

The background of the cover is a scenic landscape. In the foreground, there are vibrant yellow flowers, possibly lilies, in sharp focus. Behind them, a lush green field stretches across a hillside. In the distance, misty mountains rise, with a traditional Chinese pavilion visible on a ridge to the right. The overall atmosphere is serene and picturesque.

2024

中華民國113年

台灣觀光年報

Annual Report on Tourism 2024 Taiwan,
Republic of China

TAIWAN
WAVES OF WONDER

交通部觀光署
Tourism Administration, MOTC



2024

中華民國113年

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署長序

Foreword from the Director-General



以文化與永續為核心，打造臺灣觀光新價值

Cultivating New Values in Taiwanese Tourism through Culture and Sustainability



113 年，臺灣觀光面對旅遊消費型態轉變、航空運量尚未完全恢復、區域競爭激烈、地緣政治變動以及花蓮強震的衝擊，重塑我們對觀光本質的反思與行動。我們深知，觀光不該只是數字的競逐，而是讓每位旅人願意駐足、深入認識這片土地，感受臺灣文化的溫度與故事。

在政府及產業攜手努力下，113 年來臺旅客人次成長逾 21%，日本、港澳、韓國市場重返百萬人次規模，歐美市場亦持續突破，我們靈活運用新品牌行銷，透過全球媒體與數位影音全方位推廣，除積極布局北美、穆斯林、郵輪及雙印（印尼、印度）市場，深化國際雙邊交流，提升互訪人次外，並於雅加達、孟買、巴黎、溫哥華等地設立據點，佈局新興市場。在震災重創下，花東振興方案快速啟動，不僅協助地方重建，更將危機轉化為觀光活化的新動能。

我們也觀察到國旅市場「短時、高頻、輕旅行」趨勢，推動「臺灣觀光 100 亮點」各項行銷活動，維持區域觀光均衡發展，並透過深度主題遊程，推動「一地多日」、「一遊多體驗」的遊程設計，提升留宿天數與旅遊滿意度，讓旅客看見更立體的臺灣。

In 2024, Taiwan's tourism faced numerous challenges, including changing travel patterns, the ongoing recovery of airline services, fierce regional competition, geopolitical shifts, and the impact of natural disasters like the earthquake in Hualien. These factors motivated us to rethink and rejuvenate our approach to tourism. We believe tourism should not be just about numbers. We need to encourage visitors to stay longer, explore more deeply, and engage with the warmth and richness of Taiwanese culture.

Through strong government-industry partnerships, the number of visitors to Taiwan rose by over 21% in 2024. Inbound travel from Japan, Hong Kong-Macao, and South Korea rebounded to pre-pandemic levels, while European and American markets continued to grow. We deployed innovative marketing strategies to widely promote Taiwan through global media and digital channels. Our outreach efforts extended to North America, Muslim markets, Indonesia, and India, strengthening international exchanges and increasing visitor numbers. We established a presence in emerging markets such as Jakarta, Mumbai, Paris, and Vancouver. After the devastating earthquake, we swiftly launched revitalization plans in the Hualien and Taitung areas, turning challenges into opportunities for tourism renewal.

「永續韌性」及「數位創新」是臺灣觀光的核⼼價值。我們協助旅宿業導入智慧設備與永續認證，培訓觀光人才，厚植觀光產業的軟硬實力。同時也升級智慧觀光，建置全新「臺灣觀光資訊網」與 AI 智慧櫃臺服務，強化旅遊服務便捷性，讓臺灣的觀光接軌全球數位潮流。

臺灣的努力，讓世界看見。我們榮獲 9 項綠色旅遊目的地認證百大永續故事獎、亞太永續行動獎，在全球穆斯林旅遊指數（GMIT）非伊斯蘭合作組織國家中榮登全球第 3，展現多元友善觀光環境的國際競爭力。

「文化是觀光的靈魂，觀光是文化的舞臺」，未來我們將持續以「提升國人對土地價值的認同」、「促進產業轉型及經濟活動」與「強化臺灣在國際上的觀光形象」精進當前施政措施，提升臺灣觀光價值。我們將用行動，讓世界看見臺灣；用溫度，讓更多人走進臺灣；用體驗，讓旅人愛上臺灣。

本刊展現 113 年觀光施政各項亮點績效成果，也藉由書中串聯各項資訊，將不一樣的觀光印象，呈現於讀者面前，並敬請不吝指教。

交通部觀光署 Director-General, Taiwan Tourism Administration

We also noticed a trend in domestic travel towards "shorter, more frequent, and lighter trips." To promote balanced tourism development across regions, we launched various marketing campaigns under "Taiwan Tourism 100 Spotlights." The campaigns highlighted rich thematic tourism to encourage visitors to stay for multiple days to enjoy a variety of experiences at each destination. This led to both longer stays and higher visitor satisfaction, while also showcasing an in-depth view of Taiwan.

"Sustainable resilience" and "digital innovation" are central to Taiwanese tourism. The Tourism Administration helped the hospitality sector to adopt smart technologies and obtain sustainability certifications. We provided training for tourism professionals to enhance their capabilities. We also advanced smart tourism with the launch of the Taiwan Tourist Information Website and AI-powered service counters, improving travel service convenience and aligning Taiwan with global digital tourism trends.

These efforts have earned Taiwan recognition on the international stage. Honors include nine Green Travel Destination certifications, along with the Top 100 Sustainability Stories Award and the Asia-Pacific Sustainability Action Award. In the Global Muslim Travel Index (GMIT), we ranked third among non-Islamic Organisation of Islamic Cooperation countries, demonstrating our competitive advantage in creating a diverse and welcoming tourism environment.

"Culture is the heart of tourism, and tourism is a stage for culture." Looking ahead, we will continue to refine our policies to deepen public appreciation of the value of Taiwan, drive industry transformation and economic activity, and enhance Taiwan's international tourism image to elevate the value of Taiwanese tourism. We will continue to bring Taiwan into the spotlight through our actions, attract more people with warmth, and provide experiences that help visitors fall in love with Taiwan.

This publication highlights the significant achievements of our tourism policies in 2024 and brings together a range of information to present a unique perspective on Taiwan tourism to our readers. We welcome your valuable feedback.



🔍 觀光署改制週年，開啟永續觀光新紀元

Tourism Administration Anniversary – Ushering in a New Era of Sustainable Tourism

交通部觀光署於 112 年 9 月正式改制掛牌，113 年 9 月 15 日迎來觀光局改制為觀光署改制一週年，觀光署於集思交通部國際會議中心，舉辦《2024 台灣永續觀光高峰論壇》，並設有《榮耀台灣·觀光永續·連結世界》主題成果風華展，呈現臺灣觀光的過去、現在及未來，從觀光局到觀光署，一棒接一棒，棒棒皆精采，藉此凝結國內外觀光業者及民眾，齊心攜手為臺灣觀光新發展共同努力。

The Tourism Administration was officially inaugurated in September 2023. On September 15, 2024, it celebrated the first anniversary of its transformation from the Tourism Bureau. To mark the occasion, the Administration hosted the 2024 Taiwan Sustainable Tourism Summit Forum at the GIS MOTC Convention Center, alongside the themed exhibition “Glorious Taiwan: Sustainable Tourism, Connecting with the World.” The exhibition highlighted the past, present, and future of Taiwan’s tourism. From the Tourism Bureau to the Tourism Administration, the baton has been passed with excellence at every stage, bringing together industry leaders and the public, both at home and abroad, to join hands in shaping a new era for Taiwan’s tourism.



台灣永續觀光高峰論壇
Taiwan Sustainable Tourism Summit Forum

🔍 轉化挑戰為機會，穩勢前進「拓客源，拚產值」

Turning Challenges into Opportunities : Expanding Visitor Sources and Boosting Economic Value

因應疫後國際觀光趨勢及轉變，依據「Tourism2025- 臺灣觀光邁向 2025 方案」，推動臺灣觀光朝「永續韌性 X 數位創新」雙軸轉型發展，以邁向 2030 永續觀光發展為目標。同時，配合政策執行「疫後強化經濟與社會韌性及全民共享經濟成果」（加速擴大吸引國際觀光客方案、觀光景點公共運輸接駁）、重要觀光、前瞻等景點建設計畫及「0403 花蓮震災觀光振興方案」，並遵照行政院 113 年 5 月 30 日院會通過「拓展觀光亮點，帶動兆元產業」施政方向，融入永續韌性及數位創新之發展主軸，擴大吸引國際旅客來臺。

In response to international tourism trends and changes after the pandemic, Taiwan is advancing along the twin pillars of “Sustainability, Resilience, and Digital Innovation,” as outlined in the “Tourism 2025 – Toward 2025” program, with the aim of achieving sustainable tourism development by 2030. This effort is aligned with national policies such as the Special Act for Enhancing Economic and Social Resilience and Public Sharing of Economic Achievement in the Post-pandemic Era (including measures to accelerate the attraction of international tourists and improve public transportation to tourist sites), developing key and forward-looking tourist attractions, and advancing the 0403 Hualien Earthquake Tourism Revitalization Plan. Furthermore, in line with the Executive Yuan’s directive passed on May 30, 2024, to “enhance tourism highlights and drive a trillion-dollar industry,” the strategy integrates sustainability, resilience, and digital innovation as key principles to further attract international visitors to Taiwan.



來臺旅遊市場穩定回溫，較 112 年成長逾 21%

Inbound Tourism Rebounds Over 21% on Steady Recovery

113 年來臺旅遊市場，全年來台旅客逾 785 萬 7,686 人次，較 112 年同期（648 萬 6,951 人次）成長 21.13% 持續穩定成長。日本、港澳及韓國市場均逾百萬人次規模；歐美市場恢復良好，尤以美國較疫前成長 7.64%，表現亮眼，來臺旅遊市場穩定回溫。

In 2024, Taiwan welcomed 7,857,686 inbound visitors, up 21.13% from 2023 (6,486,951), showing steady and sustained growth. The Japan, Hong Kong–Macau, and South Korea markets each exceeded one million visitors. The European and American markets also recovered strongly, with the US market performing particularly well—up 7.64% compared to pre-pandemic levels—showing a solid recovery of inbound tourism.



升級觀光新品牌、開拓國際宣傳據點

Upgrading Taiwan’s Tourism Brand and Expanding International Promotion Bases

— 靈活運用，觀光新品牌：113 年 5 月 6 日推出台灣觀光新品牌 3.0—「TAIWAN-Waves of Wonder」（台灣魅力·驚喜無限），於各市場強力播送形象廣告，形塑臺灣觀光形象；同年第 4 季推出全新國際宣傳影片，搭配觀光品牌 3.0 於我國主要引客市場具有影響力之媒體（如英國 BBC 電視、美國 CNN 電視等主流媒體、紐約時報廣場戶外螢幕及數位媒體如 Netflix、Google、Youtube 等）強力放送；日本、韓國及馬來西亞（穆斯林）、印尼、泰國、菲律賓市場推出全新年度觀光代言人，分別為知名日本影帝妻夫木聰、韓團 Super Junior 成員圭賢、馬來西亞女星娜比拉·拉扎利 (Nabila Razali)、印尼人氣巨星咪卡·譚巴勇 (Mikha Tambayoung Mahenra)、泰國當紅實力派演員提拉德 (Teeradetch Metawarayut)、菲律賓當紅明星加比加西亞 (Gabbi Garcia) 與卡里爾拉莫斯 (Khalil Ramos)，以捲動臺灣觀光話題，魅力行銷臺灣，衝刺來臺觀光人數。

— 開拓國際新據點，持續開發新市場：113 年陸續成立雅加達、孟買、巴黎、溫哥華、馬尼拉 TTIC（台灣觀光服務分處），並規劃逐步增加包括雪梨、阿姆斯特丹、西雅圖等 TTIC，培養未來客源。

— Flexible promotion under a new tourism brand: On May 6, 2024, the Tourism Administration launched the Tourism Brand 3.0: TAIWAN-Waves of Wonder. Image advertisements were broadcast intensively in various city markets to promote Taiwan’s tourism image. In Q4 2024, a new international promotional video was released, pairing the 3.0 brand with influential media channels in major source markets (including BBC in the UK, CNN in the US, outdoor screens in New York’s Times Square, and digital platforms such as Netflix, Google, and YouTube). New annual tourism ambassadors were also introduced in the Japan, Korea, Malaysia (Muslim), Indonesia, Thailand, and Philippines markets, featuring prominent stars such as Japanese actor Satoshi Tsumabuki, South Korean Kyuhyun of Super Junior, Malaysian actress Nabila Razali, Indonesian superstar Mikha Tambayoung Mahenra, Thai actor Teeradetch Metawarayut, and Philippine celebrities Gabbi Garcia and Khalil Ramo. These campaigns and representatives generated buzz about Taiwan tourism to drive visitor growth.

— Expanding Taiwan’s international presence and further developing new markets: In 2024, the Tourism Administration successively established Taiwan Tourism Information Center (TTIC) offices in Jakarta, Mumbai, Paris, Vancouver, and Manila. It also drew up plans to progressively add TTICs in Sydney, Amsterdam, Seattle, and other cities to develop future source markets.



113 年新增台灣觀光服務分處 (TTIC)
Taiwan Tourism Information Centers (TTICs)
Established in 2024



113 年台灣觀光新品牌 3.0 全新國際宣傳影片
Launch of Taiwan Tourism Brand 3.0 and New International Promotional Videos in 2024

– 推動「入境觀光振興計畫」擴大引客：以「T2025 方案 - 廣拓觀光客源計畫」持續推動境外企業來臺獎勵旅遊，113 年度共申請 165 團（計約 14,881 人次），另為吸引國際旅客離島觀光，113 年 11 月 12 日修訂「推動境外包機旅客來臺獎助要點」，降低離島包機獎助門檻，推動郵輪觀光，整合高雄、臺中等 6 大郵輪港口岸上觀光資源，出版全新郵輪手冊及摺頁，另持續推動「境外郵輪來臺獎助」及「空海聯營（Fly-Cruise）旅遊獎助」，就國際郵輪彎靠及母港航線皆有獎助，其中境外郵輪獎助，113 年度共有 9 航次申請，已恢復疫前（108 年）同期約 7 成，並於 113 年 7 月 10 日修正發布「推動來臺空海聯營旅遊獎助要點」，將國內旅行業納入獎助對象並簡化申請流程。

– 「加速擴大吸引國際觀光客方案」五路齊開具體吸客：加強宣傳「加速擴大吸引國際觀光客方案」，112 年 5 月起辦理促進自由行旅客來臺措施及加速團客來臺措施。113 年度自由行旅客來臺消費金抽獎活動，逾 461 萬人次登錄；團客獎助申請逾 2.4 萬團，參團人數逾 43 萬人。藉由「參加各市場海外旅展」、「辦理講座 / 推廣會」、「數位影音媒體廣告」、「OOH 戶外廣告」及「KOL 邀訪及社群行銷」等五路齊開措施具體吸客。

– 整合資源、擴大部會合作，加速觀光產業發展：由行政院副院長每月定期召開「研商促進國際觀光客來臺跨部會專案會議」，截至 113 年共召開 16 次會議，設定各目標市場人次，跨機關協力推動國際旅客來臺。設立「行政院觀光產業振興諮詢會議」由行政院副院長擔任召集人，透過「部會合作、專家參與、產業對話」，整合觀光資源，加速觀光產業發展。

– Attracting Visitors through the Inbound Tourism Revitalization Plan: Under the "Tourism 2025 – Broadening Tourism Source Markets Plan," incentives were provided for overseas companies to send tour groups to Taiwan, with 165 groups (approximately 14,881 visitors) applying in 2024. To encourage international visitors to explore Taiwan's outlying islands, on November 12, 2024, the Guidelines on Subsidies for International Charter Flights to Taiwan were revised to lower eligibility thresholds for island-bound charters. Cruise tourism promotion involved integrating shore excursion resources at six major cruise ports including Kaohsiung and Taichung, and publishing a new cruise guide and brochure. Subsidy programs for inbound cruises and "Fly-Cruise" packages continued, supporting both port-of-call visits and homeport itineraries. In 2024, nine cruise voyages applied for subsidies, recovering to about 70% of the pre-pandemic (2019) level. On July 10, 2024, the Fly-Cruise subsidy guidelines were revised to include domestic travel agencies as eligible applicants and simplify application procedures.

– Five-Pronged Approach to Accelerate International Visitor Growth: The Tourism Administration actively promoted the "Accelerated and Expanded Inbound Tourism Promotion Program" to boost both free independent traveler (FIT) and group arrivals starting in May 2023. In 2024, more than 4.61 million people participated in the FIT travel spending lottery campaign, while over 24,000 tour groups, totaling more than 430,000 members, applied for group travel subsidies. The five-pronged approach included participating in overseas travel fairs in target markets, hosting seminars and promotional events, running digital video advertisements, placing out-of-home (OOH) advertising, and inviting key opinion leaders (KOLs) to visit Taiwan as part of integrated social media marketing efforts.

– Integrating Resources and Expanding Inter-Agency Cooperation to Accelerate Tourism Development: The Vice Premier held monthly inter-ministerial Project Meetings on Promoting Tourism Travel to Taiwan, with 16 sessions held in 2024. Each meeting set target visitor numbers for specific markets and coordinated efforts across government agencies to attract international travelers. The Executive Yuan also established the Tourism Industry Revitalization Advisory Council, chaired by the Vice Premier. These meetings fostered inter-ministerial collaboration, engaged experts, and encouraged industry dialogue to integrate tourism resources and accelerate the development of the tourism sector.



環島亮點捲動國旅，帶動地方產業發展

Island-Wide Highlights Spur Domestic Tourism and Boost Local Industries

推動觀光主題活動

– 推動 6 大標竿活動（「台灣燈會」、「台灣仲夏節」、「臺灣自行車旅遊節」、「台灣好湯－溫泉美食嘉年華」、「台灣美食展」及「東海岸月光·海音樂會」），吸引國內外旅客暢遊臺灣，並於 113 年 11 月起，攜手縣市政府及跨部會推出「台灣觀光 100 亮點」活動，持續捲動國旅市場。

– 推廣自行車旅遊，113 年 11 月 30 日環法自行車挑戰賽，吸引 2,500 位國際旅客來台比賽。

– 推動部落觀光，於 113 年 11 月 29 日至 12 月 1 日辦理 2024 臺灣部落觀光嘉年華活動，展現推動部落觀光成果，以及臺灣原住民 16 個族群各自獨特的人文風采。

推廣主題旅遊

– 樂齡品牌行銷：113 年辦理 5 場「鳳金遊程」教育訓練暨說明會總計 374 位旅行業者參與。另於 113 年 9 月舉辦媒體遊程體驗活動，提升品牌曝光度。

– 推動「臺灣觀光雙年曆」活動：遴選出國際級 40 項、全國級 68 項，共計 108 項活動，113 年總遊客數逾 8,469 萬人次，經濟效益達新臺幣 1,138 億元。

推動「台灣觀光 100 亮點」

結合第 1 屆「觀光亮點獎」獲獎成果，自 113 年 11 月起至 114 年 10 月攜手 22 個地方政府推動「台灣觀光 100 亮點」，鼓勵旅客每月逛亮點、遊活動、享優惠，暢玩全臺一整年，帶動地方觀光產業發展。



交通部觀光署串連 22 個縣市共同推動台灣觀光 100 亮點
The Tourism Administration partnered with 22 counties and cities to promote the 100 Tourism Spotlights of Taiwan

2024 部落觀光嘉年華署長與自行車選手合照
The director-general of the Tourism Administration pictured with cyclists at the 2024 Indigenous Tourism Festival



臺灣觀光雙年曆活動總遊客數逾 8,469 萬人次
Over 84.69 million visitors attended Taiwan Tourism Calendar Events

Promoting Thematic Tourism Events

– Six flagship events were promoted—the Taiwan Lantern Festival, Solar Festival in Taiwan, Taiwan Cycling Festival, Taiwan Hot Spring Fine-Cuisine Festival, Taiwan Culinary Exhibition, and East Coast Moonlit Sea Concert—to attract domestic and international visitors to Taiwan. In November 2024, the Taiwan Tourism 100 Spotlights campaign was launched in partnership with local governments and other ministries to continue driving the domestic tourism market.

– Bicycle tourism was promoted through events such as the Tour de France Challenge in Taiwan on November 30, 2024, which attracted 2,500 international participants.

– Indigenous tourism was promoted through the 2024 Taiwan Indigenous Tourism Festival, held from November 29 to December 1, 2024. The festival showcased achievements in developing indigenous tourism and highlighted the cultural uniqueness of Taiwan's 16 indigenous peoples.

Promoting Themed Tourism

– Senior-friendly tourism branding and promotion: In 2024, five "Golden Years" training and briefing sessions were held, with a total of 374 travel industry participants. A media familiarization tour in September 2024 further enhanced brand exposure.

– The Taiwan Tourism Events Calendar featured 108 selected events (40 international-level and 68 national-level). In 2024, total attendance exceeded 84.69 million visits, generating NT\$113.8 billion in economic benefits.

Promoting the "100 Tourism Spotlights of Taiwan"

Building on the success of the first Tourism Spotlights Award, the 100 Tourism Spotlights of Taiwan" campaign will be carried out from November 2024 to October 2025 in partnership with 22 local governments. Visitors are encouraged to explore spotlight attractions, join events, and enjoy promotions each month, fostering year-round tourism and boosting local industries.



自由行旅客來臺消費金抽獎活動，
逾 461 萬人次登錄
Over 4.61 million visitors registered for the FIT travel spending lottery campaign

推動郵輪觀光，整合高雄、臺中等 6 大郵輪港口岸上觀光
Promoting cruise tourism and integrating shore excursion resources at six major ports including Kaohsiung and Taichung



便捷旅運服務，暢遊台灣好便利

Convenient Transport Services for Seamless Travel in Taiwan

— 執行「觀光景點公共運輸接駁方案」，包含「台灣好行優化服務」及「觀光路廊在地有腳接駁服務」，透過票價半價優惠、增開班次、新增運輸場站至景點及景點間串遊路線、景點招呼站牌融入景點特色等面向，全面提升台灣好行營運品質，透過台灣觀巴 2 人同行 1 人免費，提供民眾優惠便利旅遊服務。

— 台灣好行優化服務：113 年度台灣好行搭乘 565 萬人次，較 112 年成長 22.4%。

— 觀光路廊在地有腳接駁服務：自 112 年 7 月 1 日至 12 月 31 日及 113 年 3 月 1 日至 12 月 31 日，輔導業者推出不分平假日台灣觀巴 2 人成行 1 人免費優惠活動，113 年度台灣觀巴搭乘人數逾 11.5 萬人，較 112 年成長 133%。

— Implementation of the Public Transport Shuttle Program for Tourist Attractions included enhancements to the Taiwan Tourist Shuttle and local shuttle services along tourism corridors. Half-price fares, increased service frequency, new stops at and between attractions, and themed stop signage improved service quality. In addition, the Taiwan Tour Bus offered a "2-for-1" travel promotion, improving travel affordability and convenience.



優化產業環境，輔導產業轉型

Optimizing the Tourism Industry Environment and Supporting Transformation

— 於 113 年辦理 4 場次永續相關教育訓練及 2 場域企業參訪，共計 100 家旅行業者，320 人次參與，輔導旅行業永續經營。

— 因應社會環境變遷，113 年 10 月 16 日修正發布「導遊人員管理規則」及「領隊人員管理規則」，113 年 12 月 27 日修正發布「旅行業管理規則」，調適現行法規與實務運作落差並保障消費者權益。

— 推動「交通部觀光署獎勵旅宿業品質提升補助要點」，受理逾 1,409 件申請建置友善設施、導入智慧化設備或系統、推動永續發展等相關項目；113 年增訂補助旅宿業取得國內外永續、節能減碳及綠色環保等相關認證，鼓勵業者接軌國際永續趨勢。

— 持續輔導觀光遊樂業朝創新服務、智慧園區、安心旅遊、全齡友善及綠色永續方向發展，113 年計核定 17 家業者申請，補助經費 4,886 萬元，帶動整體投資金額約 1.25 億元。

— In 2024, the Tourism Administration arranged four sustainability-related training sessions and two on-site corporate visits. During these events, 320 participants from 100 travel companies received guidance on sustainable business practices.

台灣好行

TOURIST SHUTTLE



2024
22.4%
2023

113 年度台灣好行搭乘 565 萬人次，較 112 年成長 22.4%
The Taiwan Tourist Shuttle served 5.65 million passengers in 2024, up 22.4% from 2023



— Enhancement of the Taiwan Tourist Shuttle service: In 2024, ridership reached 5.65 million passengers, a 22.4% increase over 2023.

— Local shuttle services along tourism corridors: From July 1 to December 31, 2023, and from March 1 to December 31, 2024, operators were encouraged to offer "2-for-1" tickets on the Taiwan Tour Bus year-round. In 2024, the service carried over 115,000 passengers, marking a 133% increase from 2023.



補助觀光遊樂
17 家業者共 4,886 萬元
Subsidies totaling NT\$48.86 million
were awarded to
17 amusement park operators

— In response to societal changes, the Regulations Governing Tour Guides and Regulations Governing Tour Managers were amended on October 16, 2024. The Regulations Governing the Administration of Travel Agencies were also revised on December 27, 2024, to bring rules in line with industry practices and protect consumer rights.

— The Tourism Administration implemented the Guidelines of the Tourism Administration, Ministry of Transportation and Communications for Subsidizing the Enhancement of Accommodation Quality. The administration received over 1,409 applications for related projects, such as installing accessible facilities, introducing smart technologies, and promoting sustainable development. In 2024, subsidies were expanded to cover domestic and international sustainability, energy-saving, carbon-reduction, and green certifications to encourage industry alignment with global trends.

— The administration continued to provide guidance to the amusement park sector in introducing innovative services, smart parks, safe tourism, age-friendly facilities, and green sustainability. In 2024, a total of 17 operators received subsidies totaling NT\$48.86 million, driving total investments of approximately NT\$125 million.



厚植產業人力質量，提升產業服務品質

Upgrading the Tourism Workforce to Improve Service Quality

— 辦理觀光產業人才培訓，113 年度培訓旅行業經理人 407 人次、關鍵人才培訓 879 人次、觀光職能 e 學院 4,488 人次、稀少語別導遊評量輔導訓練 124 人次、導遊人員在職訓練 875 人次、導遊人員職前訓練 965 人次、領隊人員職前訓練 1,768 人次，共計 9,506 人次。

— 辦理觀光旅館及旅館業中階經理人訓練課程，113 年規劃辦理 8 場次主題課程及 1 場專題課程，共計培訓 452 人次。

— 跨部會就業媒合引才，輔導導遊與領隊協會辦理人才媒合，113 年辦理逾 104 場媒合會，逾 2,065 人次參加。

— 辦理「補助旅宿業穩定接待國際旅客服務量能方案」，112 年 4 月 1 日至 113 年 9 月 30 日旅宿業者新增聘僱房務及清潔人員共計 2,811 人。



— In 2024, tourism workforce training programs trained 407 travel industry managers, 879 key personnel, 4,488 participants through the Tourism Career eLearning College, 124 tour guides in less common languages through evaluation and coaching, 875 tour guides through on-the-job training, 965 tour guides in pre-employment training, and 1,768 tour leaders in pre-employment training, totaling 9,506 participants.

— Eight thematic courses and one special course were held for tourism and hotel mid-level managers in 2024, providing training for 452 participants.

— Cross-ministerial job matching and recruitment initiatives supported tour guide and leader associations in organizing over 104 matching events in 2024, with more than 2,065 participants.

— The Subsidy Program for Maintaining International Guest Reception Capacity supported the hiring of 2,811 new hotel housekeeping and cleaning staff between April 1, 2023, and September 30, 2024.



打造多元特色景點，推動觀光旅遊區品牌

Creating Diverse Attractions and Promoting Tourism Area Branding

— 執行「觀光前瞻建設計畫（110-114 年）」：打造東北角及宜蘭海岸、澎湖等 6 個國家風景區管理處，為國際魅力景區，113 年已完成伊達邵中正停車場、隘門沙灘服務設施整建等 12 處亮點工程。

— 執行「重要觀光景點建設中程計畫（113-116 年）」，113 年完成東北角及宜蘭海岸國家風景區「龍洞灣海洋公園休憩空間營造」、馬祖國家風景區「北竿鄉 08 據點服務設施建置」等 49 項工程。

— 推動「觀光前瞻區域旅遊品牌」，113 年完成漫遊山海線－聚落・鐵道・自行車魅力輕旅廊道營造、北橫故事－角板山觀光場域等 16 處亮點工程。

— Under the Forward-looking Tourism Infrastructure Development Plan (2021–2025), six national scenic area administrations, including the Northeast and Yilan Coast, and Penghu, will be developed into world-class destinations. Twelve landmark projects were completed in 2024, including the Ita Thau Zhongzheng Parking Lot and service facility upgrades at Aimen Beach.

— Under the Mid-term Plan for Construction of Major Scenic Sites (2024–2027), 49 projects were completed in 2024. They include the creation of leisure spaces at Longdong Bay Ocean Park in the Northeast and Yilan Coast National Scenic Area, and the establishment of service facilities at Beigan Township Stronghold 08 in the Matsu National Scenic Area.

— The Forward-looking Regional Tourism Brands initiative completed 16 landmark projects in 2024, including the "Mountain-Sea Leisure Corridor" integrating villages, railways, and cycling, and the "Northern Cross-Island Story – Jiabanshan Tourism Area."



觀光前瞻建設計畫 - 野柳遊客中心設施優化
Forward-looking Tourism Infrastructure Development Plan
– Yeliu Visitor Center facility upgrades





強化景區維護管理，滾動檢討景區活動法規

Strengthening Scenic Area Maintenance and Regularly Reviewing Event Regulations



- 建置國家風景區通用旅遊環境，截至 113 年已完成建置 178 處通用無障礙旅遊景點，並完成 43 條無障礙推薦遊程，提供友善旅遊環境。
- 輔導業者取得永續認證，113 年輔導國家風景區轄內 14 家業者取得國際 GTS 綠色旅行標章，綠色旅遊 2 星（4 家）、綠色旅遊 1 星（10 家）。
- 113 年 4 月 16 日修正水域遊憩活動管理辦法，新增「自由潛水」態樣、增訂帶客從事自由潛水相關規定，保障旅客活動安全。
- 整合相關部會成立中央機關露營管理協調聯合督導小組，督導直轄市、縣（市）政府落實執行露營場管理，113 年度至 114 年 3 月，共召開 4 次會議，輔導露營場申請設置。

- 觀光署整合在地觀光組織、產業夥伴，重新打造北、中、南、東部及 3 個離島之 7 個「區域觀光圈品牌」，於 113 年 7 月 3 日舉辦「2024 國家風景區觀光圈成效分享會」，透過業者經驗分享加強跨域交流合作、8 月 26 日辦理「2024 北觀光區策略座談會」凝聚北部觀光未來願景及策略方向、12 月 11 日辦理「2024 國際視角·南觀光區分享會」聚焦南部觀光願景與國際行銷策略。並於 10 月 25 日至 11 月 24 日，辦理北、中、南、東 4 場「觀光區市集日」活動，每場有 70 家在地優質品牌齊聚華山文創園區，強化資源串聯並激發地方經濟潛力。

- As of the end of 2024, 178 universally accessible tourist attractions and 43 recommended accessible itineraries had been established in national scenic areas, providing a friendly travel environment.
- In 2024, the administration assisted 14 businesses within national scenic areas in obtaining the international Good Travel Seal (GTS). Four earned two-star certification and ten gained one-star certification.
- On April 16, 2024, the Regulations Governing Water Recreation Activities were amended to add "freediving" as a category and stipulate rules for guided freediving activities, enhancing visitor safety.
- A Central Government Joint Task Force on Campground Management was established to coordinate relevant ministries and supervise local governments in enforcing campground regulations. From 2024 to March 2025, four meetings were held to provide guidance on campground permit applications.

- The Tourism Administration worked with local tourism organizations and industry partners to re-brand seven regional tourism brands in northern, central, southern, and eastern Taiwan and three outlying island areas. Key events in 2024 included the National Scenic Area Tourism Circle Achievement Showcase" (July 3) to enhance cross-sector collaboration through the sharing of industry experience; the Northern Tourism Zone Strategy Forum (August 26) to develop a future vision and strategic direction for northern tourism; and the Southern Tourism Zone: Sharing International Perspectives Meeting (December 11), to develop a vision and international marketing strategies for southern tourism. From October 25 to November 24, four Tourism regional Market Days were held in northern, central, southern, and eastern Taiwan. Seventy local high-quality brands gathered at Huashan 1914 Creative Park during each event to strengthen resource integration and stimulate the local economy.



導入科技與大數據，智慧觀光再升級

Leveraging Technology and Big Data to Smarten Tourism



- 113 年成立 PMO 專案辦公室，對所轄國家風景區智慧化進行總體規劃，並於 10 月完成景區智慧化發展藍圖，推動國家風景區智慧化及觀光產業數位化。
- 113 年觀光大數據平臺新增國家風景區電動車充電站（樁）及交通部運輸資料整合流通服務平臺（TDX）資料；另匯入「亞洲競爭市場國家之入出境旅客數據」及「韓國市場旅遊需求數據」2 項外部數據資料及完成平臺功能優化。
- 以「行動優先」概念，建置「台灣觀光資訊網」以 11 種語言版本、RWD 響應式網頁，提供適地性旅遊情報、旅遊服務中心（含借問站）等旅遊便捷化服務，並導入 AI 觀光智慧小幫手旅遊景點查找服務，即時提供旅遊資訊。

- In 2024, a Project Management Office (PMO) was established to oversee smart development planning for national scenic areas. The office completed a smart tourism blueprint in October and promoted the development of smart scenic areas and digitalization of the tourism industry.
- In 2024, the new databases were integrated in the Tourism Big Data Platform, including data from EV charging stations in national scenic areas and the MOTC's Transport Data eXchange (TDX). External data sets were also added, covering inbound/outbound tourism statistics for Asian competitor countries and travel demand data for the Korean market, alongside platform upgrades.
- Under a "mobile first" concept, the Tourism Administration developed the Taiwan Tourist Information Website in 11 language versions and a responsive web design. The site offers localized travel information, details on visitor service centers (including information stations), and an AI-powered tourism assistant to provide real-time information on attractions.

- 113 年將「AI 智慧櫃台」即時翻譯服務導入高雄機場，新增東南亞語系翻譯功能，有效提供接待新南向旅客服務量能。

- 113 年 12 月 3 至 4 日辦理「2024 觀光產業數位博覽會」，吸引 41 家企業參與展覽，展示逾 70 項科技應用產品，超過 5,603 人參與。

- 舉辦「玩轉科技交流站」，創建觀光業者與科技業者媒合交流平台；另舉辦「113 年觀光盃 Open Data 黑客松」活動，透過競賽方式邀請大專院校學生利用觀光署提供的開放資料，進行數位加值應用。

- 觀光署及所屬國家風景管理處、駐外辦事處，依其市場區隔，共經營 70 個社群媒體，透過數位媒體虛實整合行銷臺灣。



2024 觀光產業數位博覽會
2024 Digital Transformation Expo for the Tourism Industry



花東振興方案，加速花東旅遊復甦

Hualien-Taitung Revitalization Plan to Accelerate Tourism Recovery

- 花東自由行住宿補助：113 年「振興花蓮震後獎勵旅遊個別旅客住宿優惠活動」花蓮縣超過 74 萬房提出申請，臺東縣超過 24 萬房提出申請。

- 花東團體旅遊補助：截至 113 年 12 月底活動結束，花蓮團累計申請 2,182 團，參團旅客約 5.2 萬人次、臺東團累計申請 1,790 團，參團旅客約 4.9 萬人次。

- 推動觀光遊樂業入園優惠，113 年 10 月 7 日至 11 月 30 日累計使用優惠入園計 10 萬 4,534 人次。

- 113 年 6 月 1 日至 12 月 31 日止，提供台灣好行宜花東使用電子票證免費搭乘及台灣觀巴宜花東 2 折優惠，台灣好行累計 20 萬 6,704 人次使用；台灣觀巴累計 5 萬 6,943 人次使用；另自 7 月 1 日至 11 月 30 日止推出 Taiwan PASS 台鐵版 2 人同行 1 人免費限量優惠，累計販售 8,586 組（每組 2 張，共 17,172 張）。

- 自 113 年 7 月 1 日起至 12 月 31 日止，加碼獎助飛航至花東地區機場之境外包機，爭取更多國際旅客赴花東旅遊，113 年共爭取超過 20 架國際包機（泰國、汶萊、越南、香港），招徠逾 1,500 名國際旅客；並自 8 月 1 日起至 12 月 31 日止分波段擴大外國團客住宿花東加碼，計 312 團申請獎助。

- In 2024, AI Smart Counter real-time translation services were introduced at Kaohsiung Airport. Southeast Asian languages were added to enhance services for New Southbound Policy markets.

- The 2024 Digital Transformation Expo for the Tourism Industry was held on December 3–4. The event attracted 41 companies and showcased over 70 tech applications to more than 5,603 participants.

- The Fun Tech Jam was launched to connect tourism and tech operators. In addition, the 2024 Tourism Open Data Hackathon invited university students to present value-added digital applications as competition submissions using open data from the Tourism Administration.

- The Tourism Administration, national scenic area administrations, and overseas offices managed 70 social media accounts targeted at specific markets, integrating online and offline channels to promote Taiwan.



加碼獎助飛航至花東地區機場之境外包機
Additional subsidies for international charter flights to Hualien and Taitung airports

- Independent Travel Accommodation Subsidies: In 2024, the Post-Earthquake Incentives for Individual Travelers' Accommodation Discounts to Revitalize Hualien campaign received over 740,000 room applications in Hualien County and over 240,000 in Taitung County.

- Group Travel Subsidies: By the end of the program in December 2024, Hualien had received applications from 2,182 groups with about 52,000 members. Taitung received applications from 1,790 groups with about 49,000 members.

- Amusement Park Admission Discounts: From October 7 to November 30, 2024, 104,534 visits were made through the discounted admission program.

- From June 1 to December 31, 2024, the Taiwan Tourist Shuttle in the Yilan-Hualien-Taitung area offered free rides with e-tickets, and the Taiwan Tour Bus offered 80% fare discounts. These services attracted 206,704 and 56,943 riders, respectively. From July 1 to November 30, the Taiwan PASS TRA Edition "2-for-1" limited offer sold 8,586 passes (17,172 tickets).

- Between July 1 and December 31, 2024, additional incentives were offered for international charter flights to airports in Hualien and Taitung to attract more international visitors to eastern Taiwan. Over 20 charter flights from Thailand, Brunei, Vietnam, and Hong Kong were arranged during this period, bringing in more than 1,500 international visitors. From August 1 to December 31, the incentive program for foreign tour groups staying in Hualien and Taitung was also expanded, with a total of 312 groups applying for the benefits.



永續 遇見更好的台灣

Sustainability—Discovering a Better Taiwan

GREEN DESTINATIONS
TOP 100
2024
STORIES

由綠色目的地基金會（Green Destinations Foundation）主辦 2024 綠色目的地百大故事獎於 12 月 11 日於智利蓬塔阿雷纳斯（Punta Arenas）舉行，交通部觀光署所屬 6 個國家風景區管理處榮登百大榜單，分別展現永續旅遊在目的地管理、自然景觀、商業與行銷等領域的卓越成效。

The 2024 Green Destinations Top 100 Stories Awards, organized by the Green Destinations Foundation, were held on December 11 in Punta Arenas, Chile. Six National Scenic Area Headquarters under the Tourism Administration, MOTC, were recognized on the Top 100 list, each demonstrating excellence in sustainable tourism across destination management, natural landscape preservation, operations, and marketing.



故事主題 Theme



參賽類別 Category

交通部觀光署北海岸及觀音山國家風景區管理處

North Coast and Guanyinshan National Scenic Area Headquarters



海洋「淨」行式－以白沙灣自然中心我愛淨灘實踐里海倡議

A Cleansing Journey by the Sea—Baishawan Nature Center Advances the Satoumi Initiative through the "I Love Beach Cleanups" program



目的地管理 Destination Management

百大故事白沙灣 Top 100 Story: Baishawan

北海岸擁有長 50 公里的優美海岸，居民依海維生，從事與海洋相關的經濟活動，但因為強勁的東北季風及污染物排放、海流等因素，不少海洋廢棄物堆積於礁岩、沙灘，衝擊海灘生態及經濟生產力，為實踐里海倡議結合淨灘活動，使人類與沿海環境逐漸恢復和諧關係，建立一個環保、安全、健康和友善的觀光環境、提升國際議題能見度。北海岸及觀音山國家風景區管理處運用人力、科技輔具（如空拍機巡查），掌握海廢分布情形、提出清理計畫外，2018 年成立環境教育場域－「白沙灣自然中心」落實環境教育與永續發展理念，並發起公私協力民間參與「我愛淨灘」活動，擴大淨灘活動效益。此外，也建立海廢回收再利用及認證機制，創造海廢再生料之價值（如海廢藝術創作），形塑海廢再生產業鏈，落實循環經濟。

Stretching 50 kilometers, the beautiful shores of the North Coast sustain communities whose livelihoods rely heavily on the sea. Yet strong northeast monsoons, pollutant discharges, and ocean currents have led to the accumulation of marine debris on reefs and beaches, affecting coastal ecosystems and local productivity. To advance the Satoumi Initiative, which promotes harmonious coexistence between people and coastal environments, the North Coast and Guanyinshan National Scenic Area Headquarters has integrated beach cleanup activities to restore this balance, creating an eco-friendly, safe, healthy, and welcoming destination while raising awareness of global sustainability challenges. In addition to mobilizing staff and technology, such as drone patrols, to monitor debris distribution and implement cleanup plans, the Baishawan Nature Center was established in 2018 to provide environmental education and promote sustainable development. Public-private partnerships and community participation through the "I Love Beach Cleanups" campaign have amplified the impact of this initiative. The headquarters has also developed recycling, reuse, and certification mechanisms for marine waste, creating value for recovered materials (e.g., marine-waste art), creating an upcycling value chain and putting circular economy principles into action.

