

2026 Tourism Policy Directions and Administrative Priorities

I. Advancing the “Tourism 2030 Taiwan Tourism Development Plan (2026–2030)”

1. Strengthening Global Visitor Attraction Through Tourism Branding

Through the Taiwan Tourism Brand 3.0 initiative, international exchange programs, and themed marketing campaigns, the Tourism Administration will expand outreach to high-potential travel segments. These include high-end tourism, cruise travel, digital nomads, MICE travel, international sporting events, and large-scale concerts, with the goal of increasing international visitor arrivals.

In addition, the Taiwan Tourism Research and Training Institute will be established as a national-level tourism think tank. Its four core functions will include tourism policy research, international partnership development, regional and industry advancement, and professional talent cultivation and certification.

2. Driving Domestic Travel Through Island-Wide Signature Highlights

Central and local governments will work in partnership to promote the nationwide “100 Tourism Highlights of Taiwan” initiative. At the same time, major events under the Taiwan Tourism Biennial Calendar will be further enhanced.

These include the Taiwan Lantern Festival integrating AI technology and sustainability concepts, the Taiwan Summer Festival aligned with the Tropic of Cancer, the Taiwan Cycling Tourism Festival connected to international competitions, and the Taiwan Hot Springs campaign paired with local gastronomy. Through event-driven promotion, these initiatives will stimulate visitor flows and energize domestic tourism.

3. Advancing Cross-Sector Integration of Diverse Tourism

Two major flagship initiatives will be launched:

Taiwan's Tropic of Cancer Peaks Flagship Program Smiling South Taiwan Initiative (2026–2029)

Sustainable Tourism Destination Highlights Flagship Program 2.0 (2026–2029)

These programs will create new travel focal points and showcase Taiwan's diverse tourism appeal. Through inter-ministerial collaboration, thematic travel development will expand across green tourism, cultural tourism, Hakka tourism, Indigenous tourism, agricultural tourism, accessible tourism, and senior travel markets. By developing sustainability-focused and specialty travel products, Taiwan will attract both domestic and international visitors.

4. Upgrading Smart Destination Value

By integrating technology and innovation, the Tourism Administration will establish a Smart Destination Integrated Management Platform to enhance operational efficiency and strengthen travel safety.

A unified Data Bank and Media Bank will consolidate official websites and multimedia databases, expanding tourism data and audiovisual resources. Through API services made available to external partners, these systems will support broader application development, enhance visitor experiences, and strengthen destination marketing capacity.

II. Advancing the Dual-Engine Tourism Development Plan

(To be implemented following approval of the FY2026 budget)

1. Strengthening International Tourism Momentum

Key measures will include incentives for repeat international visitors, stopover travel linked to MICE events, expanded group incentive travel programs, and support initiatives for internationally recognized concerts. These actions are designed to actively expand global visitor markets.

2. Weekday Domestic Travel Incentive Program

To balance travel demand, the government will introduce weekday accommodation incentives, birthday stay promotions, theme park overnight packages, and corporate employee travel reward programs. In addition, weekday Taiwan PASS offers will encourage residents to travel during off-peak periods and use green transportation options.