

中華民國
114年

ANNUAL REPORT ON
TOURISM IN TAIWAN, REPUBLIC OF CHINA



交通部觀光署
Tourism Administration, MOTC

2025 台灣 觀光年報

TAIWAN
WALKS OF WONDER

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Transportation and Communications



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WAVE OF WONDER



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

署長序

Foreword by the Director-General

旅行・再發現——臺灣觀光新價值

Travel and Rediscovery : The New Value of Taiwan Tourism

旅行，不只是前往遠方，更是一場重新認識這片土地的旅程。每次旅行，都有新發現；旅行臺灣，都有更多驚喜與感動。

2025 年，我們用心籌辦台灣燈會、仲夏節、自行車節、好湯等四季主題觀光活動，也重新遴選第 2 屆「臺灣觀光 100 亮點」，讓台灣更多在地特色亮點被看見。為了串聯山海風景與在地故事，首次發表《島嶼之心的原色旅程》，邀請旅人走進部落，感受族群文化與土地生命力，重新看見臺灣最真實、最動人的風景；更首創「阿里山神旅行」，結合宗教文化、生態旅遊與林鐵遺產，在海拔 1314 公尺的浪漫制高點俯瞰層層茶園，展現信仰文化與在地茶產業的深度交融。

臺灣人引以為傲的「奉茶」精神，將熱情、細膩且充滿人情味的台式服務融入旅程每一處細節。因此，我們以「旅人便利店」為概念，結合「行動旅服 PWA」、「喔熊 AI 小幫手」及與超商跨域合作，打造即時、便利的旅遊服務體驗，讓旅遊資訊自然融入旅人日常，並持續推動綠色旅遊、低碳運具與永續旅宿，讓觀光發展與環境保護並行共好。

臺灣觀光持續發展，在短時、多次、輕旅行的趨勢下，國內旅遊穩定成長，創下 2.5 億旅次、5,643 億元產值之歷史新高；而入境市場多元發展，來臺旅客達 857.4 萬人次，日本、韓國、港澳均破百萬人次，歐美、菲律賓成長亮眼，臺灣已從過去仰賴單一市場，轉型為多元且具韌性的國際觀光目的地。值得一提的是，臺灣榮獲旅遊 CP 值全球第 1、IMD 世界競爭力第 6、世界幸福報告第 27 等多項肯定，更於「全球綠色目的地百大故事獎」榮獲 9 項大獎，展現臺灣國際競爭力。

Travel is more than reaching a destination. It is a journey of rediscovering the land beneath our feet. Every journey reveals something new, and every trip to Taiwan brings fresh surprises and lasting memories.

In 2025, the Taiwan Tourism Administration organized a series of seasonal tourism events, including the Taiwan Lantern Festival, Solar Festival in Taiwan, Taiwan Cycling Festival, and Taiwan Hot Spring Festival. We also unveiled the second edition of the Taiwan Tourism 100 Spotlights, showcasing even more of Taiwan's distinctive local attractions and hidden gems. To better connect Taiwan's mountains, coastlines, and local stories, we introduced Journey to the Heart of Taiwan's True Colors, inviting travelers to visit Indigenous communities, experience the richness of Taiwan's diverse cultures, and rediscover the island's most authentic and inspiring landscapes. We also launched the inaugural Sacred Journey to Alishan, an innovative travel experience that brings together religious heritage, ecotourism, and the cultural legacy of the Alishan Forest Railway. From an elevation of 1,314 meters above sea level, visitors can overlook idyllic rolling tea plantations while experiencing the deep integration of local religious culture and the local tea industry.

Among the values held dear by the people of Taiwan is the spirit of offering tea ("fengcha"), a tradition that reflects Taiwan's warmth, care, and hospitality. In this spirit, we introduced the concept of the Traveler Convenience Store, integrating our Mobile Travel Service PWA, the OhBear AI Assistant, and cross-industry partnerships with convenience store chains to provide travelers with timely and convenient tourism services while seamlessly integrating travel information into their journeys. At the same time, we continue to promote green tourism, low-carbon transportation, and sustainable accommodations, ensuring that tourism development and environmental stewardship advance hand in hand.



署長照片經中央社授權 Director-General's Photo authorized by the Central News Agency

為促進臺灣觀光永續發展，行政院 2025 年核定「Tourism 2030 — 臺灣觀光邁向 2030 方案」，將籌設臺灣觀光智庫—「台灣觀光研訓院」、深化「TAIWAN – Waves of Wonder」品牌形象，並向世界遞出「北回之巔」、「微笑南灣」2 張台灣觀光新名片，期待台灣觀光穩步向前，提升觀光體質與品質，打造觀光兆元產業。

觀光署將持續攜手產官學及所有觀光夥伴，打造更智慧、更友善、更具韌性的旅遊環境，讓世界旅人願意一來再來，也期盼透過本年報多元豐富的內容，邀請讀者一同感受臺灣觀光發展新價值。

交通部觀光署 署長
Director-General Tourism Administration
Ministry of Transportation and Communications

陳玉秀 Chen, Yu-Hsiu

Taiwan's tourism industry continued to grow steadily in 2025. Driven by the increasing popularity of shorter, more frequent, and more leisurely trips, domestic tourism reached a historic high of 250 million person-trips, generating NT\$564.3 billion in economic value. International visitor markets also became increasingly diversified, with 8.574 million inbound arrivals. Visitor arrivals from Japan and South Korea each exceeded one million, while arrivals from Hong Kong and Macao combined also surpassed one million. Arrivals from Europe, the Americas, and the Philippines recorded particularly strong growth. Taiwan has transformed from a destination once reliant on a single source market into a diversified and resilient international tourism destination. Taiwan received numerous international recognitions during the year, ranking first worldwide for travel value, sixth in the IMD World Competitiveness Ranking, and 27th in the World Happiness Report. It also earned nine awards in the Green Destinations Top 100 Story Awards, further demonstrating the country's growing competitiveness and leadership in sustainable tourism.

To support the long-term sustainable development of Taiwan tourism, the Executive Yuan approved the Tourism 2030 Initiative in 2025. Key initiatives include establishing the Taiwan Tourism Research and Training Institute as a national tourism think tank, further strengthening the international tourism brand "TAIWAN – Waves of Wonder," and introducing two new destination brands—"Summit of the Tropic of Cancer" and "Smiling Southern Bay"—to showcase Taiwan's unique appeal to the world. These efforts are expected to strengthen the industry's foundations, enhance service quality, and advance Taiwan toward building an NT\$1 trillion tourism industry.

Looking ahead, the Taiwan Tourism Administration will continue working closely with government agencies, industry partners, academic institutions, and tourism stakeholders to build a smarter, more welcoming, and more resilient tourism environment. We hope that travelers from around the world will continue to visit Taiwan time and again, and that this annual report will offer readers a deeper appreciation of the new value of Taiwan's tourism development.



TAIWAN
WAVES OF WONDER



114年 觀光縮影 2025 Tourism Snapshot

推動臺灣觀光 「質量並進」 帶動兆元產業

Advancing Taiwan Tourism
Quality and Volume to Drive
a Trillion-NT Dollar Industry

整體施政聚焦四大面向。在全球引客上，全年吸引逾 857.4 萬人次國際旅客，藉增設海外據點與多國代言人深化行銷。國旅方面發表「臺灣觀光 100 亮點」串聯在地資源，推廣主題旅遊並輔導產業轉型。跨域整合則優化景區建設與無障礙環境，多處榮獲國際綠色旅遊永續認證。同時，全面導入大數據與 AI 創新科技打造智慧景區，提升營運效能並帶動產業數位升級。

Overall policy implementation focused on four major areas. In attracting visitors from around the world, Taiwan welcomed more than 8.574 million international visitors during the year and deepened its marketing efforts by establishing additional overseas offices and appointing tourism ambassadors in multiple countries. For domestic tourism, the Taiwan Tourism 100 Spotlights initiative was announced to connect local resources, promote themed travel, and support industry transformation. Cross-sector integration focused on improving scenic area infrastructure and accessible environments, with several destinations receiving international green tourism sustainability certifications. At the same time, big data, AI, and other innovative technologies were widely introduced to create smart scenic areas, enhance operational efficiency, and drive digital upgrading across the industry.

觀光品牌全球引客

Attracting Global Visitors through
Tourism Branding



國際市場行銷成果

— 114 年全年來臺旅客逾 857.4 萬人次，較 113 年全年成長 9.1%，觀光市場穩健成長，將持續爭取旅客來臺。

開拓國際宣傳據點

— 114 年成立荷蘭阿姆斯特丹、美國西雅圖及澳洲雪梨等 3 處台灣觀光服務分處（TTIC），強化全球據點服務能量。

靈活運用觀光新品牌

— 透過旅展、大型宣傳活動、異業結盟、推廣說明會、廣告宣傳、數位行銷與邀訪 KOL 等，擴大行銷臺灣觀光品牌。

推出各市場臺灣觀光代言人

— 日本、韓國、馬來西亞（穆斯林）、印尼及泰國市場推出全新年度觀光代言人，捲動觀光話題。

推動「入境觀光振興計畫」

- **擴大引客：**持續推動境外企業來臺獎勵旅遊，114 年度全年共 92 團（計約 1 萬 1,783 人次）申請；搭配航空公司擴增臺灣往返各市場航班，加強市場重點引客，114 年 3 月 5 日完成臺義（義大利）空運服務協定簽署，擴增往返歐洲客運容量及航點。
- **擴大行銷：**加強宣傳「加速擴大吸引國際觀光客方案」，自由行旅客來臺消費金抽獎活動共吸引逾 653 萬人次登錄；團客獎勵申請逾 5.7 萬團，參團人數逾 100 萬人。
- **擴大合作：**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，行政院政務委員及交通部長擔任副召集人。114 年已召開 4 次會議，加強與業者溝通，並協調跨部會觀光事務。



114 年 6 月西雅圖 TTIC 啟動點燈儀式
Seattle TTIC Launch Lighting Ceremony in June 2025



2025 新成立 3 處台灣觀光服務分處 (TTIC)
Three Taiwan Tourism Information Centers (TTICs)
were established in 2025

International marketing results

— In 2025, Taiwan welcomed more than 8.574 million visitors, an increase of 9.1% compared with 2024. The tourism market continued to grow steadily, and efforts will continue to attract more visitors to Taiwan.