交通部觀光署東部海岸國家風景區管理處

East Coast National Scenic Area Headquarters



富岡地質公園：地質、環境與社區的再生旅遊

Fugang Geopark—Fugang Geopark: Regenerative tourism of geology, environment, and community



目的地管理 Destination Management

社區魚市場覽導 Community Fish Market Guided Tour

小野柳遊憩區位於台灣東南部的台東市富岡里，以富岡砂岩和海蝕地景聞名所在的富岡社區，面臨人口外流與老化、過路遊客衝擊環境等問題。東管處以小野柳風景區為核心，於 2020 年成立「東部海岸富岡地質公園」，以保護濁流岩地質，並與富岡社區合作，共同透過目的地管理，實現該地區生態、社區經濟、文化的平衡。透過生態導覽體驗（如夜訪小野柳、募殼計畫給寄居蟹一個家）、推動野柳自然教室環境教育、社區復興及行銷（如富岡港港好－區域觀光圈計畫、社區主導及辦理漁市導覽和介紹海神廟信仰等在地文化體驗遊程），也促使青年回流，成立「富岡港港好」觀光圈，除拉近社區居民的距離，也帶動在地觀光產業，活絡地方經濟，型塑富岡地質公園成為東海岸特色景點。

Located in Fugang Village, Taitung City, the Xiaoyeliu Recreation Area is renowned for its Fugang sandstone formations and sea-eroded landscapes. The community has faced challenges such as population outflow, an aging demographic, and environmental pressures from pass-through tourism. The East Coast National Scenic Area Headquarters, with Xiaoyeliu as its centerpiece, established the East Coast Fugang Geopark in 2020 to protect the area's turbidite geology while collaborating with the Fugang community to implement destination management that balances ecological preservation, local economic development, and cultural heritage. Initiatives include guided eco-experiences (such as night visits to Xiaoyeliu and the Shell Collection Project to provide homes for hermit crabs), the Xiaoyeliu Nature Classroom for environmental education, and community-driven revitalization and marketing programs -- including the Fugang Harbor Regional Tourism Circle Plan, fish market tours, and cultural itineraries introducing local traditions such as Sea God Temple worship. These efforts have encouraged young people to return, fostered stronger community connections, invigorated local tourism, stimulated the economy, and established Fugang Geopark as a signature attraction along the East Coast.



故事主題 Theme



參賽類別 Category

交通部觀光署東北角及宜蘭海岸國家風景區管理處 Northeast and Yilan Coast National Scenic Area Headquarters



融入沙丘地景的壯圍旅遊園區

Zhuangwei Tourism Park- Integrating with Dune Landscape



自然與景觀 Nature and Landscape

壯圍沙丘生態園區位於宜蘭壯圍海濱，以砂丘、沼澤及沙草等地景為主，鄰近海岸林、蘭陽溪口溼地、沼澤等水鳥棲息地，面臨基地排水不良易淹水與積水，園區建設可能對地景與生態環境造成干擾與破壞，濱海地區環境嚴苛以致合適植栽種類受限等議題，東北角管理處於2008年啟動規劃「壯圍沙丘生態園區興建與發展計畫」，以兼顧觀光開發與自然環境的平衡發展。藉由資源調查與評估，訂定與實踐開發自然與景觀規劃原則，降低園區內主要建物興建體積，建立園區內植栽景觀定期維護與檢討作業規範，並透過藝術展演的方式彈性運用園區戶外空間，使園區建設融入當地地景，進而降低觀光活動對地景與環境衝擊的強度，也成功在兼顧園區地景條件與豐富生態資源前提下，逐步將壯圍發展為宜蘭觀光遊憩的核心區域。

The Zhuangwei Dune Ecological Park stretches along Zhuangwei coast in Yilan. The park is characterized by dunes, marshes, and coastal grasses, adjacent to coastal forests and waterbird habitats in the Lanyang River estuary and nearby wetlands. The area faces challenges such as flooding and standing water due to poor drainage, and construction activities have posed risks of ecological disturbance and degradation, compounded by a harsh coastal environment that limits the range of suitable plant species. In 2008, the headquarters launched the Zhuangwei Dune Ecological Park Construction and Development Project to achieve balanced development between tourism and nature conservation. Guided by resource surveys and assessments, the plan established and implemented landscape and environmental planning principles, reduced the volume of major buildings, established protocols for regular maintenance and review of park landscaping, and arranged for flexible use of outdoor spaces for art performances. Integration of park facilities and the local landscape have reduced the intensity of tourism impact. Respecting both the site's landscape features and its rich biodiversity, Zhuangwei has gradually evolved into a key tourism and recreation hub in Yilan.

交通部觀光署雲嘉南濱海國家風景區管理處 Southwest Coast National Scenic Area Headquarters



廢棄鹽田變身鳥類天堂，找回在地居民的希望

Abandoned Salt Fields Transform into Bird Paradise,
Restoring Hope for Local Residents



自然與景觀 Nature and Landscape

1930年布袋濕地開闢為鹽場，隨著手工製鹽產業沒落，2001年結束曬鹽後整片鹽田開始荒廢，面臨垃圾傾倒、無節制資源開採、大型工業開發計畫與地方抗爭等問題。所幸位於臺灣西南沿海水鳥停憩覓食廊道，意外成為水鳥重要繁殖地，更是全球瀕臨絕種之黑面琵鷺重要棲地。2007年布袋鹽田被評定為國家級重要濕地，南布袋濕地則成為環境教育基地，2020年更在復育區發現稚鸕的蹤跡。雲管處透過對布袋鹽灘地進行環境監測及鳥類等各項調查，並以國小環境、海洋與社區在地課程的設計，強化在地居民環境意識。同時結合觀光旅遊需求，推廣結合自行車與生態、鳥類資源的低碳生態旅行，讓遊客深度體驗在地豐富生態環境。

The Budai wetlands was developed as a salt farm in 1930. With the decline of traditional hand-harvested salt, sun-drying ended in 2001 and the fields fell into disuse. The area was subsequently beset by illegal dumping, unregulated resource extraction, and proposals for large-scale industrial development that sparked local opposition. By good fortune, the area is located along Taiwan's southwestern waterbird migration and foraging corridor, making this an important breeding ground and providing a critical habitat for the globally endangered Black-faced Spoonbill. In 2007, the Budai Salt Fields were listed as a nationally important wetland, with the South Budai Wetland serving as an environmental education base. In 2020, juvenile horseshoe crabs were found in the restoration area. The headquarters conducts environmental monitoring and bird surveys on the Budai salt flats and designs elementary school curricula on the environment, ocean, and community to strengthen local environmental awareness. Aligning with tourism demand, it also promotes low-carbon eco-travel, combining cycling and ecological and birding resources to let visitors immerse in the area's rich biodiversity.



壯圍沙丘空拍 Aerial View of the Zhuangwei Dunes



百大故事照片 Top 100 Story Photo

交通部觀光署澎湖國家風景區管理處 Penghu National Scenic Area Headquarters



守護忠實的海洋旅行者－澎湖望安綠蠵龜的幸福家園

A Faithful Sea Traveler -
The Happy Home of Wangan Green Turtle in Penghu



自然與景觀 Nature and Landscape

澎湖縣望安島位於澎湖群島南方，每年綠蠵龜穩定洄游至沙灘產卵，為臺灣少數的綠蠵龜產卵地。為了守護牠們的棲地，澎湖各機關團體在綠蠵龜生態保育、棲地環境維護管理、海洋生態教育推廣都持續投入努力：澎湖縣政府於1995年在望安劃定6處產卵棲地保護區，避免沙灘棲地受到破壞、每年5-10月產卵季實施夜間管制減少人為干擾，並投入志工培訓與聘請在地巡護員從事棲地巡守；農業部水產試驗所澎湖漁業生物研究中心於1997年成立海龜救護收容研究中心，從事受傷海龜治療工作；澎湖國家風景區管理處於2002年啟用全國第一座「綠蠵龜觀光保育中心」，在館內進行綠蠵龜生態保育、人文特色解說推廣，並設置養護系統協助受傷海龜移地復健照護等；望安國小教學團隊則是規劃海洋教育課程，將知海、親海與護海觀念從小紮根於在地學童心中。經由各機關團體的共同努力，及海洋環境教育推廣，除讓大眾了解保育的重要性外，藉由望安特殊生態資源與具悠久歷史的花宅聚落之保存，吸引遊客登島探索，促進在地經濟與永續循環。

Wang'an Island, located south of the Penghu Archipelago, is one of Taiwan's few nesting grounds where Green Turtles return each year to lay eggs. To safeguard this habitat, agencies and civic groups across Penghu have long invested in turtle conservation, habitat management, and marine ecological education. In 1995, the Penghu County Government designated six protected nesting areas on Wang'an to prevent degradation of beach habitats, implemented night-time restrictions during the May–October nesting season to reduce disturbance, invested in volunteer training, and hired local rangers for patrols. In 1997, the Penghu Fisheries Research Center of the Fisheries Research Institute (Ministry of Agriculture) established a Sea Turtle Rescue and Shelter Research Center to treat injured turtles. Then in 2002, the Penghu National Scenic Area Headquarters opened Taiwan's first Green Turtle Tourism and Conservation Center, providing ecological and cultural interpretation and operating husbandry systems that support ex-situ rehabilitation. Wang'an Elementary School developed marine education courses to instill knowledge of, connections with, and stewardship of the ocean in local children from an early age. These joint efforts and sustained environmental education have raised public appreciation of the importance of conservation. The preservation of Wang'an's unique ecology and historic stone house settlement have further attracted visitors to explore the island, stimulating the local economy and circular sustainability.

交通部觀光署日月潭國家風景區管理處 Sun Moon Lake National Scenic Area Headquarters



攜手日月潭：用集體智慧推動永續旅遊

Join us! Harnessing Collective Wisdom
to Promote Sustainable Tourism



商業與行銷 Business and Marketing

日管處依循GSTC目的地準則，思考日月潭的發展願景，並每年設定永續行動目標、鼓勵轄區業者共同參與。但仍有多數利害關係人對永續旅遊觀念較不完整、推動的永續實踐方案未顧及利害關係人需求等，導致利害關係人多為被動參與，整體運作成效有限，為擴大利害關係人參與並引發共鳴，以桌遊形式帶領轄區利害關係人體認、思考SDGs的意涵、發起減少一次性廢棄物的行動計畫（如推動循環杯／循環器皿、推動電子票證／行動支付搭乘台灣好行優惠等）、辦理永續共識營、建立永續種子店家合作模式等，許多利害關係人由原先被動參與，轉變成主動提出現況問題，以及未來想實踐的行動方案，透過凝聚共識、讓利害關係人對綠色目的地產出友好共鳴，讓永續行動遍地開花。

Following the GSTC Destination Guidelines, Sun Moon Lake National Scenic Area Headquarters sets an annual sustainability action agenda for Sun Moon Lake and encourages participation by area businesses. However, many stakeholders initially had only a partial understanding of sustainable tourism, and early initiatives often did not fully address their needs, resulting in mostly passive participation and limited impact. To broaden engagement and build shared purpose, the headquarters introduced a board-game format to help stakeholders understand and reflect on the SDGs, launched campaigns to reduce single-use waste (for example, promoting reusable cups and containers, and offering incentives to use e-ticketing or mobile payments on the Taiwan Tourist Shuttle), organized a consensus-based sustainable camp, and created partnership models with sustainable seed businesses. As a result, many stakeholders transitioned from passive involvement to proactively identifying challenges and proposing future actions. By building consensus and generating broad-based buy-in for a green destination, sustainability actions are taking root and flourishing across the region.



澎湖望安綠蠵龜 Green Turtle in Wang'an, Penghu



日月潭永續共識營 Sun Moon Lake Sustainable Consensus-based Camp

專章
Special Report

和衷共濟 再現島東韌性

United in Effort to Restore Eastern Taiwan's Resilience

2024 年 4 月 3 日上午，強震重創東台灣，震央花蓮首當其衝，不僅重創當地生活機能，也為觀光產業投下巨大陰影。然而，在災後一年多的時間裡，中央與地方攜手，推動橫跨紓困、重建、行銷與國際連結的振興行動，帶領花東走出震災陰霾，為地方觀光注入全新活力，讓花東成為台灣觀光韌性的最佳代言。On the morning of April 3, 2024, a powerful earthquake struck eastern Taiwan, with Hualien at the epicenter suffering the heaviest damage. The disaster upended daily life and dealt a serious blow to the tourism industry. Yet in just over a year, the central and local governments worked hand in hand to launch a broad revitalization program spanning relief, reconstruction, marketing, and international outreach, helping Hualien and Taitung emerge from the disaster's shadow. These efforts have injected fresh vitality into the region's tourism sector and made Eastern Taiwan a leading symbol of resilience in Taiwan's tourism.

災後即刻行動：安置與融資並進

Immediate Response to the Disaster : Housing and Financing Support

災後第一時間，觀光署迅速推出安置旅宿補助措施，協助受災家庭短期過渡，藉此穩定當地合法旅宿業者的營收來源。隨後，與經濟部、國發會合作「0403 花蓮地震融資保證專案貸款」迅速啟動，協助旅宿、旅行、遊樂等業者取得重建資金，有效減輕業者融資壓力，並修正「交通部觀光署提供受災旅宿業融資相對信用保證要點」提高信用保證成數，積極協助受災旅宿業融資紓困，同年 11 月 29 日設立花蓮振興觀光業專案辦公室，做為中央與地方產業串連資源、溝通需求的關鍵平台。

In the immediate aftermath of the quake, the Tourism Administration swiftly introduced subsidies for temporary lodging, providing short-term accommodation for displaced families while stabilizing revenues for licensed hotels and guesthouses. Soon after, in collaboration with the Ministry of Economic Affairs and the National Development Council, the "0403 Hualien Earthquake Guaranteed Loan Program" was launched, enabling hotels, travel agencies, amusement park operators, and other tourism-related businesses to secure funding to rebuild. To further support accommodation providers, the Tourism Administration revised the "Directions for Financing Credit Guarantees for Disaster-Affected Hotels" to raise guarantee ratios for affected accommodation providers. On November 29 of the same year, the Hualien Tourism Revitalization Project Office was established as a key platform for coordinating central and local resources and addressing industry needs.



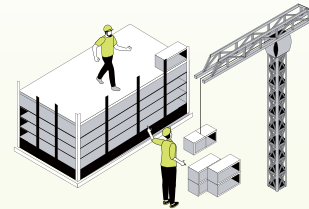
協助各觀光業者取得重建資金
Support for Tourism Operators in Accessing
Reconstruction Financing



設立花蓮振興觀光業專案辦公室
Establishment of the Hualien Tourism Revitalization
Project Office

景點建設升級：重建與永續並重

Upgrading Attractions : Balancing Reconstruction and Sustainability



災後修復工作同步推動，觀光署花東縱谷及東部海岸國家風景區管理處積極執行觀光署花東地區轄管景點設施災後復建工程，113 年順利完成鯉魚潭、林榮、磯崎、芭崎、大石鼻等遊憩區步道、廁所、涼亭、停車場等遊憩設施修復工作。同時，透過「花東地區永續發展基金」挹注 8,500 萬元，協助花蓮及臺東縣政府推動「花蓮縣有機永續觀光轉型與振興整合計畫」及「113 年度臺東觀光振興計畫」永續花東觀光發展。

Reconstruction and relief proceeded in tandem. The East Rift Valley and East Coast National Scenic Area Administrations actively carried out repair projects at sites under their jurisdiction, completing in 2024 the restoration of trails, restrooms, pavilions, and parking facilities at Liyu (Carp) Lake, Linrong, Jiqi, Baqi, and Dashibi recreation areas. In addition, NT\$85 million from the Hualien-Taitung Sustainable Development Fund was allocated to support the Hualien County Government's "Organic and Sustainable Tourism Transformation and Revitalization Integration Plan" and the Taitung County Government's "2024 Tourism Revitalization Plan," laying the foundation for long-term, sustainable tourism development in Eastern Taiwan.



改善前 Before Improvement



改善後 After Improvement

旅客一訪再訪：補助與優惠齊發

Driving Visitor Growth : Subsidies and Special Offers

為重新點燃觀光動能，觀光署推動多項優惠方案，包含個別旅客住宿補助、團體旅遊優惠、交通方案等。其中，「個別旅客住宿優惠活動」補助花蓮 74 萬餘房、臺東 24 萬餘房，吸引逾 200 萬人次旅遊，創造超過 100 億元產值。同期，團體旅遊補助方案亦帶動約 5.2 萬人次前往花蓮、4.9 萬人次遊覽臺東，進一步貢獻 6.7 億元的產值。

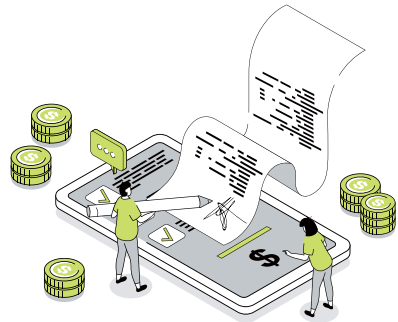
To restore visitor momentum, the Tourism Administration introduced a series of incentives including accommodation subsidies for individual travelers, group tour discounts, and transportation offers. The Individual Traveler Accommodation Subsidy Program supported more than 740,000 room nights in Hualien and over 240,000 in Taitung, attracting over two million visits and generating more than NT\$10 billion in tourism revenue. At the same time, group tour subsidies brought around 52,000 visitors to Hualien and 49,000 to Taitung, contributing an additional NT\$670 million in output.

補助方案 Subsidy Program		累積申請數 Cumulative Applications	累積補助金額 Total Subsidy Amount
 自由行住宿 Independent Traveler Accommodation	花蓮 Hualien	742,729 房 742,729 room nights	7 億 8,420 萬元 NT\$784.2 million
	台東 Taitung	242,486 房 242,486 room nights	2 億 4,232 萬元 NT\$242.32 million
 團體旅遊 Group Tours	花蓮 Hualien	2,182 團 2,182 groups 約 5.2 萬人次 approx. 52,000 members	5,631 萬 1,823 元 NT\$56,318,230
	台東 Taitung	1,790 團 1,790 groups 約 4.9 萬人次 approx. 49,000 members	3,296 萬 3,500 元 NT\$32,963,500

此外，透過交通優惠搭配觀光資源串聯，觀光署推出台灣好行電子票證免費搭乘、台灣觀巴花東套裝遊程 2 折優惠，以及 Taiwan PASS 台鐵版「2 人同行 1 人免費」的限時方案，帶動超過 4,800 萬元觀光效益。

In addition, by linking transportation discounts with tourism resources, the Tourism Administration launched free rides on Taiwan Tourist Shuttle routes with electronic tickets, an 80% off promotion on Taiwan Tour Bus package tours to Hualien and Taitung, as well as access to a limited-time "2-for-1" Taiwan PASS Taiwan Rail Edition offer. These measures generated more than NT\$48 million in tourism benefits.

Taiwan PASS 台鐵版 113 年 7 月上路 2 人同行 1 人免費
The "2-for-1" Taiwan PASS Taiwan Rail Edition launched in July 2024

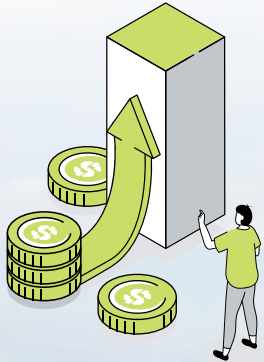


補助方案 Subsidy Program	累積使用數 Total Users	累積補助金額 Total Subsidy Amount
台灣好行 Taiwan Tourist Shuttle	206,704 人次 206,704 trips	1,397 萬元 NT\$13.97 million
台灣觀巴 Taiwan Tour Bus	56,943 人次 56,943 trips	4,136 萬元 NT\$41.36 million
Taiwan PASS 台鐵版 Taiwan PASS Taiwan Rail Edition	8,586 組 8,586 passes 17,172 份 17,172 riders	2,404 萬元 NT\$24.04 million

為提振花蓮觀光，觀光署於 113 年 10 月 7 日至 11 月 30 日推出觀光遊樂園「花蓮好樂園 2 折優惠」活動，活動期間赴花蓮縣 2 家觀光遊樂業（遠雄海洋公園、怡園渡假村），即享門票 2 折優惠，吸引超過 10 萬人次入園，帶動區域人潮與商機，創造約 2 億 4,000 萬元產值，成功引客前往東部旅遊。

To boost tourism in Hualien, the Tourism Administration carried out the "80% Off Hualien Amusement Parks" campaign from October 7 to November 30, 2024. During the promotion, visitors to the county's two amusement facilities, Farglory Ocean Park and Yiyuan Resort, enjoyed 80% off admission. The campaign attracted more than 100,000 visitors, boosted local foot traffic and business opportunities, and generated approximately NT\$240 million in tourism revenue, successfully drawing travelers to Eastern Taiwan.

NT\$240,000,000



復甦花東觀光：包機入境與行銷引客

Reviving Eastern Taiwan Tourism : Charter Flights and International Marketing

花東的觀光振興不僅鎖定國旅市場，也積極開拓國際客源。為吸引境外旅客，觀光署於震後第 7 日即赴日舉辦觀光推介會，並於 113 年 9 月推出「一路向花東 安心隨意行」、12 月推出「微笑南灣」等宣傳影片，行銷花東安全、文化與自然並存的旅遊環境。

同時，觀光署還推動花東國際包機航班補助及外國團體住宿獎勵，113 年，透過花東包機獎勵計畫，持續爭取國際旅客，下半年度加碼花東包機獎勵額度。113 年計有超過 20 架次國際包機飛抵花東，招徠國際旅客超過 1,500 名。

113 年 8 月至 12 月提供加碼獎勵，擴大外國團客住宿花東，計有 312 團申請獎勵。

The tourism revitalization strategy extended beyond the domestic market to attract overseas visitors. Just seven days after the earthquake, the Tourism Administration hosted a promotional event in Japan. In September, it released the video "On the Way to Eastern Taiwan: Travel Freely with Peace of Mind", followed in December by "Smiling Nanwan", highlighting the region's safe environment, cultural richness, and natural attractions.

At the same time, the Tourism Administration promoted subsidies for international charter flights to Hualien and Taitung, as well as accommodation incentives for foreign tour groups. In 2024, under the Hualien-Taitung Charter Flight Incentive Program, funding was increased in the second half of the year to continue attracting international visitors. That year, more than 20 international charter flights arrived in the region, bringing over 1,500 international travelers.

Between August and December 2024, additional accommodation subsidies were granted, with 312 foreign tour groups applying.



「一路向花東 安心隨意行」宣傳影片
The promotional video "On the Way to Eastern Taiwan : Travel Freely with Peace of Mind"

串聯區域品牌：亮點活動與主題遊程吸客

Building a Regional Brand : Spotlight Events and Themed Itineraries

觀光署東部海岸國家風景區管理處與花東縱谷國家風景區管理處攜手，以觀光產業建構聯盟概念，整合相關產業和資源，打造「East of Taiwan 區域觀光圈品牌」行銷國際。同時，透過主題遊程串接觀光亮點以及各項觀光活動，吸引遊客駐足花東。

為帶動花蓮地區觀光復甦，113年6月1日2024世界自行車日響應活動主場地點首次移師至花蓮鯉魚潭辦理，由交通部李孟諺部長領騎，全臺分46段環騎，以及8地縣市響應，全臺約7,000餘人共同參與，提振花蓮觀光產業士氣，並結合「花東觀光圈」市集推廣在地產業，為花蓮當地產業注入活水。同年6月1日至9月1日也展開「2024台灣仲夏節」系列活動，推出仲夏寶島號，引領遊客夏季於玉里站及臺東站間搭乘蒸汽火車，推廣並吸引旅客至花東旅遊。



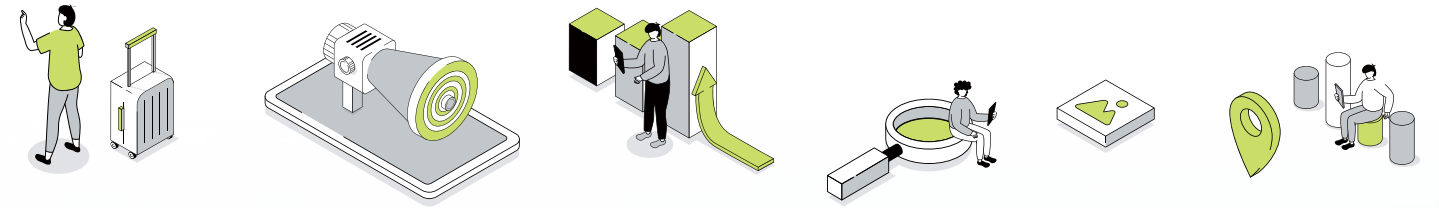
2024 世界自行車日全台響應活動
Nation-Wide Events During 2024 World Bicycle Day

The East Coast and East Rift Valley National Scenic Area Administrations collaborated to establish a tourism alliance, integrating related industries and resources to promote the "East of Taiwan" regional tourism brand internationally. At the same time, themed itineraries were used to connect key attractions with various tourism events, attracting visitors to explore Eastern Taiwan on a deeper level.

To stimulate tourism recovery in Hualien, the main venue for the 2024 World Bicycle Day activity on June 1 was held for the first time at Liyu (Carp) Lake. Minister of Transportation and Communications Li Meng-yen led the ride, with Taiwan divided into 46 cycling segments and participation from eight counties and cities, attracting about 7,000 participants nationwide. The event boosted local industries and was integrated with the Hualien-Taitung Tourism Circle marketplace to promote local industries. From June 1 to September 1, the 2024 Solar Festival in Taiwan was held along with the debut of the Mid-Summer Formosa Train offering a seasonal train service between Yuli and Taitung.



仲夏寶島號：玉里客城蒸汽火車
Mid-Summer Formosa Train :
All Aboard in Yuli for a Nostalgic Rail Journey



觀光署花東縱谷國家風景區管理處也推動「縱谷時光機」、「縱谷山野行」、「縱谷米樂遊」、「縱谷原遊會」及「徐行縱谷」等5大遊程，以故事行銷方式，引領旅客至花東地區深度體驗旅遊。

為持續振興花東地區觀光產業發展，觀光署也將持續透過「補助地方政府推動觀光發展」、「北回之巔旗艦計畫-微笑南灣 in 臺灣」打造新興旅遊景點、舉辦多元活動及強化國內外行銷，將花東打造為國際觀光客首選旅遊目的地，並振興國際市場發展。



In addition, the East Rift Valley National Scenic Area Administration launched five immersive travel programs—"East Rift Valley Time Machine," "Ancient-Trail Hiking in the East Rift Valley," "Rice-Themed Tours of the East Rift Valley," "East Rift Valley Festival," and "Slow Cycling Tours of the East Rift Valley." Each program guided visitors through rich cultural and natural experiences with themed narratives.

Looking ahead, the Tourism Administration will continue to support local governments through tourism development subsidies, create new attractions under initiatives such as the Tropic of Cancer Summit Flagship Project—"Smiling Nanwan in Taiwan", organizing a variety of events, and strengthen both domestic and international marketing. These efforts aim to position Hualien and Taitung as preferred destinations for international travelers while revitalizing Taiwan's domestic tourism market.



- ① 花東觀光圈亮點店家木日光文旦驛站農遊體驗遊程
Hualien-Taitung Tourism Circle Spotlight store :
Sun Pomelo Farm
- ② 縱谷原遊會·部落食樂園限定野宴
East Rift Valley Festival - Tribal Food Paradise
(Outdoor Picnic Feast)
- ③ East of Taiwan 花東觀光圈網站
East of Taiwan Hualien-Taitung Tourism Circle Website



從震後紓困到振興，從在地到國際，花東振興行動不只是危機處理，更是一場觀光價值的重建。今日的花東，依舊風景如畫，卻更顯韌性與溫度，等著旅人再次出發、再次相遇。From post-disaster relief to long-term revitalization, and from local initiatives to international engagement, the efforts in Hualien and Taitung go beyond mere crisis management, representing a full-scale reconstruction of tourism value. Today, Eastern Taiwan remains as picturesque as ever, yet exudes renewed resilience and warmth—ready to welcome visitors once again to the region.



旅遊市場

Travel Market

根據聯合國觀光組織（UN Tourism）統計，113 年底國際觀光入境人次恢近乎復至 108 年（疫情前）水準，隨著疫後旅遊市場復甦，2024 年來臺旅客達 785 萬 7,686 人次，整體人次較 2023 年增加 21.13%。未來將持續多面向開拓全球重要及具高度潛力來臺客源市場，盼能為臺灣創造更多元永續旅遊商機。

According to UN Tourism, by the end of 2024 international arrivals had nearly returned to 2019 (pre-pandemic) levels. As the market rebounded, Taiwan received 7,857,686 visitor arrivals in 2024, up 21.13% from 2023. Looking ahead, we will continue to develop key and high-potential source markets worldwide through multiple channels to create more diverse and sustainable tourism opportunities for Taiwan.



臺灣旅遊市場 Taiwan Travel Market



113 年國人國內旅遊重要指標統計表 Major Indices of Domestic Travel in 2024

項目 Items	113 年 2024		112 年 2023		113 年與 112 年比較 2024 versus 2023	
國人國內旅遊比率 Domestic travel rate	90.8%		90.00%		▲ 0.8 個百分點 Up 0.8 percentage points	
平均每人旅遊次數 Average number of trips per person	10.46 次 10.46 trips		9.79 次 9.79 trips		▲ 0.67 次/trips	
國人國內旅遊總旅次 Total number of domestic trips by citizens	222,032,000 旅次 222,032,000 trips		206,747,000 旅次 206,747,000 trips		▲ 7.39%	
平均旅遊天數 Average number of days per trip	1.39 天 / 次 1.39 days		1.45 天 1.45 days		▼ 0.06 天 / 次 Down 0.06 days	
假日旅遊比率 Travel taken during holidays and weekends	66.7%		67.70%		▼ 1 個百分點 Down 1 percentage points	
旅遊整體滿意度 Overall satisfaction level	98.8%		98.9%		▼ 0.1 個百分點 (※) Decreased by 0.1% (※)	
每旅次平均旅遊支出 Average spending per trip	新臺幣 2,323 元 NT\$2,323	72.35 美元 US\$72.35	新臺幣 2,396 元 NT\$2,396	76.92 美元 US\$76.92	NTD ▼ 3.05%	USD ▼ 5.94%
國人國內旅遊總支出 Total expenditure on domestic travel	新臺幣 5,158 億元 NT\$515.8 billion	160.65 億美元 US\$16.065 billion	新臺幣 4,954 億元 NT\$495.4 billion	159.04 億美元 US\$15.904 billion	NTD ▲ 4.12%	USD ▲ 1.01%

註：• 本表資料來源為 113 年「臺灣旅遊狀況調查報告」，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全年至少曾在國內旅遊 1 次者的占比

• Source : 2024 Survey of Travel by R.O.C. Citizens; respondents were Taiwan citizens aged 12 and above
• The (※) symbol indicates that the significance level was under 5% and shown by t-test to not be a significant difference
• The domestic tourism ratio refers to the ratio of Taiwan nationals who made at least one domestic trip during the year



主要觀光遊憩據點遊客到訪概況
Visitor Trends at Major Tourism Attractions

受疫情影響，國人出遊選擇戶外旅遊，避開人潮擁擠之觀光景點，且在本署積極推動多元主題旅遊各項活動下，民眾逐漸接受與疫情共存，出遊意願提升。

相較 112 年各類型主要觀光遊憩據點人次，113 年多達 118 處據點為正成長，成長趨勢約在 0.79%~58.68% 之間。

13 個國家級風景特定區共計 71 個據點，其中正成長共計 31 處，負成長共計 40 處。正成長最高為布袋遊憩區，其次都蘭遊憩區及周邊地區及北門鹽業遊憩區。



Due to the impact of the pandemic, Taiwanese people are opting for outdoor tourism to avoid crowded tourist spots. The Tourism Administration has also actively promoted various themed travel activities that have helped the public to gradually accept coexisting with the pandemic and led to a greater willingness to travel.

In 2024, visitor numbers at 118 major tourism exceeded the 2023 level, growth ranging from approximately 0.79% to 56.68%.

In the 13 National Scenic Areas, a total of 71 sites were tracked; 31 saw growth while 40 declined. The strongest growth was at the Budai Recreation Area, followed by the Dulan Recreation Area and its surrounding areas, and the Beimen Salt Industry Recreation Area.



113 年遊客人次正成長之主要觀光遊憩據點較 112 年增加 118 處
In 2024, the number of major tourist and recreation sites with year-on-year visitor growth increased by 118 compared with 2023

113 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 2024 (Jan-Dec)

類型 Site Category	總據點數(個) Total sites	與112年1月 - 12月相比 YoY (Jan-Dec)					
		遊客人次增加之據點 Sites with More Visits		遊客人次不變之據點 Sites with no change		遊客人次減少之據點 Sites with Fewer Visits	
		數目(個) Sites	占比 (% of total)	數目(個) Sites	占比 (% of total)	數目(個) Sites	占比 (% of total)
國家公園 National Parks	38	5	13.16	0	-	33	86.84
國家風景區 National Scenic Areas	71	31	43.66	0	-	40	56.34
直轄市及縣(市)級風景特定區 Designated scenic areas at the municipal or county (city) level	18	5	27.78	0	-	13	72.22
森林遊樂區 Forest Recreation Areas	19	0	-	0	-	19	100.00
休閒農業區及休閒農場 Recreational Agriculture Areas and Recreational Farms	6	1	16.67	0	-	5	83.33
觀光地區 Tourist Areas	13	4	30.77	0	-	9	69.23
博物館 Museums	39	22	56.41	0	-	17	43.59
宗教場所 Religious Sites	13	8	61.54	0	-	5	38.46
其他 Other	124	42	33.87	0	-	82	66.13
總計 Total	341	118	34.60	0	-	223	65.40

備註：113 年度新增之據點不列入本表統計 Note: New visitor sites added in 2024 are not included in the table



來臺旅遊市場 Inbound Travel Market

113 年來臺旅客 785 萬 7,686 人次，較 112 年增加 21.13%。

113 年全年來臺旅客，按旅客居住地分，以日本 131 萬 9,592 人次最多，占 16.79%；其次為港澳 131 萬 977 人次（占 16.68%）及韓國 100 萬 3,086 人次（占 12.77%）。依來臺目的分析，以「觀光」537 萬 6,199 人次最多，占 68.47%，其次為「其他」147 萬 872 人次，占 18.72%；來臺旅客中有 51.87% 為女性，年齡則以 30-39 歲者最多，占 23.13%。

113 年來臺旅遊市場重要指標 Key Indicators of Taiwan's Inbound Travel Market in 2024

項目 Items	113 年 2024		112 年 2023		113 年與 112 年比較 2024 versus 2023
來臺旅客人次 Number of visitor arrivals to Taiwan	785 萬 7,686 人次 7,857,686 visitors		648 萬 6,951 人次 6,486,951 visitors		▲ 21.13%
來臺旅客平均停留夜數 Average length of stay of visitors to Taiwan	6.98 夜 6.98 / nights		7.39 夜 7.39 / nights		▼ 0.41 夜 / nights
來臺旅客平均每人每日消費金額 Average daily spending per person by inbound visitors	新臺幣 5,870 元 NT\$5,870	182.83 美元 US\$182.83	新臺幣 5,628 元 NT\$5,628	180.67 美元 US\$180.67	▲ 1.20% in USD 新臺幣增加 4.30% \$4.30% in NTD
來臺旅客觀光支出 (不含國際機票費) Annual Amount of Inbound Tourism Expenditure (excluding international flight tickets)	新臺幣 3,220 億元 NT\$322 billion	100.28 億美元 US\$10.028 billion	新臺幣 2,698 億元 NT\$269.8 billion	86.61 億美元 US\$8.661 billion	▲ 15.78% in USD 新臺幣增加 19.34% \$19.34% in NTD

註：本表資料來源為 113 年「來臺旅客消費及動向調查報告」 Note：Source—2024 Annual Survey Report on Visitors Expenditure and Trends in Taiwan

國人出國觀光市場 Outbound Travel Market

113 年國人出國共計 1,684 萬 9,683 人次。依出國目的地分析，以前往亞洲地區為最多，計 1,568 萬 5,999 人次（占 93.09%），其次為美洲地區 61 萬 2,413 人次（占 3.63%）、歐洲地區 35 萬 2,172 人次（占 2.09%）、大洋洲地區 19 萬 3,191 人次（占 1.14%）。

依國家（地區）別分析，赴日本 600 萬 6,116 人次為最多，其次依序為中國大陸 277 萬 284 人次、韓國 142 萬 9,398 人次、越南 126 萬 3,352 人次、香港 120 萬 3,821 人次。



Taiwan received 7,857,686 visitor arrivals in 2024, a 21.13% increase over 2023.

By place of residence, Japan led with 1,319,592 visitors (16.79%), followed by Hong Kong and Macao with 1,310,977 (16.68%) and South Korea with 1,003,086 (12.77%). By purpose of visit, "leisure" accounted for the largest share at 5,376,199 arrivals (68.47%), followed by "other" at 1,470,872 (18.72%). Women comprised 51.87% of arrivals, and the largest age cohort was 30–39 years (23.13%).

觀光整體收入 Tourism Revenue

來臺旅客觀光支出及國人國內旅遊支出總和，113 年計約為 260.93 億美元，占當年 GDP 百分比為 3.28%。

來臺旅客觀光支出 Inbound Tourism Expenditure

依據「113 年來臺旅客消費及動向調查」，113 年來臺旅客觀光支出約為 100.28 億美元，較 112 年增加 15.78%。

國人國內旅遊支出 Domestic Tourism Expenditure

依據「113 年臺灣旅遊狀況調查報告」，113 年 12 歲以上國人國內旅遊約為 2.22 億旅次，每人每次旅遊平均支出約為 72.35 美元，平均旅遊天數約為 1.39 天，推估國人國內旅遊總支出約為 160.65 億美元，較 112 年增加 1.01%。



全球旅遊市場 Global Travel Market

全球觀光業概況 Overview of the Global Tourism Market

走過 2023 年的急速復甦期，2024 年全球航空業、觀光業回歸常態穩健成長，並且展現豐碩成果。根據 IATA 數據，2024 年全球航空客運量 (PRK，收益旅客公里數) 不僅同比成長 10.4%，還超越疫前水平增長 3.8%，寫下新高紀錄。觀光旅遊業方面，2024 年全球國際旅客人次達 14 億，幾乎等同疫前水平。展望 2025 年，有鑒於旅遊旅遊需求持續增長，航空客運量估計可能首度超過 50 億人次，而國際旅客人數預計將較 2024 年成長 3~5%，航空、觀光旅遊業發展後勢可期。



The total tourism revenue, which includes inbound tourism expenditure by visitors to Taiwan and domestic tourism expenditure by locals, was estimated to be approximately US\$26.093 billion in 2024, accounting for 3.28% of GDP for that year.

According to the "2024 Annual Survey Report on Visitors Expenditure and Trends in Taiwan," the inbound tourism expenditure for visitors to Taiwan in 2024 was estimated to be approximately US\$10.028 billion, an increase of 15.78% compared to 2023.

According to the "2024 Survey of Travel by R.O.C. Citizens," Taiwanese nationals aged 12 and above made approximately 222 million domestic trips in 2024. The average expenditure per person per trip was about US\$72.35, and the average length of domestic trips was approximately 1.39 days. This resulted in an estimated total domestic tourism expenditure of about US\$16.065 billion, reflecting an increase of 1.01% compared to 2023.



After the rapid recovery in 2023, the global aviation and tourism industries in 2024 returned to stable and sustainable growth, achieving substantial results. According to IATA data, global air passenger traffic (measured in revenue passenger kilometers, RPK) in 2024 increased by 10.4% year-on-year and exceeded pre-pandemic levels by 3.8%, reaching a new record high. In the tourism sector, the number of international tourist arrivals reached 1.4 billion in 2024, nearly equivalent to the pre-pandemic level. Looking ahead to 2025, as travel demand continues to grow, global air passenger numbers are expected to surpass 5 billion for the first time, while international tourist arrivals are projected to increase by 3–5% compared to 2024. The outlook for the aviation and tourism industries remains highly promising.

根據 UN Tourism 信心指數顯示，有 50% 觀光專業人士認為 2025 年國際觀光的前景較 2024 年更好，即或 2025 年全球通膨及利率預估將穩定下降，振興許多國家的消費需求，但國際觀光產業仍面臨勞動力短缺的問題，另外全球經濟、地緣政治及極端氣候等，將持續影響運輸和旅宿成本。受整體經濟挑戰下，旅客消費行為則偏好物超所值、離家更近的旅行，在旅遊預算規劃上則更加謹慎，並優先考量產品價值和負擔能力，尋找經濟實惠的旅程及旅遊目的地，重視享受旅遊體驗勝過物質；另外旅客對於永續實踐和旅遊目的地永續管理理念的接受度，也將成為選擇旅遊目的地的考量條件。

UN Tourism's Confidence Index shows that 50% of industry professionals expect better prospects for international tourism in 2025 than in 2024. While global inflation and interest rates are projected to ease in 2025, boosting consumer demand in many countries, the sector still faces labor shortages. Macroeconomic conditions, geopolitics, and extreme weather will continue to affect transport and accommodation costs. In this environment, travelers favor value-for-money and closer-to-home trips, plan budgets more cautiously, and prioritize affordability and product value, seeking economical journeys and destinations and placing greater emphasis on experiences over material consumption. Acceptance of sustainable practices and destination-level sustainability management is also becoming a criterion in destination choice.

