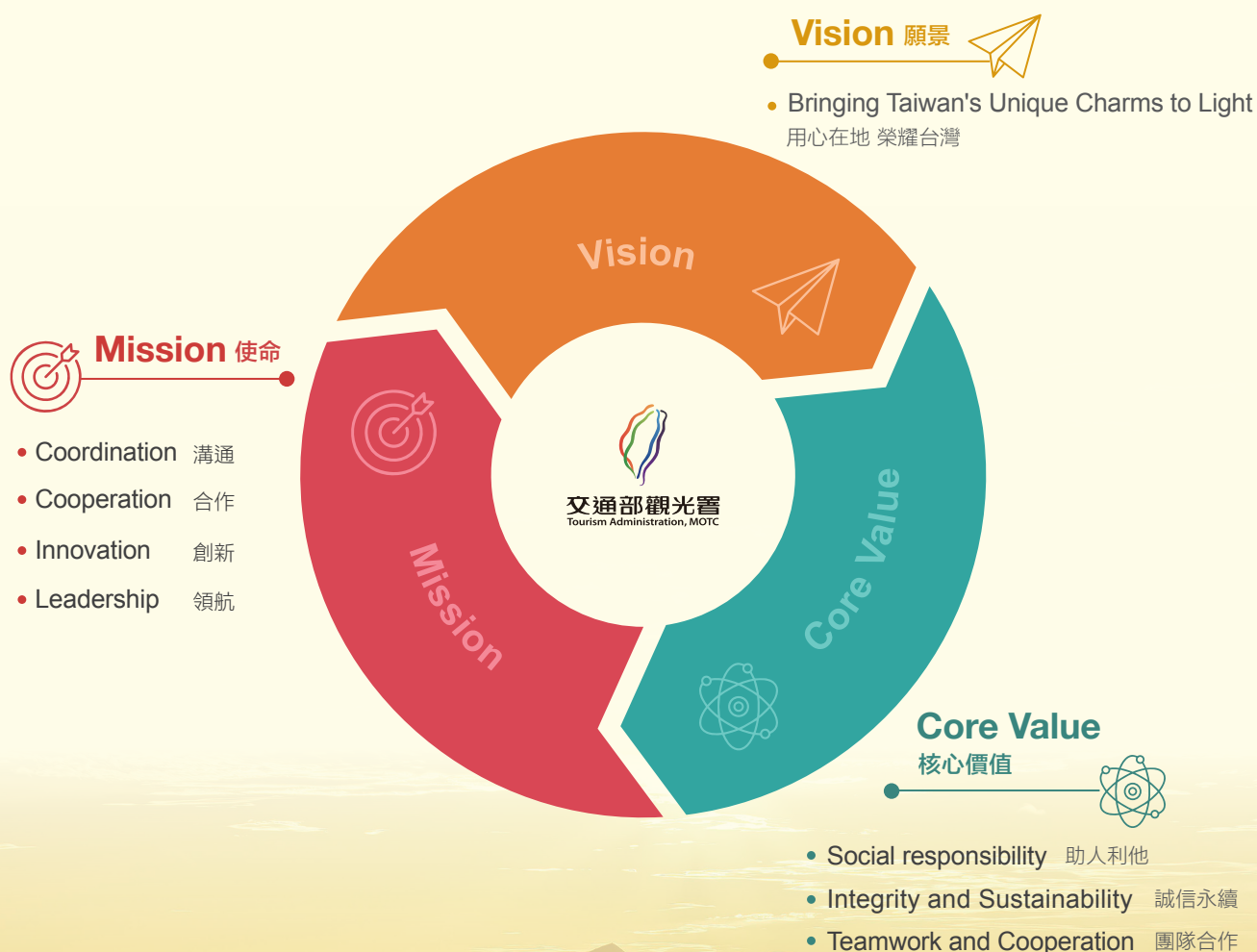


# Bringing Taiwan's Unique Charms to Light

## 用心在地 榮耀台灣

The Taiwan Tourism Administration was established on September 15, 2023, with a vision to "Bringing Taiwan's Unique Charms to Light". It is dedicated to a mission of "Coordination, Cooperation, Innovation, and Leadership," with the core values of "Social responsibility," "Integrity and Sustainability," and "Teamwork and Cooperation" as it promotes Taiwan tourism to the world.