Expanding international promotional offices

— In 2025, three Taiwan Tourism Information Centers (TTICs) were established in Amsterdam (the Netherlands), Seattle (USA), and Sydney (Australia), strengthening the service capacity of Taiwan's global network.

Flexibly deploying the new tourism brand

— Taiwan promoted its tourism brand more widely through travel fairs, large-scale promotional events, cross-industry alliances, promotional briefings, advertising campaigns, digital marketing, and invited visits by KOLs.

Appointing Taiwan tourism ambassadors for individual markets

— New annual tourism ambassadors were appointed for the Japanese, Korean, Malaysian (Muslim), Indonesian, and Thai markets, generating discussion and interest in Taiwan tourism.

Promoting the Inbound Tourism Revitalization Plan

- **Expanding visitor attraction :** Incentive travel to Taiwan by overseas enterprises continued to be promoted in 2025. A total of 92 groups, representing approximately 11,783 visitors, applied under related program. In coordination with airlines' expansion of flights between Taiwan and various markets, efforts were strengthened to attract visitors from key markets. On March 5, 2025, the Taiwan-Italy Air Services Agreement was signed, expanding passenger capacity and destinations between Taiwan and Europe.
- **Expanding marketing :** Promotion of the "Accelerating the Attraction of International Visitors Program" was strengthened. The lucky draw offering spending incentives to independent travelers visiting Taiwan attracted more than 6.53 million registrations, while more than 57,000 group tour subsidy applications were submitted, involving over one million group travelers.
- **Expanding cooperation :** The Executive Yuan Tourism Industry Revitalization Advisory Council was established, convened by the Vice Premier, with a Minister without Portfolio and the Minister of Transportation and Communications serving as deputy conveners. The council held four meetings in 2025 to strengthen communication with industry operators and coordinate interministerial tourism affairs.



第 2 屆觀光亮點獎及 2026-2027 年
全新一輪「台灣觀光 100 亮點」
The Second Tourism Spotlight Awards and a
New 2026-2027 Round of Taiwan Tourism 100
Spotlights

環島亮點捲動國旅

Island-wide Spotlights Driving Domestic Tourism

精進優化大型活動

— 推動大型觀光活動轉型升級，並遴選出 2026-2027 年「臺灣觀光雙年曆」，國際級 36 項及全國級 73 項，共計 109 項觀光活動。

宣傳臺灣觀光亮點

— 辦理第 2 屆「觀光亮點獎」，選出十大觀光亮點等 32 個獎項，並發表 115-116 年「臺灣觀光 100 亮點」，串聯中央、地方及民間觀光資源，結合主題旅遊，包裝在地特色旅遊產品。

推廣多元主題旅遊

— 持續辦理「臺灣自行車旅遊節」活動，推廣自行車旅遊。與原住民族委員會攜手「部落觀光」，於 114 年 9 月 26 至 28 日辦理「2025 部落觀光嘉年華」，展現推動部落觀光成果。114 年已有 69 條遊程取得「鳳金遊程」商標授權，提供樂齡旅遊選擇。

提供優惠便利旅運服務

— 截至 114 年 12 月底，「台灣好行」搭乘約 676 萬人次，較 113 年同期成長 19.79%；「台灣觀巴」114 年搭乘逾 36.6 萬人，較 113 年同期成長 217.5%；「Taiwan PASS」於 114 年共計銷售 8,445 套，113 年迄今，累計銷售量 33,166 套。



Refining and upgrading major events

— Large-scale tourism events were promoted for transformation and upgrading. A total of 109 tourism events were selected for inclusion in the 2026-2027 Taiwan Tourism Biennial Calendar, including 36 international-level events and 73 national-level events.

Promoting Taiwan's tourism spotlights

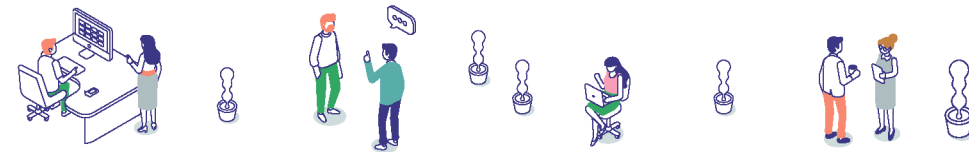
— The second Tourism Spotlight Awards were held, with 32 awards presented, including the Top 10 Tourism Spotlights. The 2026-2027 Taiwan Tourism 100 Spotlights were also announced, linking central, local, and private-sector tourism resources, integrating themed travel, and packaging distinctive local travel products.

Promoting diverse themed travel

— The Taiwan Cycling Festival continued to be held to promote bicycle tourism. The Tourism Administration also partnered with the Council of Indigenous Peoples on tribal tourism, holding the 2025 Taiwan Indigenous Tourism Festival from September 26 to 28, 2025, to showcase the results of indigenous tourism promotion. In 2025, 69 itineraries were authorized to use the Golden Years Tour trademark, offering travel options for senior travelers.

Providing convenient and preferential travel services

— As of the end of December 2025, the Taiwan Tourist Shuttle carried approximately 6.76 million passengers, up 19.79% from the same period in 2024. The Taiwan Tour Bus served more than 366,000 passengers in 2025, up 217.5% year-over-year (YoY). A total of 8,445 Taiwan PASS packages were sold in 2025, bringing cumulative sales since 2024 to 33,166 packages.



輔導產業優化及轉型

— 114 年輔導 5 家旅行業者申請國際永續相關認證及標章、161 家旅館取得星級旅館認證、新增 251 家民宿通過好客民宿認證、輔導 17 家觀光遊樂業者推動 ESG，促進品質提升及永續發展。

厚植產業人力質量

— 辦理導遊、領隊人員職前及在職訓練與旅行業經理人之專業職能訓練、各產業別中高階管理人員與基層從業人員培育課程、觀光遊樂業中高階從業人員訓練等，共計 10,185 人次。

Supporting industry optimization and transformation

— In 2025, guidance was provided to five travel agencies in applying for international sustainability-related certifications and labels. A total of 161 hotels obtained star hotel certification, 251 additional homestays received Taiwan Host certification, and 17 tourist amusement enterprises were assisted in promoting ESG, contributing to quality improvement and sustainable development.

Strengthening the quality and capacity of industry talent

— Pre-service and in-service training for tour guides and tour managers was conducted, along with professional competency training for travel agency managers, training courses for mid- to senior-level managers and frontline personnel across various sectors, and training for mid- to senior-level personnel in the tourist amusement industry. These programs served a total of 10,185 participants.



跨域整合多元旅遊

Diversifying Travel through Cross-sector Integration

優化國家景區建設，打造多元特色景點

• 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，114 年完成伊達邵中正停車場、隘門沙灘服務設施整建等 24 處亮點工程。

• 執行「重要觀光景點建設中程計畫 (113-116 年)」：114 年完成參山國家風景區「長青自行車道公共服務設施優化」、東北角及宜蘭海岸國家風景區管理處「壯圍沙丘生態園區周邊設施優化工程」等 50 處景點設施優化。

Optimizing national scenic area infrastructure and creating diverse, distinctive attractions

• **Implementation of the Tourism Forward-looking Infrastructure Program (2021-2025):** Six national scenic areas, including the Northeast and Yilan Coast National Scenic Area and the Penghu National Scenic Area, were developed into internationally appealing destinations. A total of 24 highlight projects were completed, including the Ita Thao Zhongzheng Parking Lot and the renovation of service facilities at Aimen Beach.

• **Implementation of the Medium-term Program for the Construction of Major Tourist Attractions (2024-2027):** Facility improvements were completed at 50 attractions, including the "Evergreen Bikeway Public Service Facility Optimization" project in the Tri-Mountain National Scenic Area and the "Zhuangwei Dune Ecological Park Peripheral Facility Optimization Project" under the Northeast and Yilan Coast National Scenic Area Headquarters.