區域 Region	年旅客（百萬人次） Visits (Millions)		同期成長率 (%) YoY Increase (%)
	2023	2024	2024
全球 Global	1,306	1,465	12.2
已開發經濟體 Advanced economies	715	782	9.3
新興經濟體 Emerging economies	591	683	15.7
歐洲地區 Europe	710.2	755.7	6.4
北歐 Northern Europe	79.0	85.2	8.0
西歐 Western Europe	207.9	215.7	3.8
中 / 東歐 Central / Eastern Europe	114.8	124.5	8.4
南歐 / 地中海地區 Southern Europe / Mediterranean Region	308.5	330.3	7.0
亞太地區 Asia-Pacific	237.4	317.5	33.8
東北亞 Northeast Asia	94.9	144.9	52.6
東南亞 Southeast Asia	97.5	121.4	24.4
南太平洋地區 South Pacific	12.9	14.4	11.5
南亞 South Asia	31.9	36.8	15.3
美洲地區 The Americas	200.2	216.6	8.2
北美 North America	126.6	137.3	8.4
加勒比海地區 Caribbean	28.2	29.9	5.9
中美 Central America	11.5	12.9	12.1
南美 South America	33.8	36.5	7.9
非洲地區 Africa	65.1	73.9	13.5
北非 North Africa	26.9	31.3	16.3
次撒哈拉地區 Sub-Saharan Africa	38.2	42.6	11.6
中東地區 Middle East	93.4	101.2	8.3

Source: Volume 23, Issue 1, Updated January 2025, UN Tourism World Tourism Barometer

亞洲觀光市場概況 Overview of Asian Tourism Markets

觀光產業復甦，2024 年亞洲各觀光市場入境旅客人次皆為正成長。

Inbound visitor numbers rebounded in 2024 amid a broader tourism recovery.

2024 年亞洲各觀光市場入境旅客人次 Number of Inbound Visitors for Major Asian Tourism Markets in 2024

👤 人次 Arrivals ▲ 成長率 Change YoY



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



國際行銷

International Marketing



觀光品牌 全球引客

Building a tourism brand that draws visitors from around the world



113 年觀光署執行超過 500 項行動計畫，邀請全球媒體及業者 4,286 人次來台考察。



強化品牌 3.0

Strengthening Brand 3.0

113 年 5 月 6 日觀光署發布全新台灣觀光品牌 3.0「TAIWAN-Waves of Wonder」（臺灣魅力·驚喜無限），升級訴求「台灣為有目的地旅遊」。各市場行銷計畫接軌新品牌運用，並於同年 10 月 28 日發表全新台灣觀光品牌國際宣傳影片，以 4 大主題「SHARE（分享）、DISCOVER（探索）、ENGAGE（連結）、ENJOY（享受）」，傳達台灣從自然景觀到多元文化的獨特魅力，並透過 CNN、BBC、Netflix 等各大國際媒體及社群平台播放，擴大台灣觀光國際能見度。

On May 6, 2024, the Tourism Administration unveiled the new Taiwan Tourism Brand 3.0: "TAIWAN-Waves of Wonder," upgrading the brand to position Taiwan as a destination for purpose-driven travel. Market-specific campaigns were aligned to the new brand, and on October 28 a new international brand film was launched under four themes—Share, Discover, Engage, Enjoy—showcasing Taiwan's unique appeal, from natural landscapes to vibrant multicultural life. The film aired on CNN, BBC, Netflix and major social platforms, boosting Taiwan's global visibility as a travel destination.



台灣觀光品牌 3.0「TAIWAN-Waves of Wonder」4 大主題海報
Posters highlighting the four themes of Taiwan Tourism Brand 3.0: "TAIWAN-Waves of Wonder"



鎖定目標精準引客

Attracting Visitors with Targeted Outreach

年度觀光代言人強力曝光

Raising Visibility with Annual Tourism Ambassadors

推出全新觀光代言人，例如韓國市場邀請知名韓團 Super Junior 成員圭賢；日本市場邀請知名影帝妻夫木聰；馬來西亞市場邀請女星 Nabila Razali（娜比拉·拉扎利）；印尼市場「首位」觀光代言人 Mikha Tambayong Mahendra（咪卡譚巴勇）；泰國市場邀請泰國 Channel 3 知名男星 Teeradetch Metawarayut（提拉達·邁特瓦拉育，小名 Alek）擔任台灣觀光代言人，捲動台灣觀光話題不間斷。

The Tourism Administration launched a new slate of tourism ambassadors by market: Kyuhyun of Super Junior for Korea; Satoshi Tsumabuki for Japan; Nabila Razali for Malaysia; Mikha Tambayong Mahendra as Indonesia's first Taiwan tourism ambassador; and Thailand's Channel 3 star Teeradetch Metawarayut (Alek). Their participation kept Taiwan front-and-center across these markets.

日本知名影帝妻夫木聰擔任台灣觀光代言人
Award-winning Japanese actor Satoshi Tsumabuki named Taiwan's tourism ambassador



印尼首位台灣觀光代言人 - 咪卡譚巴勇
Mikha Tambayong, Taiwan's first tourism ambassador for Indonesia



國際旅展行銷台灣

International Travel Exhibitions - Marketing Taiwan

歐美及澳洲 Europe, Americas & Australia

北美 Northern America

1 月 - 猶他旅展、芝加哥旅展、紐約及丹佛旅遊冒險展；2 月 - 洛杉磯、鳳凰城旅遊冒險展；3 月 - 溫哥華、舊金山灣區、卡加利、達拉斯旅遊冒險展；4 月 - 美國全球郵輪展；9 月 - 洛杉磯時報美食展；10 月 - 美洲國際會議暨獎勵旅遊展 (IMEX America)；11 月 - 加拿大蒙特婁旅展

歐洲 Europe

1 月 - 荷蘭烏特列茲旅展、英國倫敦及曼徹斯特城市旅展、德國斯圖加特旅展；2 月 - 德國慕尼黑消費者旅展；3 月 - 柏林 ITB 旅展；5 月 - 法蘭克福全球會議暨獎勵旅遊展 (IMEX Frankfurt)；7 月 - 英國賞鳥旅遊展；11 月 - 倫敦 WTM 旅展

澳洲 Australia

2 月 - IMM 澳洲旅遊媒體展；10 月 - TADA 澳洲旅行業者日



2024 美國全球郵輪展 - 台灣館
Taiwan Pavilion at Seatrade Cruise Global 2024



2024 洛杉磯時報美食展
L.A. Times Food Bowl 2024



TADA 2024 澳洲旅行業者日
TADA 2024 Travel Agent Day Australia

亞洲地區 Asia

日本 Japan

2 月 - 九州旅行博覽會；6 月 - 夏季北陸地區旅展、關西空港旅展；9 月 - 2024 日本旅展 (Tourism EXPO Japan)

韓國 South Korea

5 月 - 首爾國際觀光博覽會；9 月 - 釜山國際旅展

January – Utah Travel Expo; Chicago Travel and Adventure Show; New York and Denver Travel and Adventure Shows; **February** – Los Angeles and Phoenix Travel and Adventure Shows; **March** – Vancouver, San Francisco Bay Area, Calgary, and Dallas Travel and Adventure Shows; **April** – Seatrade Cruise Global (SCG); **September** – L.A. Times Food Bowl. October – IMEX America (IMEX). **November** – Montreal International Tourism & Travel Show (Salon International Tourisme Voyage, SITV)

January – Vakantiebeurs Utrecht (Netherlands); Destinations: The Holiday & Travel Show in London and Manchester (UK); CMT Stuttgart – The Holiday Exhibition (Germany). **February** – f.r.e.e Munich Consumer Travel Show (Germany); **March** – Internationale Tourismus-Börse (ITB) Berlin; **May** – IMEX Frankfurt (IMEX); **July** – Global Birdfair in the United Kingdom. **November** – World Travel Market (WTM) London

February – International Media Marketplace (IMM) Australia;
October – Travel Agent Day Australia (TADA)

February – Kyushu Travel Expo; **June** – Hokuriku Summer Travel Expo and Kansai International Airport Travel Expo; **September** – Tourism EXPO Japan 2024 (TEJ)

May - Seoul International Travel Fair;
September – Busan International Travel Fair (BITF)

新加坡 Singapore

3 月 - NATAS 春季旅展；8 月 - NATAS 秋季旅展；
10 月 - ITB Asia 亞洲國際旅遊展、TTF 新加坡航空旅遊展

印度 India

2 月 - OTM 印度出境旅遊市集；9 月 - ITB India 印度國際旅遊交易會

馬來西亞 Malaysia

3 月 - 春季 MATTA 旅展；7 月 - MITM 國際旅展；9 月 - 秋季 MATTA 旅展；10 月 - 辦理汶萊旅展

菲律賓 Philippines

2 月 - 菲律賓 TTE 旅展；7 月 - 菲律賓 TME 旅展

印尼 Indonesia

2 月 - ASTINDO 春季旅展；8 月 - ASTINDO 雅加達秋季旅展；
9 月 - KOMPAS 旅展

泰國 Thailand

1 月 - 泰國國際旅展 TITF；8 月 - 泰國國際旅展清邁站 TITF North、亞太旅行協會旅遊交易會 (PATA Travel Mart)

越南 Vietnam

4 月 - 河內 VITM 國際旅展；9 月 - 胡志明市 ITE 國際旅展

港澳 Hong Kong & Macao

6 月 - 香港國際旅展；12 月 - DRT 香港國際潛水暨度假觀光展

March – National Association of Travel Agents Singapore (NATAS) Spring Travel Fair; **August** – NATAS Autumn Travel Fair; **October** – ITB Asia and the Singapore Airlines Time to Fly (TTF) Travel Fair

February – Outbound Travel Mart (OTM) India;
September – ITB India

March – Malaysian Association of Tour and Travel Agents (MATTA) Spring Travel Fair; **July** – Malaysia International Travel Mart (MITM); **September** – MATTA Autumn Travel Fair; **October** – Brunei Travel Fair

February – Travel Tour Expo (TTE), Philippines;
July – Travel Madness Expo (TME), Philippines

February – ASTINDO Travel Fair (Spring); **August** – ASTINDO Travel Fair Jakarta (Autumn); **September** – Kompas Travel Fair

January – Thailand International Travel Fair (TITF); **August** – TITF North (Chiang Mai) and Pacific Asia Travel Association (PATA) Travel Mart

April - Vietnam International Travel Mart (VITM) in Hanoi;
September - Ho Chi Minh City International Travel Fair (ITE)

June - Hong Kong International Travel Expo;
December – Diving Resort Travel Expo Hong Kong



左起：2024 越南胡志明市 ITE 國際旅展、2024 ITB ASIA 亞洲國際旅遊展新加坡、2024 香港國際旅展、2024 亞太旅行協會旅遊交易會泰國曼谷
From left: Ho Chi Minh City ITE 2024; ITB Asia 2024, Singapore; Hong Kong International Travel Expo 2024; PATA Travel Mart 2024, Bangkok

辦理國際推廣活動 International Promotional Activities

歐美及澳洲 Europe, Americas & Australia

北美 Northern America

5 月 - 於洛杉磯天使球場舉辦台灣日活動、參加 Passport to Taiwan(台灣巡禮文化藝術節)、溫哥華國際馬拉松運動生活展；6 月 - 於北美三大城市(舊金山、洛杉磯及西雅圖)辦理觀光推廣活動、參加紐約驕傲遊行、台灣加拿大藝術文化節；7 月 - 參加溫哥華珍珠奶茶節、舊金山馬拉松博覽會；8 月 - 參加舊金山國際童玩節；9 月 - 於紐約辦理推廣活動、舊金山巨人隊舉辦台灣日活動；12 月 - 參加美國 USTOA 年會

May – Taiwan Day at Angel Stadium (Los Angeles); participation in Passport to Taiwan Festival and the Vancouver International Marathon Health & Sports Expo. **June** – Taiwan tourism promotions in San Francisco, Los Angeles, and Seattle; participation in the NYC Pride March and TAIWANfest in Canada. **July** – Vancouver Bubble Tea Festival and San Francisco Marathon Expo. **August** – Kids'N Fun Festival in San Francisco. **September** – Promotion in New York and Taiwan Day with the San Francisco Giants. **December** – USTOA Annual Conference.

歐洲 Europe

3 月 - 於荷蘭阿姆斯特丹辦理台灣觀光推廣活動、於英國參加 2024 PATA Exchange 及舉辦推廣活動；8 月 - 於倫敦知名地標巴特西發電站 (Battersea Power Station) 購物中心廣場舉辦台灣觀光新品牌「TAIWAN-Waves of Wonder」首場海外宣傳活動；9 月 - 於倫敦辦理業者推廣會；10 月 - 於法國巴黎辦理「TAIWAN-Waves of Wonder: 橫越台灣四季之旅」特展；11 月 - 首度於瑞典斯德哥爾摩辦理台灣觀光推廣活動

紐澳 New Zealand & Australia

9 月 - 於墨爾本、布里斯本與紐西蘭奧克蘭辦理台灣觀光推廣會



2024 年 6 月紐約驕傲遊行
NYC Pride March, June 2024

March – Taiwan tourism promotion in Amsterdam; participation in the 2024 PATA Exchange and a promotion in the UK; **August** – First overseas showcase of the new brand "TAIWAN-Waves of Wonder" at the plaza of London's landmark Battersea Power Station. **September** – London trade seminar. **October** – special exhibition "TAIWAN-Waves of Wonder: A Journey Through Taiwan's Four Seasons" in Paris. **November** – first-ever Taiwan tourism promotion in Stockholm, Sweden.

September – Taiwan tourism roadshows in Melbourne, Brisbane, and Auckland.



紐西蘭奧克蘭舉辦台灣觀光推廣活動
Taiwan tourism promotion held in Auckland, New Zealand



台灣觀光品牌 3.0 倫敦活動盛大開幕
Grand opening of the Taiwan Tourism Brand 3.0 event in London

亞洲地區 Asia

日本 Japan

4 月 - 於東京舉辦「2024 台遊館 in 澀谷」Roadshow 活動；6 月 - 舉辦夏季北陸地區台灣觀光宣傳推廣活動、第 6 屆阪神甲子園台灣日活動、西日本地區觀光推廣活動；8 月 - 於第 26 屆日本真中祭期間辦理台灣觀光宣傳推廣活動；10 月 - 舉辦第 31 屆鐵道 festival 活動、千人放天燈推廣活動

April – "2024 Taiwan Pavilion in Shibuya" roadshow in Tokyo; **June** – Taiwan tourism promotions across the Hokuriku region (summer), the 6th Taiwan Day at Hanshin Koshien, and West Japan promotions; **August** – Taiwan promotion at the 26th Manaka Festival; **October** – Participation in the 31st Railway Festival and a thousand-person sky lantern promotion.

韓國 South Korea

6 月 - 於首爾舉辦台灣觀光推廣活動；9 月 - 於釜山、大邱辦理台灣觀光推廣活動；10 月 - 於首爾辦理「喔熊的心願列車」快閃店行銷活動

June – Taiwan tourism promotion in Seoul; **September** – Promotions in Busan and Daegu; **October** – "OhBear's Wish Train" pop-up marketing event in Seoul

新加坡 Singapore

4 月 - 於新加坡地區辦理台灣觀光推廣活動

印度 India

2 月 - 於新德里辦理觀光推廣會；4 月 - 於印度海德拉巴、班加羅爾舉辦觀光推廣會；9 月 - 於新德里、孟買舉辦觀光推廣會

2024 西日本地區觀光推廣活動 2024 Taiwan Tourism Promotion, West Japan



韓國首爾舉辦「喔熊的心願列車」快閃店活動
"OhBear's Wish Train" pop-up event in Seoul, Korea

April – Taiwan tourism promotion in Singapore

February – Tourism promotion in New Delhi; **April** – Promotions in Hyderabad and Bengaluru; **September** – Promotions in New Delhi and Mumbai



2024 新加坡台灣觀光推廣活動臺灣代表團
Taiwan delegation at the 2024 Singapore Taiwan Tourism Promotion



印度班加羅爾觀光推廣會
Taiwan tourism promotion in Bengaluru, India



馬來西亞 Malaysia

5 月 - 於吉隆坡、柔佛舉辦台灣觀光推廣會



菲律賓 Philippines

2 月 - 於馬尼拉、克拉克辦理台灣觀光推廣會；3 月 - 於馬尼拉、克拉克各辦理 1 場業者教育訓練並於馬尼拉參加 World Travel Fair 2024 觀光推廣活動；5 月 - 於馬尼拉 Market! Market! 商場舉辦 B2C 觀光推廣活動；7 月 - 於達沃及宿霧各辦理 1 場台灣觀光推廣會；10 月 - 於馬尼拉舉辦 B2C 觀光推廣活動



2024 馬來西亞吉隆坡、柔佛推廣會
Taiwan tourism promotions in Kuala Lumpur and Johor Bahru, 2024



泰國 Thailand

1 月 - 於清邁辦理台灣觀光推廣會；9 月 - 於曼谷辦理台灣觀光主題展銷會及台灣觀光推廣會

January – Taiwan tourism promotions in Chiang Mai; **September** – Taiwan-themed showcase and promotion in Bangkok

2024 泰國曼谷辦理台灣觀光主題展銷會
Taiwan-themed showcase in Bangkok, Thailand, 2024



越南 Vietnam

4 月 - 於越南河內舉辦台灣觀光推廣會；7 月 - 於柬埔寨金邊、寮國永珍辦理台灣觀光推廣會；9 月 - 於胡志明市辦理台灣觀光推廣會

April – Taiwan tourism promotion in Hanoi; **July** – Promotions in Phnom Penh (Cambodia) and Vientiane (Laos); **September** – Promotion in Ho Chi Minh City

May – Taiwan tourism promotions in Kuala Lumpur and Johor Bahru

February – Taiwan tourism promotions in Manila and Clark; **March** – One trade training session each in Manila and Clark, plus participation in World Travel Fair 2024 in Manila; **May** – B2C promotion at Market! Market! in Manila; **July** – Promotions in Davao and Cebu; **October** – B2C promotion in Manila



2024 菲律賓克拉克台灣觀光推廣會
Taiwan tourism promotion in Clark, Philippines, 2024



越南河內台灣觀光推廣會晚宴開場表演 - 禾一文化傳承舞團
Opening performance by the Hoyi Dance Crew at the Taiwan tourism promotion banquet in Hanoi



印尼 Indonesia

3 月 - 於雅加達、棉蘭舉辦觀光推廣會及台灣觀光主題展銷會；5 月 - 赴巴淡島參加印尼 ASITA 協會「第 13 屆 2024 年全國會議」；6 月 - 於雅加達舉辦台灣觀光主題展銷會；9 月 - 於三寶壟、泗水舉辦觀光推廣會；10 月 - 參加棉蘭 MBT 「Table Top Medan & Padang」及萬隆 AWJTM (Asita West Java Travel Mart)



2024 印尼雅加達台灣觀光主題展銷會
Taiwan Fair in Jakarta, Indonesia, 2024



中國大陸 Chinese mainland

2 月 - 於四川成都「第二屆致敬青春·逐夢天府港澳台文化嘉年華」辦理推廣、於福州配合兩馬鬧元宵辦理金馬澎旅遊推廣活動；4 月 - 於北京王府井希爾頓酒店辦理「當老北京美食遇上台灣美食」推廣活動；7 月 - 於蘇州辦理台灣深度旅遊體驗戶外推廣活動；9 月 - 於重慶新光天地辦理「寶島「騎」跡騎行追風之旅」推廣活動；10 月 - 於福州舉辦「台灣美食週」活動推廣台灣美食旅遊；11 月 - 於昆明「台灣風情展」辦理觀光推廣活動；12 月 - 於廈門舉辦小三通旅遊行銷座談會暨台灣觀光主題旅遊推介會



港澳 Hong Kong、Macao

3 月 - 星宇航空澳門—台中首航推廣活動；4 月 - 長榮航空香港—高雄首航推廣活動；7 月 - 星宇航空香港—台北線首航推廣活動、香港航空香港—台中首航推廣活動；11 月 - 參加 Pinkoi Design Fest 2024 · 香港站活動推廣、於香港辦理台灣親子旅遊推廣會；12 月 - 於香港辦理台灣山脈觀光推廣會、參與香港快運香港—花蓮首航推廣活動

March – STARLUX Airlines Macau–Taichung inaugural flight promotion; **April** – EVA Air Hong Kong–Kaohsiung inaugural flight promotion; **July** – STARLUX Airlines Hong Kong–Taipei inaugural flight promotion and Hong Kong Airlines Hong Kong–Taichung inaugural; **November** – Participation in Pinkoi Design Fest 2024 (Hong Kong) and a Taiwan family travel promotion in Hong Kong; **December** – Taiwan mountain tourism promotion in Hong Kong and support for HK Express' Hong Kong–Hualien inaugural flight promotion



2024 印尼萬隆觀光推廣會
Taiwan tourism promotion in Bandung, Indonesia, 2024

February – Promotion at the 2nd "Salute to Youth: Dream-chasing in Tianfu" Hong Kong–Macao–Taiwan Cultural Carnival in Chengdu, Sichuan; Kinmen–Matsu–Penghu tourism promotion in Fuzhou aligned with the Matsu–Mawei Lantern Festival; **April** – "Old Beijing Cuisine Meets Taiwan Cuisine" promotion at Hilton Beijing Wangfujing. **July** – outdoor promotion in Suzhou for in-depth travel in Taiwan. **September** – "Cycling in Taiwan" promotion at Shin Kong Place, Chongqing. **October** – "Taiwan Food Week" in Fuzhou to promote culinary tourism. **November** – tourism promotion at the "Taiwan Culture Exhibition" in Kunming. **December** – Mini-Three-Links tourism marketing forum and Taiwan-themed tourism presentation in Xiamen



香港 Pinkoi Design Fest 2024 - 原住民竹藤編織工藝分享
Hong Kong Pinkoi Design Fest 2024 – Indigenous bamboo and rattan weaving demonstration

多元行銷全球引客 Diversified Marketing to Attract Global Visitors

持續推動「加速擴大吸引國際觀光客方案」

Continuing the "Accelerated and Expanded Inbound Tourism Promotion Program"

113 年持續執行團客獎助措施及自由行旅客抽消費金 5,000 元活動，加強國際旅客來台誘因，吸引 461 萬人次登錄參加自由行旅客來台消費金抽獎活動，其中以韓國、香港、日本、馬來西亞、泰國為前五大市場；另團客獎助申請約 3.7 萬團，參團人數約 66 萬人。(113 年全年團客獎助申請約 2.4 萬團，參團人數約 43 萬人)

2024 台北國際旅展 2024 Taipei International Travel Fair

「2024 年台北國際旅展」於 11 月 1 日至 4 日舉行，邀請全球共計 16 國、83 位國際買家來台參加。台灣館以台灣觀光品牌 3.0 出發，嶄新品牌首次於台北國際旅展亮相，迎賓處特以風格咖啡館打造風格「借問站」(Information Station)，除秀出各地旅遊魅力，更展現台灣科技大國力道，以裸視 3D 衝擊視覺，爆擊民眾對國家館的想像，傾力放送「TAIWAN-Waves of Wonder」(台灣魅力·驚喜無限)，並獲大會頒發「最佳展館獎」。

2024 ITF 台北國際旅展 - 台灣館開幕儀式
Opening ceremony of the Taiwan Pavilion at ITF 2024



加速團客來台獎助 113 年第 4 季加碼措施懶人包
Incentives for inbound tour groups under the Accelerated and Expanded Inbound Tourism Promotion Program in 2024 Q4

In 2024, we continued group-tour incentives and the NT\$5,000 spending lucky draw for free independent travelers (FITs) to strengthen demand for travel to Taiwan. The promotion attracted 4.61 million registrations, led by Korea, Hong Kong, Japan, Malaysia, and Thailand. There were about 37,000 applications in the group travel category covering approximately 660,000 participants. (For the full year 2024, group-tour incentives totaled about 24,000 applications and 430,000 travelers.)

The 2024 Taipei International Travel Fair (TITF) was held November 1-4 and attracted 83 international buyers from 16 countries. The Taiwan Pavilion debuted the Brand 3.0 identity at the show and greeted visitors with a café-style "Information Station." Beyond showcasing regional travel highlights, the pavilion presented Taiwan's tech prowess with striking glasses-free 3D displays that redefined expectations for a national pavilion. The message "TAIWAN-Waves of Wonder" was delivered in full force, earning the show's Best Pavilion Award.



強化國際交流 Strengthening International Exchange

第 37 屆台韓觀光交流會議 37th Taiwan-Korea Tourism Exchange Meeting

113 年 4 月 25 日於嘉義縣舉辦，台韓雙方超過 200 名代表與會。針對「創意行銷 X 永續風潮」以及「邁向台韓旅遊互訪 300 萬人次目標」主題，分享打造魅力旅遊目的地，就台韓觀光互訪近況及針對 MZ 世代的旅遊行銷，以及實踐永續旅遊風潮，分享台韓雙方對永續旅遊的實際作為及願景。

The 37th Taiwan-Korea Tourism Exchange Meeting was held on April 25, 2024 in Chiayi County. More than 200 delegates from Taiwan and Korea participated in the event, which focused on "Creative Marketing x the Sustainability Wave" and "Toward 3 Million Two-way Visits." Discussions covered destination branding, current two-way travel trends, marketing to the MZ generation (Millennials and Gen Z), and practical approaches and visions for sustainable tourism on both sides.



2024 台韓觀光交流會議在嘉義舉辦
2024 Taiwan-Korea Tourism Exchange Meeting held in Chiayi

第 15 屆台日觀光高峰論壇 15th Taiwan-Japan Tourism Summit

113 年 5 月 31 日於高雄市舉辦，集結台日雙方觀光政府機構、縣市政府、旅行業、旅宿業、航空公司、鐵道業者等，共計超過 200 人參加。本次主題為「永續風潮下的台日觀光新魅力」，雙方針對運用數位科技提升景區數位化及旅遊服務體驗、SDGs 永續目標落實於交通運具搭乘及旅遊產品等議題交流討論，並共同發表「高雄宣言」，以發展永續觀光為願景，推動台日健康平衡交流，朝雙方旅客互訪超越疫情前 700 萬人次目標邁進。

Held May 31, 2024 in Kaohsiung, the summit brought together more than 200 participants from tourism authorities, local governments, travel and hospitality sectors, airlines, and rail operators from both Taiwan and Japan. Under the theme "New Charms of Taiwan-Japan Tourism in the Era of Sustainability," discussions explored using digital technologies to enhance destination digitalization and visitor experience, and embedding SDGs into transport and tour products. The two sides jointly issued the "Kaohsiung Declaration," committing to sustainable tourism and balanced two-way exchange, with an aim to surpass the pre-pandemic benchmark of 7 million mutual visits.

第 11 屆台越觀光合作會議 11th Taiwan-Vietnam Tourism Cooperation Conference

113 年 10 月 22 日於台中市舉辦，雙方共約 110 人出席。會議中達成多項合作共識，包含強化安全管理機制、推動雙邊修學旅行、區域特色觀光交流互訪，以及促進觀光產業智慧轉型等，攜手衝刺雙邊旅遊市場。

Held October 22, 2024 in Taichung with around 110 participants, the conference reached consensus on multiple areas of cooperation: strengthening safety management mechanisms, promoting bilateral study tours, encouraging regional specialty tourism exchanges and visits, and advancing smart transformation in the tourism industry—working together to grow two-way travel.



2024 台日觀光高峰論壇在高雄舉辦
2024 Taiwan-Japan Tourism Summit in Kaohsiung



2024 台越觀光合作會議在台中舉辦
2024 Taiwan-Vietnam Tourism Cooperation Conference in Taichung

強化海外據點服務量能 Expanding Overseas Services



海外布局以全球拓點為策略，增設國外旅客服務據點，透過提升國際引客之服務量能及觸角，持續擴大觀光市場立基。加速拓展短程市場（東北亞、東南亞、港澳），布局新興市場（印度、印尼、紐澳），並持續歡迎陸客來台，113年2月7日於印度孟買，2月28日於印尼雅加達，12月20日於菲律賓馬尼拉成立台灣觀光服務分處（TTIC），積極開拓國際客源。另針對長程市場，4月30日於法國巴黎，10月2日於加拿大溫哥華成立 TTIC，深化歐洲及北美重點城市，開發潛力市場。

Following a global footprint strategy, the Tourism Administration expanded overseas customer service points to increase capacity and reach for international visitor acquisition. We accelerated efforts in short-haul markets (Northeast Asia, Southeast Asia, Hong Kong and Macau), built a presence in emerging markets (India, Indonesia, Australia, and New Zealand), and continued welcoming visitors from mainland China. In 2024, Taiwan Tourism Information Centers (TTICs) were opened in Mumbai (Feb 7), Jakarta (Feb 28), and Manila (Dec 20) to actively cultivate new visitor sources. For long-haul markets, TTICs were launched in Paris (Apr 30) and Vancouver (Oct 2) to deepen engagement in key European and North American cities and develop potential markets.



孟買 Mumbai



雅加達 Jakarta



巴黎 Paris



溫哥華 Vancouver



馬尼拉 Manila

2024 Feb. Apr. Oct. Dec.

推廣優質主題旅遊產品 Promoting High-quality Themed Travel Products



推動「順道觀光」搶攻國際商務客 Promoting "En-route Tourism" to Attract International Business Travelers

全球會展產業活絡，國際商務旅客漸回流，交通部觀光署與經濟部國際貿易署於113年重啟合作「順道觀光」補助方案，鼓勵國際商務客來台參加國際會議與展覽之際，延長停留時間順訪旅遊，活絡在地觀光和消費。

With MICE activity rebounding and international business travel returning, the Tourism Administration and the International Trade Administration relaunched the "En-route Tourism" subsidy program in 2024. The scheme encourages overseas business travelers attending conferences and exhibitions in Taiwan to extend their stays for leisure, boosting local tourism and spending.

113年觀光署與國貿署重啟「順道觀光」合作
The Tourism Administration and International Trade Administration relaunched "En-route Tourism" cooperation in 2024



《臺灣米其林指南 2024》 Taiwan Michelin Guide 2024

《臺灣米其林指南》邁入第7年，113年8月27日公布台北、台中、台南及高雄4座城市共有49家餐廳獲星級，包括三星3家、二星5家及一星41家，其中「頤宮」蟬聯三星7連霸記錄，另台中 MINIMAL 則是全球首家獲得米其林一星冰淇淋店，展現台灣料理無限可能性。《臺灣米其林指南 2024》呈現出穩定增長，米其林星級餐廳49家、必比登126家及推薦餐廳168家，共有343個餐廳入選《米其林指南》（其中綠星6家），包括台北157家、台中66家、台南59家、高雄61家。料理種類涵蓋各式風格，展現出台灣各地料理種類的精采多元，型塑台灣多彩多姿土地之美的美食文化，更為城市觀光再加值，讓台灣成為全球受歡迎的旅遊目的地之首選。不僅為台灣觀光旅遊及餐飲產業的競爭力提供正面能量，藉由國際遊客來台品嚐美食的同時，感受台灣這塊土地的兼容並蓄與精彩繽紛。

Now in its seventh year, the Taiwan Michelin Guide announced on August 27, 2024 that 49 restaurants across Taipei, Taichung, Tainan, and Kaohsiung earned stars: three with three stars, five with two stars, and 41 with one star. Le Palais (頤宮) extended its record to seven consecutive years with three stars, and MINIMAL in Taichung became the world's first Michelin-starred ice cream shop—proof of Taiwan's culinary creativity. The 2024 guide reflects steady growth in Taiwan's culinary scene, featuring 49 starred restaurants, 126 Bib Gourmand selections, and 168 recommended restaurants, totaling 343 entries—including six Green Star restaurants. These include 157 in Taipei, 66 in Taichung, 59 in Tainan, and 61 in Kaohsiung. The breadth of styles reflects Taiwan's rich regional diversity and elevates urban tourism appeal, positioning Taiwan as a top choice for travelers worldwide. These accolades strengthen the competitiveness of Taiwan's tourism.

2024 米其林獲星級餐廳大合照
2024 Michelin-starred restaurants



穆斯林友善旅遊環境 Muslim-friendly Travel Environment

持續優化國內穆斯林友善環境，113年穆斯林認證餐廳及旅館數量計381家。根據萬事達卡 (Mastercard) 與新月評等 (CrescentRating) 113年6月聯合發表「全球穆斯林旅遊指數 (GMTI)」再度將台灣評為非伊斯蘭合作組織旅遊目的地 (non-OIC destinations) 第3名，僅次於新加坡與英國，台灣自108年開始皆名列前3名，更曾於「2022 清真旅遊獎」獲頒「年度最包容旅遊目的地獎項 - 非伊斯蘭合作組織」獎項，顯示台灣推動友善穆斯林旅遊受到國際肯定，可提供國際穆斯林旅客來台安心旅遊。馬來西亞辦理 Salam Taiwan 穆斯林友善旅遊年度送客專案，113年合計吸引穆斯林旅客達4,636人次。

The Tourism Administration continued to enhance Muslim-friendly services across Taiwan, reaching 381 Muslim-certified restaurants and hotels in 2024. According to the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) released in June 2024, Taiwan ranked third among non-OIC destinations, behind Singapore and the UK. Taiwan has placed in the

top three since 2019 and won "Most Inclusive Non-OIC Destination" at the 2022 Halal in Travel Awards—international recognition of Taiwan's welcoming environment for Muslim travelers. In Malaysia, the "Salam Taiwan" annual Muslim-friendly campaign drew 4,636 Muslim visitors to Taiwan in 2024.



穆斯林網紅來臺體驗友善行程
Muslim influencers experience Taiwan's Muslim-friendly itineraries



國內旅遊 Domestic Tourism



環島亮點 捲動國旅 Spotlight Attractions Driving Domestic Tourism



拓展觀光亮點 扶植地方活動

Expanding Tourism Highlights and Supporting Local Events

舉辦「台灣觀光 100 亮點」活動

Hosting the "Taiwan Tourism 100 Spotlights" Campaign

為提升國旅市場、捲動國旅話題，延續 112 年舉辦第 1 屆觀光亮點獎成果，攜手全臺 22 個縣市政府推薦 100 處景點，共同推動「台灣觀光 100 亮點」。自 113 年 11 月起陸續推出「台灣百 Way」亮點微策展、「環島月月 Party」由各縣市輪流當主打星、「亮點集時樂」電子集章抽獎活動、「風格旅遊 Chill」亮點市集、「環島樂遊 Trip!」影音圖文創作競賽、「壯遊心體驗」圓夢企劃徵集等 6 大波段系列活動，鼓勵旅客每月逛亮點、遊活動、享優惠，體驗臺灣各區域四季風情，暢玩全臺一整年，帶動地方觀光產業發展。

To enhance the domestic tourism market and generate greater buzz, the Tourism Administration, building on the success of the first Tourism Spotlight Awards held in 2023, partnered with 22 local governments to recommend 100 attractions and jointly promote the "Taiwan Tourism 100 Spotlights." Starting in November 2024, six major themed events were successively launched: "Taiwan 100 Ways" Micro-Curations, the "Island-Wide Monthly Party" featuring different counties and cities as headliners, the "Spotlight Fun Collection" e-stamp raffle, the "Chill Style Travel" Spotlight Market, the "Island Fun Trip!" Multimedia Contest, and the "Grand Tour Dream Experience" call for proposals. These experiences encouraged travelers to visit spotlight attractions, join monthly events, and enjoy special offers—experiencing the four seasons across Taiwan while boosting local tourism industries.

觀光署規劃 6 大系列活動捲動國旅熱潮一整年
The Tourism Administration planned six major series of events to keep domestic travel excitement going year-round



「台灣百 Way 微策展」以區域旅遊展出北、中、南、東及離島風格旅遊
The "Taiwan Way" micro-curations showcase distinctive travel styles in northern, central, southern, and eastern Taiwan, plus the outlying islands



臺灣觀光雙年曆活動扶植計畫
Taiwan Tourism Biannual Calendar Support Plan

輔導地方政府或民間團體辦理「2024 苗栗烤龍系列活動」、「2024 高雄燈會」、「2024 台灣慶元宵 - 鹽水蜂炮系列活動」、「2024 暨大櫻花季」、「2024 高雄內門宋江陣」、「2024 宜蘭綠色博覽會」、「2024 臺中國際踩舞嘉年華系列活動」、「2024 鹿港慶端陽系列活動」、「2024 宜蘭國際童玩藝術節」、「2024 金門縣烈嶼芋頭季系列活動」、「2024 南投星空季」、「2024 金門中秋博狀元餅活動」、「2024 三義木雕藝術節系列活動」、「ART TAIPEI 2024 台北國際藝術博覽會」、「2024 鷄籠中元祭」、「2024 新北歡樂耶誕城系列活動」、「2024 臺中國際花毯節」、「2024 屏東落山風藝術季」、「2024 南投世界茶業博覽會」、「2024 嘉義市光織影舞 - 光影藝術展」、「2024 高雄左營萬年季」、「2024 臺灣米倉田中馬拉松」、「2024 嘉義市國際管樂節」等 43 項活動，辦理品質提升事項計 89 項。

113 年台灣觀光雙年曆活動地圖
2024 Taiwan Tourism Events Calendar-Event Map



扶植觀光活動
Supporting Tourism Activities
43 / 項 Item



品質提升事項
Quality Enhancement Projects
89 / 項 Item



Guidance and support were provided to local governments and civic groups for 43 events, including: the 2024 Miaoli Fire Dragon Festival; 2024 Kaohsiung Lantern Festival; 2024 Taiwan Lantern Festival-Yanshui Beehive Fireworks; 2024 National Chi Nan University Cherry Blossom Season; 2024 Kaohsiung Neimen Song-Jiang Battle Array; 2024 Yilan Green Expo; 2024 Taichung International Dance Carnival; 2024 Lukang Dragon Boat Festival; 2024 Yilan International Children's Folklore and Folkgame Festival; 2024 Kinmen Lieyu Township Taro Festival; 2024 Nantou Starry Sky Season; 2024 Kinmen Mid-Autumn Bo-Bing "Top Scholar" Event; 2024 Sanyi Woodcarving Art Festival; Art Taipei 2024; 2024 Keelung Mid-Summer Ghost Festival; 2024 Christmasland in New Taipei City; 2024 Taichung International Flower Carpet Festival; 2024 Pingtung Luo Shan Feng Arts Festival; 2024 Nantou Global Tea Expo; 2024 Chiayi Dancing of Light and Shadows Art Exhibition; 2024 Kaohsiung Zuoying Wannian Festival; 2024 Taiwan's Rice Heaven-Tianzhong Marathon; and the 2024 Chiayi City International Band Festival, among others—carrying out 89 quality-enhancement measures in total.



上圖 Top 2024 宜蘭國際童玩藝術節
2024 Yilan International Children's Folklore and Folkgame Festival
下圖 Bottom 2024 南投星空季
2024 Nantou Starry Sky Season



上圖 Top 2024 臺灣慶元宵 - 鹽水蜂炮系列活動
2024 Taiwan Lantern Festival-Yanshui Beehive Fireworks

下圖 Bottom 2024 南投世界茶業博覽會
2024 Nantou Global Tea Expo



拓展觀光遊樂業國民旅遊市場
Expanding the domestic market for theme parks

為拓展觀光遊樂業國民旅遊市場，捲動民眾至全臺主題樂園遊玩風潮，觀光署推動觀光遊樂業整合行銷計畫，結合各觀光遊樂業業者推出「台灣好樂園遊點樂」活動，除邀請網紅拍攝主題樂園相關節目及行銷宣傳影片宣傳外，並邀請業者共同參與 2 場次全國性旅展，與台灣觀光遊樂區協會在 2024 臺北國際旅展 (ITF) 合作以主題樂園特色打造「台灣好樂園」主題館，透過舞臺及小遊戲互動體驗等現場活動，推廣業者旅展限定優惠好康增加買氣，宣傳樂園全齡多元主題遊程，提升觀光遊樂業整體形象。

To attract visitors to theme parks in Taiwan, the Tourism Administration coordinated an integrated marketing program with operators under the "Taiwan Amusement Parks—Play for Points" banner, inviting creators to produce park-themed shows and promotional videos, organizing industry participation in two major travel fairs, and partnering with the Taiwan Amusement Park Association to stage the "Taiwan Amusement Parks" pavilion at the 2024 Taipei International Travel Fair (ITF). On-site stage activities and mini-games promoted fair-exclusive deals, showcased family-friendly itineraries for all ages, and elevated the overall image of Taiwan's amusement park industry.



2024ITF 台灣好樂園館 - 開幕吉祥物大合照
Mascots at the opening of the "Taiwan Amusement Parks" pavilion at 2024 Taipei ITF



四季特色活動 帶動在地旅遊風潮

Driving Local Travel with Special Seasonal Events

2024 台灣燈會

2024 Taiwan Lantern Festival

— 「台灣燈會」獲 Discovery 頻道稱許為「全球最佳慶典活動」之一，亦是臺灣首要的節慶觀光活動。「2024 台灣燈會」時隔 16 年重返臺南舉行，113 年 2 月 24 日至 3 月 10 日於高鐵臺南站周邊、林默娘公園、安平遊憩碼頭及安平運河沿岸等場域辦理，布展面積達 50 公頃，規劃「高鐵燈區」及「安平燈區」等 2 大展區，展出 300 件以上作品，其中主燈「龍來台灣」更隱含歡迎國際旅客都來臺灣之期待，總計參觀人次突破 1,520 萬人次，創造周邊經濟產值超過新臺幣 247 億元。

— 為迎接燈會期間來台之國際旅客，讓國際旅客認識臺灣在地傳統民俗文化節慶，針對 113 年 2 月 22 日至 24 日間入境臺灣之自由行外籍人士，憑護照或居留證及當日入境憑證（護照戳章或機票）至桃園國際機場、臺北國際航空站及高雄國際航空站旅客服務中心，即可領取「2024 台灣燈會限量福袋」1 份，共計發出 1 萬份限量福袋。福袋內含台灣燈會專屬「小龍包」小提燈及龍年紅包外，還有適合自由行旅客之「Taiwan PASS 國際旅客優惠交通票券」500 元及「主題樂園」300 元折價券各 1 張，除吸引自由行國際旅客到訪台灣燈會，並藉由走訪臺灣各個景點，深入體驗臺灣風土民情。



2024 台灣燈會限量福袋
2024 Taiwan Lantern Festival limited Commemorative Gift Bag



2024 台灣燈會主燈「龍來台灣」造型發表活動
Launch of the main lantern "The Dragon Comes to Taiwan" at the Taiwan Lantern Festival



— Hailed by Discovery Channel as one of the world's top celebrations, the Taiwan Lantern Festival is Taiwan's premier festive attraction. After 16 years, the festival returned in 2024 to Tainan from February 24 to March 10, with displays around THSR Tainan Station, Lin Mo Niang Park, Anping Recreation Wharf, and along the Anping Canal. Spanning 50 hectares, the two themed zones—THSR and Anping—featured more than 300 works. The main lantern, "The Dragon Comes to Taiwan," symbolically invited global visitors. Attendance topped 15.2 million, generating over NT\$24.7 billion in surrounding economic activity.