觀光署於2023年9月15日升級，以「用心在地 榮耀台灣」為願景，以「溝通、合作、創新、領航」為使命，以「助人利他」、「誠信永續」及「團隊合作」為核心價值，將台灣觀光推向世界。





# Dual-Axis Transformation with Three Guiding Policies

## 雙軸轉型 3大方針

The Tourism Administration is moving Taiwan into an era of sustainable tourism through a dual-axis "Sustainable Resilient X Digital Innovation" transformation and formation of "Branding Taiwan," "Charming Taiwan," and "Smart Taiwan."

以「永續韌性 X 數位創新」雙軸轉型，型塑「品牌台灣」、「魅力台灣」、「智慧台灣」，邁向永續台灣。





# Branding Taiwan

品牌台灣

Marketing Taiwan's "Mountain, Sea, and Island" charms to the world.

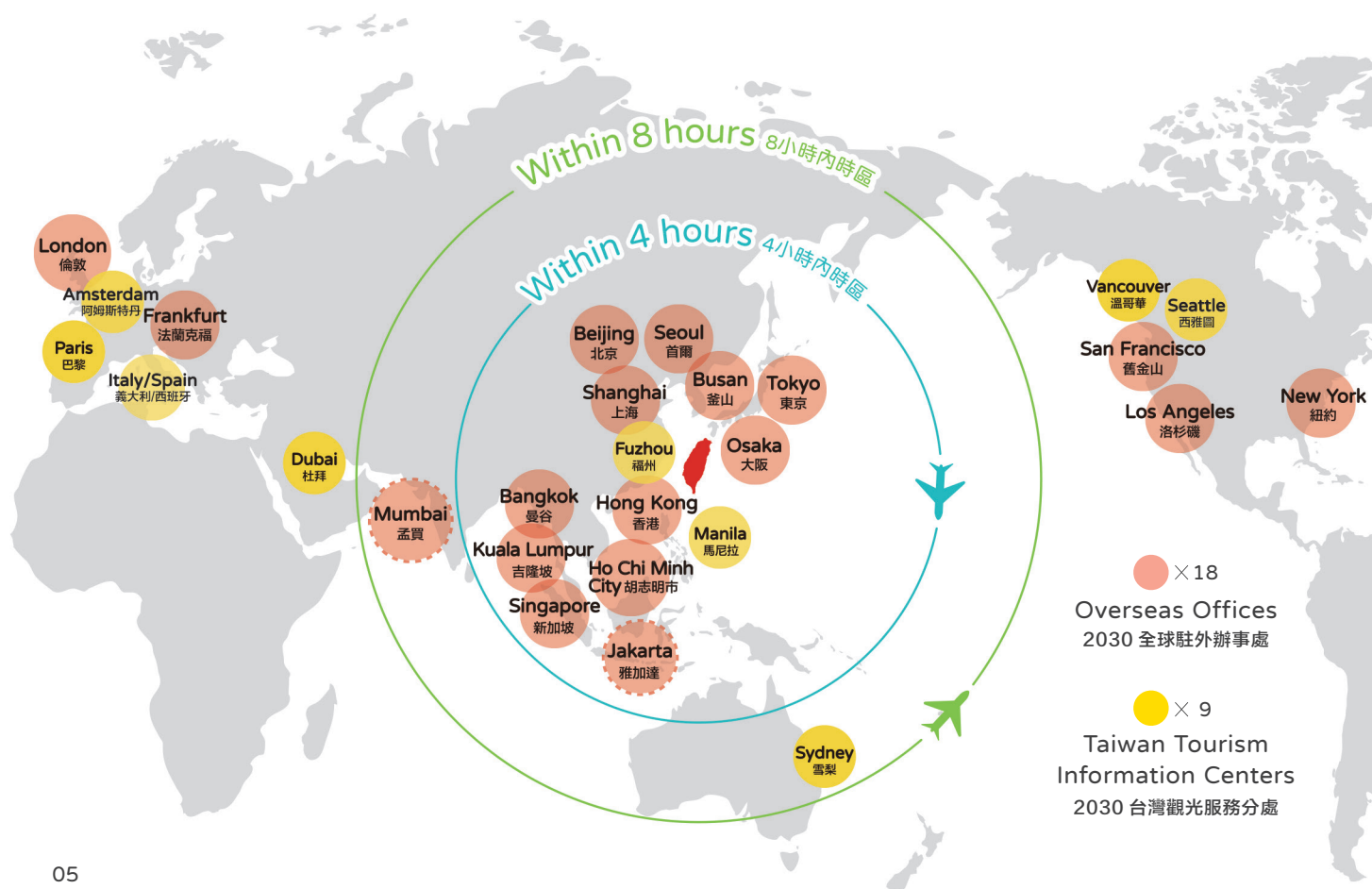
以「親山、親海、樂環島」之魅力行銷，讓世界看見台灣

## Expanding service points to tap international markets

### 積極拓點，布局全球

Strengthening ties with Japan, South Korea, Hong Kong, Singapore, Malaysia, Thailand, Philippines, and the Vietnam, Expanding in Indonesia and India, Deepening the European and US markets, Developing in the Middle East.

鞏固八方（日韓、港新馬、泰菲越）、拓展雙印（印尼、印度）、深化歐美、開拓中東。







## **Expanding Visitor Draw : Attracting Visitors with Targeted, Precision Campaigns**

### **擴大引客：鎖定目標，精準引客**

Attracting international visitors from target source markets such as Muslims and Californians and targeting cruise, post-business trip, multi-destination, and transit tourism.

向穆斯林、加州等國際旅客招手，鎖定郵輪觀光、出差後旅遊、一程多站及過境旅遊等目標客群。