伊達邵至纜車站自行車道串聯工程
Ita Thao to Cable Car Station Bikeway Connection Project



壯圍沙丘生態園區周邊設施優化工程
Zhuangwei Dune Ecological Park Peripheral Facility Optimization Project

協助地方政府旅遊環境升級

– 推動「觀光前瞻區域旅遊品牌」，已完成漫遊山海線－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 32 處亮點工程；並執行「重點景區遊憩廊帶計畫」，114 年完成嘉義縣大埔藍色公路、連江縣馬祖腰山遊憩區及屏東縣恆春半島走讀・尋訪瑯嶠故事等共 3 區計畫。

景區維護管理

- **國家風景區取得永續認證：**114 年共有 6 個國家風景區管理處取得「2025 綠色旅遊目的地認證」（Green Destinations Awards）、7 個國家風景區管理處榮獲「2025 全球綠色目的地百大故事獎」（2025 Green Destinations Top 100 Stories）。
- **國家風景區通用旅遊環境：**114 年已完成建置 170 處通用無障礙旅遊景點，並完成 41 條無障礙推薦遊程，以利銀髮族、身心障礙者等行動不便民眾參訪。
- **推動區域觀光圈：**透過區域觀光圈，整合觀光資源，凝聚在地共識，於 114 年 10 月 17 日至 11 月 16 日於華山文創園區舉辦「區域觀光圈市集日」，整合在地業者共同行銷宣傳。



區域觀光圈市集日－陳署長玉秀致詞
Regional Tourism Market Days—
Remarks by Director-General Chen Yu-hsiu

智慧景區價值升級
Upgrading the Value of Smart Scenic Areas

導入科技打造智慧景區

• **強化智慧化管理與數據治理：**於熱門據點導入人流車流辨識及智慧公廁，並依各國家風景區管理處需求，導入創新科技運用，以提升管理效率、降低營運成本；觀光大數據平臺已匯入及介接 28 項內外部數據資料、236 個資料集，約 1.5 億多筆資料，並開發 286 個業務統計分析服務；建置「觀光綜合管理平臺」，彙整內外部相關資料庫資料，做為後續智慧景區營運管理數據。

Assisting local governments with
tourism environment upgrades

– The Forward-looking Regional Tourism Brand initiative was promoted, completing 32 spotlight projects, including the creation of the Roaming Mountain and Sea Line—Settlement, Railway, and Bicycle Light Travel Corridor and the Northern Cross-Island Highway Story—Jiaobanshan Tourism Site. The Key Scenic Area Recreation Corridor Program was also implemented, completing three area projects: the Dapu Blue Highway in Chiayi County, the Matsu Yaoshan Recreation Area in Lienchiang County, and "Reading the Hengchun Peninsula: Tracing the Stories of Langqiao" in Pingtung County.

Scenic area maintenance and management

- **National scenic areas receiving sustainability certification :** Six national scenic area administrations received the 2025 Green Destinations Awards, while seven national scenic area administrations won the 2025 Green Destinations Top 100 Stories awards.
- **Universal travel environments in national scenic areas :** A total of 170 universal and accessible tourist attractions have been established, and 41 recommended accessible itineraries have been completed to facilitate visits by seniors, persons with disabilities, and others with limited mobility.
- **Promoting regional tourism circles :** Through regional tourism circles, tourism resources were integrated and local consensus was strengthened. From October 17 to November 16, the Regional Tourism Market Days were held at Huashan 1914 Creative Park, bringing together local operators for joint marketing and promotion.



AI 智慧櫃檯－多語翻譯面板
AI Smart Counter—Multilingual Translation Panel

Introducing technology to create smart scenic areas

• **Strengthening smart management and data governance :** Visitor-flow and vehicle-flow recognition systems and smart public restrooms were introduced at popular sites. Innovative technologies were also adopted according to the needs of each national scenic area administration to improve management efficiency and reduce operating costs. The Tourism Big Data Platform has imported and connected 28 internal and external data sources, 236 datasets, and more than 150 million data records, and has developed 286 operational statistical analysis services. The Integrated Tourism Management Platform was established to compile data from relevant internal and external databases for use in the subsequent operation and management of smart scenic areas.

- **優化智慧服務與科技行銷：**於松山、桃園、高雄及臺中等國際機場設置 AI 智慧櫃臺，並於 114 年 4 月推出「喔熊 AI 小幫手」英、日文版，提供國外遊客行程引導服務；完成北區、東區及金門觀光圈之 PWA 行動旅服模組建置，利用 LBS 技術主動推播周邊資訊；線上統籌經營 70 個社群平臺，截至 114 年 12 月，Facebook、Instagram 及 LINE 官方帳號總粉絲數已突破 175 萬人，有效擴大政策觸及率；線下則於國家風景區導入數位孿生及 VR/AR 等沉浸式科技應用。

擴大觀光產業數位化應用範圍

– 114 年辦理南、北兩場「觀光產業數位轉型博覽會」，參與人數共計 1 萬 6,774 人次；辦理「觀光盃 OpenData 黑客松」競賽，針對產業痛點提出創新解方並展示成果。

PWA 行動旅服模組－地圖 & 首頁
PWA Mobile Travel Service Module—Map and Home Page



2025 觀光產業數位博覽會
2025 Digital Expo for the Tourism Industry

- **Optimizing smart services and technology-based marketing :** AI Smart Counters were installed at international airports including Songshan, Taoyuan, Kaohsiung, and Taichung. In April, English and Japanese versions of the OhBear AI Assistant were launched to provide itinerary guidance services for international visitors. PWA mobile travel service modules were completed for the Northern Region, Eastern Region, and Kinmen tourism circles, using LBS technology to proactively push nearby information. Online, 70 social media accounts were managed in a coordinated manner, with the total number of followers on official Facebook, Instagram, and LINE accounts surpassing 1.75 million, effectively expanding the reach of policy communication. Offline, immersive technology applications such as digital twins and VR/AR were introduced in national scenic areas.

Expanding the scope of digital applications
in the tourism industry

– Two Digital Transformation Expos for the Tourism Industry were held, one in northern Taiwan and one in southern Taiwan, attracting a total of 16,774 participants. The Tourism Cup Open Data Hackathon was also organized, presenting innovative solutions to industry pain points and showcasing the results.



2025 觀光盃 OpenData 黑客松
2025 Tourism Cup Open Data Hackathon



2025 觀光產業
數位博覽會
TAIWAN 交通部觀光署
Ministry of Tourism, ROC

【策略高峰會】交流座談
跨域協力下的智慧與永續觀光策略





專章

Special Report

韌性轉型到品牌領航

From Resilient Transformation to Brand Leadership

T2025 邁向永續新時代

T2025 : Progress toward a New Era of Sustainability

為推動 110-114 年台灣觀光發展，觀光署擬定「Tourism2025-臺灣觀光邁向 2025 方案」，執行期間歷經疫情，觀光署以緩濟急辦理相關紓困、振興及提振國旅工作，落實「疫後轉型、國旅先行、力拼國際回溫」的發展方針，以維穩產業，並於解封後全力衝刺海外市場並捲動國旅熱潮，帶動產業轉型與量能復甦。本方案共計 24 項計畫、44 項關鍵績效指標，已完成階段性任務且計畫期屆滿，有關本方案 5 大重點計畫成果概述如下：

To advance the development of Taiwan's tourism industry during the 2021–2025 period, the Tourism Administration formulated the "Tourism 2025: Taiwan Tourism Toward 2025" program. The program's implementation period coincided with the COVID-19 pandemic, during which the Tourism Administration introduced relief measures, industry revitalization initiatives, and programs to stimulate domestic tourism in response to urgent needs. Guided by the development strategy of "Post-pandemic Transformation, Domestic Tourism First, and Full Efforts to Restore International Tourism," these measures helped stabilize the tourism industry. Following the reopening of borders, the Tourism Administration intensified its overseas marketing efforts while revitalizing domestic tourism, driving industry transformation and recovery. The program comprised 24 projects and 44 key performance indicators. With its phased objectives achieved and the program period concluded, the major outcomes of its five priority areas are summarized below.

打造魅力景點

Developing Attractive Destinations

重要觀光景點建設中程計畫

— 共完成 266 處重要觀光景點，如福隆地區周邊設施優化、觀音山遊憩區設施整修等，以及 109 處通用化設施如龜山島聚落街區風貌形塑工程、無障礙步道及導覽解說設施等，提供民眾友善服務。

體驗觀光 - 地方旅遊環境營造計畫

— 補助地方政府推動遊憩據點或觀光環境營造計有 220 案補助計畫，如桃園市高遶自然步道第 2 期環境營造計畫、南投縣仁愛鄉清境步道及周邊設施環境改善等；114 年遊客人數累計成長率（與評估基準年 109 年相較）87.06%。

景區考核及品質提升計畫

— 完成辦理 65 次國家風景區管理處現地督考勘查作業，以及 125 次地方觀光風景特定區考核行程，持續精進景區經營管理。

旅遊安全檢核及提升計畫

— 辦理觀光團旅遊安全及品質稽查 2,801 團次、輔導觀光遊樂業者及縣市政府完成大量傷病患緊急救難演習或教育訓練 141 場次，督導各地方政府執行旅宿業檢查計 81,113 家次，並完成 13 處國家風景區管理處 260 場次旅遊安全稽查（巡、檢）查作業，維護民眾旅遊安全。

國家風景區公廁及相關旅遊服務設施優化提升計畫

— 完成 65 處國家風景區公廁優化改善作業，提供清潔、舒適旅遊環境。

東北角卯澳故事體驗場域台灣景觀大獎佳作

Northeast Coast Mao'ao Story Experience Site Receives Honorable Mention at the Taiwan Landscape Awards



Medium-term Program for Major Tourist Attraction Development

— Improvements were completed at 266 major tourist attractions, including upgrades to visitor facilities in the Fulong area and renovations at the Guanyinshan Recreation Area. In addition, 109 universal-access facilities were developed, including the Guishan Island Settlement Streetscape Improvement Project, accessible trails, and visitor interpretation facilities, providing visitors with a more accessible and user-friendly travel experience.

Experiential Tourism—Local Tourism Environment Development Program

— Subsidies were provided to local governments for 220 projects to develop recreational destinations and enhance tourism environments. These included Phase 2 of the Gaorao Nature Trail Environmental Development Project in Taoyuan City and environmental improvements to the Qingjing Trail and surrounding facilities in Ren'ai Township, Nantou County. By 2025, cumulative visitor growth had reached 87.06% compared with the 2020 baseline year.

Scenic Area Evaluation and Quality Improvement Program

— A total of 65 on-site supervisory inspections were conducted at national scenic area (NSA) administrations, together with 125 evaluation visits to local designated scenic areas, helping strengthen scenic area operations and management.