— To welcome international visitors and introduce Taiwan's folk traditions, 10,000 limited "2024 Taiwan Lantern Festival Commemorative Gift Bags" were offered from February 22–24 to FIT travelers presenting a passport/ARC and same-day entry proof at visitor centers in Taoyuan International Airport, Taipei Songshan Airport, and Kaohsiung International Airport. Each bag contained festival mini lanterns, Year-of-the-Dragon red envelopes, a NT\$500 Taiwan PASS transport discount voucher for international visitors, and a NT\$300 theme-park coupon—encouraging attendance at the festival and deeper exploration of Taiwan's attractions.



2024 台灣仲夏節

2024 Solar Festival in Taiwan

因應疫後民眾旅遊觀念與消費習慣的改變，延續推廣仲夏旅遊宗旨，重新盤整全臺夏季旅遊資源，重塑活動品牌為「台灣仲夏節」，以「上山消暑、下海清涼」為活動內涵，整合各國家風景區與縣市之夏日特色遊憩活動，並與產業跨界結盟合作，捲動臺灣夏季觀光熱潮，帶動周邊產業發展，型塑臺灣夏日節慶活動新品牌，吸引國內、外遊客在盛夏這個季節來到臺灣旅遊，活動吸引 670 萬人次參觀，產值達新臺幣 182 億元。

Responding to changing post-pandemic travel habits, the "Solar Festival in Taiwan" refreshed Taiwan's summer travel resources around the theme "Cool off in the Mountains, Refresh by the Sea." The program integrated signature summer events across national scenic areas and localities, forming cross-industry partnerships to boost Taiwan's summer tourism momentum. The event aimed to spur the development of surrounding industries and establish a new brand for summer festival activities in Taiwan, attracting domestic and international tourists to visit Taiwan during the peak summer season. The event successfully drew 6.7 million visitors, generating an economic output of NT\$18.2 billion.



仲夏來了冰品巡迴車 "Summer's Here" ice-treats roadshow



台灣仲夏節宣傳影片 Solar Festival in Taiwan promotional video

臺灣自行車旅遊節 Taiwan Cycling Festival

結合各縣市觀光與交通資源，辦理「臺灣自行車旅遊節」系列活動，以「台灣自行車登山王 (KOM)」、「騎遇福爾摩沙 900」、「日月潭 Come!Bikeday」、「臺中自行車嘉年華」、「徐行縱谷」、「東海岸馬到成功 168」、「極點慢旅」、「大鵬灣 Light One Bike 單車活動」、「澎湖跳島 101」，以及「西拉雅 5 cool」10 大品牌行銷推廣，吸引全世界旅客及自行車愛好者一同感受臺灣多元與在地文化特色。

Leveraging local tourism and transport resources, the Taiwan Cycling Festival promoted 10 marquee rides and events, including the Taiwan KOM Challenge, Formosa 900, Sun Moon Lake Come! Bikeday, Taichung Bicycle Carnival, Slow Cycling Tours of the East Longitudinal Valley, East Coast Mahengheng to Chenggong 168 cycling tour, Light Up Taiwan, Dapeng Bay Light One Bike, Penghu Island-Hopping 101, and Wonderland Siraya Cycling 5 COOL—inviting cyclists from around the world to experience Taiwan's landscapes and local culture.



2024 騎遇福爾摩沙啟動儀式
2024 Formosa 900 kick-off ceremony



2024 臺灣自行車旅遊節記者會
2024 Taiwan Cycling Festival press conference

台灣好湯 – 溫泉美食嘉年華 Taiwan Hot Spring & Fine-Cuisine Carnival

「2024-2025 台灣好湯」以「復古時尚」為主題，於 113 年 9 月 14 日於臺南關子嶺嶺頂公園正式啟動，結合 19 個溫泉區及在地產業，串連各溫泉區優惠活動，打造越在地越國際的話題，邀請大家一起相揪來泡湯。

Launched September 14, 2024 in Tainan's Guanziling, the 2024–2025 Taiwan Hot Spring & Fine-Cuisine Carnival adopted a "retro chic" theme, linking 19 hot-spring areas and local partners with special offers to create globally appealing, locally grounded experiences, inviting everyone to come together and enjoy the hot springs.



2024-2025 台灣好湯啟動儀式
2024–2025 Taiwan Hot Spring & Fine-Cuisine kickoff ceremony

台灣美食展 2024 Taiwan Culinary Exhibition

113 年 8 月 2 日至 5 日於台北世貿一館舉辦，以「台玩味」為主題參展，並以「美食 + 遊程」為策展主軸，辦理廚藝教室、名人講座、遊程推廣等活動，超過 10 萬人次參觀，展館媒體報導逾 28 則。



2024 台灣美食展 - 總統開幕及巡場 2024 Taiwan Culinary Exhibition—President's opening and walk-through

月光海音樂會以大地為舞台，月光海為背景
Moonlit Sea Concert: Nature as the stage, moonlit ocean as the backdrop

東海岸大地藝術節暨月光・海音樂會 East Coast Land Arts Festival and Moonlit Sea Concert

第 10 屆「2024 東海岸大地藝術節」全國記者會，於 113 年 4 月 25 日在台北華山 Magic Box 舉辦，首度以東海岸大地主視覺、月光海結合數位科技作為空間設計，在東海岸獨有月光在海面上升起畫面為藝術季揭開序幕。

本次藝術節完成 5 件駐地創作作品及 32 場次花東藝文平台活動及 8 場次月光海音樂會，吸引超過 2 萬 7,000 名旅客參與月光海音樂會，有效串聯周邊藝術觀光廊帶。

The press conference for the 10th East Coast Land Arts Festival was held April 25, 2024 at Huashan's Magic Box in Taipei, featuring art direction centered on the East Coast landscape and a digital "moonlit sea" motif to open the season.

The program presented five on-site artworks, 32 East Taiwan arts-platform events, and eight Moonlit Sea concerts, with more than 27,000 concertgoers—strengthening the region's arts-tourism corridor.





友善便利旅遊環境 A Friendly and Convenient Travel Environment

「台灣好行」旅遊景區接駁公車服務

Taiwan Tourist Shuttle services to
scenic areas

「台灣好行」旅運服務為觀光署因應國內外自由行遊客搭乘大眾運輸進行國內或離島旅遊之需求，自 99 年起輔導各縣市政府及國家風景區管理處所推動，截至 113 年計有 84 條台灣好行路線營運，為提升與優化台灣好行服務品質，並配合推動「行政院促進公共運輸使用方案」項下的「觀光景點公共運輸接駁方案」，規劃台灣好行優化服務，自 112 年 5 月 20 日起至 114 年 10 月 31 日推出「持電子票證乘車享半價優惠」。

因應 0403 花蓮震災影響，振興宜花東地區觀光，於 113 年 6 月 1 日至 12 月 31 日止，推出花東地區 6 條路線免費，並自 7 月 1 日至 12 月 31 日止，宜蘭地區 4 條路線免費，113 年總搭乘量超過 565 萬人次，較 112 年成長 22.4%，恢復旅客搭乘公共運輸出遊信心，且舒緩各景區交通接駁壓力。

台灣好行
TOURIST SHUTTLE



台灣好行旅遊服務網
The Taiwan Tourist Shuttle website



113 年總搭乘量 Total Ridership in 2024
↑5,650,000 / 人次 Visits



較去年同期成長 Year-on-Year Growth
↑22.4%

The Tourism Administration launched the Taiwan Tourist Shuttle in 2010 to provide FIT travelers with convenient public transport access to attractions across Taiwan and its outlying islands. As of 2024, the service comprised 84 routes. To enhance the shuttle services and align with the Executive Yuan's public-transport promotion program, a "half-fare with e-ticket" was introduced on May 20, 2023 and will run through October 31, 2025.

Following the April 3, 2024 Hualien earthquake, free service was provided on six Taiwan Tourist Shuttle routes serving the Hualien–Taitung area (June 1–December 31) and four Yilan routes (July 1–December 31) to stimulate regional tourism. Total ridership reached 5.65 million in 2024, up 22.4% year-on-year—restoring confidence in using public transport for trips and easing shuttle loads at major sites.

「台灣觀巴」套裝旅遊行程 Taiwan Tour Bus Package Tours



輔導旅行業者推出「台灣觀巴」套裝旅遊行程，113 年計有 23 家業者參與，推出 85 條套裝旅遊行程，提供高鐵、臺鐵等重要場站及飯店至國內各主要觀光景點之旅運服務。並且推出不分國內外旅客、平假日，自 112 年 7 月 1 日至 12 月 31 日及 113 年 3 月 1 日至 12 月 31 日，台灣觀巴 2 人成行 1 人免費優惠活動。

配合花東振興方案，鼓勵旅客利用公共運輸並提升業者營運績效，自 113 年 6 月 1 日起；宜蘭地區自 113 年 7 月 1 日起推出台灣觀巴套裝遊程 2 折優惠活動。「台灣觀巴」截至 113 年底，總計有 21 家旅行業者，79 條優惠套裝旅遊行程，並輔導台灣觀巴與 255 家旅宿業者合作，自住宿地點接送旅客至景點旅遊及代訂住宿，提供旅客更優惠便利的接駁服務。113 年總遊客量達 11 萬 5,341 人次，較 112 年同期成長 133.36%。



台灣觀巴
Taiwan Tour Bus



113 年總遊客量
Total passengers in 2024
↑115,341 / 人次 Visits



較去年同期成長
Year-on-Year Growth
↑133.36%



In 2024, 23 operators offered 85 Taiwan Tour Bus packages linking THSR/ TRA hubs and hotels to major attractions. A "two-travelers, one rides free" promotion ran July–December 2023 and March–December 2024 for both domestic and international travelers.

As part of the revitalization of eastern Taiwan, the Taiwan Tour Bus offered 80%-off packages for the Hualien–Taitung area on June 1, 2024 and for Yilan starting on July 1, 2024. By the end of 2024, Taiwan Tour Bus had partnered with 21 travel companies to offer a total of 79 discounted package tours, and partnered with 255 lodging providers for hotel pick-up/drop-off and room bookings. Total passengers reached 115,341, up 133.36% year-on-year.



台灣觀巴台北夏季旅展 Taiwan Tour Bus at the Taipei Summer Travel Expo

「Taiwan PASS– 高鐵版」及「Taiwan PASS– 台鐵版」產品 Taiwan PASS–High Speed Rail Edition and Taiwan PASS–Taiwan Railways Edition

為加速擴大吸引國際旅客來臺，並提升自由行旅客在臺交通便利性，於 113 年 1 月 1 日正式推出包含高鐵、4 大捷運、4 條台灣好行等運具票券整合產品「Taiwan PASS- 高鐵版」，售價新臺幣 2,500 元，吸引國外自由行旅客來臺旅遊；113 年 7 月 1 日推出包含台鐵 5 日券、4 大捷運、4 條台灣好行等運具票券整合產品「Taiwan PASS- 台鐵版」，售價新臺幣 2,800 元，吸引國內外自由行旅客使用，113 年度合計售出超過 2.4 萬張票券。

TAIWAN PASS



Taiwan PASS 官方網站
Taiwan PASS Website

To fast-track the growth of FIT arrivals to Taiwan and enhance travel convenience for independent travelers, the Tourism Administration launched the Taiwan PASS – High Speed Rail (HSR) Edition on January 1, 2024. This integrated pass bundles the HSR, four major metro systems, and four Taiwan Tourist Shuttle routes, and was priced at NT\$2,500 to appeal to overseas independent travelers. On July 1, 2024, a Taiwan Railways Administration (TRA) edition of the pass was introduced for NT\$2,800, combining a five-day TRA pass with the four major metro systems and four Taiwan Tourist Shuttle routes. More than 24,000 passes were sold in 2024.



通用設計概念提供無障礙旅遊環境 Making Tourism Accessible with Universal Design

為營造及改善行動不便者無障礙旅遊環境，觀光署特設通用化旅遊環境推動小組，導入通用設計概念協調及整合各單位推動通用化旅遊環境相關業務事宜，完成 43 條無障礙推薦遊程及建置 178 處通用（無障礙）旅遊據點，提供銀髮族、身心障礙者等友善無障礙的旅遊環境。

To create and improve an accessible travel environment for mobility challenged people, the Tourism Administration established a Universal Tourism Environment Promotion Taskforce. The taskforce advanced universal design and coordinated and integrated various units involved to promote accessible travel environment initiatives. A total of 43 recommended accessible travel itineraries were completed and 178 universal (accessible) travel locations established, providing a friendly and barrier-free travel environment for seniors and individuals with disabilities.



伊達邵中正路停車場無障礙車格
Accessible parking at Ita Thau Zhongzheng Road Parking Lot



水社碼頭無障礙升降梯
Accessible lift at Shuishe Pier

厚植產業人才 Strengthening Tourism Talent

旅行業 Travel Agencies

– 113 年觀光署首次辦理導遊人員及領隊人員評量，希望能透過符合市場實務需求的評量方式，網羅具導領人員專業知識、技能、語言能力之優秀人才。113 年報名人數計有 1 萬 5,323 人次，第一試筆試共計 3,235 人次及格，外語導遊人員第二試口試，計有 692 人報名參測，共計 619 人及格；113 年共計有 3,047 人次通過導領評量測驗。

– 113 年度已培訓觀光產業人才計 9,506 人次，包括導遊人員及領隊人員職前訓練計 2,733 人次（導遊人員培訓 965 人次，領隊人員培訓 1,768 人次）、導遊人員在職訓練 875 人次、旅行業經理人訓練培訓 407 人次、觀光產業關鍵人才培訓 879 人次、稀少語別導遊評量輔導訓練 124 人次及觀光職能 e 學院線上課程培訓 4,488 人次。

– 為穩定旅行業人力，觀光署輔導導遊與領隊協會辦理人才媒合，113 年度辦理逾 104 場媒合會，逾 2,065 人次參加。同時輔導旅行業公會辦理在職訓練，如旅遊產業創新關鍵力職能培訓課程、郵輪團體接待實務等，協助業者降低培訓與用人成本。

– In 2024, the Tourism Administration introduced a new market-aligned assessment for tour guides and tour leaders to recruit talented professionals with the knowledge, skills, and language abilities to meet market needs. Of 15,323 applicants, 3,235 passed the written test; among 692 applicants for the foreign-language guide oral exam, 619 passed. In total, 3,047 candidates passed the assessments in 2024.



113 年領隊職前訓練參與人員大合照
Pre-service training for tour leaders, 2024

– A total of 9,506 trainees completed programs in 2024, including 2,733 in pre-service training (965 tour guides; 1,768 tour leaders), 875 in in-service guide training, 407 in travel-manager training, 879 in key-talent programs, 124 in rare-language guide coaching, and 4,488 through the Tourism Career eLearning College online courses.

– To stabilize the tourism workforce, more than 104 job-matching sessions for guides and tour leaders were held, drawing over 2,065 participants. Trade associations were also supported to deliver in-service programs—such as innovation skills and cruise-group handling—helping firms reduce training and hiring costs.

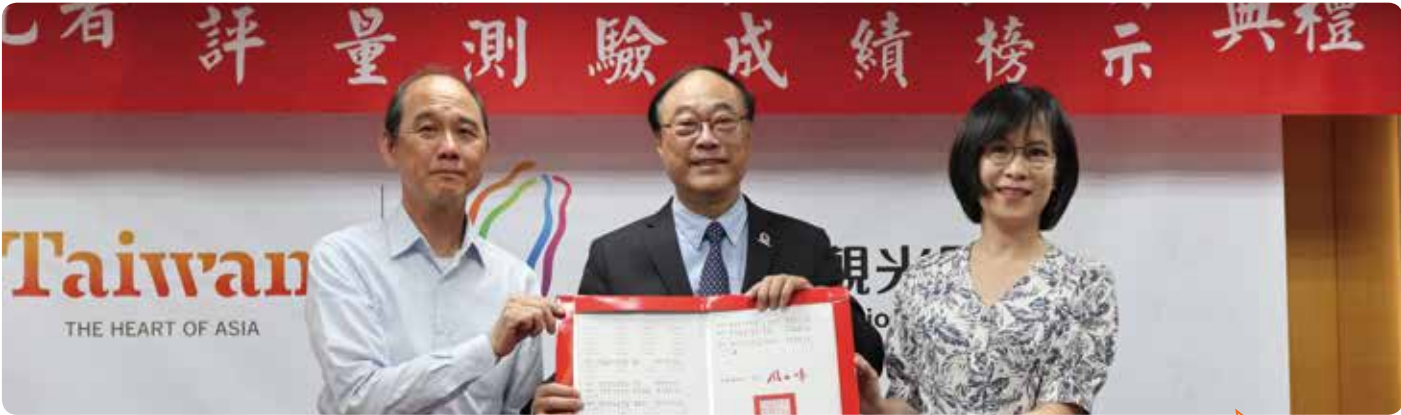


旅行業組國外訪學
Travel industry overseas study group

113 年觀光產業關鍵人才培育計畫

主辦單位：交通部觀光署
Ministry of Economic Affairs, MOTC

執行單位：中華民國戶外遊覽學會
The Chinese Recreation Association of R.O.C.



113 年導遊及領隊人員評量測驗 2024 on-site guide and tour-leader assessment

旅宿業
Hotel Industry

- 觀光署委託辦理「我國旅宿業人力結構及勞動力調查評估案」，透過問卷調查與焦點座談會等方式，了解國內旅宿業的人力資源規劃及運用與人力招募成效。辦理觀光旅館及旅館業中階經理人訓練課程，增加旅館從業人員及中階經理人職場能力，113 年完成 9 場實體課程，總共培訓 452 人。
- 因應全球永續趨勢，鼓勵旅宿業永續化，113 年新增「永續、節能減碳或綠色環保相關認（驗）證、證書或標章」補助，增列星級旅館評鑑「永續發展具體行動」加分項目；首次辦理永續旅宿座談會與種子培訓，強化相關人才培育；以旅宿網作為行銷推廣介面，與交通運輸單位、旅宿業協力形塑永續旅宿；另跨部會合作推動綠旅宿，輔導旅宿業永續經營。



- The Tourism Administration commissioned a study titled "Assessment of the Labor Structure and Workforce in Taiwan's Hospitality Industry" to understand the planning and utilization of human resources in the domestic hospitality sector, as well as the effectiveness of recruitment. This was carried out through surveys and focus group discussions. The administration also organized training courses for mid-level managers in the hospitality and hotel industries to enhance the workplace capabilities of hotel staff and mid-level managers. In 2024, a total of nine physical training sessions were completed, training 452 people.
- In line with global sustainability trends, the Tourism Administration provides subsidies to encourage the adoption of sustainable practices in the hospitality industry. In 2024, new subsidies for "sustainable, energy-saving, carbon-reducing, or green environmental-related certifications, certificates, or labels" were introduced, along with an additional scoring item for "concrete actions for sustainable development" in the star-rated hotel evaluation. A sustainable hospitality forum and seed training were also held for the first time to strengthen the talent cultivation. Using the hospitality network as a marketing and promotion platform, the administration collaborated with transportation units and the hospitality industry to shape sustainable lodging practices. Furthermore, inter-ministerial cooperation was initiated to promote green hospitality and assist the hospitality sector in achieving sustainable operations.

觀光遊樂業
Tourist Amusement Enterprises

因應疫後產業發展趨勢與消費者行為模式改變，以及達成「Tourism2025－臺灣觀光邁向 2025 方案（110-114 年）」之「觀光遊樂業多元轉型計畫」，協助觀光遊樂業多元優化與數位轉型目標，113 年計有 87 位中、高階業務主管及業務相關人員參與觀光遊樂業中高階從業人員訓練，共同提升創新經營管理概念，建置更具競爭優勢之遊樂環境。

In response to post-pandemic industry trends and changes in consumer behavior, as well as to achieve the goals of the "Tourist Amusement Enterprise Diversification and Transformation Plan" under the "Tourism 2025 - Taiwan Tourism Towards 2025 (Year 2021-2025) Plan," efforts were made to assist the tourism and recreation industry in optimizing and digitally transforming its operations. In 2024, a total of 87 middle and senior-level business executives and related personnel participated in training for the tourism and recreation industry, collectively enhancing innovative management concepts and establishing a more competitive recreational environment.

觀光遊樂業中高階人才培訓
Advanced professional training
— Amusement industry cohort



產業輔導升級
Industry Guidance and Upgrading

旅行業
Travel Agencies

旅行業經營概況
Travel Industry Profile



	綜合旅行社 Consolidated		甲種旅行社 Class-A		乙種旅行社 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
111 (2022)	140	380	2,782	286	345	1	3,267	667
112 (2023)	144	381	2,856	298	358	1	3,358	680
113 (2024)	161	399	2,940	314	348	1	3,449	714

單位：家數 Unit: No. of Travel Agencies

推廣主題旅遊，樂齡遊程行銷及認證
Promotion of Thematic and Senior-friendly Travel Marketing and Certification

- 訂定鳳金樂齡旅遊認證機制：透過書審和專家審查，評核頒發「鳳金遊程」。另為鼓勵業者申請認證，113 年已辦理 5 場教育訓練暨說明會，參與旅行業者踴躍，計 374 人。
- 推廣及行銷「鳳金遊程」認證行程：於 113 年 9 月 25 日至 26 日舉辦媒體遊程體驗活動，提升曝光度，另參與 8 月 2 至 4 日「第一屆高齡健康產業博覽會」及 11 月 22 至 24 日「樂·無齡博覽會」，藉由全國性大型博覽會，提升知名度。
- A "Golden Years Travel" senior-friendly tour certification mechanism was established, with document and expert reviews awarding certified itineraries. Five training and briefing sessions drew 374 industry participants.

鳳金遊程活動視覺 Golden Years Travel campaign visuals

- Promotion and Marketing of Certified "Golden Years" Itineraries: The Tourism Administration arranged a media familiarization tour from September 25 to 26, 2024, to enhance exposure for the certified "Golden Years" itineraries. The administration also participated in the Healthy Ageing Tech Show from August 2 to 4 and the Healthy Ageing Expo from November 22 to 24 to increase the national visibility of the "Golden Years" offerings.



創辦第 1 屆台灣觀光金獎，凝聚觀光產業向心力及榮譽感 Inaugural Taiwan Tourism Gold Awards: Building Industry Solidarity and Pride



↑ 台灣觀光金獎報名宣傳廣告
Taiwan Tourism Gold Awards: Call for entries

配合觀光署成立，將每年舉辦優良觀光產業及其從業人員表揚升級為「台灣觀光金獎」，嶄新的「台灣觀光金獎」象徵觀光產業朝品牌化及優質化向上提升，也是從業人員追求的最高殊榮。113 年計有 50 位觀光產業及其從業人員得獎，並於「2024 觀光節慶祝大會頒獎典禮」表揚。

In line with the establishment of the Tourism Administration, annual recognition of outstanding achievements in the tourism industry and by industry professionals was elevated to the Taiwan Tourism Gold Awards. The new award symbolizes the industry's commitment to branding and quality enhancement, representing the highest honor pursued by professionals in the field. In 2024, a total of 50 tourism enterprises and their personnel were awarded. The recognition ceremony was held during the 2024 Tourism Festival Awards Ceremony.



上圖 Top 交通部王國材部長擔任台灣觀光金獎頒獎人
MOTC Minister Wang Kwo-tsai presents the Taiwan Tourism Gold Awards

下圖 Bottom 交通部王國材部長及觀光署周永暉署長與得獎者合影
Minister Wang Kwo-tsai and Tourism Administration Director-General Chou Yung-hui with awardees



優化產業人才，滾動檢討法規 Building Talent, Reviewing Regulations

– 為優化產業人力，觀光署持續投入資源培訓觀光產業人員，包含導遊、領隊人員與旅行業經理人之專業職能訓練、各產業別從業人員培育課程；除實體課程外，透過數位學習平臺—觀光職能 e 學院，讓從業人員隨時隨地吸收產業新知。

– 因應社會環境變遷及疫後旅遊形態改變，避免現行法規與實務發展落差並保障消費者權益，觀光署於 113 年 10 月 16 日修正發布「導遊人員管理規則」及「領隊人員管理規則」，同年 12 月 27 日修正發布「旅行業管理規則」，並於 114 年 1 月 1 日生效。

– To enhance the tourism workforce, the Tourism Administration continued to invest resources in training personnel, including professional competency training for tour guides, group leaders, and travel agency managers, as well as development courses for various industry professionals. In addition to in-person courses, industry employees can access new industry knowledge anytime and anywhere through the Tourism Career eLearning College digital learning platform.

保障消費者權益 Protecting Consumer Rights

113 年受理消費爭議案件及輔導中華民國旅行業品質保障協會調處之旅遊糾紛申訴案件共計 1,783 件，和解件數 1,210 件，和解率 67.86%。

In 2024, a total of 1,783 consumer dispute cases and tourism complaints mediated by the Travel Quality Assurance Association of the Republic of China were accepted, with 1,210 cases settled, or 67.86% of the total.

旅宿業 Hotel Industry

旅宿業輔導與管理 Hotel Industry Guidance and Oversight

持續辦理定期考核，督促各地方政府落實旅宿管理作為，協助其提升旅宿管理成效，113 年地方政府稽查旅館計 5,972 家次（含合法旅館 4,289 家次、非法旅館 302 家次及日租套房 1,381 家次）；113 年地方政府稽查民宿計 11,797 家次（含合法民宿 11,116 家次、非法民宿 681 家次）。

持續強化旅宿品牌形象，輔導旅宿業朝優質化精進，提高旅宿業之競爭力。截至 113 年底，有 1,914 家民宿通過好客民宿認證。

– To reflect post-pandemic realities, prevent gaps between current regulations and practical developments and protect consumers, amendments to the Regulations Governing Tour Guides and the Regulations Governing Tour Managers were promulgated on October 16, 2024. Amendments to the Regulations Governing the Administration of Travel Agencies followed on December 27, 2024, taking effect January 1, 2025.



觀光產業關鍵人才培育計畫 - 主題模組課程
Key Talent Development Program for the Tourism Industry
- Thematic Module Courses



和解案件數
Number of Settlements
1,210 / 件 Cases



和解率
Settlement Rate
67.86%



Ongoing audits of the hospitality industry continue to ensure that local governments implement effective hospitality management measures and help them to improve management outcomes. In 2024, local governments inspected a total of 5,972 hotels (including 4,289 licensed hotels, 302 unlicensed hotels, and 1,381 short-term rental suites). During the same year, local governments inspected 11,797 B&Bs, including 11,116 licensed and 681 unlicensed operators.

The administration continued efforts to strengthen the branding image of the hospitality sector, guiding the industry toward higher quality improvements to enhance competitiveness. By the end of 2024, a total of 1,914 B&Bs were certified as Taiwan Host properties.



通過好客民宿認證
Certified Taiwan Host B&Bs
1,914 / 家民宿 B&Bs

協助旅宿業品質提升
Assisting Quality Improvement in the Hotel Industry

- 113 年 8 月 14 日修正發布「獎勵觀光產業升級優惠貸款要點」，延長利息補貼申請期限至 115 年 12 月 31 日止，協助觀光產業業者進行修繕或軟硬體升級部分，累計輔導 282 件觀光產業取得優惠貸款，總額 135.8 億元，利息補貼 133 件，已撥付利息補貼 3.7 億元。
- 113 年 9 月 24 日修正發布「交通部觀光署獎勵旅宿業品質提升補助要點」，新增補助項目「取得永續、節能減碳或綠色環保相關認（驗）證、證書或標章」，並持續協助業者建置友善設施、打造智慧環境及推動產業永續發展，113 年補助 164 件。
- 為與國際旅館評鑑制度接軌，觀光署廣納各界建言，滾動檢討評鑑制度，113 年修正發布「星級旅館評鑑作業要點」，並辦理 7 場次說明會，鼓勵旅館業者踴躍參與星級旅館評鑑，說明會參與人數達 394 人次。另透過多元行銷方式，傳達「有星就是好旅館」之核心精神，提升星級旅館品牌形象及知名度，促進國內外旅客認識我國星級旅館，帶動旅宿業品質提升，以發揮星級旅館品牌效益。
- 辦理金質「好客民宿」票選活動，依民宿特性分為【自然生態】、【特色建築】、【文化漫遊】、【親子寵物】、【美食饗宴】五大主題，共選拔出 103 家「好客民宿」金質獎得主；透過活動帶起業者良性競爭，優化好客民宿服務與突顯特色主題，讓市場有所區隔、更貼切民眾的住宿需求。
- On August 14, 2024, the Guidelines for Preferential Loans to Encourage the Upgrading of the Tourism Industry were revised and published, extending the application deadline for interest subsidies to December 31, 2026. This initiative assists tourism industry operators in carrying out repairs or upgrades to facilities and services. The administration approved 282 applications for preferential loans amounting to NT\$13.58 billion, and 133 interest subsidies, with a total of NT\$370 million disbursed.

- On September 24, 2024, the Guidelines of the Tourism Administration, MOTC for Subsidizing the Enhancement of Accommodation Quality were revised and published, introducing a new subsidy item for obtaining certifications, certificates, or labels related to sustainability, energy-saving, carbon reduction, or green environmental practices. The administration continues to assist operators in establishing visitor-friendly facilities, creating smart environments, and promoting sustainable development in the industry. In total, 164 cases were subsidized in 2024.
- To align with international hotel evaluation systems, the Tourism Administration actively solicited opinions from various sectors and regularly reviewed the evaluation system. In 2024, the Directions for Subsidies to the Hotel Industry to Stabilize Capacity for Serving International Visitors" were revised and published. Seven briefing sessions were held to encourage hotel operators to participate in the star-rated hotel evaluations, attracting a total of 394 participants. Various marketing channels were used to reinforce the message "If it has stars, it's a good hotel," elevating brand image and recognition of star-rated hotels, promoting domestic and international travelers' awareness of Taiwan's star-rated accommodations and driving quality improvements in the hospitality sector to maximize the benefits of the star-rated hotel brand.
- The Gold Quality "Taiwan Host" selection recognized 103 B&Bs across five themes—Nature & Ecology, Architectural Character, Cultural Exploration, Family and Pets, and Culinary Feasts. A total of 103 Taiwan Host Golden Quality Award winners were selected. This event fostered healthy competition among operators, optimized the services of Taiwan Host businesses, and highlighted unique themes to better meet the lodging needs of the public.



星級旅館 - 有星就是好旅館
Star-Rated Hotels: "If it has stars, it's a good hotel."



觀光遊樂業
Tourist Amusement Enterprises

113 年觀光遊樂業已取得觀光遊樂業執照並營業中之業者總計 26 家，觀光遊樂業全年遊客達到 1,877 萬人次，全年總營業額新臺幣 154 億元。觀光署持續輔導業者建置優質遊樂環境，113 年除落實管理事項建構安全旅遊環境，維護旅遊品質保障遊客權益外，持續透過觀光遊樂業優質化補助計畫，補助觀光遊樂業辦理投資新設施、增加創新服務及升級數位硬體設施等，並協助業者深耕新南向旅遊市場開發潛在客源市場。

落實三級管理機制
Implementing a Three-tier Management System

依「觀光遊樂業管理規則」與「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」，落實業者每季自主檢查，以及地方主管機關下半年度定期檢查，觀光署並於 113 年 7 至 9 月辦理觀光遊樂業督導考核競賽，加強遊樂設施之安全與緊急應變機制。

拓展客源市場
Expanding Visitor Source Markets

為協助業者開發潛在客源市場，共同行銷推廣觀光遊樂業 113 年持續深耕新南向旅遊市場，分別於 113 年 11 月 16 日至 17 日及 11 月 30 日至 12 月 1 日辦理二梯次在臺國際青年口碑行銷踩線，邀請具備自媒體行銷能力之菲律賓、泰國、新加坡、馬來西亞、印尼、越南等國籍在臺青年，透過社群平台及口碑行銷，推廣台灣遊樂園特色亮點，進而吸引國外團體與自由行旅客來台旅遊。

In 2024, the 26 registered and operating tourist amusement enterprises in Taiwan welcomed approximately 18.77 million visitors and generated revenue of NT\$15.4 billion. The Tourism Administration continued to help these operators to create high-quality amusement environments. In addition to implementing management measures to ensure a safe travel environment and protect tourists' rights, the administration continued to provide subsidies through the Quality Enhancement Subsidies for Amusement Operators. These subsidies support investments in new facilities, innovative services, and upgrades to digital hardware, while also assisting operators in developing potential visitor sources in New Southbound markets.

Based on the Regulations for the Management of Tourist Amusement Enterprises and the Guidelines for Business Operations, Safety Maintenance Inspections, and Supervisory Evaluation Competitions for Tourist Amusement Enterprises, a system of operator self-inspections quarterly, along with semi-annual inspections by local authorities. From July to September 2024, the Tourism Administration organized a supervisory assessment competition for tourist amusement enterprises to enhance safety measures and emergency response mechanisms for amusement facilities.

To assist operators in developing potential visitor source markets, a joint marketing campaign for the tourist amusement sector continued to target the New Southbound tourism market. Two rounds of promotional activities were conducted from November 16 to 17 and from November 30 to December 1, 2024, inviting young influencers from the Philippines, Thailand, Singapore, Malaysia, Indonesia, and Vietnam who possess social media marketing capabilities. Through social media platforms and word-of-mouth marketing, these participants promoted the unique highlights of Taiwan's amusement parks, aiming to attract both foreign groups and independent travelers to visit Taiwan.



金質「好客民宿」頒獎典禮
Gold Quality "Taiwan Host" awards ceremony



113 年觀光旅遊業督導考核競賽
2024 Supervisory Evaluation Competitions
for Tourist Amusement Enterprises



景區經營

Scenic Area Operations

跨域整合 多元旅遊

Integrating Regions for Travel Diversity



落實景區建設

Scenic Area Development

113年3月4日至5日辦理「2024全國景區永續發展研討會」精進景區規劃、提升服務品質，帶動觀光產業發展的目標，並使國、內外遊客都能在台灣安全、安心地旅遊、感受臺灣獨特的旅遊魅力。

On March 4–5, 2024, the National Conference on Sustainable Development of Scenic Areas 2024 was held to refine scenic area planning, upgrade service quality, and drive tourism industry growth, enabling domestic and international visitors to travel safely and with peace of mind while experiencing Taiwan's distinctive appeal.



2024 全國景區永續發展研討會
National Conference on Sustainable Development of Scenic Areas 2024

推動觀光前瞻建設及營造六大魅力景區據點

Advancing Forward-looking Tourism Infrastructure and Creating Six Attractive International Scenic Focal Points



— 執行「觀光前瞻建設計畫」，打造東北角及宜蘭海岸、北海岸及觀音山、日月潭、阿里山、東部海岸及澎湖等6個國家風景區管理處為國際魅力景區，113年陸續完成野柳遊客中心設施優化、卯澳故事體驗場域營造、伊達邵中正停車場、奮起湖地區周邊遊憩環境優化、都歷遊客中心沉浸式體驗區建置及林投牽罟服務設施改善等亮點工程。

— 透過「重要觀光景點建設中程計畫」（113-116年），跨域整合資源、結合多元主題、深化在地特色，113年完成各國家風景區轄內49處亮點工程，如外澳服務區周邊設施優化、觀音山遊客中心多媒體室更新、八卦山東外環東方公園環境優化、車埕木展館設施維護暨周邊公廁景觀設施改善及七美雙心石滬景觀設施改善等，有效提升國家風景區重要景點服務水準，打造國際級魅力風景區據點，吸引國內外旅客造訪。

— 另聯手地方政府執行「重點景區遊憩廊帶計畫」，以競爭型補助打造建設亮點，113年陸續完成雲林縣-1621開臺足跡-雲西文化觀光廊帶、苗栗縣-明湖水岸遊憩廊帶、宜蘭縣-蘭海鐵道、五漁村、嘉義縣-大埔藍色公路及屏東縣-恆春半島走讀、尋訪瑯嶠故事等計畫，形塑區域旅遊特色，打造優質旅遊環境，追求觀光永續發展。

— Under the Forward-looking Tourism Development Plan, six National Scenic Area Headquarters – the Northeast and Yilan Coast, North Coast and Guanyinshan, Sun Moon Lake, Alishan, East Coast, and Penghu – were developed as scenic areas of international appeal. In 2024, key projects were completed successively, including the enhancement of the Yehliu Visitor Center; the creation of the Aomao Story Experience venue; the construction of the Ita Thau Zhongzheng Parking Facility; the improvement of recreation environments around the Fenqihu area; the establishment of an immersive experience zone at Duli Visitor Center; and the upgrading of traditional beach-seining facilities at Lintou.

— Through the Mid-term Plan for Construction of Major Scenic Sites (2024–2027), resources were integrated across sectors, diverse themes were combined, and local characteristics were deepened. In 2024, 49 projects were completed across National Scenic Areas, including upgrades to facilities around the Wai'ao Service Area; refurbishment of the multimedia room at the Guanyinshan Visitor Center; environmental enhancements at Baguashan East Outer Ring Dongfang Park; maintenance of the Checheng Wood Museum, and landscape improvements to nearby public restrooms; and improvements to viewing facilities at Qimei's Twin-Heart Stone Weir. These works effectively raised service standards at key sites and shaped world-class scenic focal points that attract domestic and overseas visitors.

— In collaboration with local governments, the Key Scenic Area Recreation Corridor Program used competitive grants to deliver landmark projects. In 2024, completed initiatives included Yunlin County's "1621 Footprints of Settlement–Yunxi Cultural Tourism Corridor, Miaoli County's Minghu Waterfront Recreation Corridor, Yilan County's Land-Sea • Rail • Cinque Terre, Chiayi County's Dapu Blue Highway, and Pingtung County's Reading the Hengchun Peninsula: Tracing the Langqiao Stories. These efforts shaped distinctive regional travel identities, created quality environments, and pursued sustainable development in tourism.



八卦山東外環東方公園周邊環境優化工程
Baguashan East Outer Ring Dongfang Park-Surrounding Environment Enhancements



宜蘭蘭海鐵道五漁村 - 陸上衝浪場
Yilan Land-Sea • Rail • Five Fishing Villages
- On-land Surfing Park



嘉義大埔藍色公路計畫 - 琴鷹舊館
Chiayi Dapu Blue Highway Project
- Qin-Ying Hall

前瞻建設 - 國際魅力景區建設亮點

Forward-Looking Development: Attractions with International Charm



- 113 年完成野柳遊客中心，透過前瞻計畫魅力旅遊據點營造，以通用設計手法重新規劃遊客中心空間（含 i-center、遊客休憩區、展示區、賣店展售品區等）及動線配置，提升空間舒適度，強化遊客服務功能。

- 113 年導入 NBS 概念與手法，降低設施建構對環境生態與在地產業的影響，發展萬金自行車路網，接串中角灣至野柳據點，推廣綠色旅遊。結合沿線在地社區景觀規劃休憩節點，完備自行車廊帶及路網序列，引導遊客深入景區、停留。



野柳遊客中心
Yehliu Visitor Center



- In 2024, completed the Yehliu Visitor Center Facility Optimization Project as part of the Forward-looking Tourism Infrastructure Development Plan. The project used universal design and accessible features to re-plan the visitor center's spaces—including the i-Center travel service network, rest areas, exhibition zones, and retail display sections—to enhance spatial comfort and strengthen visitor service functions.

- In 2024, the concept and methods of Nature-based Solutions (NBS) were introduced to minimize impacts on the environment and local industries. The Wanli-Jinshan Bicycle Network was developed, connecting Zhongjiao Bay to Yehliu, to promote green tourism. Rest stops (nodes) planned in collaboration with local communities along the route completed the corridor and route network, inviting visitors to explore and linger in the scenic area.



- 南雅旅遊服務中心 113 年度榮獲「2024 國家卓越建設獎 - 卓越獎 - 最佳規劃設計類」，建物造型融合當地奇岩意象及周邊山海景緻，規劃串聯鄰近南子吝步道等景點。

- 「龜山島聚落街區風貌形塑工程」獲頒第十一屆台灣景觀大獎 - 風景遊憩類 - 佳作，結合展示空間體驗與在地生活文化，並透過重塑聚落街區風貌展演龜山島獨特生態島嶼風貌等特色，做為前瞻建設計畫發展主軸，整合行銷魅力景區。



南雅旅遊服務中心模擬圖
Nanya Tourism Service Center—Rendering

- In 2024, the Nanya Tourism Service Center received the FIABCI-Taiwan Real Estate Excellence Award - Excellence Award in the Best Planning and Design Category. The building's design blends the imagery of local rock formations with the surrounding mountains and sea, and connects to nearby attractions such as the Nanzilin Trail.

- The Guishan Island Streetscape Improvement Project earned an Honorable Mention in the Scenic Recreation category at the 11th Taiwan Landscape Awards. By integrating experiential display spaces with local cultural life and reshaping the settlement streetscape, the project showcases Guishan Island's distinctive identity as an ecological island. As a core element of the Forward-looking Infrastructure Plan, it supports integrated marketing for this captivating scenic area.



