

## **Tourism Administration 2025 Tourism Policy and Key Administrative Priorities**

The Administration follows President Lai's "National Hope Project" national vision, continuing the goal of "Tourism as the Nation's Foundation." Aligning with international trends in sustainability and digitalization, the Administration promotes four major strategies: "Global tourism branding to attract international visitors," "Island-wide tourism highlights to drive domestic tourism," "Cross-domain integration of diverse travel experiences," and "Smart scenic area value upgrades." These strategies aim to expand the attraction of international tourists to Taiwan and gradually transform the tourism industry into a trillion-dollar industry.

In 2025, the goal is to balance both "quality and quantity" in Taiwan tourism, continuously promoting three major aspects and nine key areas of work under the dual transformation of "sustainable resilience x digital innovation."

### **1. Scenic Area Highlights Development**

**(a) Create Scenic Area Highlights:** In addition to existing plans, two major public construction projects are added: "The Northern Tropic of Cancer Flagship Project - Smiling South Bay in Taiwan" and "Sustainable Tourism Scenic Area Highlights Flagship Project 2.0." These aim to integrate recreational resources along the Tropic of Cancer and create attractive, sustainable scenic areas.

**(b) Enhance AI in Scenic Areas and Industry:** Promote 6 national pilot smart scenic areas, applying smart technology to improve management efficiency and service quality. Additionally, continue to organize the "Tourism Industry Digital Transformation Expo" to facilitate collaboration between the tourism and tech industries, promoting digitalization in tourism.

**(c) Boost Local Industries:** Integrate local revitalization, tribal tourism, and eco-tourism, connecting travel routes like Taiwan Go and Taiwan Sightseeing Bus. Through seven "Regional Tourism Circles" covering North, Central, South, East, Kinmen, Matsu, and Penghu, cross-domain cooperation and integrated marketing will drive regional industry development.

### **2. Industry Upgrade Management**

**(a) Travel Agency Management:** Encourage operators to link with low-carbon, sustainable suppliers, package sustainable tour itineraries, and obtain sustainability certifications. Promote the "Golden Phoenix Tour" certification to expand the senior

tourism market. Raise travel agency performance bond requirements to ensure tourists' rights.

**(b) Accommodation Industry Upgrade:** Collaborate with the Ministry of the Environment to advocate limiting single-use items and encourage operators to obtain environmental certifications. Work with Taiwan High-Speed Rail and Taiwan Railways to combine low-carbon transportation with accommodation providers, promoting a low-carbon travel model. Continue to promote "Star-rated Hotels" and "Friendly Inns" to strengthen accommodation brands.

**(c) Amusement Industry Quality Control:** Implement safety management for amusement parks and encourage the adoption of smart technology to optimize services and enhance management efficiency. Strengthen corporate ESG (Environmental, Social, Governance) efforts, promote sustainability certifications, and enhance marketing to improve the "Taiwan Good Amusement Parks" brand image.

### **3. Promotion of International and Domestic Tourism Markets**

**(a) Attract International Visitors:** Strengthen Taiwan Tourism's new brand marketing (Brand 3.0), promote thematic tours and exchanges, and enhance overseas service capabilities. Major international events such as the Taiwan Lantern Festival (2/12-23), World Camping Conference (4/25-5/4), World Wushu Championship (5/17-30), World Bird Watching Expo (9/17-30), and L'Étape Taiwan (10/18) will be used to attract visitors.

**(b) Theme Development:** Enhance large-scale seasonal events, combining the Taiwan Lantern Festival with AI, the Taiwan Midsummer Festival with the Tropic of Cancer, Taiwan Bike Tourism Festival with international competitions, and Taiwan Hot Springs with Taitung Zhiben hot springs, aiming to surpass last year's participation numbers. Continue collaborating with various government ministries and local governments to promote "100 Taiwan Tourism Highlights" and attract people to experience Taiwan's seasonal charm through segmented marketing.

**(c) Talent Training and Market Research:** Establish the "Taiwan Tourism Research and Training Institute," combining tourism think tanks and certification training. This will strengthen market research, talent cultivation, and training, gradually promoting it as an international tourism exchange platform.