Travel Safety Inspection and Enhancement Program

— Safety and quality inspections were conducted for 2,801 tour groups. Tourist amusement enterprises and city and county governments were assisted in conducting 141 mass-casualty emergency response drills and training sessions. Local governments were also supervised in carrying out 81,113 inspections of lodging establishments. In addition, 260 travel safety audits, patrols, and inspections were completed across 13 National Scenic Area administrations, helping safeguard visitor safety.

National Scenic Area Public Restroom and Related Travel Service Facility Optimization Program

— Improvements were completed for 65 public restrooms in NSAs, providing visitors with cleaner and more comfortable travel environments.



整備主題旅遊 Developing Themed Travel

提振國旅主題旅遊增值計畫

— 各國家風景區管理處搭配各年度主題，共計開發 65 條主題遊程；並辦理多元化遊程徵選及推廣，徵選各年度旅遊主題遊程，共計 261 條，提供民眾多樣化旅遊選擇。

部落觀光推廣計畫

— 邀請國外媒體及業者來台踩線、行銷推廣，如花蓮支亞部落、阿里山鄒族山美部落、新竹縣泰雅族部落司馬庫斯、臺東比西里岸部落、高雄市茂林區及南投縣日月潭等地，總計辦理 29 件部落國際行銷案，並辦理「台灣部落觀光成果嘉年華」，共計推出 30 條部落旅遊遊程，推廣部落文化特色。

Taiwan PASS 全新升級

— 整合高鐵、台鐵、4 大捷運及 4 條熱門台灣好行路線，於 113 年 1 月 1 日推出「Taiwan PASS 高鐵版」、7 月 1 日推出「Taiwan PASS 台鐵版」，並於 114 年 4 月 10 日再推出 3 款 Taiwan PASS 升級新產品，未來將持續整合相關旅遊服務，增加產品豐富性。

在地特色旅遊媒合推廣計畫

— 輔導中華民國旅行業品質保障協會辦理金質遊程（112 年更名為國際金旅獎）徵選，協助旅行業者開發具創意及優質的體驗式旅遊商品，111-112 年辦理 3 團媒體踩線體驗活動，111-114 年共計選出 308 條得獎行程。112 年起因應觀光永續發展趨勢，辦理永續旅遊推廣及教育訓練，截至 114 年底共計 8,906 人次參與。

臺灣觀光雙年曆遴選及扶植計畫

— 以活動帶動觀光，結合地方加強行銷，提升活動品質，110-114 年輔導地方政府、民間團體及各國家風景區管理處辦理品質提升事項共計 419 項，並分別完成「2022 – 2023 年臺灣觀光雙年曆活動」及「2024 – 2025 年臺灣觀光雙年曆活動」之遴選。114 年度觀光雙年曆 108 項活動，共計吸引逾 1 億遊客人次，經濟效益逾 1,302 億元。



**TAIWAN
PASS**

114 年 Taiwan PASS 推出 3 款升級新產品
Three Upgraded Taiwan PASS Products Launched in 2025



Domestic Tourism Themed Travel Enhancement Program

— In line with each year's tourism theme, the National Scenic Area administrations developed a total of 65 themed itineraries. A selection and promotion program for diverse itineraries was also conducted, with a total of 261 themed itineraries selected and promoted over the program period, providing visitors with a wide variety of travel options.

Indigenous Tourism Promotion Program

— Overseas media representatives and tourism industry professionals were invited to Taiwan on familiarization tours and promotional visits to destinations including the Ciyakang Tribe in Hualien, the Tsou Shanmei Tribe in Alishan, the Atayal village of Smangus in Hsinchu County, the Pisirian Tribe in Taitung, Maolin District in Kaohsiung City, and Sun Moon Lake in Nantou County. A total of 29 international Indigenous tourism marketing initiatives were carried out. The Taiwan Tribal Tourism Carnival was also held, and 30 Indigenous tourism itineraries were introduced to showcase the distinctive cultures of Taiwan's Indigenous communities.

Upgrading Taiwan PASS

— The program integrated Taiwan High Speed Rail, Taiwan Railways, four metro systems, and four popular Taiwan Tourist Shuttle routes. The Taiwan PASS High Speed Rail Edition was launched on January 1, 2024, followed by the Taiwan PASS Taiwan Railways Edition on July 1, 2024. On April 10, 2025, three upgraded Taiwan PASS products were introduced. Going forward, additional travel services will continue to be integrated to further expand and diversify Taiwan PASS offerings.

Local Specialty Tourism Partnership and Promotion Program

— The Travel Quality Assurance Association, R.O.C. was assisted in organizing the selection of Golden Quality Travel Itineraries, renamed the International Golden Travel Awards in 2023, helping travel agencies develop innovative, high-quality experiential tourism products. Between 2022 and 2023, three media familiarization tours were organized. From 2022 through 2025, 308 award-winning itineraries were selected. Beginning in 2023, sustainable tourism promotion and training programs were launched in response to growing emphasis on sustainable tourism development, with 8,906 participants by the end of 2025.

Taiwan Tourism Biennial Calendar Selection and Support Program

— The program leveraged major events to stimulate tourism while strengthening local marketing efforts and improving event quality. Between 2021 and 2025, local governments, private organizations, and National Scenic Area administrations implemented 419 quality improvement initiatives. The selection of events for both the 2022–2023 Taiwan Tourism Biennial Calendar and the 2024–2025 Taiwan Tourism Biennial Calendar was also completed. In 2025, the Tourism Biennial Calendar featured 108 events, attracting more than 100 million visitor trips and generating over NT\$130.2 billion in economic benefits.



2025 台灣燈會 – 無限樂園
2025 Taiwan Lantern Festival–Infinite Paradise

標竿觀光活動傳承計畫

— 辦理「台灣燈會」（114 年 2,030 萬參與人次）、「台灣美食展」（114 年逾 10 萬參與人次）、「台灣仲夏節」（38 場活動）、「全國溫泉行銷推廣活動」（13 場）、「台灣自行車旅遊節行銷推廣活動」（17 場）及「月光海大地藝術節—月光海音樂會」（33 場）等 6 項標竿活動。

觀光圈推動執行計畫

— 13 個管理處已完成 18 個觀光圈建構，透過資源共享，帶動觀光圈品牌效益，並整合為 7 個（北、中、南、東、澎湖、金門、馬祖）「區域觀光圈」，做為整合平臺，盤整在地資源，打造具國際吸引力的特色旅遊產品。

全臺 18 個觀光圈品牌
Taiwan's 18 Tourism Circle Brands



Flagship Tourism Event Program

— Six benchmark events were organized, including the Taiwan Lantern Festival (20.3 million visits in 2025), Taiwan Culinary Exhibition (more than 100,000 visits in 2025), Solar Festival in Taiwan (38 events), National Hot Spring Marketing and Promotion Campaign (13 events), Taiwan Cycling Festival marketing and promotion activities (17 events), and the Taiwan East Coast Land Arts Festival–Moonlit Sea Concert (33 events).

Tourism Circle Promotion and Implementation Program

— The 13 NSA administrations completed the establishment of 18 Tourism Circles. Through resource sharing, the program strengthened the Tourism Circle brand and subsequently integrated the 18 Tourism Circles into seven Regional Tourism Circles—Northern, Central, Southern, Eastern, Penghu, Kinmen, and Matsu. These Regional Tourism Circles serve as collaborative platforms for integrating local resources and developing distinctive tourism products with international appeal.



2025 台灣美食展 – 台灣觀光館啟動儀式
Opening Ceremony of the Taiwan Tourism Pavilion
at the 2025 Taiwan Culinary Exhibition



優化產業環境 Fostering a Stronger Tourism Industry

促進旅行業發展計畫

— 為提振旅行業發展品牌，以協助旅行業升級發展，增加市場競爭力，增進國際來臺旅客，提升服務品質，強化旅遊安全及創新旅遊產品，於 109 年起各旅行業商業同業公會或經觀光署認可之全國性觀光公益法人均可依規定申請補助，提供從業人員相關教育訓練，為期 4 年，至 112 年底共辦理 67 件。

促進旅宿業發展計畫

— 鼓勵業者品質提升及品牌化，110-114 年旅館完成轉型經營或提升品質共計 1,643 家、參與星級旅館評鑑業者計 161 家、新增通過好客民宿認證共計 1,313 家。

觀光遊樂業多元轉型計畫

— 訂定「補助觀光遊樂業優質化實施要點」，補助觀光遊樂業者辦理投資新設施、設備更新、創新服務及數位硬體設施等事項。110-114 年共計核定補助 78 家業者，辦理觀光遊樂業創新、智慧、安心與永續環境發展措施。

觀光產業人才培訓推動計畫

— 辦理「觀光產業人才培訓推動計畫」，分別依旅行業、旅宿業及觀光遊樂業不同需求辦理中高階管理人員培訓，110-114 年共計培訓 3,703 人次，提升產業服務品質。

Travel Industry Development Promotion Program

— To strengthen the travel industry's brand competitiveness and support its continued upgrading, the Tourism Administration implemented measures to enhance market competitiveness, attract more international visitors to Taiwan, improve service quality, strengthen travel safety, and encourage the development of innovative tourism products. Beginning in 2020, travel industry associations and nationwide public-interest tourism organizations recognized by the Tourism Administration became eligible to apply for subsidies, in accordance with applicable regulations, to provide professional training for industry personnel. Over the four-year program period, a total of 67 projects were implemented by the end of 2023.

Lodging Industry Development Promotion Program

— To encourage quality enhancement and brand development within the lodging industry, from 2021 to 2025 a total of 1,643 hotels completed business transformation or service quality improvement initiatives, 161 lodging operators participated in the Star Hotel Rating Program, and 1,313 homestays newly obtained Taiwan Host certification.