龜山島聚落街區風貌形塑工程
Guishan Island Streetscape Improvement Project



以日月潭為核心，結合周邊 3 條旅遊支線（埔里、信義、集集水里），整合多元運具，改善重要旅遊據點交通及景觀，提升景區遊憩設施服務品質，打造多元遊憩主題，邁向「山中明珠 - 日月潭 3.0」。前瞻 4 期完成「埔里旅遊服務設施興建工程」及「伊達邵中正停車場興建統包工程」等亮點工程，完成遊客資訊服務站興建，提升旅遊服務品質與量能；增加伊達邵地區停車容量，提高動線流暢性，停車場景觀與地景融合，並納入智慧化服務。

Centering on Sun Moon Lake, integrating three surrounding travel routes (Puli, Xinyi, and Jiji-Shuili), and incorporating diverse transportation options to improve access to key visitor sites and enhance the landscape, advancing the vision of Pearl in the Mountains—Sun Moon Lake 3.0]. The goal is to improve the quality of recreation facilities and shape diverse recreation themes, moving toward the vision of “Pearl in the Mountains—Sun Moon Lake 3.0”. Under Phase 4, highlight projects included the Puli Tourism Service Facilities Construction Project and the turnkey construction of Ita Thau Zhongzheng Parking Facility, as well as the establishment of a visitor information station to enhance tourism service quality and capacity. Parking capacity in the Ita Thau area was increased, traffic flow was improved, the parking facility was integrated with the landscape, and smart services were incorporated.

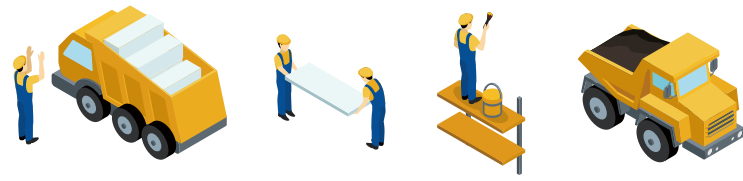


埔里旅遊服務設施興建工程
Puli Tourism Service Facilities Construction Project



阿里山星動計畫 Polaris

以「精緻、深度、小眾」旅遊作為觀光發展主軸，發掘在地文化底蘊、自然生態資源及特色，擬定「6大主題1次滿足」，提供遊客高品質及感動的旅遊體驗，113年辦理「奮起湖周邊旅遊服務設施環境優化工程」、「奮起湖地區周邊遊憩環境優化工程」及「奮起湖木馬棧道及周邊環境改善工程」等工程，建置融合當地自然、生態環境及人文景觀特色，營造獨特性及吸引力之旅遊環境。



Anchored in refined, in-depth, and niche tourism, the Polaris plan taps local culture, natural ecology, and distinctive features to offer "six themes in one" for a high-quality, moving visitor experience. In 2024, highlight works included the optimization of tourism service facilities and environment around Fenqihu, broader enhancement of the recreational environment in the Fenqihu area, and improvement of the Fenqihu Wooden Horse (Muma) Boardwalk and surroundings –integrating local nature, ecology, and cultural landscape features to create an attractive and distinctive tourism environment.



奮起湖木馬棧道及周邊環境改善工程
Fenqihu Boardwalk and Surrounding Environment Improvements



探索東海岸・天堂島嶼 Exploring the East Coast Paradise

前瞻第4期完成「渚橋海洋遊憩基地新建工程」、「綠島南寮港入境服務品質提升工程」及「東部海岸沉浸互動體驗空間設計建置案」等工作。另114年將廣續辦理「綠島南寮港入境服務品質提升第二期工程」，完善綠島南寮港入島旅遊服務設施，優化天堂島嶼入島空間意象與環境。

In 2023-2024, Forward-Looking Development projects including construction of the Zhuqiao Marine Recreation Base, service-quality upgrades for inbound services at Green Island's Nanliao Harbor, and design/build of the East Coast immersive interactive experience space. In 2025, Phase 2 enhancements at Nanliao Harbor will continue to upgrade inbound service facilities—further improving the "East Coast Paradise" Entryway Imagery and environment.



都歷遊客中心沉浸體驗空間
Duli Visitor Center—Immersive Experience Space



黃金海岸旅遊線 Gold Coast Tourism Route

澎湖擁有繁多美麗觀光元素，林投、隘門以「黃金沙灘」更是澎湖觀光魅力代表，透過串聯澎湖鹹水煙藝術季主題藝術表演、特色美食（文創品）市集及林投牽罟體驗套裝遊程等活動，活絡周邊景點及地方經濟，營造指標性海灣旅遊廊帶。

Penghu boasts a wealth of stunning tourism attractions, with Lintou and Aimen—famous for their golden sand beaches—serving as iconic symbols of its coastal charm. By linking events such as the Penghu Salty Smoke Art Festival's themed performances, specialty food and cultural markets, and the Lintou traditional beach seine experience tour, the initiative aims to revitalize surrounding attractions, boost the local economy, and establish a signature coastal tourism corridor.

體驗觀光生態地質景觀 Experiencing Eco-geological Landscapes

澎湖擁有世界級玄武岩地質景觀，又有豐富的自然生態資源，多樣化的觀光特質，透過「2024 澎湖四季旅遊 - 秋之奇岩季及春之賞鷗季」遊程推廣，吸引旅客深度體驗澎湖觀光生態地質景觀及提升澎湖國際觀光能見度。

With world-class basalt geological landscapes and rich natural ecological resources, Penghu's diverse tourism features are showcased through the "2024 Penghu Four Seasons Travel: Autumn's Spectacular Rock Season and Spring's Tern-watching Season" tour promotions, attracting visitors to deeply experience Penghu's eco-geological attractions and enhancing Penghu's international tourism visibility.

林投隘門黃金海岸據點服務設施 Lintou-Aimen Gold Coast Facility Services

林投隘門遊憩區坐擁澎湖最長的金黃貝殼沙灘，串連林投公園沙灘直達龍門港，藉由觀光遊憩設施建置強化傳統「牽罟」人文推展，重新配置優化空間動線並增設廁所、淋浴及多功能設施，新建觀景賣店及智慧停車場，提升遊憩環境及休憩品質，營造國際魅力景區。

The Lintou-Aimen Recreation Area boasts Penghu's longest golden shell sand beach, connecting the Lintou Park shoreline all the way to Longmen Harbor. Through the addition of tourism and recreation facilities, the area bolsters the promotion of the traditional Qian'gu (beach-seining) heritage, with the spatial layout newly optimized and circulation routes reconfigured. Restrooms, showers, and multi-purpose facilities have been added, as well as a scenic-viewing shop and a smart parking lot. These enhancements elevate the recreational environment and quality, creating a scenic spot with international appeal.



澎湖黃金海岸 - 隘門沙灘
Penghu Gold Coast-Aimen Beach



2024 澎湖四季旅遊 - 秋之奇岩季
2024 Penghu Four Seasons-Autumn's Spectacular Rock Season



澎湖林投牽罟
Lintou Traditional Beach-seining (Qian'gu)

2024 澎湖四季旅遊春之賞鷗季
2024 Penghu Four Seasons-Tern-watching in Spring



永續觀光景區品質 Sustainable Quality in Scenic Areas

營造國家風景區通用旅遊環境

Building universally accessible environments in national scenic areas

113 年已完成建置 178 處無障礙旅遊景點，及 43 條無障礙推薦遊程。

By 2024, 178 universally accessible tourist attractions and 43 recommended accessible itineraries had been completed.



日月潭伊達邵碼頭無障礙步道
Ita Thau Pier Accessible Pathway, Sun Moon Lake



車埕貯木池無障礙步道
Checheng Wood Soaking Pond Accessible Pathway

輔導國家風景區 14 家業者取得國際 GTS 綠色旅行標章

Helping 14 NSA operators earn Good Travel Seal (GTS) certification

綠色旅遊 1 星（10 家）及綠色旅遊 2 星（4 家）。

Ten at Green Travel 1-Star and 4 at Green Travel 2-Star.



×10 家業者
certified operators



×4 家業者
certified operators



野柳地質公園獲綠色旅行標章獎
Yehliu Geopark-GTS Green Travel Seal Award



露營活動推廣、輔導

Camping promotion and guidance

為建立農牧用地及林業土地上露營場合法設置途徑，觀光署透過「輔導機制建立」、「座談會議」、「協助露營場申請疑義諮詢」及「督導地方推動執行」等方式，與地方政府合作分工，積極輔導符合露營場申請者取得登記。

— 111 年 10 月 25 日成立「中央機關露營管理協調聯合督導小組」，至 113 年底共召開 4 次「中央機關露營管理協調聯合督導小組」會議。

— 協調相關部會放寬限制，修正「非都市土地使用管制規則」放寬農地露營場設施高度限制由 3 公尺增至 4 公尺，以及於露營場管理要點增列露營場得增設聯絡通道等規定，以利露營場業者加速申請登記。

向海致敬

Salute to the Sea



辦理向海致敬維護海岸計畫，協調地方政府共同合作，建立「定期清」、「立即清」及「緊急清」的清理機制；113 年度共計動員 69,706 人次、清理廢棄物 5,283.3 公噸、清理海岸總長 9,371.1 公里。



大鵬灣管理處淨灘活動
Dapeng Bay National Scenic Area Headquarters
-Beach Cleanup

To establish legal pathways for the operation of campsites on agricultural, pastoral, and forestry land, the Tourism Administration has worked in partnership with local governments through the establishment of guidance mechanisms, forum meetings, assistance with campsite application inquiries, and supervision of local implementation, to actively guide eligible applicants through the registration process.

— On October 25, 2022, the Central Government Interagency Joint Supervisory Task Force on Camping Management was established; by the end of 2024, a total of four committee meetings had been held.

— In coordination with relevant ministries, regulations were revised to ease restrictions: the "Regulations Governing the Utilization Control of Non-Urban Land" were amended to raise the height limit for campsite facilities on agricultural land from three to four meters; and the "Campsite Management Guidelines" were revised to allow for the addition of connector paths in campsites, thus enabling campsite operators to accelerate the registration process.

Carried out the Salute to the Sea Coastal Maintenance Plan in collaboration with local governments; established mechanisms for "regular cleaning," "immediate cleaning," and "emergency cleaning." In 2024, a total of 69,706 participants were mobilized to remove 5,283.3 metric tons of debris and clean 9,371.1 kilometers of coastline.



望安散崎港旁海廢清理
Marine Debris Cleanup near Sanqi Port, Wang'an



強化旅遊安全及品質管理 Strengthening Travel Safety and Quality Management



— 113 年 4 月 16 日修正發布水域遊憩活動管理辦法，增訂帶客從事自由潛水相關規定，以維護遊客從事水域遊憩活動安全。

— 辦理旅行社業務檢查，並會同公路監理機關，於各主要觀光景點、國道休息站及路檢點，稽查遊覽車所接待旅行團，113 年共計查核 471 團次。

— On April 16, 2024, the Regulations Governing Water Recreation Activities were amended to add "freediving" as a category and stipulate rules for guided freediving activities, enhancing visitor safety.

— Inspections of travel agency operations were conducted. In cooperation with highway supervision authorities, tour buses serving travel groups were inspected at major tourist attractions, freeway service areas, and roadside checkpoints. In 2024, a total of 471 tour groups were inspected.



國家風景區建設與管理

National Scenic Area Development and Management

臺灣觀光資源豐富，經營管理因行政體制，分由不同機關主政，由觀光署所轄 13 個國家風景區管理處，與各級機關合作規劃、保育、管轄區域內之觀光資源。

Taiwan is rich in tourism resources, and due to its administrative structure, the management and operation of these resources are overseen by various agencies. The Tourism Administration supervises 13 National Scenic Area administrations that collaborate with agencies at all levels to plan, conserve, and manage the tourism resources within their respective jurisdictions.



東北角及宜蘭海岸國家風景區



Northeast and Yilan Coast National Scenic Area

福隆生活節 - 奇幻海洋風箏秀
Fulong Life Festival—Fantasy Ocean Kite Show



規劃建設 Planning and Construction

- 以通用化設計概念推動據點周邊改善工程，113 年度完成龍洞灣海洋公園休憩空間營造工程及龍洞四季灣建物空間優化工程等。
- 辦理福隆地區景觀綠美化提升工程，盤點包含本轄福隆地區等轄區內植栽需求重新檢討配置，替換耐海濱氣候植栽營造服務據點景觀，並執行植栽健康評估及優化措施，以提升休憩空間安全，打造觀光休閒優質體驗。
- 辦理觀光前瞻設計計畫 - 魅力旅遊據點營造 - 國際魅力景區 - 沙丘藝域，執行「卯澳故事體驗場域營造工程」、「卯澳灣聚落入口動線串聯工程」、「永鎮歸日之丘據點建構工程」及「龍門露營區營位周邊景觀植栽計畫」等工程。
- Advanced site improvements using universal design concepts, completing the creation of leisure spaces at Longdong Bay Ocean Park and optimizing the spaces within Longdong Four Seasons Bay in 2024.

- Enhanced greening and landscaping in the Fulong area : Plant requirements throughout the Fulong region and its jurisdiction were inventoried and reallocated; coastal climate-tolerant plants were introduced at service locations to enhance the landscape; plant health was assessed and optimization measures implemented to ensure recreation space safety and provide a high-quality tourism and leisure experience.
- Under the Forward-Looking Plan's 'Attractive Scenic Nodes—Internationally Charming Scenic Areas—Sand Dune Art Area,' the following were executed: Aomao Story Experience venue; circulation linkage at the Aomao Bay settlement gateway; Yongzhen Sunrise Hill; and planting works around Longmen Camping Area sites.



卯澳故事體驗場域營造工程
Aomao Story Experience Venue development



經營管理 Operations and Management

- 113 年搭乘台灣好行人次：黃金福隆線計 8 萬 8,956 人次，壯圍沙丘線計 1 萬 4,332 人次，宜蘭東北角海岸線計 3 萬 1,144 人次，並推出 10 款套票，鼓勵遊客搭乘。
- 「融入沙丘地景的壯圍旅遊園區」獲「2024 全球百大綠色目的地的故事獎」（2024 Green Destinations Top 100 Stories），並入圍 ITB 柏林旅展 2025 綠色目的地故事獎（The Green Destinations Story Awards）。



宣傳推廣 Advertising and Promotion

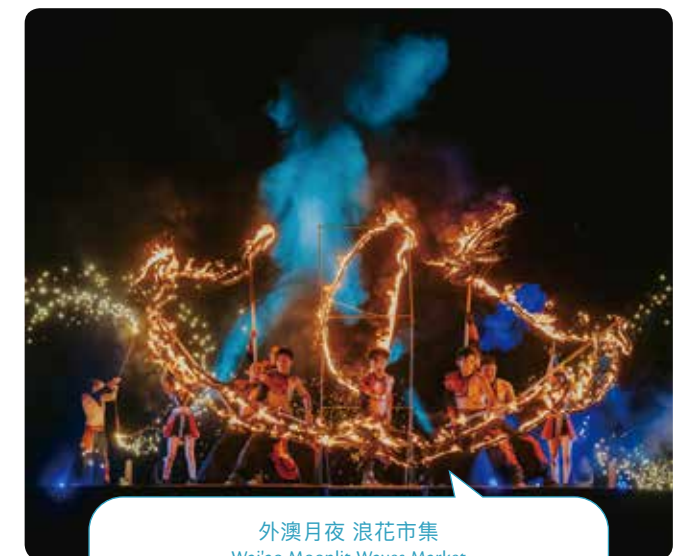
- 推動「福隆生活節」、「壯圍生活節」、「草嶺古道芒花季」及「外澳月夜 浪花市集」等 4 大主題行銷活動，整合自然生態資源及大東北角觀光圈產業，並導入多元運具，在地特色體驗活動推出 15 條漫遊小旅行遊程。
- 輔導觀光圈食、宿、遊、購、行店家計 200 家，並推廣穆斯林友善環境及產業認證。
- 以福隆為核心、自行車旅程為主軸，結合國際沙雕藝術季、音樂會及在地特色市集等系列活動，整合串聯宣傳福隆區域觀光。
- 113 年度以「我願是你的風景」為主題，邀請 3 組藝術家融合地景、人文元素營造環境氛圍，並持續推出「藝術聚點」，串聯宜蘭與壯圍地區的「藝文工作室」、「農事體驗」、「自行車輕旅行遊程」等系列活動，於 6-8 月期間舉辦 5 場次「丘·海嗨音樂會」，藉由系列活動帶領全國民眾融入壯圍、感受在地風情。
- 推出虎字碑拓碑體驗、導覽解說及手作季體驗，並搭配活動交通套票及在地小旅行，結合大東北角觀光圈的觀光特色產業，推出四季主題旅程，讓民眾感受東北角四季美好旅程。
- 藉由市集導入、在地產業共同參與，營造在地觀光品牌，並以「星空月夜」與「火舞月夜」等主軸規劃主題表演活動，刻畫東北角月夜的獨特回憶，期待著來自各地的遊客一同共享這份特別的外澳夏夜。



壯圍沙丘生態園區（趙建生攝）
Zhuangwei Sand Dunes Ecological Park
(Photo: Chao Chien-Sheng)

- In 2024, ridership on the Taiwan Tourist Shuttle reached 88,956 passengers on the Golden Fulong Line, 14,332 on the Zhuangwei Sand Dunes Line, and 31,144 on the Yilan-Northeast Coast Line. A total of ten ticket packages were launched to encourage ridership.
- The "Zhuangwei Tourism Park—Integration with the Dune Landscape" was selected for the 2024 Green Destinations Top 100 Stories, and has been shortlisted for the Green Destinations Story Awards at ITB Berlin 2025.

- Promoted four major marketing campaigns: the "Fulong Life Festival," "Zhuangwei Life Festival," "Sword Grass Season on the Caoling," and the "Romantic Series Activities." These initiatives integrated natural ecological resources with the Greater Northeast Coast tourism industry, introducing diverse transportation options and launching 15 leisurely travel itineraries that featured local experiential activities.
- Assisted approximately 200 businesses within the tourism circle in food, lodging, shopping, touring, and transportation sectors, while promoting Muslim-friendly environment standards and industry certifications.
- With Fulong as the hub and cycling as the axis, a series of activities such as the International Sand Sculpture Festival, concerts, and local specialty markets were integrated to promote tourism in the Fulong area.
- With the theme "Let's Explore," three artist groups blended landscape and culture to create ambiance; "art hubs" linked Yilan and Zhuangwei studios, farm experiences, and easy cycling trips; five "Hill and Sea Chill Concerts" were held from June to August, immersing visitors in Zhuangwei's local flavor.
- Rubbings at the Tiger Inscription Stele, guided tours, and seasonal craft experiences were combined with transport packages and local trips, aligning with the Greater Northeast Coast Tourism Circle's signature industries to launch four-season themed travel.
- Through markets and local industry participation, a place-brand was cultivated, with themed shows such as "Starry Moonlit Night" and "Fire Dance Moon Night" evoking distinct moonlit memories of the Northeast Coast and inviting visitors to share special Wai'ao summer nights.



外澳月夜 浪花市集
Wai'ao Moonlit Waves Market



東部海岸國家風景區



East Coast National Scenic Area

大地藝術節與在地居民、藝術家共同合作
Land Arts Festival: Local Residents and Artists Collaborate



規劃建設 Planning and Construction

- 辦理東部海岸生態觀光建構、海陸域生態調查、永續觀光培力、綠色旅遊目的認證輔導、部落品牌亮點型塑及綠島南岬地區促進民間參與公共建設案委託專業服務等計畫，從生態調查、場域優化、產業升級、永續發展等面向，做為未來景觀規劃與景區發展推動方向之依據。
- 全年度完成東海岸沿線服務設施升級二期、大石鼻遊憩區停車場及公廁改善及綠島南岬溫泉生態渡假中心服務升級第一期等工程，改善遊憩服務設施。



經營管理 Operations and Management

東管處永續旅遊獲國內外獎項實績：

- 「智慧東海岸·面面俱到的虛實整合旅遊體驗」計畫，獲113年度交通服務獎，第4度代表交通部參加第7屆「政府服務獎」（數位創新加值類別）並入圍決選。
- 「與海同樂天堂島嶼-潛進綠島的11個入口」獲「113年國史館臺灣文獻館獎勵出版文獻書刊」推廣性文獻書刊佳作。
- 「富岡地質公園：地質、環境與社區的再生旅遊」榮獲「2024全球綠色目的地百大故事獎」-「目的地管理類別」獎項。

- Implemented the East Coast Sustainable Tourism Empowerment and Green Travel Destination Demonstration Project; conducted ecological surveys of the maritime and land areas; provided capacity building for sustainable tourism; offered guidance for Green Destinations certification; shaped the highlights of tribal branding; and commissioned professional services to promote private sector participation in public works projects in the South Cape area of Green Island. The results serve as the basis for promoting future landscape planning and scenic area development in terms of ecological surveys, site optimization, industry upgrading, and sustainable development.
- Completed upgrades to service facilities along the East Coast for the entire year, including Phase II of the facility upgrades, improvements to the parking lot and public restrooms at the Dashibi Recreation Area, and Phase I upgrades to the service facilities at the Green Island South Cape Hot Spring Eco-Resort, improving recreational service facilities.

International and local recognition for sustainable tourism：

- The "Smart East Coast: Holistic Integration of Online and Offline Tourism Experiences" project received the 2024 Transport Service Award, and for the fourth time represented the Ministry of Transportation and Communications as a finalist in the 7th Government Service Award (Digital Innovation and Value-Added category)
- "Paradise Island: Eleven Gateways to Diving in Green Island" received Honorable Mention in the "2024 Taiwan Historical Publication Promotion Awards" (Promotional Literature Category)
- "Fugang Geopark: Geology, Environment, and Community Regenerative Tourism" was awarded the "2024 Green Destinations Top 100 Stories Award" in the Destination Management category.

環境教育與生態小旅行：

- 辦理「夜訪小野柳」、「夜探三仙台」、「過山古道尋寶趣」、「綠島護蟹活動」、「花現東海岸」及「海洋環境教室導覽」等生態小旅行，吸引2萬4,152名遊客參與活動。

在地交通與接駁服務建置：

- 推動「共乘東海岸」預約共乘平台，結合觀光署「在地有腳」旅宿合作接駁方案開設9條路線，以及電輔車租賃、台灣好行與台灣觀巴等多元運具，強化偏遠地區交通接駁便利性與服務品質。



宣傳推廣 Advertising and Promotion

- 推出「探索綠島」平台全新篇章「湛藍海洋」，以虛擬實境（VR）技術帶領旅客潛入綠島水下世界，提供具國際吸引力的數位觀光服務。
- 整合轄區既有攝影機，完成3處智慧公廁及建置小野柳遊客中心人流偵測系統，並於月光海音樂會辦理即時人流分析，優化機關管理效能。
- 2024東海岸大地藝術節暨花東藝文平台，完成5件駐地創作作品，辦理月光海音樂會8場次及開放工作室22場次，吸引超過18萬人次參加。
- 辦理「長濱雙浪金剛馬拉松」及「秀姑巒溪泛舟鐵人三項競賽」，吸引約3,000人次參加，並發展「馬到成功168」自行車旅遊，搭配花東旅遊振興方案串聯周邊觀光旅遊產業。
- 首創海派日「海派秋 chill」節慶活動，含「童部野放」兩天一夜親子遊、「戀愛巴士」兩天一夜單身聯誼、主打「2人成團」的12條部落特色主題遊程「海派玩家」，推展小眾、精緻、深度的部落觀光。
- 建構8大觀光區品牌，辦理27場次共識與討論平台會議及1場次成果分享會，加強跨域共享、優化推廣區域品牌、開發區域創新旅遊模式及持續導入電子商務服務；亦以跨域方式與花東縱谷國家風景區管理處共同辦理「2024 East of Taiwan 花東觀光區成果展」，一同行銷花東觀光區。



2024 東海岸大地藝術節 - 成為流動的邊界
2024 East Coast Land Arts Festival
: Becoming a Moving Boundary

Environmental education and eco-excursions：

- Organized ecological excursions such as "Nighttime Expeditions to Xiaoyeliu, Nighttime Exploration at Sanxiantai, Treasure Hunts on the Historic Cross-Mountain Trail, Green Island Crab Conservation Activities, Floral Discoveries on the East Coast, and Marine Environmental Education Tours," attracting 24,152 visitors to participate.

Local transportation and shuttle service development：

- Promoted the "East Coast Rideshare" reservation carpooling platform, integrated with the Tourism Administration's "Feet on the Ground" local shuttle accommodation initiative, launching nine routes. Services also included electric bicycle rentals, Taiwan Tourist Shuttle, and Taiwan Tour Bus, offering diverse transport options to enhance accessibility and service quality in remote areas.
- Launched the all-new "Deep Blue Ocean" chapter on the Explore Green Island platform, using virtual reality (VR) technology to lead visitors into Green Island's underwater world, providing digital tourism services with strong international appeal.
- Integrated existing cameras in the jurisdiction, completed three smart public toilets and installed a people flow detection system at the Xiaoyeliu Visitor Center; real-time crowd analysis was conducted during the Moonlit Sea Concerts to optimize agency management performance.
- The 2024 East Coast Land Arts Festival and Hualien-Taitung Arts Platform delivered five in-residence installations, held eight Moonlit Sea Concerts, and hosted 22 open studio events—attracting over 180,000 attendees.
- Organized the "Changbin King Kong Marathon" and "Xiuguluan River Rafting Triathlon," attracting about 3,000 participants; developed the Mahengheng to Chenggong 168 cycling travel route, linking with the Hualien-Taitung tourism revitalization scheme to connect surrounding tourism industries.
- The first-ever "Sea-Style Party—Autumn Chill" festival featured a two-day, one-night "Kids Go Wild" family camp, a two-day, one-night "Love Bus" singles event, and 12 indigenous itinerary routes under the "Sea-Style Adventurer" brand, focusing on two-person group tours promoting niche, refined, and in-depth tribal tourism.
- Established eight major tourism circle brands, held 27 consensus-building and discussion meetings, and one results-sharing session, strengthening cross-domain collaboration, optimizing the promotion of regional tourism brands, developing innovative regional tourism models, and continuously introducing e-commerce services. Also, in a cross-domain effort with the East Rift Valley National Scenic Area Headquarters, co-hosted the "2024 East of Taiwan Hualien-Taitung Tourism Circle Achievement Exhibition" to jointly market tourism in the Hualien-Taitung region.



月光海市集強調永續與環保
Moonlit Sea Market: Focus on Sustainability
and Environmental Stewardship



花東縱谷國家風景區



East Longitudinal Valley National Scenic Area



花東縱谷大露營 East Longitudinal Valley Grand Camp



規劃建設 Planning and Construction

- 透過通用設計整建鯉魚潭潭西北段水岸碼頭及汙水截流設施，並結合環境教育場所課程宣導，奠基永續旅遊。
- 配合鳳林生態遊憩區 BOT 招商及分期營運需求，整建水岸、植栽多元遊憩環境，吸引民間機構參與投資經營。
- 響應雙鐵及低碳旅遊，持續優化多元自行車路網及驛站設施，打造安全騎乘環境及提供舒適休憩據點，吸引國內外遊客到訪。
- 鏈結「縱谷原遊會 - 部落食樂園」特色及需求，營造羅山遊憩區周邊環境服務之友善性，新建自然生態步道，延伸遊客中心至羅山瀑布之賞景停駐點，營造森林芬多精秘境，提供遊客體現在地「里山地景」（社會 - 生態 - 生產地景）自然與文化和諧共生之氛圍。



鳳林生態遊憩區水岸廊道
Fenglin Ecological Recreation Area-Waterfront Corridor

- Renovated the northwest lakeshore pier and sewage interception facilities at Liyu Lake using universal design, complemented by environmental education programs to solidify sustainable tourism.
- In line with BOT investment and phased operations at the Fenglin Ecological Recreation Area, waterfront and planting-rich recreation environments were enhanced to attract private investment and participation.
- In support of dual-rail and low-carbon tourism, the diverse bikeway network and station facilities were continually improved to ensure a safe cycling environment and comfortable rest stops, attracting both domestic and international visitors.
- Taking into account the features and needs of the "East Longitudinal Valley Festival—Tribal Food Paradise," the environs around the Luoshan Recreation Area were enhanced with friendly services. A new nature trail was constructed, extending viewing stops from the visitor center to Luoshan Waterfall and creating a phytocide-rich forest sanctuary that embodies the local satoyama landscape: an integrated social-ecological-production environment where nature and culture exist in harmony.



鯉魚潭水域遊憩活動無障礙體驗
Accessible Water Recreation at Liyu Lake



經營管理 Operations and Management

- 持續推動「公廁服務品質提升計畫」，卑南遊客中心及鹿野高台高眺亭公廁，分別獲選 113 年臺東縣環境保護局績優公廁評比中央部會組 - 績優公廁金質、銀質獎項；舉辦「6S+ 管理教育訓練」，將 6S+ 概念引入日常管理，提升觀光遊憩服務效能及品質。
- 配合振興花蓮震後獎勵旅遊方案，結合鯉魚潭商圈印製「鯉魚潭券」3,700 張，搭配花蓮縣政府發行之經濟振興券使用，提振鯉魚潭商圈觀光消費熱度，促進地方觀光產業活絡發展。
- 響應「世界地球日」及「世界動物日」，辦理「鯉魚潭森林碳索系列」、「與野生動物共存的新時代」等活動，同時與周邊商家、農園及水域遊憩活動業者合作辦理「鯉魚潭生物獵人抓寶嘍！」環境教育夏令營，打造環境教育新體驗。
- 成立通用旅遊設計小組推動無障礙旅遊環境，偕同專業人士、協會團體等參與體驗無障礙設施建設成果，營造友善、多元旅遊環境。



宣傳推廣 Advertising and Promotion

- 結合東部海岸及花東縱谷食、宿、遊、購、行 14 個觀光圈品牌，辦理「2024 觀光區市集日 - 東區主題日」。
- 結合露營及森旅市集、生態及手作體驗、草地音樂會、縱谷好食等活動，舉辦「花東縱谷大露營」，促進鳳林生態遊憩區後續招商。
- 結合在地遊憩資源及產業特色，辦理「2024 鯉魚潭賞螢季 - 趣看火金姑」、「縱谷好湯」等主題活動，帶動花東地區觀光發展。
- 透過「徐行縱谷」自行車旅遊品牌推廣，行銷宣傳花東縱谷轄內 3 條多元自行車路線（洄瀾漫波線、森林溫泉線、田園風光線），以兩鐵（自行車、火車）作為載具，串連當地自然、人文、景觀與遊憩資源，並結合所輔導之觀光區亮點業者，打造深度漫旅的自行車特色旅遊產品。
- 以「療癒」為主題，結合花東地區部落，辦理「2024 縱谷原遊會 - 部落食樂園」及推動部落觀光品牌「縱谷原遊會 - 餐桌上的部落旅行」，輔導開發「月光下耕吧樹洞餐桌」、「月光下祖靈足跡餐桌」、「紅糯米田野餐桌」、「獵人野食餐桌」、「月光下小米鞦韆餐桌」及「月光下穀倉豐收餐桌」共 6 部落之旅遊產品。
- The 2024 Tourism Circle Market Day—Eastern Taiwan Theme Day unified 14 tourism circles across food, lodging, travel, shopping, and transportation from the East Coast and East Longitudinal Valley.

- The Public Restroom Service Quality Improvement Plan continued. In 2024, restrooms at Beinan Visitor Center and the Luye Highland Viewing Pavilion won the Taitung County EPA Gold and Silver Awards (central agency group), respectively. 6S+ management training sessions were conducted, introducing the 6S+ concept into daily management to enhance tourism and recreation service efficiency and quality.
- In conjunction with post-earthquake Hualien travel incentive programs, 3,700 "Liyu Lake Vouchers" were printed in collaboration with the Liyu Lake business district and distributed for use alongside economic stimulus vouchers issued by the Hualien County Government, boosting tourism spending and revitalizing the local tourism industry.
- In response to Earth Day and World Animal Day, activities such as the Liyu Lake "Forest CarbonQuest" and "A New Era of Coexistence with Wildlife" were held. Additionally, in partnership with neighboring businesses, farms, and water recreation operators, the "Liyu Lake Bio-Hunter: Catch 'Em All!" environmental education summer camp was organized, creating a new environmental education experience.
- A universal tourism design team was established to promote an accessible tourism environment. Professionals and association representatives were invited to experience and review barrier-free facilities, building a friendly and diverse travel environment.

- The East Longitudinal Valley Grand Camp combined camping and forest markets, eco and craft workshops, meadow concerts, and Great Eats of the Rift Valley, spurring continued investment in the Fenglin Ecological Recreation Area.
- Local resources and industrial strengths were integrated to organize the "2024 Liyu Lake Fireflies Festival – Firefly Watching Fun" and "2024 East Longitudinal Valley hotspring," boosting tourism in the Hualien-Taitung region.
- The "Slow Cycling Tours of the East Longitudinal Valley" cycling tourism brand promoted three diverse bicycle routes—Hualien Coastal Meander Route, Forest Hot Springs Route, and Rural Scenery Route—using the integration of cycling with train travel to connect local nature, culture, landscapes, and recreation. This also incorporated featured businesses, creating in-depth slow travel cycling experiences.
- With "healing" as a theme, the "2024 East Longitudinal Valley Festivals – Tribal Food Paradise" and the tribal tourism brand "East Longitudinal Valley Festivals – Taste of Native Cuisines The Journey to Tribal Villages" were implemented. Six new tribal products were developed: The Tree Hollow Dining Table, Giant Footprint Banquet Under The Moonlight, Red Glutinous Rice Outdoor Picnic Feast, Uninang Multicultural Workshop Hunting Culture Feast, Millet Swing Outdoor Picnic Feast, and Moonlight Harvest Table.



2024 觀光區市集日 - 東區主題日
Tourism Circle Market Day 2024
—East Region Theme Day



澎湖國家風景區



Penghu National Scenic Area

2024 澎湖鹹水煙藝術季 2024 Penghu Salt Water Smoke Art Festival



規劃建設 Planning and Construction

- 完成隘門服務設施整建工程（第三期），藉由新建觀景賣店及周邊環境美化，提升遊憩環境及休憩品質。
- 完成七美雙心石滬遊憩區環境改善工程，營造遊憩區通用化環境，並辦理舊有鋪面及更新既有觀景設施改善，優化遊憩服務品質。
- 完成桶盤候船室改善工程，辦理候船室美化、廁所設備優化、地質資訊室新設等改善工程，營造魅力新據點。



隘門服務設施第三期整建工程
Aimen Service Facilities-Phase 3 Upgrades

- Completed upgrades to the Aimen Beach service facilities (Phase 3), with the construction of a new observation shop and beautification of the surrounding area, thus enhancing the recreational environment and quality.
- Completed environmental improvement works at the Qimei Twin-Heart Stone Weir Recreation Area, creating a universally accessible environment, including rehabilitation of older paving and renewal of existing observation facilities to optimize service quality.
- Completed improvements to the Tongpan waiting room, including beautification, restroom upgrades, and the addition of a Geology Information Room, creating an attractive new hub.



精進推動山水海洋生態旅遊區
Enhancing the Shanshui Marine Ecotourism Area



經營管理 Operations and Management

- 辦理「丙級浮潛教練」、「獨木舟丙級教練」、「水上摩托車安全教育暨救援訓練」及「開放性海域救生員」等安全訓練課程，共計 154 位參訓人員取得合格證書。
- 辦理「旅遊安全交通安全宣導合作意向簽署活動」，號召澎湖縣水域遊憩活動商業同業公會、遊覽車客運業、計程車客運業、小客車租賃業等運輸業公會簽署合作宣言，共同宣傳旅遊安全及交通安全。
- 辦理七美遊客中心服務設施、菜園浮動碼頭及服務設施、南海浮動碼頭、南海遊客中心櫃台賣店、望安天台山賣店、雙心石滬風景區賣店、隘門水域遊憩服務設施及賣店、林投公園服務設施、七美大獅龍埕攤位、望安綠蠵龜觀光保育中心、望安旅遊資訊站設施及七美鯧鯉灣遊憩區設施、北寮奎壁山地質公園摩西摩西賣店、吉貝沙尾賣店等旅遊管理據點設施出租，引入民間投資，提昇服務品質。
- 結合在地居民與其他機關、社區、學校及企業協同辦理 5 場次淨灘活動，參加人數總計約 950 人，清理垃圾量約計 6.4 公噸。
- 推動山水海洋生態旅遊區 - 於山水漁港東堤設置 7 座太極造型生態礁，並推出海洋生態旅遊示範遊程。
- 公告以馬公觀音亭西瀛虹橋為界，劃設「非動力水域遊憩活動」限制範圍。
- 「小門地質探索館」榮獲環境部 113 年觀光遊憩類・特優公廁獎。
- 「2024 澎湖追風音樂燈光節 - 光環境」榮獲倫敦設計獎鉑金獎殊榮。
- 輔導 3 家業者（語榕花園民宿、澎澄飯店、彩虹育樂股份有限公司）取得 2024 綠色旅行標準認證。
- 「探索澎湖納斯卡線～守護石滬」影片榮獲 2024 第八屆台北金鵬微電影展 - 永續微電影銅獎。
- 「守護忠實的海洋旅行者～澎湖望安綠蠵龜的幸福家園」榮獲 2024 全球百大目的地永續故事。



宣傳推廣 Advertising and Promotion

- 辦理「2024 菊島澎湖跨海馬拉松 - 春季望安跳島半馬嘉年華」、「2024 澎湖自行車跳島嘉年華」、「2024 澎湖四季旅遊」、「2024 澎湖追風音樂燈光節」、「2024 澎湖鹹水煙藝術季」、「2024 菊島澎湖跨海馬拉松」、「澎湖在地主題特色遊程 - 好澎湖 Chill 嗨嗨」等系列性活動，吸引超過 11 萬 5,000 人次造訪澎湖。

- Conducted safety training courses for "Grade C Snorkeling Instructor" and "Grade C Canoe Instructor," "Jet Ski Safety Education and Rescue Training," and "Open Water Lifeguard"; a total of 154 participants were certified.
- Organized the "Tourism Safety and Traffic Safety Promotion MOU Signing Event," bringing together the Penghu County Water Recreation Business Association, tour bus operators, taxi operators, car rental industry associations, and other transportation associations to sign a cooperation declaration and jointly promote tourism and traffic safety.
- Leased facilities at key tourism management locations—including Qimei Visitor Center, Caiyuan Floating Pier and service facilities, Nanhai Floating Pier, Nanhai Visitor Center information desk shop, Wang'an Tiantai Mountain shop, Twin Hearts Stone Weir Scenic Area shop, Aimen Water Recreation Service Facility and shop, Lintou Park service facilities, Qimei Longshi Longcheng stall, Wang'an Green Sea Turtle Tourism Conservation Center, Wang'an Tourism Information Station, Qimei Yueli Bay Recreation Area facilities, Beiliao Kuibishan Geopark Moses Shop, Jibei Sandspit shop, and others—to attract private investment and enhance service quality.
- Co-organized five beach clean-up events with local residents, government agencies, communities, schools, and enterprises, drawing approximately 950 participants and collecting about 6.4 metric tons of trash.
- Promoted the Shanshui Marine Ecotourism Area—installed seven taichi-shaped ecological reefs at the east breakwater of Shanshui Fishing Harbor, and launched a model marine ecotourism itinerary.
- Announced a restricted zone for "Non-Motorized Water Recreation Activities" demarcated by Magong Guanyin Pavilion's Rainbow Bridge.
- Xiaomen Geological Exploration Hall received the Ministry of Environment's 2024 Top-Excellence Public Restroom Award (Tourism Recreation).
- The "2024 Penghu Wind Music and Light Festival—Light Environment" received the London Design Awards Platinum distinction.
- Guided three operators—Yurong Garden B&B, Pengcheng Hotel, and Rainbow Recreation Co., Ltd.—to obtain 2024 Good Travel Seal (GTS) certification.
- The video "Exploring Penghu Nazca Lines ~ Guarding the Stone Weirs" received the Bronze Award for Sustainability Microfilm at the 8th Taipei Golden Eagle Microfilm Festival (2024).
- "A Faithful Sea Traveler - The Happy Home of Wangan Green Turtle in Penghu" was named among the 2024 Global Top 100 Destination Sustainability Stories.

- A series of events—including the 2024 Gaillardia Island - Penghu Cross-sea Marathon, 2024 Penghu Island-Hopping 101K, 2024 Penghu Four Seasons Travel, 2024 Penghu Wind Music and Light Festival, 2024 Penghu Salt Water Fireworks Art Festival, 2024 Gaillardia Island - Penghu Cross-sea Marathon, and 2024 Penghu Local Specialty Tours: Chilling in Penghu —attracted over 115,000 visitors.



馬祖國家風景區



Matsu National Scenic Area

東湧燈塔 120 週年系列活動
120th Anniversary Series of Events for Tungyin Tao Lighthouse



規劃建設 Planning and Construction

- 「北竿戰爭和平紀念公園主題館」獲「交通部 112 年度公共工程優良工程獎佳作」。
- 完成「北竿 08 據點」新建，提升北竿地區遊憩景點服務量能。
- 以通用化手法，新闢「南竿北海坑道」入口聯絡道，提升北海坑道無障礙環境。
- 完成「東引安東坑道」公廁新建，並設置無障礙廁所、照護床等全齡式設備，提升景區便利性。



經營管理 Operations and Management

- 取得「ISO 9001：2015 品質管理系統」認證，提升國家風景區服務機能，並試辦辦公空間碳盤查作業，打造綠色旅遊環境。
- 南竿環境教育學堂獲頒環境教育機構及設施場所評鑑合格證書。
- 北竿遊客中心獲「113 年 i-center 旅遊服務體系服務旅客服務中心考核評比創新服務獎」。
- 響應國家海洋日，與連江縣政府等相關單位共同舉辦聯合淨灘活動，吸引超過 400 位民眾參與清理海漂垃圾與淨灘，透過海洋環境教育宣導及愛海宣言，表達落實淨零綠生活、喜愛海洋、清淨海洋與守護海洋環境的決心。

- The "War and Peace Memorial Park Exhibition Center" received an Honorable Mention in the "2023 MOTC Public Construction Excellence Awards."
- Completed construction of service facilities at Stronghold No. 8, enhancing the service capacity of recreational attractions in the Beigan area.
- A new universally designed connection road was constructed at the entrance to the Beihai Tunnel in Nangan, improving accessibility for the Beihai Tunnel.
- Completed new public restrooms at Dongyin's Andong Tunnel, equipped with accessible toilets and care beds for all ages, enhancing convenience at the scenic spot.