## **Expanding Marketing : Five-pronged International Marketing Strategy**

### **擴大行銷：國際行銷，五路齊開**

Vigorously promoting Taiwan tourism by participating in international tourism expos in target markets, organizing promotional events, and strengthening digital, outdoor, and social media advertising.

參加目標市場國際旅展、辦理推廣會、加強數位廣告、戶外廣告及社群行銷，強力宣傳。



## **Expanding Cooperation : Creating Win-Win Outcomes through Multilateral Exchanges**

### **擴大合作：多邊交流，共創雙贏**

Making friends with the world, deepening exchanges, building consensus, promoting mutual cooperation visits, and expanding business opportunities.

與世界做朋友，深化交流、凝聚共識，促進合作互訪、擴大商機。



# Charming Taiwan



Share NOW



Taiwan Lantern Festival  
台灣燈會

Discover NOW



Solar Festival in Taiwan  
台灣仲夏節

## Enhancing Travel Experiences for Year-Round Exploration in Taiwan

### 深化旅遊體驗，四季暢遊台灣

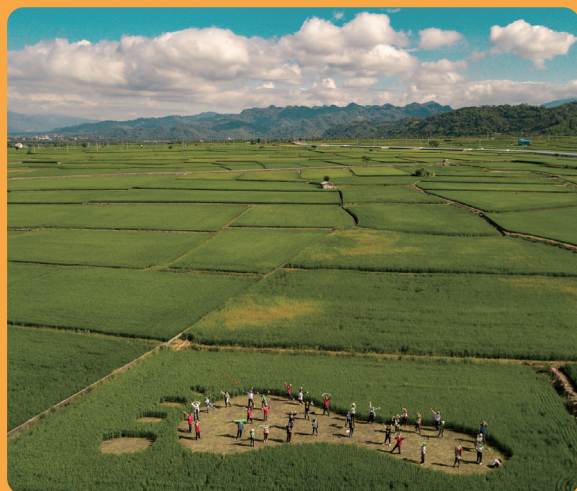
Promoting the seasonal themes of ecology, culture, cuisine, and leisure and generating tourism buzz through events.

分季節推動生態、文化、美食、樂活等多元主題，以活動帶動觀光熱潮。



Taiwan Tourism Events  
台灣觀光雙年曆

### Engage NOW



Taiwan Cycling Tourism Festival  
台灣自行車旅遊節

### Enjoy NOW



Taiwan Hot Spring  
台灣好湯



## Managing Scenic Areas, Promoting Regional Tourism

### 落實景區經營，推展區域觀光

Taiwan is integrating its abundant and diverse tourism resources across domains, from culture, education, and agriculture to Hakka and indigenous culture, national parks, and forests, with the "regional common good" as its goal.