Tourist Amusement Enterprise Diversification and Transformation Plan

— The Tourism Administration introduced the Directions for Subsidizing Quality Improvements in the Tourist Amusement Industry to support operators in investing in new attractions, upgrading facilities and equipment, introducing innovative services, and expanding digital infrastructure. From 2021 to 2025, subsidies were approved for 78 operators, supporting initiatives focused on innovation, smart tourism, visitor safety, and sustainable development.

Tourism Industry Talent Training Promotion Program

— Through the Tourism Industry Talent Development Program, specialized training was provided for mid- and senior-level managers in the travel, lodging, and tourist amusement sectors, with curricula tailored to the needs of each industry. From 2021 to 2025, a total of 3,703 participants completed the program, helping to strengthen professional capabilities and enhance service quality across the tourism industry.

114 星級評鑑說明會
2025 Star Hotel Evaluation Briefing



114 年觀光產業關鍵人才培育計畫
2025 Key Talent Development Program for the Tourism Industry



推展數位體驗 Advancing Digital Tourism Experiences

數位觀光推動計畫

— 透過辦理「觀光盃 OpenData 黑客松」競賽、舉辦「觀光產業數位博覽會」，協助觀光產業數位轉型；並優化擴充本署現有觀光大數據平台，匯集多項數據資料並提供分析功能，110-114 年共計完成旅宿產業數據等 5 項分析應用案例，作為未來提升內部決策力以及回饋產業規劃參考。

數位體驗加值計畫

— 推動探索行動化、體驗立體化（AR、VR）等數位加值服務，110-114 年共計完成 11 處數位體驗場域；並推廣台灣多元自行車路線，拍攝完成 16 條新自行車路線於國外線上自行車騎乘體驗平台（Rouvy）上架，113 年亦配合日月潭舉辦的「環法自行車挑戰賽」，於 Rouvy 平台辦理環法賽路線線上騎乘體驗競賽活動，線上線下共同行銷台灣。台灣觀光資訊網建置智慧化之 Smart 智慧觀光地圖模式，並導入人工智慧 AI 客服 ChatBot，便利民眾取得旅遊資訊。

i-center 品牌化及商業模式推廣計畫

— 輔導管理處推動「行動旅服」路線，使旅遊服務觸角延伸至遊客中心外之遊客聚集區域，機動服務重要景點周邊遊客；110-114 年已設置 653 處借問站，其中 59.7% 的借問站已提供外語或電子摺頁。

便利自由行旅運計畫

— 開行 90 條「台灣好行」營運路線，並自 112 年 5 月 20 日起，民眾可持電子票證（含行動支付）搭乘優惠路線享票價半價優惠，112-114 年共 1,702 萬人次搭乘。另「台灣觀巴」，計有 29 家業者，105 條路線，並自 112-114 年推出台灣觀巴 2 人同行 1 人免費，並適時加碼推出 1、2、3 折優惠，深受各界好評，114 年營業額相較 113 年同期，成長超過 2% 以上之家數達 17 家。

2025 觀光產業數位博覽會
2025 Digital Expo for the Tourism Industry



Digital Tourism Promotion Program

— Digital value-added services were promoted through mobile travel applications and immersive technologies such as augmented reality (AR) and virtual reality (VR). From 2021 to 2025, 11 digital tourism experience sites were completed: To accelerate the digital transformation of the tourism industry, the Tourism Administration organized the Tourism Open Data Hackathon and the Digital Expo for the Tourism Industry. It also upgraded and expanded its Tourism Big Data Platform by integrating multiple data sources and enhancing its analytical capabilities. From 2021 to 2025, the platform supported the development of five data analytics applications, including analyses of the lodging industry, providing valuable insights for internal decision-making and future tourism policy and industry planning.

Digital Experience Value-added Program

— Digital value-added services were promoted through mobile travel applications and immersive technologies such as augmented reality (AR) and virtual reality (VR). From 2021 to 2025, 11 digital tourism experience sites were completed. To promote Taiwan's diverse cycling routes, 16 new cycling routes were professionally filmed and made available on Rouvy, an international virtual cycling platform. In 2024, in conjunction with the L'Étape Sun Moon Lake by Tour de France cycling event, an online riding challenge based on Tour de France routes was hosted on the Rouvy platform, combining online and on-site activities to showcase Taiwan as a cycling destination. The Taiwan Tourism Information Website was also enhanced with a Smart Tourism Map and an AI-powered chatbot, making travel information more accessible and convenient for visitors.

i-center Branding and Business Model Promotion Program

— NSA administrations were encouraged to expand Mobile Visitor Services, extending tourism information beyond visitor centers to high-traffic tourist locations and providing flexible, on-site assistance at major attractions. From 2021 to 2025, 653 "Ask Me" Information Stations were established, with 59.7% offering foreign-language services or digital brochures.

Convenient Transportation for Independent Travelers Program

— A total of 90 Taiwan Tourist Shuttle routes were in operation during the program period. Beginning on May 20, 2023, travelers using electronic ticketing—including mobile payment—became eligible for 50% discounted fares on designated promotional routes. From 2023 to 2025, the Taiwan Tourist Shuttle system served 17.02 million passenger trips. The Taiwan Tour Bus network expanded to 29 operators offering 105 routes. Between 2023 and 2025, promotional campaigns—including a Buy One, Get One Free offer for two travelers, as well as limited-time discounts of 70%, 80%, and 90% off—were launched to encourage travel and received a strong public response. In 2025, 17 operators recorded year-on-year revenue growth of more than 2% compared with the same period in 2024.

廣拓觀光客源

Expanding Visitor Markets

精準客源開拓計畫

— 疫後來台旅客穩步成長，114 年全年來台旅客達 857.4 萬人次，較 113 年全年（785 萬人次）成長 9.1%，日本、港澳及韓國市場均逾百萬人次規模。未來觀光政策將以「質量並進」為目標，強調「產值」與「品質」，關注人均消費和停留天數，吸引高品質、高價值的旅客，同時顧及居民生活品質，並以永續觀光為發展方向。

強化品牌行銷

- **強化品牌行銷及推出各市場觀光代言人：**以多元觀光宣傳擴大行銷廣度（包括參與國際旅展、海外觀光推廣會、戶外廣告、線上宣傳、KOL 合作社群平臺行銷等），並推出日本、韓國、馬來西亞（穆斯林）、印尼及泰國市場觀光代言人，分別為知名日本影帝妻夫木聰、韓團 Super Junior 成員圭賢、印尼人氣巨星咪卡·譚巴勇 (Mikha Tambayoung Mahendra)、泰國當紅實力派演員提拉德 (Teeradetch Metawarayut) 捲動臺灣觀光話題。
- **強化海外據點服務：**110-114 年，本署共計成立 1 個駐外辦事處（釜山）、8 個台灣觀光服務分處 (TTIC)（孟買、雅加達、巴黎、溫哥華、馬尼拉、阿姆斯特丹、西雅圖、雪梨），持續強化全球據點服務量能及觸角，以全球策略布局及多元化行銷，積極提升國際來臺旅客規模。
- **強化合作推廣主題旅遊：**強化雙邊（臺日、臺韓、臺越、臺泰觀光會議及臺泰人才交流）與多邊（如參加 APEC、PATA 等）交流，以掌握國際趨勢拓展商機，並結合臺灣多元特色，攜手文化部、農業部、經濟部、運動部、客家委員會及原住民族委員會等部會，推廣文化、休閒農漁業、會展獎旅 (MICE)、國際體育賽事、客庄及原鄉等旅遊，整合觀光資源，加速觀光產業發展。

Targeted Market Development Program

— Following the pandemic, international visitor arrivals to Taiwan recovered steadily. In 2025, Taiwan welcomed 8.574 million international visitors, representing a 9.1% increase over the 7.85 million arrivals recorded in 2024. Visitor arrivals from Japan, Hong Kong and Macao, and South Korea each surpassed the one-million mark. Looking ahead, Taiwan's tourism policy will pursue balanced growth in both quality and quantity, placing greater emphasis on tourism value creation and visitor experience. In addition to increasing visitor numbers, the focus will shift toward higher per capita spending and longer lengths of stay, attracting high-value visitors while safeguarding residents' quality of life and advancing sustainable tourism development.



2025 亞太經濟合作 (APEC) 出訪人員合照
2025 APEC Delegation

Strengthening Brand Marketing

- **Strengthening Taiwan's Tourism Brand through Market-specific Ambassadors :** To broaden the reach of Taiwan's tourism marketing, the Tourism Administration implemented a wide range of promotional initiatives, including participation in international travel fairs, overseas tourism promotion events, outdoor advertising, digital marketing campaigns, and collaborations with key opinion leaders (KOLs) on social media platforms. Market-specific tourism ambassadors were also appointed for Japan, South Korea, Malaysia (Muslim market), Indonesia, and Thailand. These included acclaimed Japanese actor Satoshi Tsumabuki, Kyuhyun of the Korean group Super Junior, Indonesian celebrity Mikha Tambayong, and Thai actor Teeradetch Metawarayut, helping generate widespread international attention for Taiwan tourism.

- **Expanding Overseas Tourism Service Networks :** From 2021 to 2025, the Tourism Administration established one overseas office in Busan and eight Taiwan Tourism Information Centers (TTICs) in Mumbai, Jakarta, Paris, Vancouver, Manila, Amsterdam, Seattle, and Sydney. Together, these overseas offices have strengthened the capacity and reach of Taiwan's international tourism service network. Supported by a globally coordinated strategy and diversified marketing initiatives, they continue to expand Taiwan's international visitor markets.