- Obtained ISO 9001:2015 Quality Management System certification to enhance the national scenic area's service functions, and launched a pilot program of office space carbon inventory to foster a green tourism environment.
- The Nangan Environmental Education Classroom received the certification as a qualified Environmental education facilities and venue.
- The Beigan Visitor Center received the 2024 i-Center Tourism Service System Visitor Center Service Innovation Award.
- In response to National Ocean Day, a joint beach cleanup event was organized with the Lienchiang County Government and other related organizations, attracting more than 400 participants who cleaned up marine debris and the beach; through marine environmental education outreach and the 'Love the Sea' pledge, participants expressed their commitment to net-zero sustainable lifestyles, love for the ocean, keeping the ocean clean, and protecting the marine environment.

- 配合行政院向海致敬政策，辦理海岸清潔、淨灘及環境教育活動，總計動員近 9,777 人次，清理 1,392 公里海岸線，清理 816 公噸海漂垃圾。
- 結合在地政府機關、學校、民間團體及產業，於官帽山 360 度景觀平台辦理植樹節活動，吸引超過 200 人參與，計種植海桐 71 株，流蘇 30 株，櫻花 29 株共 130 株樹苗。



宣傳推廣 Advertising and Promotion

- 串聯 84 間觀光業者辦理「2024 微光馬祖系列活動」，結合媽祖在馬祖、學生島嶼嘉年華、鏽戰生存遊戲、跨島音樂會、實境解謎、2025 迎晨曦等活動，吸引超過 1 萬 260 位遊客參與。
- 與交通部航港局、連江縣東引鄉公所共同辦理「推動我國海洋觀光之東湧燈塔 120 週年系列活動」。
- 辦理「2024 馬祖觀光圈成果展暨光環境營造」，透過大北海遊憩區光環境建置及馬祖觀光圈市集展示，邀請遊客深度體驗觀光圈整合成果，深化馬祖旅遊意象，扎根國旅市場、開拓國際客源，打造「地景慢遊度假島鏈」。
- 率領馬祖觀光圈產業聯盟參與「2024 ITF 台北國際旅展」，強化馬祖品牌知名度。
- 與台師大東亞系、地理系、英語系共同組成之台師大地方跨域治理研究團隊，就馬祖觀光發展趨勢、地方創生、返鄉青年結合觀光遊憩推展等事務深度交流。
- 攜手 10 家馬祖觀光圈業者赴新加坡參加由台灣觀光協會（TVA）組團之新加坡秋季旅展（NATAS Holidays）與台灣觀光推廣會，行銷藍眼淚、自然地景、戰地遺構及閩東文化等馬祖觀光亮點，提升馬祖國際觀光知名度。
- 攜手連江縣政府產業發展處，邀請馬祖特色伴手禮暨美食共計 10 家業者，參加「2024 觀光圈市集日」，其中「馬祖納禮」榮獲「北區 X 馬祖觀光區最佳伴手禮」署長獎。
- 攜手國內鐵道業者，於苗栗縣三義鄉勝興車站 - 舊山線鐵道自行車館設置馬祖專區，推廣「馬祖嶼眾不同」觀光品牌。
- 鼓勵在地觀光圈業者逐步落實永續觀光發展政策，113 年計輔導 7 家旅行業者申請銅級環保旅行業標準章。



攜手馬祖觀光圈業者參加新加坡秋季旅展
Matsu Tourism Circle Businesses Participating
in Singapore's NATAS Holidays Fair

- In line with the Executive Yuan's Salute to the Seas policy, nearly 9,777 participants were mobilized for coastal cleanups, beach cleanups, and environmental education activities, cleaning 1,392 kilometers of coastline and removing 816 metric tons of marine debris.
- In collaboration with local government agencies, schools, civil organizations, and industry, an Arbor Day event was held at the Guanmao Mountain 360-Degree Viewing Platform, attracting over 200 participants and planting a total of 130 saplings: 71 Pittosporum, 30 Chinese fringe trees, and 29 cherry blossom trees.
- Organized the "2024 Glimmers in Matsu Series Event," bringing together 84 tourism businesses for events including Mazu in Matsu, Youth Island Carnival, laser tag survival, inter-island concerts, live-action puzzle solving, and "Welcoming the Dawn 2025," attracting more than 10,260 visitors.
- In cooperation with the Maritime and Port Bureau, Ministry of Transportation and Communications and Dongyin Township Office, organized the "120th Anniversary Series of Events for Tungyin Tao Lighthouse" Series of Activities to Promote Marine Tourism in Taiwan.
- Organized the "2024 Matsu Tourism Circle Achievement Exhibition and Lightscape Project," which featured the Greater Beihai Recreation Area Lightscape Installation and Matsu Tourism Circle Marketplace Exhibition, inviting visitors to deeply experience integrated tourism circle results, enhancing the image of Matsu tourism, rooting in the domestic market, expanding international clientele, and creating a "landscape slow-travel vacation island chain."
- Led the Matsu Tourism Circle Industry Alliance to participate in the 2024 Taipei International Travel Fair (ITF), strengthening the Matsu brand's visibility.
- Partnered with the NTNU interdisciplinary regional governance research team (Departments of East Asian Studies, Geography, and English) for in-depth exchanges on Matsu tourism trends, local revitalization, and the return of youth engaged in tourism and recreation promotion.
- Collaborated with 10 Matsu Tourism Circle businesses to attend the Singapore NATAS Holidays travel fair and Taiwan Tourism Promotion, representing Matsu in a delegation organized by the Taiwan Visitors Association (TVA), promoting Blue Tears, natural landscapes, battlefield relics, and Min-Dong culture—Matsu highlights that boost the island's international reputation.
- Worked with the Lienchiang County Government Industrial Development Department to invite 10 vendors of Matsu's specialty souvenirs and foods to the "2024 Tourism Circle Marketplace Days" event. Among them, "Matsu Na Li" was awarded the Director-General's Prize for Best Souvenir in the North Region x Matsu Tourism Area.
- In cooperation with domestic railway operators, set up a Matsu showcase at the Shengxing Station Old Mountain Line Rail Bike in Sanyi, Miaoli, promoting the "INSPIRED by MATSU" tourism brand.
- Encouraged local tourism circle business operators to gradually implement sustainable tourism development policies, with guidance provided to seven travel agencies in 2024 to apply for the Bronze Environmental Travel Agency Mark, promoting sustainability in tourism development.



北海岸及觀音山國家風景區



North Coast and Guanyinshan National Scenic Area

2024 野柳石光夜訪女王
2024 Yehliu Night Tours: See the Queen's Head Illuminated at Night



規劃建設 Planning and Construction

- 完成「和平島遊客中心建物防水與整修工程」，重作屋頂、外牆與窗框防水，同步修補建物裂縫，汰換外牆乾掛石材，保留建物黃色砂岩外觀元素與周邊地質景觀呼應，提升休憩設施品質與維護便利性。
- 完成「觀音山遊客中心多媒體室更新案」，配合現代使用需求，採通用設計，朝向全齡式空間彈性使用，座位席改為固定與活動座位區，空間使用及活動規劃形式更有彈性。
- 完成「金山跳石觀海隙地景觀改善工程」，改善人車爭道情形，縮減既有停車彎，設置自行車、人行共用道，提昇自行車騎行安全。
- 完成「四語化指標牌示」更新，野柳地質公園及和平島地質公園計畫自 113 年起改為 4 種語版（中、英、日、韓），爭取國際遊客來訪。

- Completed the waterproofing and refurbishment project for the Heping Island Visitor Center, including new roofing, exterior wall, and window frame waterproofing, simultaneous crack repairs, replacement of exterior wall cladding, and preservation of yellow sandstone elements to harmonize with the surrounding geological landscape, improving the quality and maintenance convenience of recreation facilities.
- Completed the Guanyinshan Visitor Center multimedia room renovation project, adopting universal design to meet modern usage needs, creating a flexible, all-age space, converting seating into a mix of fixed and movable seats, and offering greater flexibility in space use and activity planning.
- Completed the Jinshan Jump Stone Scenic Area improvement project to address pedestrian-vehicle conflicts, by reducing existing parking bays and adding a shared bike-pedestrian path to enhance cycling safety.
- Updated "Four-language Signage": As of 2024, Yehliu Geopark and Heping Island Geopark feature signage in four languages (Chinese, English, Japanese, and Korean) to attract international visitors.



2024 全球百大目的地永續故事獎領獎
2024 Green Destinations Top 100 Stories
—Award Recognition



2024 島嶼生活節 - 慢活音樂節
2024 Heping Island Life Festival—Slow Life Music Festival



經營管理 Operations and Management

- 持續辦理野柳地質公園、野柳暨周邊停車場、和平島公園等 OT 案及出租方案，創造政府收入、提升自償率。
- 持續推動我愛淨灘、淨山活動，113 年度線上申請淨灘 2 萬 7,715 人次、委託清除海漂物 740.7 公噸。
- 以海洋「淨」行式 - 以白沙灣自然中心我愛淨灘活動實踐里海倡議，獲「2024 全球百大目的地永續故事獎」（2024 Top100 Green Destinations Sustainability Stories）。
- 成立「皇冠海岸觀光圈」，以「串聯 x 形塑 x 行銷」為主軸，透過區塊鏈結及商業模式進行產業整合、行銷、輔導等措施，達到提升觀光服務軟硬體品質及風格形塑，另完成 5 部主題宣傳影片，增加皇冠海岸品牌能見度。



宣傳推廣 Advertising and Promotion

- 辦理「野柳石光 夜訪女王」、「2024 觀音觀鷹樂活行腳系列活動」、「和平島島嶼生活節」、「北海岸浪一夏」、「金山蹦火遊程推廣」、「福爾摩沙北海岸藝術季」等行銷推廣活動，促進在地觀光產業發展。其中「野柳石光 夜訪女王」榮獲「2024 美國泰坦創新大獎」活動創新白金獎、「2024 美國繆思創意獎」活動類金獎以及「2024 法國設計獎」戶外照明與夜景金獎，為國爭光。
- 辦理「2024 極點慢旅 - 極北點富貴角燈塔騎遊活動」推廣自行車低碳旅遊及 16 條多元自行車路線，持續宣傳「雙灣自行車道」、「灣塔自行車道」、「萬金自行車道」及「外木山自行車道」。
- 宣傳推廣「皇冠海岸觀光圈」，113 年招募 40 家特約店家，辦理 5 場次輔導計畫，並協助業者導入四語，創造皇冠海岸十大伴手禮徵選行銷推廣活動，增加皇冠海岸品牌國際能見度。

- OT projects and leasing plans for Yehliu Geopark, the Yehliu and surrounding parking lots, and Heping Island Park continued, generating government revenue and increasing self-liquidation rates.
- "I Love Beach Cleaning" and mountain cleaning activities continued: online applications for beach cleaning totaled 27,715, and 740.7 tons of marine debris were removed in 2024.
- The project "A Cleansing Journey by the Sea—Baishawan Nature Center Advances the Satoumi Initiative through the I Love Beach Cleaning' Activities" won the "2024 Global Top 100 Destination Sustainable Story Award."
- Established the "Crown Coast Tourism Circle," focusing on "connecting, shaping, and marketing." Through integration with blockchain and business models, measures for industry integration, marketing, and guidance were implemented to enhance the quality of tourism services and facilities as well as style shaping. Additionally, five promotional videos were completed to increase the visibility of the Crown Coast brand.

- Activities such as Yehliu Night Tours: See the Queen's Head Illuminated at Night, 2024 Hawk-Watching on Guanyinshan—Guanyin LOHAS Walking Activity Series, Heping Island Life Festival, North Coast Summer Party, Jinshan Fireworks Tours, and Formosa North Coast Arts Season promoted local industry development. Yehliu Night Tours won the 2024 TITAN Innovation Awards (Platinum in Innovation in Campaign - Event Campaign), 2024 MUSE Creative Awards (Event—Gold), and 2024 French Design Awards (Outdoor Lighting & Nightscape—Gold).
- The 2024 Extreme Slow Travel: Fugui Cape Lighthouse Ride at the Northernmost Point promoted low-carbon cycling and 16 diverse routes, continuing to market the Double Bay Bikeway, Wanta Bikeway, Wanjin Bikeway, and Waimushan Bikeway.
- Crown Coast Tourism Circle promotion in 2024 recruited 40 partner shops, held five guidance programs, assisted businesses in adopting four languages, and held a "Top Ten Souvenirs" selection and marketing campaign to raise international visibility.



2024 極點慢旅 - 極北點富貴角燈塔騎遊
2024 Extreme Slow Travel: Fugui Cape Lighthouse Ride
at the Northernmost Point



參山國家風景區



Tri-Mountain National Scenic Area

魅力茶薰・六覺饗宴 The Wonders of Summer : Cooling Tea Spa



規劃建設 Planning and Construction

- 完成獅頭山風景區遊憩設施活化改善「湖光村老屋空間及周邊景點環境改善工程」、「峨眉湖環湖步道旅遊環境改善工程（至美段 4 期）」；梨山風景區提升旅遊環境品質「梨山風景區新佳陽部落公共服務設施及周邊環境綠美化工程」；八卦山風景區打造多元遊憩體驗「彰化縣員林市大峰巷步道暨景觀平台優化工程」、「八卦山東外環東方公園周邊環境優化工程」、「二水自行車道周邊公共服務設施改善工程」等觀光遊憩設施。
- Lion's Head Mountain Scenic Area : Revitalization of recreation facilities—Huguang Village Historic House and environs upgrade; Emei Lake Huanhu Trail environment improvements (Zhimei Segment, Phase 4). Lishan Scenic Area: Tourism environment enhancements—New Kayo Tribe public service facilities and landscaping. Baguashan Scenic Area: Multiple recreation experiences—Dafeng Lane trail and lookout platform optimization in Yuanlin; environmental improvements at Dongfang Park in the Baguashan East Outer Ring; and improvements to public facilities along the Ershui bikeway.



經營管理 Operations and Management

- 取得管理處處本部、梨山文物陳列館及各遊客中心等 8 處安心場所認證。
- 完成轄內 20 座吊橋專業安全檢測及聯合巡檢，提升整體旅遊安全。
- 辦理 8 場次植樹及淨山、淨街活動。
- 辦理「113-114 年度獅頭山風景區穆斯林旅遊環境輔導建置案」，完成 16 處場域認證及 10 項清真伴手禮認證暨歷年輔導店家延續認證。
- 推動公共投資建設自償性策略，辦理促參或設施出租委外經營，以及與地方政府合作建設，113 年計有 13 件設施辦理委外經營或出租，總收入效益超過 1,214 萬元。
- Eight facilities received safe-location certification, including the Administration headquarters, the Lishan Culture Museum, and visitor centers.
- Professional safety inspections and joint patrols were completed on 20 suspension bridges to enhance safety.
- Eight tree-planting and mountain/street clean-ups were held.
- The 2024–2025 Lion's Head Mountain Muslim Tourism Environment Guidance Project certified 16 venues and 10 halal gifts, while extending prior certifications.
- Self-liquidating public-investment strategies advanced via PPPs and leasing; 13 facilities were outsourced or leased in 2024, generating over NT\$12.14 million.

- 輔導管理處委外出租經營之「歇心茶樓」取得環保餐廳認證。
- 持續辦理公廁智慧廁間服務，梨山文物陳列館戶外公廁獲得環境部「113 年績優公廁評比活動」- 特色公廁獎。



宣傳推廣 Advertising and Promotion

- 辦理獅頭山「2024 南庄花卉節」；梨山「山谷燈光節」；八卦山「2024 八卦山賞鷹活動」。
- 辦理「魅力茶薰・六覺饗宴 The Wonders of Summer : Cooling Tea Spa」。
- 辦理「第一屆 Taiwan Tourism Golf Friendship Cup 台灣觀光盃高爾夫友誼賽」。
- 辦理「2024 參山騎旅系列活動」。
- 辦理「113 年獅頭山風景區健行品茗」（含音樂會及峨眉湖茶席）活動及參展交通部觀光署臺灣部落觀光嘉年華。
- 辦理「2024 中台灣穆斯林嘉年華」活動，提升中台灣穆斯林旅遊形象，推廣相關之穆斯林觀光旅遊友善環境及認證產品，吸引超過千名穆斯林朋友及中部地區旅客參與。
- 辦理第四屆「2024 山谷燈光節」活動，以全台海拔最高的耶誕樹為宣傳，並於谷關溫泉公園打造聖誕主題燈飾及星光大道行銷梨山風景區。
- 辦理「2024 八卦山賞鷹活動」，吸引超過 1 萬人次參與。
- 辦理「2024 南庄花卉節」，與石壁、向天湖、蓬萊部落合作辦理原民藝術共創，吸引 5 萬 5,000 人次造訪，創造產值達新臺幣 2,310 萬元。
- Events included Lion's Head Mountain Nanzhuang Flower Festival 2024, Lishan Guguan Light Art Festival, and 2024 Free Buzzard in Mt. Bagua.
- The Wonders of Summer : Cooling Tea Spa.
- The inaugural Taiwan Tourism Golf Friendship Cup.
- 2024 Tri-Mountain Cycling Series.
- 2024 Lion's Head Mountain Hiking with Tea event (with concert and Emei Lake tea service), and participation in the Tourism Administration's Taiwan Indigenous Tourism Carnival.
- The 2024 Central Taiwan Muslim Carnival promoted Muslim-friendly environments and certified products, drawing over 1,000 Muslim and regional visitors.
- The 4th Lishan Guguan Light Art Festival featured "Taiwan's highest Christmas tree," Christmas-themed lighting, and a starlit avenue at Guguan Hot Spring Park, marketing the Lishan Scenic Area.
- 2024 Free Buzzard in Mt. Bagua drew over 10,000 participants.
- 2024 Nanzhuang Flower Festival co-created indigenous arts with Shibi, Xiangtian Lake, and Penglai Tribes, drawing 55,000 visitors and generating NT\$23.1 million.



穆斯林至南庄遊客中心參加導覽
Muslim Visitors on a guided tour
at Nanzhuang Visitor Center



2024 參山騎旅系列活動
2024 Tri-Mountain Cycling Series



日月潭國家風景區



Sun Moon Lake National Scenic Area



日月潭 Come!Bikeday 花火音樂嘉年華
Sun Moon Lake Come!BikeDay Music & Fireworks Festival



規劃建設 Planning and Construction

- 辦理水里火車站周邊、水里鄉親水公園、中興停車場周邊景觀環境設施改善等工程，建構無障礙通用旅遊環境。
- 辦理虎頭山周邊環境及既有遊憩設施改善、埔里天旨宮步道整建、環潭既有公廁環境改善、貓囁山周邊既有遊憩設施改善、車埕木展館設施維護暨周邊公廁景觀設施改善等工程，提升旅遊環境品質。
- 強化集集鎮環鎮自行車旅遊動線串聯，辦理集集火車站周邊既有自行車道改善工程。
- 「集集火車站旁既有旅遊服務設施整建工程」獲得內政部建築研究所 2024 淨零建築設計獎。
- Accessibility-oriented works near Shuili Railway Station, Shuili Township Water Park, and the Zhongxing Parking Lot environs built a universal travel environment.
- Quality upgrades covered Hutoushan and recreation facilities, Tianzhi Temple Trail in Puli, public restroom environments around the lake, Maolan Mountain area recreation facilities, and maintenance of the Checheng Wood Museum and adjacent restroom landscaping.
- Cycling linkages around Jiji Township were reinforced by improving bikeways near Jiji Railway Station.
- The Tourism Service Facilities Renovation by Jiji Railway Station project won the 2024 Net-Zero Building Design Award from the Architecture and Building Research Institute.



經營管理 Operations and Management

- 「攜手日月潭：用集體智慧推動永續旅遊」入選全球百大綠色旅遊目的地故事獎。
- 113 年 3 月 15 日與飲食、住宿、交通等 14 個公私單位，簽署「日月潭旅遊安全跨域合作備忘錄」，共同提升日月潭旅遊安全韌性與品質，打造更加友善且安全的旅遊環境。
- 優化水域遊憩活動申請平台，提供民眾更便利的水域遊憩體驗，共受理 2,070 件申請，活動累積達 2 萬 1,793 人次。
- 埔里、向山、伊達邵及車埕遊客中心提供地圖文宣、旅遊諮詢及無線網路等旅遊服務，服務人數超過 6 萬 7,000 人次。
- Join us! Harnessing Collective Wisdom to Promote Sustainable Tourism was selected as a Green Destinations Top 100 Story.
- On March 15, 2024, the Sun Moon Lake Tourism Safety Cross-domain Cooperation Memorandum was signed with 14 public-private partners (food, lodging, transport, etc.) to enhance safety resilience and quality.
- The water-recreation application platform was optimized to make participation more convenient: 2,070 applications were processed, totaling 21,793 participants.
- Puli, Xiangshan, Ita Thau, and Checheng visitor centers provided maps, information, Wi-Fi, and other services to over 67,000 visitors.

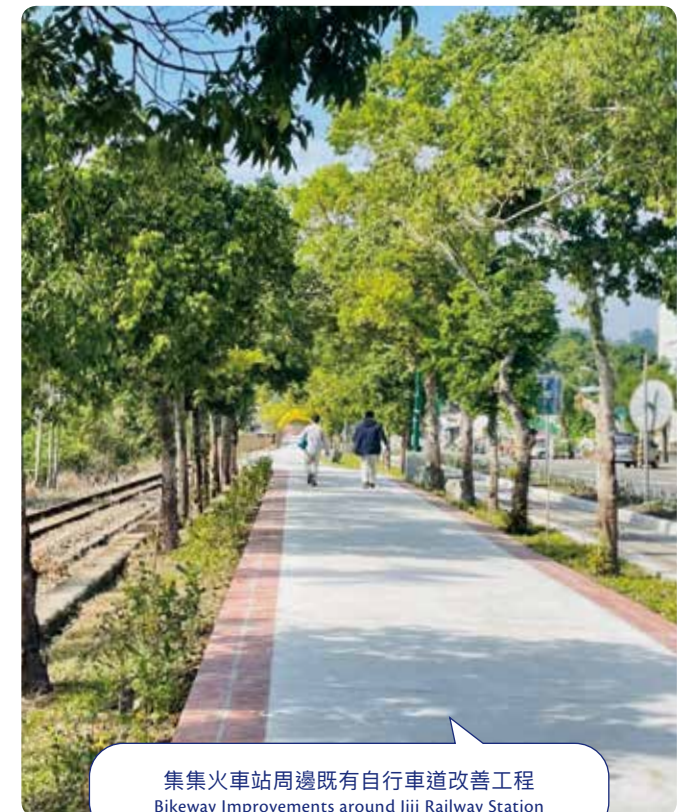


宣傳推廣 Advertising and Promotion

- 推動日月潭觀光圈 3.0，促成觀光圈聯名產品 20 項、執行百大繁星營造輔導計畫 10 處、開發完成 3 條創新旅遊遊程、扶植日月繁星品牌標章制度之旅行業者，取得「綠色行程」、「鳳金遊程」、「金質旅遊」等認證 3 條，於高鐵假期「日月潭好好玩」網站上架 17 項系列活動；與 KKday 合作，於主頁面開設「日月潭觀光圈專區」，上架 117 項產品，行程銷售金額達 1,050 萬元。
- 攜手日月潭觀光圈至日本群馬縣與老神溫泉觀光協會進行交流活動、參加 2024 年馬來西亞及柔佛地區觀光推廣活動及 2024 香港運動休閒博覽會活動。
- 舉辦日月潭櫻花季、星光螢火季、日月潭 Come!Bikeday 花火音樂嘉年華暨自行車嘉年華、日月潭四季自行車認證，以及冬季的跨年晚會等活動，總參加人數超過 41 萬 4,220 人次，觀光產值達新臺幣 9 億 5,933 萬 3,520 元。
- 觀光旅遊網站（中、英、日、韓版）多管齊下露出日月潭觀光旅遊資訊及施政成果，113 年底瀏覽人次達 220 萬 9,969 人、粉絲團 13 萬 5,383 人，發布 425 則貼文，觸及人次 446 萬 4,437 人次。
- 行銷推廣台灣好行套裝遊程，日月潭線搭乘人數 81 萬 63 人次、車埕線搭乘人數 1 萬 8,614 人次、日月潭-阿里山線搭乘人數 1 萬 2,509 人次、斗六竹山線搭乘人數 2,337 人次，並發行 9 款日月潭好行旅遊套票，以及與台灣高鐵合作推出高鐵聯票，紙本套票銷售 1 萬 9,390 套，電子套票銷售 1,421 套。另就國內親子家庭及橘世代族群推出 8 場次水里、車埕在地小旅行。
- 113 年度「台灣好行服務管理及服務品質優化作業案」評比，獲一般路線-推動單位優等。
- 辦理日月潭自行車道與日本瀨戶內島波海道締結自行車姊妹車道 10 週年慶祝活動，邀請日本島波專務理事坂本大藏、愛媛縣土本部道路都市局局長橋本博史等 10 人出席「2024 日月潭 Come!BikeDay 自行車系列活動」之「國際交流推廣互動活動」，以及「2024 日月潭 Come!BikeDay 自行車嘉年華活動」。
- Sun Moon Lake Tourism Circle 3.0 advanced: 20 co-branded products; ten Star-Building Guidance Projects; three innovative itineraries; three certified tour products (Green Travel, Golden Years Travel, and Gold Quality Tourism); 17 events listed on the HSR "Fun at Sun Moon Lake" site; and a dedicated KKday Zone page with 117 products (sales NT\$10.5 million).
- Exchanges were held in Japan's Gunma with the Oigami Onsen Association; promotions took place in Malaysia/Johor and at Hong Kong's Sports and Leisure Expo 2024.
- Events such as the Cherry Blossom Season, Starlight Firefly Season, Come! Bikeday Cycling, Music & Fireworks Festival and Cycling Carnival, Sun Moon Lake Four Seasons GoBike Certification, and a New Year's Eve party drew 414,220 participants and generated NT\$959,333,520.
- Multilingual official websites (Chinese/English/Japanese/Korean) publicized travel information and policy results; by the end of 2024, pageviews reached 2,209,969; Facebook had 135,383 followers; 425 posts reached 4,464,437 people.
- Taiwan Tourist Shuttle packages were marketed: ridership totaled 810,063 (Sun Moon Lake Line), 18,614 (Checheng Line), 12,509 (Sun Moon Lake-Alishan Line), and 2,337 (Douliu-Zhushan Line). Nine package tickets were issued; an HSR joint ticket was co-launched, selling 19,390 paper sets and 1,421 e-sets. Eight local trips in Shuili and Checheng targeted families and seniors.
- Award of Excellence in the 2024 Taiwan Tourist Shuttle Service Management and Service Quality Optimization Project Award (general routes-implementing unit).
- The 10th anniversary of the Sun Moon Lake-Shimanami Kaido cycle route tie-up was celebrated, with Japanese guests joining the 2024 Come! Bikeday International Exchange and Carnival events.



自行車旅遊講座
Cycling Tourism Seminar



集集火車站周邊既有自行車道改善工程
Bikeway Improvements around Jiji Railway Station



阿里山國家風景區



Alishan National Scenic Area

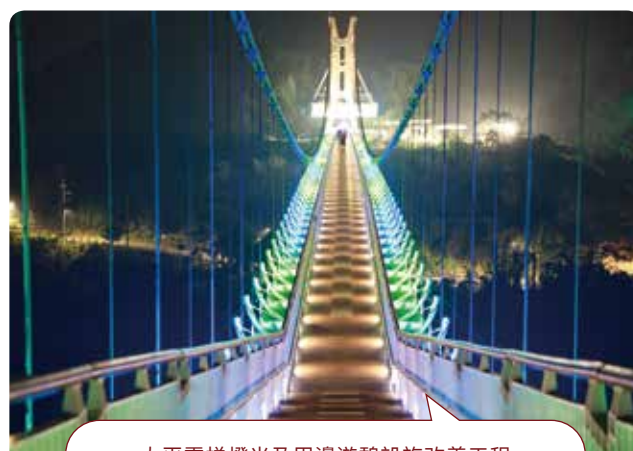
漫行草嶺避暑趣・森林療育體驗
Strolling Caoling for a Cool Summer-Forest Therapy Experience



規劃建設 Planning and Construction

- 完成「169 縣道大客車停車空間新建工程」、「十字地區及 169 縣道沿線遊憩設施改善工程」、「公田隙頂及龍美地區步道及周邊遊憩設施工程」、「光華賞螢區優化工程」及「觸口行政中心及文峰辦公空間周邊環境整修工程」等。
- 完成「山美及茶山部落生活文化園區設施改善工程」、「樂野部落觀景遊憩設施工程」及「福山古道及周邊環境改善工程」；持續打造在地特色亮點及延長旅遊廊道，完成「青年嶺及野薑花溪步道及周邊環境優化工程」、「太平太興及瑞里地區觀光環境優化工程」、「圓潭生態園區優化工程」及「太平雲梯燈光及周邊遊憩設施改善工程」等。

- Completed : County Road 169 coach parking construction; recreation facility improvements in Shizi area and along County Road 169; trails and recreation facilities at Gongtian Xiding and Longmei; Guanghua Firefly Viewing Area optimization; and environs refurbishment at Chukou Administration Center and Wenfeng office space.
- Completed : Shanmei and Chashan Tribal Life and Culture Park facility upgrades; Leye viewing/recreation facilities; and Fushan Historic Trail environs enhancement. To extend the corridor and create signature highlights, additional works included Qingnian Ridge and Wild Ginger Flower Stream Trail environment optimization; Taiping-Taixing and Ruili tourism environment improvements; Yuantan Ecological Park optimization; and lighting and recreation upgrades at the Taiping Suspension Bridge.



太平雲梯燈光及周邊遊憩設施改善工程
Taiping Suspension Bridge-Lighting and Recreation Upgrades



山美及茶山部落生活文化園區設施改善工程
Facility upgrades at Shanmei and Chashan Living Culture Park



經營管理 Operations and Management

- 於石棹至奮起湖辦理春節連續假期免費接駁服務，接駁人數計 2,624 人次。
- 推出 15 款台灣好行套票；113 年台灣好行搭乘人數：阿里山線-A 線（高鐵嘉義站-阿里山）計 7 萬 570 人次、阿里山線-B 線（臺鐵嘉義站-阿里山）12 萬 2,785 人次、瑞里線（臺鐵嘉義站-瑞太資訊站）4,063 人次、太平線（臺鐵大林站-太平雲梯）8,263 人次。
- 輔導嘉義圓潭生態園區及文峰遊客中心賣店等承租廠商設立電動車充電樁 5 支，公私部門合作建置綠色旅遊環境。
- 透過社區產業訪談、耆老共議，以植栽呈現三族共融精神，復刻森林原生種及傳說植物、點綴可食地景，打造部落耕作空間區，營造出「茶山生活文化園區」。並透過導覽解說深度旅遊，帶動部落觀光產業。
- 持續辦理場域活化使用，將牛埔仔遊憩區、奮起湖隙地等 3 處，出租與業者經營管理，提供遊客多元化旅遊服務。

- Free holiday shuttles ran Shizhao-Fenqihu during Lunar New Year (2,624 riders).
- Fifteen Taiwan Tourist Shuttle packages were launched; 2024 ridership: Alishan A Line (HSR Chiayi-Alishan) 70,570; Alishan B Line (TRA Chiayi-Alishan) 122,785; Ruili Line (TRA Chiayi-Ruitai Info Station) 4,063; Taiping Line (TRA Dalin-Taiping Suspension Bridge) 8,263.
- Five EV chargers were installed by lessee vendors at Yuantan Ecological Park and Wenfeng Visitor Center shops through public-private collaboration.
- Through community interviews and elder consultations, planting presented the spirit of three-tribe harmony, re-creating native and legendary species, adding edible landscapes, and creating a tribal cultivation space-building the Chashan Living Culture Park. Guided tours promoted in-depth travel, boosting indigenous tourism.
- Site activation continued by leasing Niupuzi Recreation Area, vacant land in Fenqihu, and one other site to operators for various services.



宣傳推廣 Advertising and Promotion

- 推出 4 套環境教育課程，計 290 人次參與課程體驗；與其他環境教育場域進行課程及活動安排之交流。
- 辦理「阿里山歲時生活節」、「2024 神木下婚禮系列活動」、「阿里山四季茶旅活動」、「2024 阿里山咖啡行銷推廣案」、「113 年阿里山部落觀光行銷案」、部落鄒年慶、櫻花季、螢火蟲季等行銷推廣活動，吸引 463 萬人次的遊客造訪，創造整體觀光產值達新臺幣 110 億元。
- 「阿里山印象。聆聽自己的心」Impression of Alishan.Listen to your heart 影片榮獲金城門觀光影片獎生態旅遊類金獎。

- Four environmental education programs were offered (290 participants), with exchanges among education sites.
- Campaigns included Alishan Seasons of Life Festival, 2024 Wedding under the Divine Tree, Four Seasons Tea Tours, 2024 Alishan Coffee Tourism Promotion, 2024 Alishan Tribal Tourism Marketing, the Tsou New Year, cherry blossom, and firefly seasons-drawing 4.63 million visitors and generating NT\$11 billion.
- Impression of Alishan. Listen to Your Heart won the Golden City Gate Tourism Film Awards-Gold (Ecotourism).

神木下婚禮 - 新人貴賓大合照
Wedding under the Divine Tree - Group Photo





雲嘉南濱海國家風景區



Southwest Coast National Scenic Area

2024 極點慢旅 - 井仔腳瓦盤鹽田景點
2024 Light Up Taiwan - Jingzaijiao Tile-paved Salt Fields

Here!



規劃建設 Planning and Construction

- 完成臺南水晶教堂周邊環境特色營造計畫，以經典文學「湖濱散記」及生態紀錄「守護黑面琵鷺」打造新景點「盼在海的這一邊」，提升北門遊客中心區域的豐富性與獨特性。
- 於布袋好美里、布袋鹽山二處增設休憩設施，結合濕地生態並美化自行車路線，於南布袋濕地打造賞鳥舒適之場域 - 「雲嘉南濱海賞鳥遊憩服務設施」，強化各處據點與多元路線串聯，增加騎乘路線選擇及遊憩豐富度。
- The Tainan Crystal Church area was enhanced with a new attraction, "Walden; or, Life in the Woods," inspired by the classic literature (Walden) and ecology (Protecting the Black-faced Spoonbill), enriching the Beimen Visitor Center area.
- Additional rest facilities at Haomeili and Budai Salt Fields, wetland-integrated bikeway beautification, and Southwest Coast bird-watching and recreation facility at South Budai Wetlands created a comfortable birding locale-strengthening node and route linkages and diversifying cycling choices.



北門遊客中心前廣場 - 湛藍擁抱裝置藝術
Beimen Visitor Center Forecourt
- Azure Embrace installation art



GD 綠色旅遊目的地銅質獎
Green Destinations-Bronze Award



經營管理 Operations and Management

- 輔導雲嘉南濱海觀光圈佈局國際，實地輔導 19 家業者，提供經營面向及場域優化建議、優化改造 4 處觀光圈業者經營場域；輔導 30 家業者，超過 600 項商品上架各電商平台，並推行數位版觀光護照，串連食、宿、遊、購、行等旅遊資源。
- 參與市集日及旅展等活動，並製作「鹹味浪潮」形象圍裙、桌巾及「鹽工便當」模型，強化雲嘉南濱海觀光圈品牌印象，並開拓南部科學園區市場，舉辦星光市集及福委會踩線團活動。
- 輔導 8 家業者取得穆斯林友善場域及 30 項清真 Halal 產品認證展延，並製作轄內穆斯林觀光旅遊地圖指南。
- 辦理場域出租委外經營，113 年計有 16 件出租案件，總營收超過 1 億 6,000 萬元，創造地方經濟發展。
- 獲國際綠色旅遊目的地基金會認證為「永續旅遊目的地銅質獎」(Green Destinations Bronze Award)。



宣傳推廣 Advertising and Promotion

- 強化社群網路行銷推廣，於 FB 社群網站設置粉絲團與遊客互動，113 年計 26 萬 954 人追蹤中，每月貼文逾 20 篇。
- 辦理「2024 年鯤鯓王平安鹽祭」共計吸引近 4 萬人次參與、「2024 臺灣鹽生活節 - 鹽文化藝術嘉年華」共計超過 14 萬人次參與、「2024 極點慢旅 - 極西點國聖港燈塔暨雲嘉南自行車多元慢遊活動」吸引近 8,000 人次參與；並辦理「2024 臺灣國際觀鳥馬拉松」、「2024 邁向成功之路 - COSPLAY 踩街嘉年華 x 輪轉山海圳」及「白金騎跡濕地鹽雕輕旅行」等行銷活動。
- 「不斷鹽聲的風景 - 鹽業文化的永續與傳承」影片，獲得 2024 第八屆台北金鵬微電影展永續微電影獎銀獎。
- 「與水共舞，共融雲嘉南」永續行動獲得亞太永續行動獎 - 銅獎。
- 雲林口湖「與水共舞 - 颱風過後重現的濕地與治水」永續故事獲 2024 年 ITB 柏林國際旅展「綠色目的地故事獎」(The Green Destinations Story Awards) 自然與景觀類別第一名。
- 嘉義縣南布袋濕地「廢棄鹽田變身鳥類天堂，找回在地居民的希望」獲「2024 全球百大目的地永續故事獎 (2024 Green Destinations Top 100 Stories)」。

- The Southwest Coast Tourism Circle's international development advanced: on-site guidance for 19 operators (operations and facility optimization), four site renovations, 30 businesses assisted to list 600+ products on e-commerce, and a digital tourism passport linking food, lodging, touring, shopping, and transport.
- Participation in market days and travel fairs; Savory Southwest "The Savory Southwest" aprons, tablecloths, and "Salt-Worker Bento" models reinforced branding; the Southern Science Park market was tapped via starlight markets and labor welfare committee fam tours.
- Eight venues achieved Muslim-friendly certification; 30 halal products had certifications extended; a Muslim travel map/guide was produced.
- Sixteen leased operations generated over NT\$160 million in revenue, driving local economic development.
- Green Destinations Bronze Award certification was earned.

- Social marketing was strengthened via a Facebook fan page (260,954 followers in 2024) posting 20+ times monthly.
- Events included: 2024 Kunshen Wangye's Salt for Peace Festival (about 40,000 participants); 2024 Taiwan Salt & Life- Salt Culture Carnival (140,000+); 2024 Light Up Taiwan: Guosheng Port Lighthouse Ride at the Westernmost Point; 2024 Taiwan International Bird Watching Marathon; Road to Chenggong; Cosplay Street Parade x Cycling the Mountains to Sea National Greenway; and "Platinum Tracks" Wetland Salt-Sculpture Light Trips.
- The video "Voices of Salt-Sustaining and Passing on Salt Culture" won Silver at the 8th Taipei Golden Eagle Microfilm Festival (2024).
- Co-survival with Water-Mutually Beneficial of Southwest Coast Territory secured a Bronze Asia-Pacific Sustainability Action Award.
- Yunlin Kouhu's Dancing with Water - Wetlands and Water Control won First Prize (Nature & Landscape) at ITB Berlin's 2024 Green Destinations Story Awards.
- Chiayi South Budai Abandoned Salt Fields Transform into Bird Paradise, Restoring Hope for Local Residents was selected as a 2024 Green Destinations Top 100 Story.

2024 鯤鯓王平安鹽祭 - 開幕儀式
2024 Kunshen Wangye's Salt for Peace Festival
- Opening Ceremony





西拉雅國家風景區



Siraya National Scenic Area

八田與一故居群獲 113 年度臺南市文化資產管理維護優良示範點
Hatta Yoichi Residential Compound was selected as a 2024 Tainan Cultural Asset Maintenance Demonstration Site



規劃建設 Planning and Construction

- 重新規劃關子嶺嶺頂公園停車場，提高小客車、婦幼、無障礙停車位數量，紓解停車位不足之情形；設置新公車停靠區，改善候車環境景觀，提升開車或搭乘公車旅遊的便利性。
- 辦理白河資訊站建物改善工程，調整戶外步道系統、休憩平台、涼亭等設施提升旅遊環境，並委外經營管理，活化閒置空間。
- 辦理「西拉雅處本部周邊服務設施改善工程」重新營造生態池周邊景觀；於台一線設置入口意象，串聯周邊景點及提升區域的景觀環境。
- 官田遊客中心新裝置藝術 - 「Tabe! Tabe! 仙境西拉雅」榮獲 2024 美國繆斯國際設計大獎 (Muse Design Awards) 景觀設計 - 雕塑設計類別銀獎
- 辦理八田與一紀念園區改善工程，賦予園區新的生命；調整及優化部分菱波官田自行車路線導引標線，提升自行車旅遊環境。

- Lingding Park parking lot in Guanziling was re-planned to add spaces for small cars, parking for women/children, and accessible users; a new bus bay improved the waiting environment—enhancing the convenience of car and bus travel.
- The Baihe Information Station building was improved: outdoor paths, platforms, and pavilions were adjusted; operations were outsourced to activate idle space.
- The NSA headquarters area was upgraded by re-landscaping the ecological pond and installing an entry landmark on Provincial Highway 1 to link nearby attractions and raise the regional landscape.
- The "Tabe! Tabe! Touching SIRAYA" installation at Guantian Visitor Center was the Silver Winner (Landscape Design - Sculpture Design) at the 2024 MUSE Design Awards.
- Hatta Yoichi Memorial Park was revitalized with improvements; guidance and markings on segments of the Lingbo-Guantian bikeway were adjusted to improve the cycling environment.