台灣觀光資源豐富，以跨域旅遊概念，結合文化、教育、農業、客家、原住民、國家公園及林業等多樣化資源，朝向「區域共好」。



Construction  
前瞻建設



Green Destinations Top 100 Stories Awards 2023  
2023 全球百大目的地故事獎



### Indulging the Senses : The Elegance of Central Taiwan 饗嚮·中風采

Leisurely small town discoveries highlighting art, leisure, and forest activities

以藝術、休閒、森活為主軸，小鎮散策樂活旅

Pearl in the Mountains -

Sun Moon Lake 3.0 (Sun Moon Lake)

山中明珠 - 日月潭 3.0 (日月潭)

Use the sustainable tourism model to make tribes have new possibilities- Economy under the forest (Sun Moon Lake)

導引部落朝永續旅遊方向前進 - 林道下的新契機 (日月潭)



### Relaxing in Island Escapes 放鬆·島風情

Discovering hidden getaways and island hopping fun, with a focus on ecology, lighthouses, and nature

以生態、燈塔、自然為主軸，秘境暢遊跳島趣

Gold Coast (Penghu)

黃金海岸 (澎湖)

Explore Penghu's Nasca Lines - Guardians of Stone Weirs (Penghu)

探索澎湖納斯卡線 - 守護石滬 (澎湖)





## Exploring the Charms of Northern Taiwan 穿梭·北魅力

Experiencing the beauty of the mountains and sea,  
with a focus on innovation, fashion, and geology  
以新創、時尚、地質為主軸，都會繽紛山海戀



Greater Yeliu Project (North Coast)  
and Sand Dune Art Area (Northeast Coast)

大野柳計畫 (北海岸)、沙丘藝域 (東北角)



A Transformation of Abandoned Military Camp  
in Bitou Cape (Northeast Coast)

鼻頭角廢棄營舍改造帶來的轉變 (東北角)

A Path Toward the Hideaway : Creating Access to the  
Hideaway Beach in Alapawan Bay Through Sustainability  
Practices (North Coast)

透過永續實踐打開通往阿拉寶灣祕境的道路 (北海岸)



## Healing in the Purity of Eastern Taiwan 療癒·東純淨

Slow travel amid the swaying rice fields, mountains,  
and sea with a focus on railways, coasts and greenery  
以鐵道、海洋、綠意為主軸，稻浪山海慢旅行



Exploring the East Coast - Paradise Island (East Coast)

探索東海岸·天堂島嶼 (東海岸)



Moonlight Sea Concerts on the East Coast of Taiwan  
- Sustainability in Action (East Coast)

台灣東海岸月光·海音樂會 - 永續活動的實踐 (東海岸)



## Experiencing Taiwan's Southern Warmth 探尋·南熱情

Journey through history and savor new cuisine,  
with a focus on nostalgia, modernity, and low-carbon travel  
以懷舊、現代、低碳為主軸，尋味訪古新食尚



POLARIS - Alishan Star Project (Alishan)

POLARIS- 阿里山星動計畫 (阿里山)



Dancing with Water - Wetlands and Water Control  
Reappeared After the Typhoon (Yunlin and Chiayi)

與水共舞 - 颱風過後重現的濕地與治水 (雲嘉南)





# Smart Taiwan



## Investing in Digital Technology to Enhance Smart Tourism

用心投入數位科技應用，升級智慧觀光

### Introducing digital management systems to create six smart national smart scenic sites

導入數位管理系統，打造 6 個國家智慧景區

Creating national scenic site digital avatars and developing data banks and audio-visual banks to promote digital management of scenic areas.

建置國家風景區數位分身，發展數據銀行及影音銀行，促進景區數位治理。



## Allocating resources precisely through smart marketing

透過智慧行銷，資源精準投放

Welcoming global travelers to experience the beauty of Taiwan together.

歡迎世界旅人，一同體驗台灣之美。





# Sustainable Taiwan in 2030

展望2030 打造永續台灣



Strive not to be the first in the world,  
but to be the only one of your kind.

不做世界第一，只做世界唯一





榮耀台灣  
用心在地

TAIWAN  
WAVES OF WONDER



交通部觀光署  
Tourism Administration, MOTC

廣告