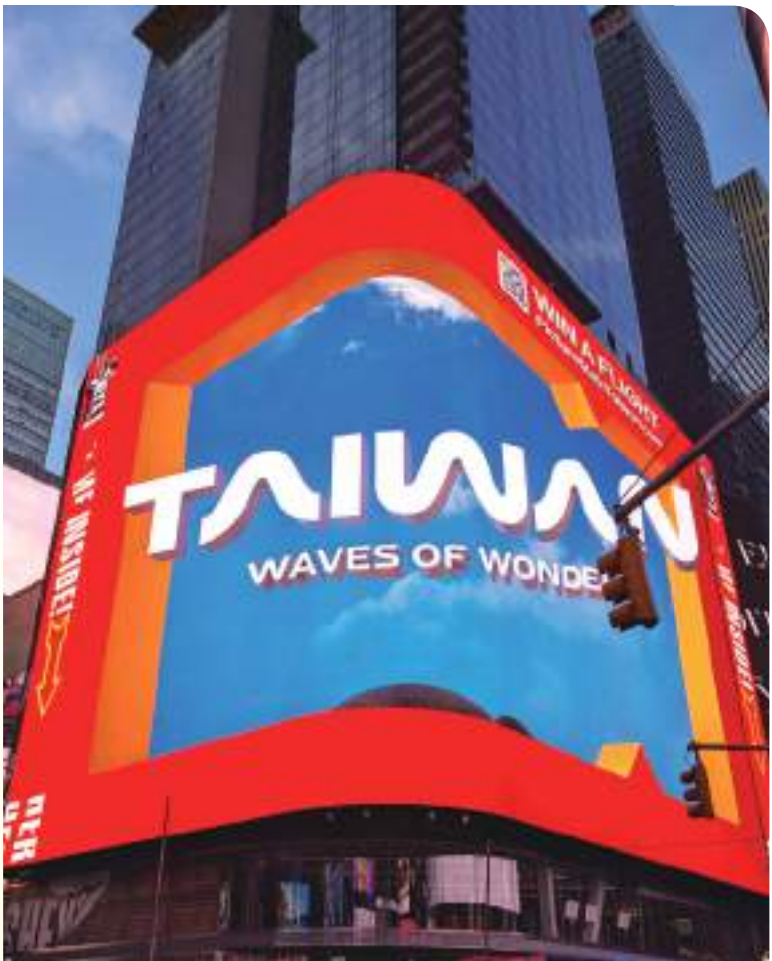
- **Strengthening Partnerships to Promote Themed Tourism :** The Tourism Administration enhanced both bilateral cooperation—including Taiwan–Japan, Taiwan–Korea, Taiwan–Vietnam, and Taiwan–Thailand tourism conferences, as well as Taiwan–Thailand tourism talent exchanges—and multilateral engagement through organizations such as APEC and PATA to monitor global tourism trends and expand international opportunities. Working in partnership with the Ministry of Culture, Ministry of Agriculture, Ministry of Economic Affairs, Ministry of Sports, Hakka Affairs Council, and Council of Indigenous Peoples, the Administration promoted a wide range of themed tourism experiences, including cultural tourism, recreational agriculture and fisheries, MICE tourism, international sporting events, Hakka cultural destinations, and Indigenous tourism. By integrating tourism resources across sectors, these collaborations strengthened Taiwan's tourism offerings and accelerated industry development.

特定客群開發計畫

- **獎勵旅遊：**111 年及 114 年修正「推動境外獎勵旅遊來臺獎勵要點」，加強爭取商務旅遊，110-114 年共吸引 49,245 人次來台。
- **教育旅行：**110-114 年共吸引 74,244 人次來台。
- **穆斯林市場：**台灣自 110 年起迄今於「全球穆斯林旅遊指數 (GMTI)」非伊斯蘭合作組織旅遊目的地獲列前三名等評比肯定，顯示推動台灣穆斯林旅遊工作有成。
- **推廣樂齡旅遊及無障礙旅遊：**110-114 年輔導旅行業推廣樂齡旅遊及無障礙旅遊總計補助 1,519 團；建置 65 處無障礙旅遊景點。

台灣觀光品牌深化計畫

— 於 113 年 5 月 6 日完成台灣觀光全新品牌 3.0CIS 識別設計「TAIWAN – Waves of Wonder」，並持續透過多元管道投放新品牌宣傳廣告，全球行銷新品牌 3.0 形象，例如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，以魅力行銷臺灣，衝刺來臺觀光人數。



紐約時報廣場戶外廣告
Outdoor Advertising in New York's Times Square

Targeted Market Development Program

- **Incentive travel :** The Directions for Incentives to Promote Overseas Incentive Travel to Taiwan were revised in 2022 and 2025 to strengthen Taiwan's competitiveness in the incentive travel market. From 2021 to 2025, the program attracted 49,245 incentive travelers to Taiwan.
- **Educational travel :** From 2021 to 2025, Taiwan welcomed 74,244 educational travelers.
- **Muslim-friendly Tourism :** Since 2021, Taiwan has consistently ranked among the top three non-Organization of Islamic Cooperation (OIC) destinations in the Global Muslim Travel Index (GMTI), demonstrating the success of its efforts to develop a welcoming and Muslim-friendly travel environment.

- **Senior and Accessible Tourism :** From 2021 to 2025, the Tourism Administration provided guidance to travel agencies in promoting senior and accessible tourism, subsidizing a total of 1,519 tour groups, and established 65 accessible tourist attractions, continuing to promote tourism that is inclusive and accessible to all.

Taiwan Tourism Brand Enhancement Program

— On May 6, 2024, the Tourism Administration officially unveiled the new Taiwan Tourism Brand 3.0 visual identity, "TAIWAN – Waves of Wonder." Since its launch, the new brand has been promoted worldwide through an integrated multimedia marketing campaign. Advertising has appeared across influential media channels in Taiwan's key visitor source markets, including BBC in the United Kingdom, CNN in the United States, prominent outdoor displays in New York's Times Square, and leading digital platforms such as Netflix, Google, and YouTube. Through these high-profile campaigns, the Tourism Administration has continued to strengthen Taiwan's international tourism brand and attract more visitors from around the world.



台灣 連續四年 名列
GMTI 穆斯林友善旅遊目的地 前三名！
Taiwan Ranked Among the Top Three Muslim-friendly
Destinations in the GMTI for Four Consecutive Years



輔導旅行業推廣樂齡及無障礙旅遊
總計補助 1,519 團！
Subsidies Supported 1,519 Senior and Accessible Tour
Groups Organized by Travel Agencies

旅遊 Travel Market 市場

根據聯合國觀光組織（UN Tourism）統計，2025 年國際觀光入境人次已超越 2019 年（疫情前）水準，隨著疫後旅遊市場復甦，2025 年來臺旅客達 857 萬 4,547 人次，整體人次較 2024 年增加 9.12%。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 statistics from UN Tourism, international tourist arrivals in 2025 surpassed pre-pandemic levels. As the post-pandemic travel market continued to recover, Taiwan welcomed 8,574,547 inbound visitors in 2025, an increase of 9.12% over 2024. Moving forward, Taiwan will continue its efforts to develop major and high-potential global source markets on multiple fronts, with the aim of creating more diverse and sustainable tourism opportunities.



臺灣旅遊市場 Taiwan Travel Market

114 年國人國內旅遊達 2.48 億旅次，總消費達 181.06 億元，雙雙創下歷年新高。國人平均出遊次數為 11.65 次，較 113 年增加 1.19 次，但平均旅遊天數 1.32 天 / 次，減少 0.07 天 / 次，假日出遊比率增加 0.5 個百分點，整體旅遊滿意度 98.7%，呈現短時高頻輕旅行的旅遊樣貌。

In 2025, domestic travel by Taiwan residents reached 248 million trips, with total spending reaching NT\$18.106 billion. Both figures set record highs. The average number of trips per person was 11.65, an increase of 1.19 trips from 2024; however, the average trip length was 1.32 days per trip, down 0.07 days per trip. The share of travel taken during holidays and weekends rose by 0.5 pp, while overall travel satisfaction reached 98.7%, reflecting a travel pattern characterized by shorter, more frequent light trips.



114 年國人國內旅遊重要指標統計表 Major Indices of Domestic Travel in 2025

項目 Items	114 年 2025		113 年 2024		114 年與 113 年比較 2025 versus 2024	
國人國內旅遊比率 Domestic travel rate	90.2%		90.8%		▼ 0.6 個百分點 (※) Down 0.6 percentage points	
平均每人旅遊次數 Average number of trips per person	11.65 次 11.65 trips		10.46 次 10.46 trips		▲ 1.19 次/trips	
國人國內旅遊總旅次 Total number of domestic trips by citizens	247,614,000 旅次 247,614,000 trips		222,032,000 旅次 222,032,000 trips		▲ 11.52%	
平均旅遊天數 Average number of days per trip	1.32 天 / 次 1.32 days		1.39 天 / 次 1.39 days		▼ 0.07 天 / 次 Down 0.07 days	
假日旅遊比率 Travel taken during holidays and weekends	67.2%		66.7%		▲ 0.5 個百分點 (※) Up 0.5 percentage points	
旅遊整體滿意度 Overall satisfaction level	98.7%		98.8%		▼ 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 2,279 元 NT\$2,279	73.12 美元 US\$73.12	新臺幣 2,323 元 NT\$2,323	72.35 美元 US\$72.35	NTD ▼ 1.89%	USD ▲ 1.06%
國人國內旅遊總支出 Total expenditure on domestic travel	新臺幣 5,643 億元 NT\$564.3 billion	181.06 億美元 US\$18.106 billion	新臺幣 5,158 億元 NT\$515.8 billion	160.65 億美元 US\$16.065 billion	NTD ▲ 9.40%	USD ▲ 12.70%

註：• 本表資料來源為 114 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: 2025 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.