經營管理 Operations and Management

- 轄區通過 AED 安心場所認證 6 處。
- 「八田與一故居群」榮獲 113 年度臺南市文化資產管理維護優良示範點。
- 「關子嶺紅葉公園」榮獲環境部 113 年度環境教育設施場所及機構評鑑優良獎項。
- 「官田遊客中心智遊趣」，榮獲內政部建築研究所 113 年「創意狂想 巢向未來」智慧化居住空間創意競賽 - 「巢向未來組」公共服務特別獎。
- 建置智慧停車系統，導入停車位即時剩餘數量、人車流統計、車格使用動態等，提高停車效率。



宣傳推廣 Advertising and Promotion

- 參與各大旅展及推介媒合會、辦理海外組團社、邀請國際網紅拍攝遊程影片、印製區內景點介紹手冊四語文宣，舉辦南觀光區國際分享會、餐飲升級座談會與永續觀光分享會推廣觀光圈識別品牌「仙境西拉雅 Touching SIRAYA」。
- 推出「十麵埋福禮盒」交予白河之戀地方創生親子休憩園區獨家販售，於自有購物網上架 67 項商品，線上累積銷售額近 4 萬元。
- 於知名電商上架 18 條遊程，累積銷售數字逾 20 萬元，並與旅行社合作推出 8 條國內遊程、6 條國際遊程，吸引國際遊客逾 1,000 人、國內散客逾 700 人。創造逾 1,686 萬元產值。
- 辦理「西拉雅山海圳一大圳之路健走活動」、「西拉雅森活節」、「西拉雅夏日好 Chill 系列活動」、「2024-2025 台灣好湯」、「西拉雅趣飛車」、「曾文水庫峽谷音樂會」、「環騎 5COOL 自行車活動」等活動，吸引遊客達 277 萬人次，創造逾 64.26 億元產值。
- 「Touching Siraya」榮獲「麥哲倫獎 (Magellan Awards)」的「行銷 (Advertising/Marketing) 金獎」與「公關推廣計畫 (Communication/PR Plan) 銀獎」雙料大獎，奠定大西拉雅觀光圈國際知名度基礎。
- 針對轄內西拉雅族部落進行產業輔導及觀光培力，計輔導 6 個部落、2 式部落產品上架、開發 2 式遊程、6 場部落工藝體驗推廣課程、1 場成果發表會，提供 40 個就業協助、吸引部落觀光遊客量達 3,800 人次。

- Six sites received AED Safe Place certification.
- The Hatta Yoichi Residential Compound was named a 2024 Tainan Cultural Asset Maintenance Demonstration Site.
- Guanziling's Hongye Park won a Ministry of Environment excellence award for environmental education facilities.
- Smart Fun at Guantian Visitor Center earned a special award in the 2024 Smart Living Space Competition (Public Service, "Nest to the Future" group) by the Architecture and Building Research Institute of the Ministry of the Interior.
- A smart parking system with real-time space availability, flow statistics, and stall usage was installed to improve efficiency.
- Participation in major travel fairs and matchmaking events; overseas group promotions; international KOL shoots; and four-language brochures were undertaken to promote the "Touching SIRAYA" brand via international sharing, dining-upgrade, and sustainable tourism forums.
- The "Ten Blessings Gift Box" launched exclusively at the Baihe Love local-revitalization park; 67 products were listed on the in-house shop generating nearly NT\$40,000 in online sales.
- Eighteen itineraries on major e-commerce platforms exceeded NT\$200,000 in sales; partnering with travel agencies, eight domestic and six international tours were launched, drawing over 1,000 international and 700 domestic FITs and generating over NT\$16.86 million in revenue.
- Major events: Siraya Mountain-Sea Waterway – Dazhen Road Activities, Siraya Forest Festival, Siraya Summer Chill, 2024-2025 Taiwan Hot Spring & Fine-Cuisine Carnival, Siraya Go CreCar, Zengwen Reservoir Gorge Concert, and Wonderland Siraya Cycling 5 COOL—attracted 2.77 million visits, generating over NT\$6.426 billion.
- "Touching SIRAYA" won a Travel Weekly Magellan Awards Gold (Advertising/Marketing) and Silver (Communication/PR Plan), cementing the Greater Siraya brand internationally.
- Industrial guidance and capacity-building for Siraya indigenous communities supported six tribes; two products were listed; two itineraries were developed; six craft experience classes and one showcase were held; 40 job placements were assisted; and 3,800 tribal visitors were drawn.



茂林國家風景區



Maolin National Scenic Area

2024 南島族群婚禮 2024 Austronesian Wedding



規劃建設 Planning and Construction

- 完成「新威行政中心辦公區及遊客服務空間擴建」、「茂林遊客中心室內裝修及周邊環境改善綠美化工程」、「屏東縣三地門鄉停車暨休憩空間改善計畫」、「屏東縣三地門鄉停車暨休憩空間改善計畫」、「荖濃遊客服務設施水保工程」等 5 件工程。
- 完成「新威遊憩區新森活整體規劃委託服務案」、「萬山部落觀光產業環境氛圍營造暨產業輔導計畫委託服務案」、「荖濃遊客服務設施用地變更案」、「荖濃溪左岸遊憩設施興辦事業計畫暨用地撥用變更委託服務案」及「實來觀光休閒園區促參可行性評估」、「六龜成功單車驛站興辦事業計畫委託案」、「荖濃遊憩系統自行車道遊憩設施興辦事業計畫暨撥用」及「茂林區龍頭山遊憩設施興辦事業計畫」等。



經營管理 Operations and Management

- 辦理「紫斑蝶況調查研究分析解說及棲地維護工作」、「新威森林公園環境清潔維護工作」、「荖濃遊憩系統水(陸)域環境清潔維護工作」、「屏北遊憩系統環境清潔維護工作」、「國家風景區公共意外責任保險」、「國家風景區據點設施整修工程委託設計及監造服務」、「國家風景區設施修繕工程暨災害搶修搶險開口契約」、「國家風景區喬木修剪及植栽種植開口契約」及「新威森林公園防治小黑蚊(臺灣鈎蠅)」等 9 項經營管理工作。

- Five projects were completed, including Xinwei Administration Center Office and Visitor Space Expansion; Maolin Visitor Center Interior and Landscaping Improvement Project; Sandimen Township, Pingtung County Parking and Rest Area Improvement Project; and Laonong Visitor-facility Water Conservation Project.
- Commissioned services included the Xinwei Recreation Area "New Forest Life" Masterplan; Wanshan Indigenous Tourism Ambience and Guidance Commissioned Services Plan; Land-use Changes for Laonong Facilities Plan; Laonong River Left Bank Recreation Facilities Operation Plan and Land Reallocation Plan; Baolai Tourism and Leisure Park PPP; Liouguei Chenggong Cycling Station Operation Plan; Laonong Recreation Bikeway Facilities Operation Plan and Land Allocation; and Longtoushan Recreation Facilities Operation Plan.



高士佛澤蘭上的紫斑蝶
Purple crow butterfly on Eupatorium clematideum
var. gracillimum (Hayata)

- Nine operational tasks were implemented, including Analysis and Research of Purple Butterfly Populations and Habitat Maintenance; environmental cleaning and maintenance at Xinwei Forest Park, Laonong Water/Land Recreation systems, and northern Pingtung recreation systems; public liability insurance for the NSA; design/supervision of facility repairs at the NSA; open contracts for repairs/disaster response and for tree pruning/planting; and control of biting midges at Xinwei Forest Park.

- 辦理「屏東縣瑪家鄉涼山露營遊憩區民間參與擴(整)建營運移轉 ROT 案」、「屏東縣三地門鄉賽嘉樂園露營區民間參與營運移轉 ROT 案」等 2 件促參案。
- 辦理「土壠灣遊客活動服務區辦公室出租經營管理」、「寶來遊客服務區出租經營管理」、「新威森林公園遊憩空間出租經營管理」、「霧臺休閒服務設施出租經營與管理」、「茂林遊客中心出租經營管理」、「賽嘉休憩區土地出租經營管理」、「新威森林公園自行車租賃站出租經營管理案」、「新茂林遊客服務中心一樓部分空間出租經營管理」、「涼山南管理站辦公室一樓出租經營管理」、「高雄市六龜區十八羅漢山服務區出租經營案」等 10 件出租案。



宣傳推廣 Advertising and Promotion

- 全面優化觀光旅遊網站，整合智慧景區相關系統(景點即時影像、智慧停車場、觀光互動導覽平台等)，並取得無障礙標章，提供友善旅遊服務平台。
- 辦理「2024-2025 年荖濃溪遊憩線淡季遊程行銷推廣」活動、「2024-2025 台灣茂林紫蝶幽谷雙年賞蝶季系列活動」、「自行車旅遊系列活動」、「2024-2025 寶來不老溫泉整合行銷委託服務案」、「產業銷售整合及原住民藝術推廣案」(山那邊市集、季節聯合茶席、185 原鄉藝術工坊體驗遊程)等系列活動。
- 持續推動高雄觀光圈，借觀光圈與轄區業者參與旅展行銷、活用 Line@ 運作「高雄好逛(所有業別)」、「高雄好玩(遊程通路)」、「高雄好讚(年度輔導 20 家品牌業者)」3 檔聯合行銷活動；協助觀光圈會員 8 家業者與票券平台合作體驗套票，計上架自由體驗行程 25 檔，推客數 541 人。
- 試辦 4 梯次微笑南灣專題遊程；與合法旅行社合作上架 10 條遊程，團客推客數 481 人；媒合國際地接旅行社(含郵輪客)推動遊程，計服務逾 1,744 名遊客；提供國際地接旅行社 10 條推薦套裝行程，推客逾 2,634 名；辦理國際旅遊 KOL 踩線 2 場次。
- 辦理 10 梯次好物選購市集與 1 場台中驛鐵道園區高雄觀光圈在地好物市集(異地成果推介)；與屏東觀光圈合作辦理高屏遊購樂消費抽獎活動 1 檔；於 2024 觀光區市集日(南區×澎湖)辦理聯合推介會。
- 輔導三地門鄉安坡部落產業夥伴之「安坡部落童玩王國」獲 2024 TSAA 台灣永續行動獎項下非營利事業組 SDG8(就業與經濟成長)銀獎肯定。輔導高雄市桃源區寶山部落拿普有機茶園取得比利時國際風味評鑑二星肯定。



2024 騎遊茂林輪轉山城自行車漫旅活動
2024 Maolin Mountain Cycling Tour

- The NSA's official travel website was fully upgraded, integrating smart-scenic systems (live cams, smart parking, interactive guides) and earning accessibility certification, providing a user-friendly visitor service platform.
- Campaigns included off-season Laonong River recreation itinerary promotions (2024-2025), Maolin Purple Butterfly Valley Biennial Butterfly Watching Festival (2024-2025), Cycling Tourism series, Baolai "Ageless Hot Springs" integrated marketing campaign (2024-2025), and Integrated Industry Sales and Indigenous Arts Promotion Campaign (Market on the Other Side of the Mountain, Seasonal Tea Banquet, 185 Indigenous Arts Workshop Tour).
- The NSA continued to promote the Kaohsiung Tourism Circle with joint Line@ marketing: "Explore Kaohsiung" (all sectors), "Kaohsiung Fun" (tour channels), and "Awesome Kaohsiung" (20 guided brands). Eight members listed experience packages with ticketing platforms (25 FIT experiences, 541 customers).
- Four pilot "Smiling South Bay" themed trips were arranged; and ten itineraries were listed with licensed agencies (481 group customers). International ground operators (incl. cruises) served over 1,744 visitors; 10 recommended packages drew over 2,634 customers; two KOL fam tours were held.
- Ten "Good Goods" markets and one off-site Kaohsiung Tourism Circle market at Cultural Heritage Park near Taichung Railway Station were organized; a joint Kaohsiung-Pingtung tourism circle shopping lottery was held; and a joint presentation took place at the 2024 Tourism Circle Market Days (Southern Taiwan + Penghu).
- Guidance was provided for the "Kingdom of Tribal Toys" event of the Anpo tribe in Sandimen which won Silver SDG 8 award in the non-profit category of the 2024 Taiwan Sustainability Action Awards (TSAA). The Baoshan Napu Indigenous Organic Tea Garden in Taoyuan District, Kaohsiung, earned Belgian iTQi recognition.



大鵬灣國家風景區



Dapeng Bay National Scenic Area

2024 帆船生活節 2024 Dapeng Bay Sailing Life Festival



規劃建設 Planning and Construction

- 改善灣域水環境及完成大鵬灣潮口航道及灣域浚渫、灣域截導流改善委託調查及設計規劃後續改善與淨化水質工作、紅樹林濕地公園環境改善、濱灣遊憩區設施改善、大鵬灣遊客中心整修、蚵殼島修繕、大鵬灣自行車路線等改善工程，提升旅遊服務設施機能。
- 完成大鵬灣通用設計改善、大鵬灣綠帶植栽綠美化、跨海大橋及濱灣碼頭周邊停車空間優化，提供舒適遊客休憩環境。
- 完成向海致敬親水設施 - 「琉」沙池、塑造海灘原始風貌、海景休閒渡假區設施減量及美學改善、持續進行「琉」行之道賞景步道優化營造工程。



2024 大鵬灣自行車系列活動
2024 Dapeng Bay Cycling Series

- Water-environment improvements included dredging the tidal channel and bay, commissioned investigations/design for subsequent flow interception/diversion and water-quality works, Mangrove Wetlands Park enhancements, Bay Recreation Area upgrades, Dapeng Bay Visitor Center renovation, Oyster Shell Island repairs, and cycling route improvements—strengthening visitor facilities.
- Universal design upgrades and greenbelt landscaping at Dapeng Bay and improved parking facilities at the Dapeng Bay Bridge and Bay Marina Pier created a more comfortable visitor environment.
- "Salute to the Sea" water-access facilities at the Liuqiu Sand Pit were completed; the natural beachscape was restored; facility reductions/aesthetic upgrades were made in the seaside resort area; and the "Let's Go for a Walk" Scenic Trail continued to be enhanced.



2024 極南點鵝鑾鼻燈塔自行車活動
2024 Light up Taiwan - Southernmost Point
Eluanbi Lighthouse Bike Tour



經營管理 Operations and Management

- 辦理轄區亮點場域部分空間「單車館」、「海上教堂」、「西塔台」、「賽車場及 GO-KART」、賣店、船舶席位、小琉球海景休閒度假區等場域出租營運與管理，提供遊客優質餐飲、休憩、觀景、夜間遊湖、水上活動及旅遊諮詢服務，強化場域服務量能。
- 持續推動民間參與大鵬灣公共建設 BOT 案，攜手民間共創多贏。
- 提高國人友善環境及保育觀念，推廣 113 年度大鵬灣濕地群環境教育課程共 60 梯次，計 2,057 人次參與。
- 與地方政府共同推動不塑之島、飲水機地圖、小琉球愛龜淨灘、餐具租借及雨衣疏著用等環保活動，推動島上減塑理念；建置潮間帶人數電子看板，管制潮間帶人數，保護潮間帶生態環境。
- 與琉球鄉在地協會合作輔導環保餐廳認證，並與在地旅遊產業深度結合，推出「綠色永續觀光遊程」，及辦理國內及國際行銷宣傳工作，實現小琉球綠色旅遊的目標。

- Leasing and management at highlight sites—the Bicycle Pavilion, Seaside Chapel, West Tower, Speedway and GO-KART, shops, boat slips, and "scenic resort area on Xiaoliuqiu—provided quality dining, relaxation, sightseeing, night lake tours, water activities, and visitor information, strengthening capacity.
- Private participation in public construction via the Dapeng Bay BOT continued.
- Sixty wetland environmental education sessions (2,057 participants) promoted conservation and visitor friendly environments.
- With local government, island-wide plastic-reduction efforts included "No Plastic Island," a drinking fountain map, Xiaoliuqiu Love for Turtles Beach Cleaning, tableware rental, and raincoat reuse; intertidal electronic counters regulated numbers to protect ecology.
- In partnership with Liuqiu associations, eco-restaurant certifications and green sustainable itineraries were advanced alongside domestic/international marketing to realize green travel on Xiaoliuqiu.



宣傳推廣 Advertising and Promotion

- 整合屏東食、宿、遊、購、行觀光資源，以「行銷先行」、「輔導並進」為推動原則，達到提升觀光服務軟硬體品質及風格形塑目標，建構產業互補的優勢，以拓展客源及效益。
- 辦理 2024 大鵬灣帆船生活節、2024 大鵬灣自行車系列活動、第九屆海灘貨幣愛龜活動、2024 大鵬灣鐵人三項系列賽、2024 大鵬灣藝騎童樂嘉年華活動、2024 青洲灣派對。
- 持續推廣琉球風景區生態永續旅遊環境，除推動「琉」行之道分流遊客外，並配合環境保護政策，推動生態保育及環境減塑理念，型塑小琉球為生態學習島嶼。

- Integrated tourism resources in Pingtung's food, lodging, shopping, touring, and transportation sectors, following the principle of "marketing first" and "guidance in parallel," to enhance the quality of tourism services and facilities, and develop distinctive features, and build complementary advantages within the industry to expand visitor sources and benefits.
- Events included: 2024 Dapeng Bay Sailing Life Festival, 2024 Dapeng Bay Cycling Series, 9th Beach Money Turtle Protection activity, 2024 Dapeng Bay Ironman Triathlon, 2024 Dapeng Bay Children's Fun Carnival, and the 2024 Qingzhou Beach Party.
- Ecological sustainability in the Liuqiu Scenic Area continued to be promoted: beyond dispersing visitors via the "Let's Go for a Walk" Trail, conservation and plastic-reduction aligned with environmental policy—positioning Xiaoliuqiu as an ecological learning island.



2024 大鵬灣藝騎童樂嘉年華活動
2024 Dapeng Bay Children's Fun Carnival



2024 青洲灣派對
2024 Qingzhou Beach Party



推動區域觀光圈 扶植在地產業

Advancing Regional Tourism Circles and Supporting Local Industries



– 為持續促進疫後觀光復甦措施政策宣傳及展現觀光圈成果，並擴大景區經濟效益，達到「區域共好」目標，觀光署 113 年以北、中、南、東、金、馬、澎 7 個區域觀光圈品牌形象整合區域內 18 個觀光圈觀光資源，打造台灣多元特色的區域旅遊產品，著重進行海外國際宣傳。113 年透過駐外辦事處強化行銷觀光圈國際市場遊程，並於 10 月 25~11 月 24 日間辦理 4 場市集日活動，呈現區域觀光執行成果。為凝聚觀光產業共識，於 7 月 3 日舉行「2024 國家風景區觀光圈成效分享會」，透過業者經驗分享，強化跨域交流與合作；8 月 26 日舉辦「2024 北觀光區策略座談會」，凝聚北部地區觀光未來願景與策略方向；12 月 11 日辦理「2024 國際視角·南觀光區分享會」，聚焦南部觀光發展願景及國際行銷策略。

– 透過觀光圈與產業聯盟方式與中央各部會共同合作資源共享，113 年完成 110 場產品推介會、共識會議及媒介交流會等活動，輔導 150 個店家完成營業場域風格形塑，177 個在地特色商品開發，推出 365 條創新遊程，1,068 項商品及 304 種電子套票上架銷售；另為提升宣傳效益，拍攝 84 部影片、辦理 48 條踩線活動及 106 場成果發表會，帶動觀光圈品牌力。

– 於北、中、南、東四場次的市集日活動同步舉行「2024 年觀光區市集日署長獎競賽」，評選出大會獎的最佳設計獎及最佳人氣獎，以及署長獎的最佳美味獎、最佳伴手禮獎、最佳永續獎等 16 家業者，並由民眾票選 4 家最佳人氣獎。

– To sustain advocacy of post-pandemic recovery policies, showcase tourism circle achievements, and broaden economic benefits toward "shared regional prosperity," the Tourism Administration in 2024 integrated 18 tourism circles into seven regional brands (North, Central, South, East, Kinmen, Matsu, and Penghu), creating diverse regional products with a focus on overseas promotion. Overseas offices strengthened marketing of circle itineraries; four Market Day events (Oct 25–Nov 24) presented the results of regional tourism promotion. To build consensus, an NSATourism Circles Achievement Presentation (July 3) featured industry case-sharing for cross-domain exchange. The Northern Tourism Zone Strategy Forum (Aug 26) aligned vision and strategy; and the "Southern Tourism Zone: Sharing International Perspectives Meeting" (Dec 11) focused on southern Taiwan tourism development and international marketing.

– Resource sharing was promoted through tourism circles and industry alliances in collaboration with central ministries. In 2024, a total of 110 product briefings/consensus/media exchanges were held; 150 businesses completed business styling; 177 local products were developed; and 365 innovative itineraries, 1,068 products, and 304 e-ticket packages were listed. Promotional effect was boosted by producing 84 videos, conducting 48 familiarization trips, and arranging 106 achievement presentations to strengthen the brand power of tourism circles.

– During the four regional Market Day events (North/Central/South/East), the 2024 Tourism Circle Market Day Director-General's Awards selected Best Design and People's Choice as overall awards, plus 16 Director-General's Awards (Best Taste, Best Souvenir, Best Sustainability, etc.), with four People's Choice awards voted by the public.



北觀光區市集日：喔熊與入口意象
North Region Market Day
–OhBear with Entry Landmark



東觀光區市集日：有獎徵答活動
East Region Market Day
–Prize Quiz



中觀光區市集日：泰雅原舞工坊
Central Region Market Day
–Atayal Indigenous Dance Workshop



南觀光區市集日：民眾踴躍參與
People thronged
to the South Region Market Day

– 推動澎湖觀光圈及產業聯盟：

• 協助典醬家食品、紅果國際股份有限公司、掌上明珠 3 間業者申請通過經濟部商業服務業智慧減碳補助計畫；輔導樂晨早午餐店、小和食光輕食館成為綠色餐廳，海灣灣民宿、水灣灣民宿、海之徑民宿成為綠色旅店，佳期旅行社取得銅級環保旅行業認證，藉由整合智慧方案推行綠色產業，有助於推動澎湖低碳島形象，打造綠色旅遊生態鏈，為澎湖行銷注入全新的活力，展示獨特的旅遊魅力吸引更多遊客及合作夥伴。

• 結合大型活動，協助租車、遊程、民宿等業者進行異業結盟，合作推出套裝行程優惠活動，進而帶動租車、住宿、餐飲、包船跳島、水上遊憩活動等遊程之銷售，銷售額計達 1,866,602 元；另以永續旅遊及北方四島觀光資源為亮點，推出 2 條綠色創新遊程，參與人數共 105 人，銷售額累計達 157,500 元。

• 與在地優質商家合作，輔導 45 間特色店家上架至經濟部中小及新創企業署之城鄉島遊平台曝光，促進城鄉交流，推廣離島觀光；上架 92 項特色產品至 iOPEN MALL、Klook、KKday 線上平台銷售，並與 KKday 合作辦理線上行銷活動，銷售額計達 1,065,736 元，並舉辦 4 場次觀光圈數位基礎培力課程暨進階實務工作坊，教授 ChatGPT、Canva 等 AI 工具、互動貼文及 Reels 及短影音技術，總計參與業者人數達 230 人。

• 集結業者參加「2024 年新加坡秋季旅展及觀光推廣活動」、「2024 觀光區市集日南區 × 澎湖」、ITF 台北國際旅展、風格旅遊節、樂齡博覽會、好食節活動，推廣澎湖特色商品展售、「澎湖四季旅遊」體驗遊程及旅居、AI 小幫手及好食節小禮包，提升澎湖特色產品曝光度，增加國內外遊客體驗人數，促使澎湖與國際觀光接軌。



澎湖四季旅遊：澎湖追風音樂燈光節
Penghu Four Seasons–Penghu Music Festival



澎湖四季旅遊：菊島澎湖跨海馬拉松
Penghu Four Seasons–Penghu Cross-Sea Marathon



– Promoting the Penghu Tourism Circle and Industry Alliances :

• Assistance was provided to three businesses–Dianjiangjia Foods, Penghu Red Fruit Biotech Co., Ltd., and Changshang Mingzhu–to secure Ministry of Economic Affairs smart decarbonization subsidies. Brunch, Yünlin and Xiaohe Shiguang Café received guidance to become green restaurants; Hioneone Hostel, Hsu One One B&B, and Sea Path B&B were certified as green hotels; and Chia Chyi Travel Co earned a Bronze Environmental Travel Agency mark. Smart solutions integrate advanced green industries, supporting Penghu's low-carbon island image and a green tourism value chain–injecting new vitality and showcasing unique appeal to attract visitors and partners.

• Leveraging major events, cross-industry alliances among car rentals, tour operators, and B&Bs launched package promotions–driving sales for car rentals, lodging, dining, chartered island-hopping, and water activities, with revenue generated totaling NT\$1,866,602. Two innovative green tours featuring sustainability and the northern four islands drew 105 participants and NT\$157,500 in revenue.

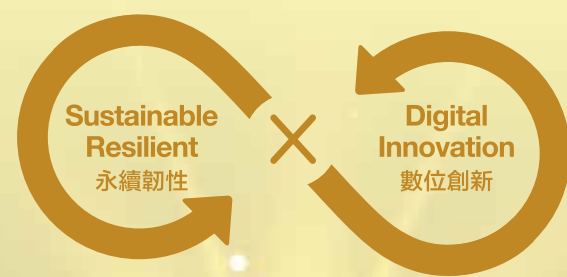
• In partnership with high-quality local merchants, 45 specialty shops were listed on the MOEA's SME "Town–Countryside–Island Travel" platform to foster urban–rural exchange and promote outlying-island tourism; 92 products were listed on iOPEN MALL, Klook, and KKday, with a joint KKday online campaign (sales: NT\$1,065,736). Four digital-capacity workshops (basic and advanced) trained 230 businesses on AI tools (ChatGPT, Canva), interactive posts, Reels, and short videos.

• Operators jointly attended the 2024 Singapore NATAS Holidays and promotion events; the Tourism Circle Market Days (Southern Taiwan + Penghu), Taipei ITF, Life in Style Festival, Elder Care Asia, Good Food Festival–promoting Penghu specialties, Penghu Four Seasons Travel experiential tours and stays, AI helpers, and festival gift sets to boost exposure, increase domestic/overseas participation, and align Penghu with international tourism.



澎湖觀光圈優質業者於市集日現場展售
Penghu Tourism Circle
–Quality Vendors at Market Day





雙軸轉型

Dual-Track Transformation



智慧景區 價值升級

Smart Scenic Sites, Enhancing Value



觀光產業數位轉型

Digital Transformation of the Tourism Industry

為推動觀光產業數位轉型，觀光署推動辦理「2024 觀光產業數位博覽會」、「玩轉科技交流站」及「觀光盃 Open Data 黑客松」透過產、官、學界力量，持續引領觀光產業朝「永續韌性 X 數位創新」轉型。

To accelerate digital transformation across the tourism sector, the Tourism Administration organized the 2024 Digital Transformation Expo for the Tourism Industry, the Fun Tech Jam, and the Tourism Open Data Hackathon. Harnessing the combined strengths of industry, government, and academia, these initiatives continued to steer the sector toward the twin goals of "Sustainability and Resilience x Digital Innovation."



「觀光盃 Open Data 黑客松」校園競賽
Tourism Open Data Hackathon-Campus Competition

「2024 觀光產業數位博覽會」

2024 Digital Transformation Expo for the Tourism Industry

於 113 年 12 月 3 日至 4 日辦理「2024 觀光產業數位博覽會」，包含「主題論壇」、「觀光產業數位媒合轉型」及「智慧科技體驗展區」引領觀光產業朝「永續韌性 X 數位創新」轉型。展場以 AI 虛實整合沉浸式體驗展開台灣環島之旅，呈現觀光與科技跨域結合的魅力；「主題論壇」邀集產、官、學界共同探討觀光產業數位化之政策推動，強化觀光發展共識；「智慧科技體驗展區」展示包括 AI 備品自動販賣機、自助入住系統與送餐機器人和提高服務接待品質之 AI 智慧多語導覽系統等智慧科技應用等；「觀光產業數位媒合轉型」依據觀光產業的多元需求，提供業者探訪觀光科技產品、轉型諮詢及了解前瞻趨勢。共計吸引 41 家企業參與展覽，展示 65 項科技應用產品及近 70 項創新解決方案，兩日參與人流達 5,603 人次。

Held on December 3–4, 2024, the Expo featured a Thematic Forum, Digital Matchmaking for Industry Transformation, and a Smart Tech Experience Zone, steering the tourism industry toward "Sustainable Resilience x Digital Innovation." The show floor offered an AI-powered, immersive mixed-reality journey around Taiwan to showcase the appeal of cross-sector convergence between tourism and technology. The Thematic Forum brought together leaders from industry, government, and academia to discuss policies for sector-wide digitalization and build consensus for tourism development. The Smart Tech Experience Zone presented applications such as AI amenity vending machines, self check-in systems, food delivery robots, and AI multilingual guide systems that enhance guest services. The Digital Matchmaking and Transformation program addressed diverse industry needs, enabling operators to explore tourism tech products, receive guidance on transforming operations, and track emerging trends. The event drew 41 participating companies, with 65 technology applications and nearly 70 innovative solutions on display and 5,603 visits over two days.



2024 觀光產業數位博覽會
2024 Digital Transformation Expo for the Tourism Industry



玩轉科技交流站

Fun Tech Jam

以「觀光場域出題，科技創意解題」的機制，透過訪談聚焦三大觀光產業數位轉型痛點，再由科技業者提出解方。例如科技公司設計碳足跡計算管理平台助力旅行業者管理與推廣永續旅遊、旅館公會協力資訊廠商，針對地震災害頻傳之地區提出以 PMS 系統（飯店物業管理系統）為基底之旅客即時回報系統，供救災單位決策參考提升災害應變能量。

Under a "solving tourism challenges with tech innovation" model, this event identified three major pain points in the tourism digital transformation process through stakeholder interviews. Technology providers were invited to propose targeted solutions, such as a carbon-footprint calculation and management platform to help tour operators run and market sustainable travel, and a property management system (PMS) based real-time guest status reporting module for hotels in quake-prone areas to support emergency decision-making and strengthen disaster response.

「觀光盃 Open Data 黑客松」

Tourism Open Data Hackathon

113 年首度舉辦「觀光盃 Open Data 黑客松」校園競賽，邀請全國大專校院學生運用觀光署開放資料（Open Data），結合 AI、大數據、適地性（LBS）、視覺辨識等技術，提出涵蓋智慧旅遊、低碳永續與各式數位服務包括旅遊醫療保健、郵輪登陸行程等創新提案。活動吸引 46 隊大專院校學生報名，18 隊參賽隊伍進入決選，展現學生對數位創新與實務應用的優秀能力，為觀光產業注入新動能。

Launched in 2024, the inaugural Tourism Open Data Hackathon was a campus competition inviting teams from universities across Taiwan to use the Tourism Administration's open datasets with AI, big data, location-based services (LBS), and computer vision to pitch innovations spanning smart travel, low-carbon sustainability, and new digital services—from travel health to cruise shore excursions. Forty-six teams registered, with 18 advancing to the finals, demonstrating strengths in digital innovation and practical application and injecting fresh momentum into the tourism sector.



科技與觀光產業業者媒合交流
Tech and Tourism Matchmaking and Exchange



113 年黑客松：決賽現場
2024 Hackathon finals

113 年黑客松：學生隊伍簡報 Student team presentations at the 2024 Hackathon



智慧景區數位轉型

Digital Transformation of Smart Scenic Areas



智慧景區轉型：打造觀光數據治理服務新模式

Transforming Smart Scenic Areas: A New Model for Tourism Data Governance and Service

因應全球觀光發展趨勢與國內產業升級需求，觀光署積極推動「智慧景區轉型」策略，以實現《Taiwan Tourism 2030 臺灣觀光政策白皮書》所倡議的永續、創新與智慧治理目標。113 年 5 月正式設立「智慧景區專案辦公室」，全面啟動景區數位轉型工程，以「數據整合、技術導入、服務創新」為主軸，聚焦「智慧管理」、「智慧服務」、「智慧行銷」三大構面，帶動全臺風景區數據治理與服務進化。

In step with global trends and industry upgrading in Taiwan, the Tourism Administration advanced a "Smart Scenic Area Transformation" strategy to realize the sustainability, innovation, and smart governance goals set out in the Taiwan Tourism 2030 White Paper. In May 2024, a dedicated Project Management Office (PMO) was established to drive site-wide digital transformation centered on data integration, technology adoption, and service innovation—across smart management, smart services, and smart marketing—propelling data governance and service upgrades at scenic areas nationwide.

智慧管理 Smart Management

強化數據整合與預警系統，提升治理效能。例如北海岸白沙灣遊憩區海邊導入高解析度即時影像監控器，透過 AI 影像辨識協助判斷遊客位置及提升安全管理告警；情人湖吊橋即時人流承載 AI 監控，電子看板亦可提醒遊客已上橋人數。

智慧服務 Smart Services

推動 PWA 行動旅服與 AI 導覽，提供即時資訊與行程建議。如透過 PWA 行動旅服平台，提供遊玩東部海岸個人化即時語音導覽與推薦景點路線，以及於日月潭車埕遊客中心打造「列車視角」的實境車廂體驗，強化旅遊沉浸感與趣味性。

智慧行銷 Smart Marketing

發展影音銀行，支援地方創生與觀光圈推廣，如阿里山管理處推出「EASY GO」觀光電商平台，促進在地商品與票券一站式消費、離島推出「潮澎遊」品牌，結合永續旅遊理念與數位預購服務，帶動觀光圈整合與國際化。

東海岸 PWA 行動旅服
East Coast PWA mobile visitor services



Strengthen data integration and early-warning systems to improve governance: For example, high-resolution live cameras with AI vision at Baishawan Beach (North Coast) help identify visitor locations and support safety alerts; real-time AI people-flow monitoring on the Lovers Lake Suspension Bridge informs digital signage to manage capacity and visitor safety.

Roll out PWA-based mobile travel services and AI-guided tours to deliver real-time information and travel suggestions: The East Coast PWA provides personalized, real-time audio guides and route recommendations. At the Checheng Visitor Center in the Sun Moon Lake area, a "train-view" immersive carriage experience enhances engagement and immersion.

Develop a media bank to support place-based revitalization and tourism-circle promotion. The Alishan National Scenic Area Administration (NSA) launched the Easy Go tourism e-commerce platform for one-stop purchases of local goods and passes. In Taiwan's outlying island areas, the "Wave Penghu" brand integrates sustainable travel concepts with digital pre-purchase services to strengthen tourism-circle integration and international reach.



北海岸白沙灣高解析度即時影像
High-resolution live feed at
Baishawan Beach, North Coast



車埕遊客中心實境車廂體驗
Immersive train carriage experience at
the Checheng Visitor Center



澎湖觀光圈打造數位觀光品牌：潮澎遊
Digital brand of the Penghu Tourism Circle:
Wave Penghu

自行車元宇宙體驗台灣之美

Experiencing Taiwan's Beauty through Virtual Cycling

113 年首度於日月潭舉辦的「環法自行車挑戰賽」於全球知名虛擬騎乘平台推出環法賽路線的線上體驗與競賽活動，藉由線上線下整合行銷，強化了騎乘者的沉浸式體驗，以及提升台灣自行車路線的國際曝光度與話題性，拓展台灣自行車觀光的國際影響力。截至 113 年，完成 16 條多元特色路線的高品質影像拍攝，並率先上架其中 10 條，供全球用戶實際體驗台灣的自然風光與多元地貌。透過平台精準導流與話題營造，吸引國際騎乘社群目光，擴大台灣於全球虛擬騎乘市場中的品牌聲量。



Since debuting at Sun Moon Lake in 2024, L'Étape by Tour de France offered online experiences and competitions of its certified routes via a world-renowned virtual cycling platform. The integrated on-site/online campaign deepened rider immersion and heightened international visibility and buzz for Taiwan's cycling routes, expanding Taiwan's influence in global cycling tourism. By the end of 2024, high-quality footage had been completed for 16 distinctive routes, with 10 published for users worldwide to virtually experience Taiwan's diverse landscapes. Through precise audience targeting and storytelling, the initiative is drawing the international cycling community's attention and amplifying Taiwan's brand presence in the global virtual-cycling market.

友善升級！113 年臺灣觀光重點發展 AI 即時翻譯服務

Friendlier and Faster: Expanding AI Real-time Translation in 2024

自 112 年起率先於臺北松山機場及桃園國際機場啟用 AI 智慧翻譯服務，113 年再擴展至高雄國際機場，另為回應不同國家旅客的需求，於原有的四種語言基礎上再新增了印尼語及越南語等兩種語言，打造創新友善旅遊諮詢服務。

Following the initial deployment at Taipei Songshan Airport and Taiwan Taoyuan International Airport in 2023, AI translation services were expanded to Kaohsiung International Airport in 2024. To better serve diverse visitors, Indonesian and Vietnamese were added to the original four languages served, enhancing friendly and accessible travel consultation for international arrivals.



高雄機場智慧翻譯櫃台 AI Smart Translation Counter at Kaohsiung International Airport

增加大數據平台資訊，掌握觀光產業輪廓

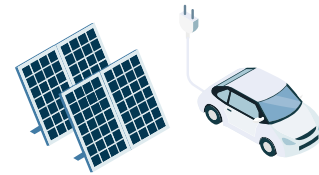
Enriching the Tourism Big Data Platform

— 優化及持續提升大數據平台各項分析功能，113 年增加匯入亞洲競爭市場國家之入出境旅客數據、韓國市場旅遊需求數據，合計匯入及介接 28 項內外部數據資料、236 個資料集，約 1 億 3,000 萬筆資料，開發 280 個業務統計分析服務。

— 以旅宿業營運大數據為核心，整合平臺現有之觀光產業指標運算系統，完成旅宿業大數據指標運算模組開發，作為監控觀光與旅宿產業景氣、決策輔助與產業分析報告等數據應用之基礎。

— Continued optimization and enhancement of analytics: In 2024, the platform added data on inbound/outbound travelers for peer Asian markets and Korean market demand. In total, 28 internal/external data categories were integrated, covering 236 datasets and about 130 million records, supporting 280 business analytics services.

— Centering on accommodation operations big data, a computation module for accommodation industry indicators was developed and integrated with existing tourism indicator systems—forming a foundation for monitoring tourism and lodging market conditions, decision support, and industry analysis.



— 完成電動車充電站（樁）資料規格訂定，介接 10 個國家風景區電動車充電站（樁）資料，及持續介接 12 個國家風景區停車場即時剩餘車位資訊，上傳交通部公共運輸資訊流通服務平臺 (TDX)，及於國家風景區觀光資訊網「智慧觀光情報站」呈現，提供旅客旅遊動線規劃參考及優質停車資訊服務。

— Completion of specifications for EV charging station data: Data for charging stations in 10 National Scenic Areas and real-time parking availability for 12 National Scenic Areas are being integrated and uploaded to the MOTC Public Transport Data eXchange (TDX) platform, and presented on the National Scenic Area website's Smart Tourism Information Station—supporting visitor route planning and providing high-quality parking information.

數據共享，共創價值：觀光署「觀光雲」平台助力智慧旅遊發展

Sharing Data, Creating Value: The "Tourism Cloud" Platform

建置「觀光雲」平台，整合數據銀行與影音銀行資源，提供開放式 API 與多元內容素材，促進政府機關、企業與創作者共同參與，推動智慧應用創新與數位內容生產，強化整體旅遊體驗價值。

The Tourism Cloud platform integrates a data bank and media bank with open APIs and rich content assets. The platform engages public agencies, enterprises, and creators to foster innovation in smart applications and digital content production, enhancing overall visitor experience value.

跟隨人工智慧的腳步—AI 智慧翻譯櫃台

Keeping Pace with AI : Smart Translation Counters

為提升國家風景區外語接待能力，有效地服務外籍旅客，於松山機場旅遊服務中心及北海岸及觀音山國家風景區內野柳遊客中心安裝「AI 智慧翻譯服務」，採用先進的 AI 即時翻譯資料庫，透過雙面透明螢幕結合 5G 網路，提供流利的英語、日語和韓語即時語音翻譯服務，實現與旅客面對面無縫溝通的效果。

To strengthen foreign-language reception and better serve international visitors, AI Smart Translation services were installed at the Songshan Airport Visitor Service Center and at the Yeliu Visitor Center in the North Coast and Guanyinshan NSA. Powered by an advanced real-time translation engine and a two-sided transparent display over 5G, the service delivers seamless, face-to-face voice translation in English, Japanese, and Korean.

導入非接觸式人機互動推動知性觀光

Advancing Contactless Interaction for Discovery-led Tourism

於北海岸及觀音山國家風景區導入非接觸式人機互動新技術（裸視 3D）及透過沉浸式 3D 虛擬實境，配合手勢追蹤人機互動之數位科技整合應用，提供和平島地質景觀互動平台《3D 探索號》(3D EXPLORER)，遊客可藉由數位科技旅遊，近距離 360°探索基隆體驗和平島地質公園世界級地景，欣賞全球最美日出阿拉寶灣風光。

The North Coast and Guanyinshan National Scenic Area introduced contactless interaction with glasses-free 3D and immersive VR, combined with gesture-tracking interfaces. The "3D Explorer" platform allows visitors to digitally discover the world-class landforms of Heping Island Geopark in 360 degrees, including the sunrise views at Alabao Bay, acclaimed as one of the world's most beautiful sunrise spots.