奇美博物館 Chimei Museum

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

114 年全臺遊憩據點共計 393 處，排除 113 年新增及刪除據點後，以 359 處相同據點進行比較，其中正成長據點 207 處、負成長 152 處，整體呈現多數據點穩健回溫趨勢。國家公園及國家級風景特定區雖仍有部分據點受災後修復、交通影響或市場波動衝擊，但亦有多處景點大幅成長，例如古寧頭戰史館、太魯閣國家公園遊客中心，以及澎湖地區多處遊客中心皆展現明顯回流，顯示離島與特色景區持續受到旅客青睞。

地方型觀光場域方面，直轄市及縣市級風景特定區、森林遊樂區及休閒農業場域整體表現穩定，其中龍潭湖、烏來風景特定區、奧萬大及池南國家森林遊樂區皆有亮眼成長，反映國人對自然療癒、生態旅遊及近郊休閒需求持續增加。部分據點則因天候、設施整修或區域競爭影響而出現衰退，如五峰旗、富源森林遊樂區及部分休閒農場，顯示旅遊市場已朝向分眾化與體驗品質導向發展。

文化觀光與宗教旅遊則成為 114 年成長亮點。孔廟園區、赤嵌樓周邊、國立臺灣美術館、大甲鎮瀾宮及勝利星村創意生活園區等據點皆大幅成長，展現文化節慶、歷史場域與藝文活動對人流帶動效果顯著。其中博物館類型共有 29 處正成長，宗教場所亦以大甲鎮瀾宮成長最為突出，顯示深度文化體驗、地方創生與活動策展已逐漸成為吸引旅客的重要核心動能。



文化觀光與宗教旅遊為 114 年成長亮點，大甲鎮瀾宮成長最突出
Cultural tourism and religious tourism were growth highlights in 2025, with Dajia Jenn Lann Temple posting the most notable Increase



In 2025, Taiwan had a total of 393 tourism and recreation sites. Excluding sites that were newly added or removed in 2024, a comparison of 359 identical sites showed growth at 207 sites and declines at 152 sites, indicating a steady overall recovery across most destinations. Although some sites in national parks and national scenic areas continued to be affected by post-disaster restoration, transportation conditions, or market fluctuations, many attractions recorded substantial growth. These included the Guningtou Battle Museum, Taroko National Park Visitor Center, and several visitor centers in the Penghu area, all of which saw a clear return of visitors. This shows that offshore islands and distinctive scenic areas remained popular among travelers.

Among local tourism sites, designated scenic areas at the municipal and county or city levels, forest recreation areas, and recreational agriculture sites were generally stable. Longtan Lake, Wulai Scenic Area, Aowanda National Forest Recreation Area, and Chihnan National Forest Recreation Area all posted strong growth, reflecting continued increases in demand among Taiwan residents for nature-based healing, ecotourism, and suburban leisure. Some sites, including Wufengqi, Fuyuan Forest Recreation Area, and certain recreational farms, experienced declines due to weather, facility renovations, or regional competition. This indicates that the tourism market has moved toward greater segmentation and a stronger focus on the quality of visitor experiences.

Cultural tourism and religious tourism emerged as growth highlights in 2025. Sites including the Confucius Temple area, the area surrounding Chikan Tower, the National Taiwan Museum of Fine Arts, Dajia Jenn Lann Temple, and Victory Star Village Creative Life Park all recorded substantial growth, demonstrating the significant ability of cultural festivals, historic sites, and arts and cultural events to draw visitors. Among museum-type sites, 29 recorded positive growth. Among religious sites, Dajia Jenn Lann Temple posted the most notable increase. This shows that in-depth cultural experiences, local revitalization, and curated events have gradually become important core drivers in attracting travelers.



114 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 2025 (Jan-Dec)

備註：114 年度新增之據點不列入本表統計。 Note: New visitor sites added in 2025 are not included in the table

類型 Site Category	總據點數(個) Total sites	與113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)
 國家公園 National Parks	42	17	40.48	25	59.52
 國家風景區 National Scenic Areas	73	32	43.84	41	56.16
 直轄市及縣(市)級風景特定區 Designated scenic areas at the municipal or county (city) level	18	9	50.00	9	50.00
 森林遊樂區 Forest Recreation Areas	19	13	68.42	6	31.58
 休閒農業區及休閒農場 Recreational Agriculture Areas and Recreational Farms	5	2	40.00	3	60.00
 觀光地區 Tourist Areas	14	6	42.86	8	57.14
 博物館 Museums	38	29	76.32	9	23.68
 宗教場所 Religious Sites	15	11	73.33	4	26.67
 其他 Other	135	88	65.19	47	34.81
 總計 Total	359	207	57.66	152	42.34



來臺旅遊市場 Inbound Travel Market

114 年來臺旅客 857 萬 4,547 人次，較 113 年增加 9.12%。平均停留 6.95 夜（減少 0.03 夜），日均消費 185.14 美元（增加 2.31 美元），來臺觀光支出達新臺幣 3,439 億元（增加 6.80%），顯示旅客轉向停留短但消費更集中的深度體驗與精緻服務。按旅客居住地分，以日本 148 萬 3,176 人次最多，占 17.30%；其次為港澳 131 萬 139 人次（占 15.28%）及韓國 101 萬 6,520 人次（占 11.86%）。依來臺目的分析，以「觀光」588 萬 3,794 人次最多，占 68.62%，其次為「其他」171 萬 4,351 人次，占 19.99%；來臺旅客中有 51.95% 為女性，年齡則以 30-39 歲者最多，占 23.37%。

114 年來臺旅遊市場重要指標 Key Indicators of Taiwan's Inbound Travel Market in 2025

項目 Items	114 年 2025		113 年 2024		114 年與 113 年比較 2025 vs 2024
來臺旅客人次 Number of visitor arrivals to Taiwan	857 萬 4,574 人次 8,574,574 visitors		785 萬 7,686 人次 7,857,686 visitors		▲ 9.12%
來臺旅客平均停留夜數 Average length of stay of visitors to Taiwan	6.95 夜 6.95 / nights		6.98 夜 6.98 / nights		▼ 0.03 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 5,770 元 NT\$5,770	185.14 美元 US\$185.14	新臺幣 5,870 元 NT\$5,870	182.83 美元 US\$182.83	▲ 1.26% in USD 新臺幣減少 1.7% \$1.7% 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 3,439 億元 NT\$343.9 billion	110.33 億美元 US\$11.033 billion	新臺幣 3,220 億元 NT\$322 billion	100.28 億美元 US\$10.028 billion	▲ 10.02% in USD 新臺幣增加 6.80% \$6.80% in NTD

註：本表資料來源為 114 年「來臺旅客消費及動向調查報告」 Note：Source—2025 Annual Survey Report on Visitors Expenditure and Trends in Taiwan

國人出國觀光市場 Outbound Travel Market

114 年國人出國共計 1,894 萬 4,436 人次。依出國目的地分析，以前往亞洲地區為最多，計 1,771 萬 5,833 人次（占 93.51%），其次為美洲地區 65 萬 5,024 人次（占 3.46%）、歐洲地區 35 萬 9,216 人次（占 1.90%）、大洋洲地區 20 萬 7,796 人次（占 1.10%）。

依國家（地區）別分析，赴日本 673 萬 817 人次為最多，其次依序為中國大陸 323 萬 7,511 人次、韓國 183 萬 5,061 人次、香港 162 萬 6,176 人次、越南 121 萬 4,362 人次。



In 2025, Taiwan welcomed 8,574,547 inbound visitors, an increase of 9.12% from 2024. The average length of stay was 6.95 nights, down 0.03 nights, while average daily spending was US\$185.14, up US\$2.31. Inbound tourism expenditure reached NT\$343.9 billion, an increase of 6.80%. These figures indicate a shift toward shorter stays combined with more concentrated spending on in-depth experiences and refined services. By place of residence, Japan was the largest source market, with 1,483,176 visitors, accounting for 17.30% of the total. This was followed by Hong Kong and Macao with 1,310,139 visitors, or 15.28%, and South Korea with 1,016,520 visitors, or 11.86%. By purpose of visit, “tourism” accounted for the largest share, with 5,883,794 visitors, or 68.62%, followed by “other” purposes, with 1,714,351 visitors, or 19.99%. Among inbound visitors, 51.95% were female, and the largest age group was 30–39, accounting for 23.37% of the total.



In 2025, Taiwan residents made a total of 18,944,436 outbound trips. By destination region, Asia accounted for the largest share, with 17,715,833 trips, or 93.51% of the total. This was followed by the Americas (655,024 trips, 3.46%), Europe (359,216 trips, 1.90%), and Oceania (207,796 trips, 1.10%).

By country or region, Japan was the most visited destination, with 6,730,817 trips by Taiwan residents. It was followed, in order, by mainland China (3,237,511 trips), South Korea (1,835,061 trips), Hong Kong (1,626,176 trips), and Vietnam (1,214,362 trips).