永續主題旅遊推廣 Promoting Sustainable Tourism

— 113 年 6 月 1 日辦理「2024 世界自行車日全台環騎暨響應活動」，推廣自行車旅遊；「臺灣騎跡－全國自行車單一總入口網」提供全臺自行車活動資訊、補給站、周邊景點、旅宿、餐飲、臺灣好行及氣象資訊，以一站式方式方便民眾規劃自行車遊程。並輔導超過 5,028 家旅宿業者加入「自行車友善旅宿」強化自行車旅遊配套服務。

— 113 年 10 月 25 日至 11 月 24 日於華山 1914 文化創意產業園區辦理 4 場「2024 觀光區市集日」活動，以 1 周 1 區域主題，展現全臺 7 個區域觀光圈的品牌特色及經營成果。

— 113 年 11 月 29 日至 12 月 1 日共 3 天，於華山 1914 文化創意產業園區辦理「2024 年臺灣部落觀光嘉年華」活動，展現近年推動部落觀光成果，以及臺灣原住民 16 個族群各自獨特的人文風采。



2024 觀光區市集日活動
2024 Tourism Zone Market Days
at Huashan 1914 Creative Park

推廣旅行業永續旅遊 Advancing Sustainability in the Travel Trade

— 因應永續旅遊趨勢，促進旅行業者對永續經營策略及國際認證的認識，針對旅行業主管階層或經營者培訓相關知能，113 年度辦理 4 場次教育訓練及 2 場域企業參訪，共計 100 家旅行業者，320 人次參與。

— 113 年度輔導 3 家旅行業者取得 GTS 綠色旅行標章，並於輔導認證申請期間拍攝輔導紀錄片以利後續擴大推廣，鼓勵旅行業者加入永續行列。



— On June 1, 2024, World Bicycle Day rides were held around Taiwan to promote cycling tourism. The Taiwan Cycling Trail-Taiwan Bike Portal provides one-stop access to events, rest stops, nearby attractions, lodging and dining, Taiwan Tourist Shuttle connections, and weather, making ride planning easy. More than 5,028 accommodation providers joined the Bicycle-Friendly Lodging program to strengthen cycling-support services.

— From October 25 to November 24, 2024, four Tourism Zone Market Days took place at Huashan 1914 Creative Park. Each week highlighted one regional theme, showcasing the brand strengths and operational achievements of Taiwan's seven regional tourism circles.

— The Taiwan Indigenous Tourism Festival was held from November 29 to December 1, 2024, at Huashan 1914 Creative Park. The event highlighted recent progress in indigenous tourism and the distinctive culture of Taiwan's 16 Indigenous peoples.



2024 年臺灣部落觀光嘉年華
2024 Taiwan Indigenous Tourism Carnival

辦理觀光遊樂業優質化計畫補助 Quality Enhancement Subsidies for Amusement Operators

為輔導觀光遊樂業朝創新、永續方向發展，依據「交通部觀光署補助觀光遊樂業優質化實施要點」及「113 年度觀光遊樂業優質化計畫補助申請注意事項」規定，113 年度以「永續發展」為政策目標，呼應全球淨零趨勢及「臺灣 2050 淨零排放」產業轉型，補助觀光遊樂業者辦理申請永續認證、環境保護（E，environment）、社會責任（S，social）和公司治理（G，governance）等事項，引導業者朝永續發展，創造市場藍海與附加價值。113 年計 17 家業者提出 ESG 永續發展項目補助申請，核定補助經費 4,886 萬元，補助項目計有溫室氣體盤查報告書、風光雙軌儲能式 LED 燈、小火車柴油改電動引擎、能源監控系統（智慧電錶）、中水及雨水回收再利用處理系統等，帶動整體投資金額約新臺幣 1 億 2,595 萬元。

To steer the amusement park industry toward innovation and sustainability, subsidies in 2024 prioritized "sustainable development," aligning with global net-zero trends and Taiwan's 2050 net-zero pathway. The program subsidized projects such as pursuing sustainability certifications; environmental (E), social (S), and governance (G) initiatives; greenhouse gas inventory reports; solar-wind dual-mode energy-storing LED lighting; conversion of mini-train engines from diesel to electric; energy-monitoring systems (smart meters); and graywater/rainwater recycling systems. In 2024, 17 enterprises applied for ESG-related subsidies. Approved subsidies totaled NT\$48.86 million, catalyzing approximately NT\$125.95 million in overall investment.

1 億 2,595 萬元
NT\$125.95 million

補助帶動整體投資金額約新臺幣 1 億 2,595 萬元
Subsidies catalyzed approximately NT\$125.95 million
in total investment



優質化計畫補助 - 左：小叮嚀科學主題樂園風光雙軌儲能式 LED 路燈
右：九族文化村小火車柴油引擎電動化
Quality Enhancement Subsidies - Left :
Dual-track wind-solar energy-storage LED streetlights at Little Ding-Dong Science
Theme Park; Right : diesel-to-electric conversion of the miniature train at the Formosan
Aboriginal Culture Village

I-center 創新服務推廣 Promoting Innovative i-Center Services

輔導地方政府、觀光署所屬國家風景區管理處於全國各地主要交通場站及國家風景區內重要遊憩據點建置「i」標誌之 i-center 旅遊服務體系，協助國內外旅客能便捷取得各類觀光旅遊資訊。

依區位特性及服務性質，各提供不同服務，第 1 層級為設置於桃園、高雄、松山國際機場等 3 處旅客服務中心；第 2 層級為輔導地方政府設置於國內重要交通節點，如火車站、高鐵站、航空站、捷運車站等 55 處旅遊服務中心；第 3 層級為觀光署所屬管理處設置於國家風景區內重要遊憩據點等，共計 59 處遊客中心。

為營造優質友善旅遊環境並發揚「相借問」的臺式熱情，以產業跨域合作機制，擇優輔導民間產業及公私立單位設置「借問站」服務，提供當地旅遊資訊及諮詢服務，截至 113 年全臺完成 653 處借問站建置。

The Tourism Administration supported local governments and national scenic area administrations in expanding the "i"-branded i-Center Travel Service System at major transport hubs and key recreation nodes within national scenic areas. The service system provides convenient access to travel information for domestic and international visitors.

馬修單車加入臺北市借問站行列
MatthewBike joins Taipei City's Information Station network



Services are tiered by location and function: Tier 1: Three airport visitor service centers at Taiwan Taoyuan, Kaohsiung, and Taipei Songshan; Tier 2: 55 local-government visitor information centers at key nodes (rail, THSR, airports, metro); Tier 3: 59 visitor centers at important recreation points within national scenic areas under the Tourism Administration.

To foster a welcoming travel environment that embodies Taiwan's "Ask Me" spirit, the administration has also formed cross-sector partnerships to selectively support Information Stations operated by private enterprises and public or private institutions to provide local tourism information and on-site consultation. As of 2024, a total of 653 Information Stations had been established across Taiwan.

展望 Outlook

推展永續數位觀光產業

Advancing a Sustainable, Digital Tourism Industry

遵照賴總統「國家希望工程」之國政願景，以邁向 2030 年觀光產業為兆元產業，延續「觀光立國」目標，扣合永續與數位之國際發展趨勢，結合低碳運輸與在地文化，發展綠色旅遊，並運用智慧科技結合觀光亮點與品牌行銷，展現臺灣獨特魅力，以捲動國旅發展以及國際觀光客來臺，逐步打造觀光產業成為兆元產業。



The Tourism Administration is advancing the vision of tourism as a key pillar of the national economy, in line with President Lai Ching-te's "National Project of Hope" policy blueprint, the goal of building a NT\$1-trillion tourism industry by 2030, and international trends in sustainability and digital transformation. Realizing this vision will involve integrating low-carbon transport with local culture to expand green tourism, and leveraging smart technologies to enhance destination highlights and brand marketing. By showcasing Taiwan's unique appeal, the initiative will drive domestic tourism, attract more international visitors, and steadily develop tourism into a trillion-NT dollar industry.

觀光人才培訓，智庫數位多元發展

Building Tourism Talent and a Digitally Driven Think Tank

積極推動「財團法人台灣觀光研訓院」籌設工作，未來將朝拓展觀光政策調研、國際交流鏈結、產業地方策進、人才培育認證四大核心推進，以達智庫、數位發展功能。

The Tourism Administration is actively advancing the establishment of the Taiwan Tourism Development and Training Institute, which will focus on four core areas: expanding tourism policy research, enhancing international collaboration, promoting local industry development, and implementing talent cultivation and certification. The institute aims to serve as both a strategic think tank and a hub for digital advancement.



建構觀光亮點捲動國旅

Creating Scenic Area Highlights to Energize Domestic Tourism

推動「北回之巔旗艦計畫－微笑南灣 in 臺灣」

Promoting the "The Northern Tropic of Cancer Flagship Project - Smiling South Bay in Taiwan"

將北回歸線沿線景點澎湖、嘉義、台南、高雄、屏東、南投、花蓮及台東，以「微笑曲線」串聯出南臺灣旅遊行程；並與內政部「台灣橫著走，看望 23.5°N 之美」及文化部「北回歸線文化路徑」等部會合作，以「首部曲 in 嘉義」、「二部曲 in 澎湖、南灣」及「三部曲 in 花東、玉里」為主軸，盤點軸線遊憩資源，整合北回歸線軸帶新亮點。

The administration will link destinations along the Tropic of Cancer—including Penghu, Chiayi, Tainan, Kaohsiung, Pingtung, Nantou, Hualien, and Taitung—to create southern Taiwan itineraries shaped like a "smiling curve." In collaboration with the Ministry of the Interior's "Traveling Taiwan: Discovering the Beauty of 23.5°N" and the Ministry of Culture's "Tropic of Cancer Cultural Route," the Administration will map recreational resources along the axis and integrate new highlights along the Tropic of Cancer corridor.



微笑南灣：故宮南院
Smiling South Bay : Southern Branch of the National Palace Museum



微笑南灣：奇美博物館
Smiling South Bay : Chimei Museum



微笑南灣：國立海洋生物博物館
Smiling South Bay : National Museum of Marine Biology and Aquarium

永續觀光景區亮點旗艦計畫 2.0

Sustainable Tourism Scenic Area Highlights Flagship Project 2.0

— 建設永續觀光景區亮點：以國家風景區管理處為主，擬定主題旅遊品牌，加強相關風景區硬體建設整建，並輔以相關推廣活動，加強品牌形象，如串聯北海岸、東北角、基隆等區域為「北海珍珠」綠色旅遊目的地。

— 構建智慧永續景區：加強國家風景區管理處資訊服務功能，透過觀光管理與服務轉型、打造永續低碳觀光機制，以提供遊客多元便捷之旅遊。

— **Develop sustainable scenic area highlights** : Centered on the National Scenic Area Administrations, the Tourism Administration will create themed tourism brands, improve and renovate infrastructure in scenic areas, and reinforce brand identity through related promotional activities. For example, the North Coast, Northeast Coast, and Keelung will be integrated into the "Pearl of the North Coast" green tourism destination.

— **Build smart and sustainable scenic areas** : We will enhance information services at national scenic areas and, through management and service transformation, establish low-carbon, sustainable tourism mechanisms that offer visitors diverse and convenient travel options.

觀光活動四季行銷捲動國旅熱潮

Driving Domestic Travel through Four-Season Tourism Events and Marketing

精進四季大型活動，以「台灣燈會」結合永續、「台灣仲夏節」結合北回歸線、「臺灣自行車旅遊節」結合國際賽事、「台灣好湯」結合全臺溫泉湯區等，以期超越去年參與人次，以 2024 年「台灣燈會」為例，逾 1,500 萬人次參與；持續以「台灣觀光 100 亮點」，與部會及地方政府合作，波段行銷推廣國旅，鼓勵民眾走訪各地亮點，預計造訪亮點遊客人次每年增加 5%；優化 Taiwan PASS，增加交通及景點串聯，結合宜蘭短天期 TPASS 及高雄 MeNGo，提升沿線景點產品數量，提供旅客多樣選擇，預計銷售達 3,000 張。

The administration will refine and expand large-scale seasonal events, including the Taiwan Lantern Festival with a sustainability focus, the Taiwan Summer Festival aligned with the Tropic of Cancer, the Taiwan Cycling Festival integrated with international competitions, and the Taiwan Hot Springs Festival connecting hot spring areas nationwide. This initiative aims to surpass last year's participation levels. For example, the 2024 Taiwan Lantern Festival attracted over 15 million participants. Leveraging the "100 Taiwan Tourism Highlights", we will work with central and local governments to roll out phased marketing campaigns that promote domestic travel, encouraging visits to key attractions and targeting a 5% annual increase in visitors to these destinations. We will also upgrade the Taiwan PASS by strengthening transport-attraction connections, integrating the Yilan Short-Term TPASS and Kaohsiung's MeNGo, to increase product offerings along travel routes and provide visitors with more diverse options, with a sales target of 3,000 passes.

打造區域觀光圈品牌

Build Regional Tourism Brands

整合既有 18 個觀光圈執行成果，重新打造 7 個「區域觀光圈」品牌，以國際景點串聯周邊、展現區域特色及加強跨域合作為原則，透過共識會議、遊程規劃、拍攝宣傳影片及舉辦市集日等，加強區域行銷，帶動在地產業。

The administration is integrating the achievements of 18 existing tourism circles and rebrand them into seven "Regional Tourism Circle" brands. In line with the principle of linking international destinations with surrounding areas, showcasing regional character, and strengthening cross-regional collaboration, we will conduct consensus meetings, design itineraries, produce promotional videos, and host marketplace events to enhance regional marketing and stimulate local industries.



金門觀光圈為 7 個區域觀光圈品牌之一
The Kinmen Tourism Circle is one of the seven regional tourism brands

促進綠色旅遊發展 Advancing Green Tourism

接軌綠色低碳旅遊 Integrating Low-Carbon Tourism

積極鼓勵觀光業者透過與高鐵、臺鐵合作，結合低碳運具與旅宿業者，推廣低碳旅遊模式，並逐步推動景區碳盤查、減碳，透過景區申請國際黃金標準 (GS) 碳註銷證明，實踐低碳旅遊。

取得國際認證 Obtaining International Certifications

為響應國際永續旅遊趨勢，以「綠色目的地」為行銷主軸，逐步提升國家風景區的環保與永續發展標準，並推動管理處取得綠色旅遊目的地認證 (GD)。同時，積極輔導轄內觀光業者取得綠色旅行標章 (GTS)，確保旅遊服務與國際綠色產業鏈接軌，以提升臺灣綠色旅遊的國際競爭力。

推動智慧科技景區 Promoting Smart Tech Scenic Areas

打造國家級智慧景區 Building National-level Smart Scenic Areas

推動北海岸、東北角、日月潭、阿里山、東部海岸及澎湖等 6 處示範智慧景區，應用智慧技術，提升景區管理效能與旅客服務品質；113 年已成立智慧景區數位轉型專案辦公室 (PMO)，114 年起導入綜合管理平臺，彙整天氣、人流、車流、事件等數據，進行資料匯流與即時資訊分析，提供更精確的決策支援與旅客服務，打造智慧、友善的旅遊體驗。

辦理觀光產業數位轉型博覽會 Hosting the Digital Transformation Expo for the Tourism Industry

持續推動「觀光產業數位轉型博覽會」，並於 114 年度辦理臺北、高雄共 2 場，預計 7,000 人次參與，以加強輔導觀光產業導入數位化服務，後續亦持續與數位部、經濟部等部會合作，運用 AI 技術推動數位觀光，引導業者降低人力成本、提升服務品質、導入訂單效益、擴大行銷曝光，並創造最佳的旅遊體驗，加速產業數位轉型，提升國際競爭力。

The Tourism Administration will continue to host the "Tourism Industry Digital Transformation Expo", with two events scheduled in 2025 in Taipei and Kaohsiung, expected to attract 7,000 participants. In partnership with the Ministry of Digital Affairs, the Ministry of Economic Affairs, and others, we will continue to implement AI to advance digital tourism. These actions will help businesses to reduce labor costs, improve service quality, increase booking efficiency, expand marketing exposure, and deliver better travel experiences, thereby accelerating the digital transformation of the industry and enhancing international competitiveness.



The Tourism Administration will actively encourage tourism operators to partner with Taiwan High Speed Rail and Taiwan Railways to combine low-carbon transport with accommodation providers, promoting low-carbon travel models. We will also gradually implement carbon inventories and reduction measures in scenic areas, and support applications for Gold Standard (GS) carbon retirement certificates to realize low-carbon tourism.

In response to international sustainable tourism trends, the Tourism Administration will use "Green Destinations" as the core marketing theme, progressively enhancing environmental protection and sustainability standards in national scenic areas, and promoting the acquisition of Green Destinations (GD) certification by local administrations. At the same time, we will actively assist tourism operators in obtaining the Good Travel Seal (GTS), aligning services with global green value chains and enhancing Taiwan's international competitiveness in green tourism.



The Tourism Administration is developing six pilot smart scenic areas—the North Coast, Northeast Coast, Sun Moon Lake, Alishan, East Coast, and Penghu—by applying smart technologies to improve scenic area management efficiency and enhance visitor service quality. In 2024, a Smart Scenic Area Digital Transformation Project Management Office (PMO) was established. Beginning in 2025, an integrated management platform will be introduced to consolidate weather, crowd, traffic, and incident data for data integration and real-time analysis, providing more accurate decision-making support and better visitor services for a smarter, more user-friendly travel experience.



優化觀光品牌引客來臺 Strengthening the Tourism Brand to Attract Visitors to Taiwan

行銷臺灣觀光品牌 3.0 Marketing the Taiwan Tourism Brand 3.0

台灣觀光品牌 3.0 — 「TAIWAN-Waves of Wonder(台灣魅力 · 驚喜無限)」透過旅展、推廣會、線下廣告、線上宣傳、社群媒體等多元管道五路齊開行銷宣傳，如紐約時報廣場外牆廣告、泰國大眾運輸、菲律賓戶外廣告、日本 JR 車站廣告及京急、江之電列車彩繪廣告等，並提供 Taiwan PASS 優惠、高鐵買一送一等促銷誘因。

強化推廣主題遊程及交流 Enhancing Themed Itineraries and Exchanges

結合日本大阪世界博覽會推動「一程多站」，透過優化免費半日遊行程，增加免費來回機捷券方案、多元化半日遊入境方案，積極爭取過境旅客入境；透過會展、高爾夫活動及醫療觀光，吸引高端客群；透過大型國際活動，如環法自行車挑戰賽、世界賞鳥博覽會及世界露營大會等，擴大吸引旅客來臺。持續辦理台日、台韓及台越觀光會議，以及台泰觀光人才交流，持續深化雙邊關係。

強化海外服務據點量能 Expanding Overseas Services Capacity

持續爭取將印度孟買「台灣觀光服務分處 (TTIC)」升級為辦事處，並增設雪梨、阿姆斯特丹及西雅圖等 3 個 TTIC，長期持續開拓多元市場精準行銷，增設服務據點，預計 117 年全球將可達 18 個辦事處、9 個 TTIC。



113 年 9-10 月在倫敦地鐵站刊登約 1 個月的台灣觀光宣傳廣告
Taiwan tourism ads ran on the London Underground for about one month in September–October 2024



Under the "TAIWAN-Waves of Wonder" banner, the Tourism Administration will implement promotions through multiple channels—travel fairs, trade briefings, offline ads, online campaigns, and social media. Key placements include billboard advertising in New York's Times Square, ads on Thailand's public transportation, outdoor media in the Philippines, and promotional campaigns at JR stations as well as Keikyu and Enoden train wraps in Japan. To boost appeal, special offers will be launched, such as Taiwan PASS discounts and High Speed Rail buy-one-get-one deals.

At Expo 2025 Osaka, the Tourism Administration will promote "one trip, multiple stops" by enhancing free half-day tours, introducing free round-trip vouchers for the Taoyuan Airport MRT, and diversifying half-day inbound tour options to encourage transit passengers to enter Taiwan. We will target premium segments through MICE, golf, and medical tourism, while attracting more visitors via large-scale international events such as L'Étape by Tour de France, the World Birdwatching Expo, and the World Camping Gatherings. We will continue tourism meetings between Taiwan and Japan, Korea, and Vietnam, as well as talent exchanges with Thailand to deepen bilateral cooperation.

The Tourism Administration will continue efforts to upgrade the Taiwan Tourism Information Center (TTIC) in Mumbai into a full office, while establishing three new TTICs in Sydney, Amsterdam, and Seattle. Through sustained market diversification and precise marketing, we plan to expand our global presence to 18 offices and nine TTICs worldwide by 2028.

114 年預計新增台灣觀光服務分處 (TTIC)
New Taiwan Tourism Information Centers (TTIC)
planned for 2025



附錄 Appendices



大事紀 Major Events

1 月 January

1 月 3 日 January 3	「2024 台灣燈會」主燈「龍來台灣」暨小提燈「小龍包」造型發表 Unveiled the main lantern "The Dragon Comes to Taiwan" and the hand-held mini lantern "Little Dragon Bao" for the 2024 Taiwan Lantern Festival
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2 月 February

2 月 5 日 February 5	東北角及宜蘭海岸國家風景區管理處的大福觀海旭日平台榮獲公共建築景觀類「2023 年建築園冶獎」，此殊榮得總統蔡英文的接見 The Dafu Sunrise Viewing Platform at the Northeast and Yilan Coast National Scenic Area Administration (NSAA) won the 2023 Yuan Ye Awards (Public Architecture and Landscape category); representatives were received by President Tsai Ing-wen
2 月 7 日 February 7	在印度孟買成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Mumbai, India
2 月 22 日 February 22	「2024 觀光節慶祝大會」（含「第 1 屆台灣觀光金獎」）頒獎典禮 Held the Tourism Day 2024 Celebration and the inaugural Taiwan Tourism Gold Awards ceremony
2 月 24 日 February 24	舉行「2024 台灣燈會」開燈儀式 Held the lighting ceremony for the 2024 Taiwan Lantern Festival
2 月 28 日 February 28	在印尼雅加達成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Jakarta, Indonesia

3 月 March

3 月 1 日 March 1	實施「台灣觀巴 2 人同行 1 人免費」優惠促銷措施 Implemented the "Taiwan Tour Bus – Two For One Free" promotional offer
3 月 4 日 March 4	召開第二屆觀光首長座談會 Held the second Tourism Leaders Roundtable
3 月 4 日 – 3 月 5 日 March 4 – March 5	舉辦 2024 全國景區永續發展研討會 Hosted the 2024 National Scenic Areas Sustainable Development Symposium
3 月 6 日 March 6	交通部觀光署東北角及宜蘭海岸國家風景區管理處以「漫旅東北角 - 花沐。鐵道微旅 (Northeast Coast Slow Travel - Huamo. Railway Slow Travel)」影片，榮獲 2024 德國柏林國際旅展 (ITB) 金城門獎 (The Golden City Gate : Tourism Multimedia Awards)，觀光區域類銀星獎 (Silver Star) The Tourism Administration, MOTC's Northeast and Yilan Coast NSAA won a Silver Star in the Destinations category of The Golden City Gate (Tourism Multimedia Awards) at ITB Berlin 2024 for its video "Northeast Coast Slow Travel – Huamo. Railway Slow Travel."
3 月 9 日 March 9	交通部觀光署東北角及宜蘭海岸國家風景區管理處以「古聚落軍事生態島 - 龜山島文化地景形塑工程」參加「2023 年台灣景觀大獎」風景遊憩類，榮獲「2023 年台灣景觀大獎－風景遊憩類 - 佳作」 The Northeast and Yilan Coast NSAA's "Guishan Island (Turtle Island) Cultural Landscape Shaping Project—Historic Settlements and Military Eco-Island" received an Honorable Mention in the Landscape and Recreation category at the 2023 Taiwan Landscape Awards

3 月 16 日 – 3 月 17 日 March 16 – March 17	首次辦理「導遊人員及領隊人員評量測驗」 Administered the first Assessment Examination for Tour Guides and Tour Leaders
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4 月 April

4 月 2 日 April 2	與海洋委員會海洋保育署簽署「海洋觀光與保育合作備忘錄 (MOU)」 Signed a Memorandum of Understanding on Marine Tourism and Conservation with the Ocean Conservation Administration, Ocean Affairs Council
4 月 16 日 April 16	修正發布「水域遊憩活動管理辦法」 Amended and promulgated the Regulations Governing Water Recreation Activities
4 月 30 日 April 30	在法國巴黎成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Paris, France

5 月 May

5 月 6 日 May 6	發佈全新台灣觀光品牌 3.0 版「TAIWAN-Waves of Wonder」（台灣魅力・驚喜無限） Launched the new Taiwan tourism brand 3.0: "TAIWAN-Waves of Wonder."
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5 月 9 日 – 12 月 3 日
May 9 – December 3

辦理「國家級風景特定區經營管理與安全維護督導考核」
Conducted the "Supervisory Evaluations on Operations, Management, and Safety Maintenance for National Scenic Areas."

5 月 15 日 May 15

「2024 台灣仲夏節 Solar Festival in Taiwan」系列活動宣傳記者會
Held a press conference promoting the 2024 Solar Festival in Taiwan series of events

5 月 16 日 – 5 月 17 日
May 16 – May 17

113 年 5 月 16 日日本宮城縣由菊地惠一議員親自率 25 人組團（包含日本宮城縣議會、縣政府及氣仙沼市長、登米市長、大崎市長、東松島市長及村田町長等成員）來台，進行淡蘭國家綠道與日本宮城縣偶來步道締結為國際友誼步道儀式，5 月 17 日於遠望坑親水公園（草嶺古道入口處）舉辦日本宮城縣偶來小馬標誌設立儀式，為國際友誼交流開啟新篇章
On May 16, Miyagi Prefectural Assembly Member Keiichi Kikuchi led a 25-member delegation (from the Miyagi Prefectural Assembly and Government, joined by the mayors of Kesennuma, Tome, Osaki, Higashimatsushima, and Murata Town) to Taiwan for a ceremony designating the Danlan National Greenway and the Miyagi Olle Trail as International Friendship Trails. On May 17, a Miyagi Olle pony symbol was installed at Yuanwangkeng Riverside Park (entrance to the Caoling Historic Trail), opening a new chapter in international friendship exchanges

5 月 31 日 May 31

「2024 福隆生活節」開幕儀式暨東北角管理處「40 周年處慶」活動
Opening of the 2024 Fulong Life Festival and the Northeast and Yilan Coast NSAA's 40th-anniversary celebration

6 月 June

6 月 1 日 June 1	舉辦「2024 世界自行車日」及全臺環騎活動 Held 2024 World Bicycle Day events and island-wide rides
6 月 1 日 June 1	啟動「振興花蓮震後觀光產業實施計畫」- 花蓮自由行住宿優惠活動及花東團體旅遊補助 Launched the Post-Earthquake Tourism Revitalization Implementation Plan for Hualien—offering FIT lodging discounts in Hualien and subsidies for group tours in Hualien–Taitung
6 月 1 日 – 12 月 31 日 June 1 – December 31	「台灣好行」花東地區 6 條路線持電子票證乘車享免費優惠 Taiwan Tourist Shuttle: Free rides (with e-tickets) on six routes in the Hualien–Taitung area
6 月 1 日 – 12 月 31 日 June 1 – December 31	「台灣觀巴」花東套裝遊程 2 折優惠 Taiwan Tour Bus: 80% off on Hualien–Taitung tour packages
6 月 22 日 – 6 月 23 日 June 22 – June 23	「2024 台灣仲夏節 嘉義・牛埔仔愛情大草原」&「2024 阿里山四季茶旅夏季茶會」主題活動 2024 Taiwan Summer Festival activities in Chiayi: "Niupuzi Love Prairie" and the "2024 Alishan Four Seasons Tea Tour — Summer Tea Gathering."
6 月 24 日 June 24	交通部觀光署東北角及宜蘭海岸國家風景區管理處「南雅旅遊服務中心新建工程」榮獲 2024 國家卓越建設獎 + 最佳規劃設計類 - 卓越獎 The Northeast and Yilan Coast NSAA's Nanya Tourism Service Center New Construction Project won the Best Planning and Design category at the 2024 FIABCI-Taiwan Real Estate Excellence Awards

7 月 July

7 月 1 日 – 12 月 31 日 July 1 – December 31	「台灣好行」宜蘭地區 4 條路線持電子票證乘車享免費優惠 Taiwan Tourist Shuttle: Free rides (with e-tickets) on four routes in the Yilan area
7 月 1 日 – 12 月 31 日 July 1 – December 31	「台灣觀巴」宜蘭套裝遊程 2 折優惠 Taiwan Tour Bus : 80% off on Yilan tour packages
7 月 3 日 July 3	舉辦「2024 國家風景區觀光圈成效分享會」 Held the 2024 National Scenic Area Tourism Circles Achievement Presentation
7 月 18 日 – 7 月 21 日 July 18 – July 21	參加 2024 台北國際夏季旅展 Participated in the 2024 Taipei Summer Travel Expo
7 月 22 日 – 9 月 13 日 July 22 – September 13	辦理觀光遊樂業督導考核競賽 Conducted the Amusement Park Supervision and Evaluation Competition
7 月 23 日 July 23	參山國家風景區管理「峨眉湖環湖步道旅遊環境改善工程」及東北角及宜蘭海岸國家風景區管理處「南雅旅遊服務中心」榮獲「2024 國家卓越建設獎」最佳規劃設計類金質獎及卓越獎 The Tri-Mountain NSAA's Emei Lake Loop Trail Tourism Environment Improvement Project and the Northeast and Yilan Coast NSAA's Nanya Tourism Service Center received the Gold Award and an Excellence Award, respectively, in the Best Planning and Design category at the 2024 FIABCI-Taiwan Real Estate Excellence Awards

8 月 August

8 月 1 日 August 1	啟動臺東自由行住宿優惠活動 Launched a Taitung FIT lodging discount program
8 月 1 日 – 12 月 31 日 August 2 – December 31	針對外國團客住宿花東提供加碼獎勵 Provided additional incentives for foreign tour groups staying in the Hualien or Taitung area.

8 月 2 日 – 8 月 5 日 August 2 – August 5	於「2024 台灣美食展」設置「台玩味」主題館，展出臺灣各地區的特色景點及美食 Hosted the "Taiwan Way" theme pavilion at the 2024 Taiwan Culinary Exhibition, showcasing distinctive regional attractions and foods from across Taiwan
8 月 9 日 August 9	李孟諺部長參觀「2024 亞太永續博覽會」交通部展區，展區以「淨零綠活 永續綠途」為主題，包含公路公共運輸計畫、TPASS 通勤月票、Taiwan PASS 交通電子票券、幸福巴士，獲全球百大目的地故事獎的 6 處國家風景區、自行車多元路線、樂活氣象 APP，及鼓勵綠色通勤的企業員工通勤足跡數位盤查等 Minister Li Meng-yen visited the MOTC pavilion at the 2024 SDG Asia Exhibition. The pavilion, themed "Net-Zero Green Living, Sustainable Progress," featured the Highway Public Transportation Program, the TPASS Commuter Monthly Pass, Taiwan PASS transport e-tickets, the Happy Bus, six National Scenic Areas recognized in the Green Destinations Top 100 Stories, diverse cycling routes, the Happy Life Weather app, and a digital audit of corporate employee commuting footprints to encourage green commuting
8 月 12 日 August 12	修正發布「交通部觀光署補助旅宿業穩定接待國際旅客服務量能實施要點」 Revised and promulgated the Directions for Tourism Administration, MOTC Subsidies to the Hotel Industry to Stabilize Capacity for Serving International Visitors
8 月 14 日 August 14	修正發布「獎勵觀光產業升級優惠貸款要點」 Revised and promulgated the Guidelines for Preferential Loans to Encourage the Upgrading of the Tourism Industry
8 月 26 日 August 26	辦理「2024 北觀光區策略座談會」 Held the 2024 North Coast and Guanyinshan National Scenic Area Strategy Roundtable

9 月 September

9 月 4 日 – 9 月 5 日 September 4 – Septembert 5	辦理觀光遊樂業中高階從業人員訓練 Conducted training for mid- and senior-level professionals in the amusement park industry
9 月 9 日 September 9	召開第三屆觀光首長座談會 Convened the third Tourism Leaders Roundtable
9 月 11 日 – 9 月 12 日 September 11 – Septembert 12	觀光署邀請綠色目的地基金會董事暨斯洛維尼亞代表 Jana Apih 來臺走訪獲全球百大目的地故事獎之國家風景區管理處景點。於東北角及宜蘭海岸國家風景區參訪龜山島、舊草嶺隧道環狀自行車道、卯澳漁村等曾獲獎之永續經營景點，及輔導取得綠色旅行標章業者，包含頭城休閒農場及礁溪九號咖啡 The Tourism Administration invited Green Destinations Foundation Board Director and Slovenia representative Jana Apih to visit National Scenic Area sites recognized in the Green Destinations Top 100 Stories. In the Northeast and Yilan Coast NSAA, visits included Guishan Island (Turtle Island), the Old Caoling Tunnel Bikeway, and Mao'ao Fishing Village—along with guidance for Green Travel Seal businesses such as Toucheng Leisure Farm and No. 9 Café in Jiaoxi
9 月 14 日 September 14	舉辦「2024-2025 台灣好湯」啟動儀式 Held the launch ceremony for "2024-2025 Taiwan Hot Springs" season
9 月 24 日 September 24	修正發布「交通部觀光署獎勵旅宿業品質提升補助要點」 Revised and promulgated the Guidelines of the Tourism Administration, MOTC on Subsidies to Incentivize Quality Improvements in the Hotel Industry

9 月 25 日 – 9 月 26 日 September 25 – Septembert 26	舉辦「鳳金遊程」媒體踩線活動 Hosted a "Golden Years Travel" media familiarization tour
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10 月 October

10 月 2 日 October 2	在加拿大溫哥華成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Vancouver, Canada
10 月 5 日 October 5	啟動臺灣自行車旅遊節主軸活動 - 「騎遇福爾摩沙 (Formosa 900)」 Kicked off the main activities for the Taiwan Cycling Festival: Formosa 900
10 月 7 日 – 11 月 30 日 October 7 – November 30	花蓮好樂園 2 折優惠 Hualien Fun Parks 80%-off promotion
10 月 8 日 October 8	舉辦 113 年「好客民宿」金質獎頒獎典禮 Held the 2024 Taiwan Hosts Gold Quality Awards ceremony
10 月 16 日 October 16	修正發布「導遊人員管理規則」及「領隊人員管理規則」 Amended and promulgated the Regulations Governing Tour Guides and the Regulations Governing Tour Managers

10 月 16 日 October 16	北觀處「海洋『淨』行式 - 以白沙灣自然中心我愛淨灘實踐里海倡議」、東管處「富岡地質公園：地質、環境與社區的再生旅遊」、東北角管理處「融入沙丘地景的壯圍旅遊園區」、雲嘉南管理處「廢棄鹽田變身鳥類天堂，找回在地居民的希望」、澎管處「守護忠實的海洋旅行者 - 澎湖望安綠蠵龜的幸福家園」及日月潭管理處「攜手日月潭：用集體智慧推動永續旅遊」獲頒「2024 全球綠色目的地百大故事獎」 NSAAs were recognized in the 2024 Green Destinations Top 100 Stories, including the North Coast and Guanyinshan NSAA's "A Cleansing Journey by the Sea—Baishawan Nature Center Advances the Satoumi Initiative through the "I Love Beach Cleanups" program"; East Coast NSAA's "Fugang Geopark—Fugang Geopark: Regenerative tourism of geology, environment, and community"; Northeast and Yilan Coast NSAA's "Zhuangwei Tourism Park- Integrating with Dune Landscape"; Southwest Coast NSAA's "Abandoned Salt Fields Transform into Bird Paradise, Restoring Hope for Local Residents"; Penghu NSAA's A Faithful Sea Traveler - The Happy Home of Wangan Green Turtle in Penghu Category: Nature and Landscape; and Sun Moon Lake NSAA's "Join us! Harnessing Collective Wisdom to Promote Sustainable Tourism."
10 月 25 日 October 25	舉辦「2024 台灣 KOM 自行車登山王挑戰」 Held the 2024 Taiwan KOM Challenge
10 月 25 日 – 10 月 27 日 October 25 – October 27	辦理「東部主題日」觀光區市集日 Organized the "Eastern Taiwan" themed scenic area market day
10 月 28 日 October 28	發表全新台灣觀光品牌國際宣傳影片 Released the new international promotional video for the Taiwan tourism brand
10 月 29 日 October 29	台灣觀光 100 亮點系列活動啟動記者會 Held the kickoff press conference for the "Taiwan Tourism 100 Spotlights" series of events

11 月 November

11 月 1 日 – 11 月 4 日 November 1 – November 4	舉辦 2024 臺北國際旅展 Held the 2024 Taipei International Travel Fair
11 月 8 日 – 11 月 10 日 November 8 – November 10	辦理「南區和澎湖」山海仙境嶼你潮起來主題市集日 Hosted the "Southern Taiwan and Penghu" themed market day
11 月 15 日 – 11 月 17 日 November 15 – November 17	辦理「中區和金門」山林款待主題市集日 Hosted the "Central Taiwan and Kinmen" themed market day
11 月 22 日 – 11 月 24 日 November 22 – November 24	辦理「北區和馬祖」極北潮旅宜漫遊主題市集日 Hosted the "Northern Taiwan and Matsu" themed market days
11 月 27 日 November 27	舉辦永續旅宿座談會 Held the Sustainable Hotels Roundtable
11 月 29 日 – 12 月 1 日 November 29 – December 1	辦理「2024 年台灣部落觀光嘉年華」活動 Held the 2024 Taiwan Indigenous Tourism Festival

12 月 December

12 月 3 日 – 12 月 4 日 December 3 – December 4	辦理「2024 觀光產業數位博覽會」 Hosted the 2024 Digital Transformation Expo for the Tourism Industry
12 月 11 日 December 11	辦理「2024 國際視角・南觀光區分享會」 Held the Southern Tourism Zone: Sharing International Perspectives Meeting
12 月 11 日 December 11	2024 全球綠色目的地百大故事獎於智利蓬塔阿雷纳斯舉行，由觀光署洛杉磯辦事處代表領獎 The 2024 Green Destinations Top 100 Stories event was held in Punta Arenas, Chile; the Tourism Administration's Los Angeles Office accepted the award on Taiwan's behalf
12 月 20 日 December 20	在菲律賓馬尼拉成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Manila, Philippines
12 月 23 日 December 23	辦理 113 年度「台灣好行」服務管理及服務品質優化作業案頒獎典禮暨成果分享會 Held the 2024 Taiwan Tourist Shuttle Service Management and Service Quality Optimization Project Award Ceremony and Results Presentation
12 月 27 日 December 27	修正發布「旅行業管理規則」 Amended and promulgated the Regulations Governing the Administration of Travel Agencies

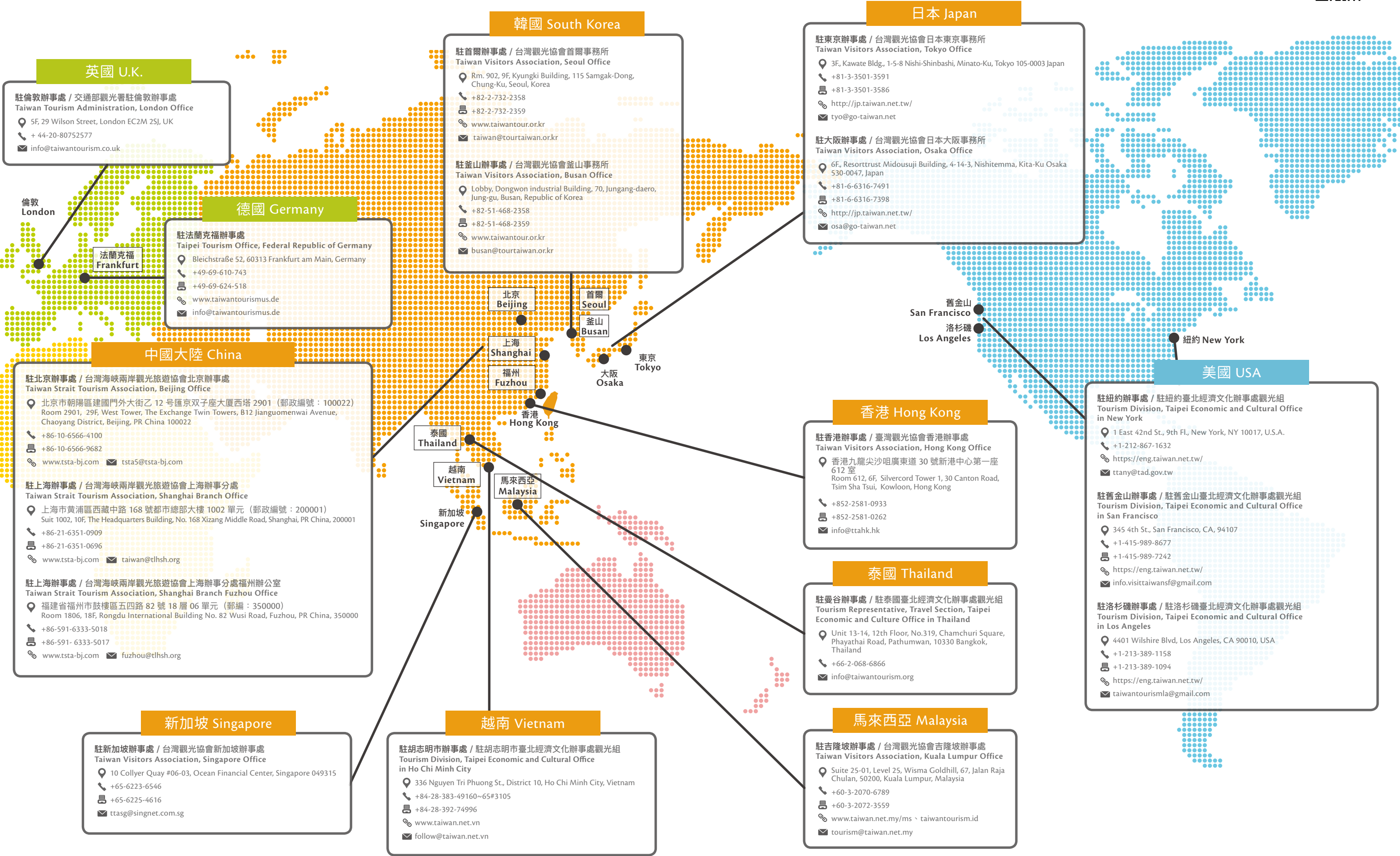
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Organization of the Tourism Administration



交通部觀光署駐外單位

Overseas Branch Offices



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