觀光整體收入 Outbound Travel Market

來臺旅客觀光支出及國人國內旅遊支出總和，114 年計約為 291.39 億美元，占當年 GDP 百分比為 3.16%。

來臺旅客觀光支出 Inbound Tourism Expenditure

依據「114 年來臺旅客消費及動向調查」，114 年來臺旅客觀光支出約為 110.33 億美元，較 113 年增加 10.02%。

國人國內旅遊支出 Domestic Tourism Expenditure

依據「114 年臺灣旅遊狀況調查報告」，114 年 12 歲以上國人國內旅遊約為 2.48 億旅次，每人每次旅遊平均支出約為 73.12 美元，平均旅遊天數約為 1.32 天，推估國人國內旅遊總支出約為 181.06 億美元，較 113 年增加 12.70%。



全球旅遊市場 The Global Travel Market

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

2025 年全球航空業、觀光業持續穩健成長，國際旅遊市場已正式邁入疫後常態化發展階段。根據 IATA 數據，2025 年全球航空客運量（RPKs，乘客收入公里數）較 2024 年成長 5.3%，同期航空運量（ASKs，可用座位公里數）亦成長 5.2%，整體旅客載客率（PLF，已使用可用座位公里數百分比）達 83.6%，創下全年航空運輸歷史新高。觀光旅遊業方面，2025 年全球國際旅客人次達 15.3 億，較 2019 年（疫情前）及 2024 年成長 4%。展望 2026 年，有鑒於旅遊旅遊需求持續增長，航空客運量估計可超過 52 億人次，而國際旅客人次預估將較 2025 年成長 3~4%，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\$291.39 billion in 2025, accounting for 3.16% of GDP for that year.

According to the "2025 Annual Survey Report on Visitors Expenditure and Trends in Taiwan," the inbound tourism expenditure for visitors to Taiwan in 2025 was estimated to be approximately US\$11.033 billion, an increase of 10.02% compared to 2024.

According to the "2025 Survey of Travel by R.O.C. Citizens," Taiwanese nationals aged 12 and above made approximately 248 million domestic trips in 2025. The average expenditure per person per trip was about US\$73.12, and the average length of domestic trips was approximately 1.32 days. This resulted in an estimated total domestic tourism expenditure of about US\$181.06 billion, reflecting an increase of 12.70% compared to 2024.



In 2025, the global aviation and tourism industries continued to grow steadily, and the international travel market formally entered a stage of post-pandemic normalization. According to IATA data, global air passenger traffic, measured in revenue passenger kilometers (RPKs), increased by 5.3% in 2025 compared with 2024. Over the same period, airline capacity, measured in available seat kilometers (ASKs), rose by 5.2%, while the overall passenger load factor (PLF), the percentage of available seat kilometers used, reached 83.6%, setting a new annual record for air transport. In tourism, international tourist arrivals worldwide reached 1.53 billion in 2025, up 4% compared with both 2019, before the pandemic, and 2024. Looking ahead to 2026, as travel demand continues to grow, air passenger volume is estimated to exceed 5.2 billion passengers, while international tourist arrivals are projected to increase by 3% to 4% from 2025. The outlook for both aviation and tourism therefore remains promising.

根據 UN Tourism 信心指數顯示，僅 39% 觀光專業人士認為 2026 年國際觀光的前景較 2025 年更好，儘管全球通膨趨緩，但觀光服務通膨仍高於水平，未來國際觀光產業將持續面臨全球經濟、高旅遊成本、地緣政治緊張、油價波動及極端氣候的影響，價格敏感型旅客更重視性價比偏好物超所值、離家近的旅行，且對旅遊市場的信心較為保守。在旅遊型態方面，以城市型短程旅遊成長最快，其次為自然或山岳型及會展旅遊；另隨著選擇秘境探索的旅客日益增加，帶動自然或山岳型的旅遊，亦反映出永續旅遊的選擇日漸成為重要考量的趨勢；同時會展產業的強勁復甦，將提升主辦國際活動目的地的能見度，並吸引高消費旅客前往。

According to the UN Tourism Confidence Index, only 39% of tourism professionals believed that the outlook for international tourism in 2026 would be better than in 2025. Although global inflation has eased, inflation in tourism services remains above average. In the future, the international tourism industry will continue to be affected by global economic conditions, high travel costs, geopolitical tensions, oil price volatility, and extreme weather. Price-sensitive travelers are placing greater emphasis on value for money, favoring trips that offer good value and are closer to home, and their confidence in the travel market remains relatively conservative. In terms of travel patterns, short urban trips recorded the fastest growth, followed by nature- or mountain-based travel and MICE tourism. As more travelers choose to explore lesser-known destinations, demand for nature- and mountain-based tourism has also increased, reflecting a trend in which sustainable travel choices are becoming an increasingly important consideration. At the same time, the strong recovery of the MICE industry will raise the visibility of destinations that host international events and attract high-spending travelers.

區域 Region	年旅客（百萬人次） Visits (Millions)		同期成長率（%） YoY Increase (%)
	2024	2025	2025
全球 Global	1462	1534	5.0
已開發經濟體 Advanced economies	783	815	4.1
新興經濟體 Emerging economies	679	719	6.0
歐洲地區 Europe	772.1	809.6	4.9
北歐 Northern Europe	85.2	85.6	0.6
西歐 Western Europe	216.2	227.4	5.2
中 / 東歐 Central / Eastern Europe	140.3	152.4	8.7
南歐 / 地中海地區 Southern Europe / Mediterranean Region	330.5	344.1	4.1
亞太地區 Asia-Pacific	301.9	325.2	7.7
東北亞 Northeast Asia	138.8	158.9	14.5
東南亞 Southeast Asia	122.7	125.2	2.1
南太平洋地區 South Pacific	14.4	15.4	6.8
南亞 South Asia	26.1	25.7	-1.4
美洲地區 The Americas	216.6	219.7	1.4
北美 North America	137.2	135.9	-1.0
加勒比海地區 Caribbean	29.9	30.1	0.4
中美 Central America	12.9	13.7	6.1
南美 South America	36.5	40.1	9.8
非洲地區 Africa	74.3	79.6	7.0
北非 North Africa	31.9	35.3	10.5
次撒哈拉地區 Sub-Saharan Africa	42.4	44.3	4.4
中東地區 Middle East	96.6	100.1	3.7

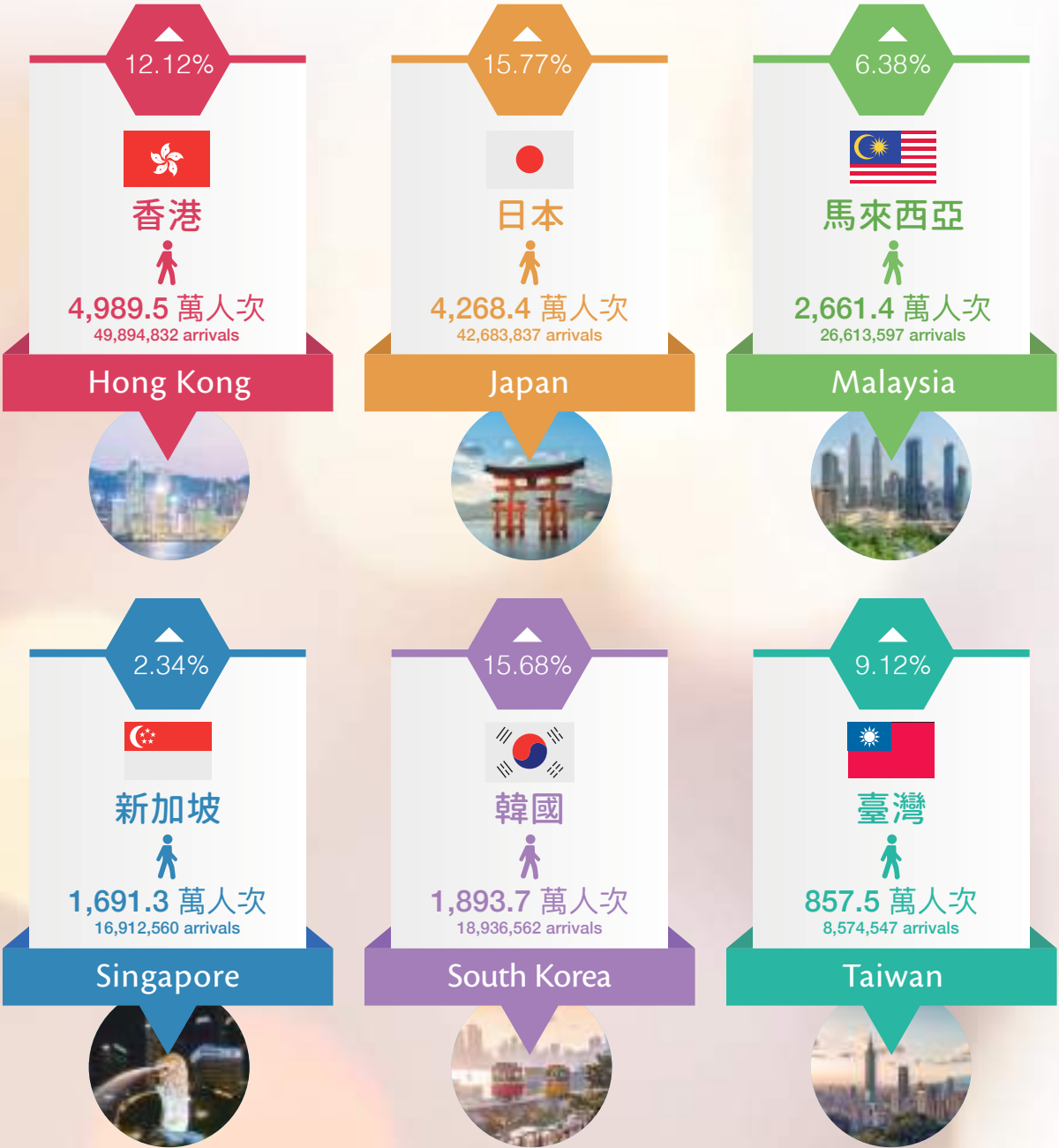
亞洲觀光市場概況
Overview of Asian Tourism Markets

觀光產業復甦，2025 年亞洲各觀光市場入境旅客人次皆為正成長。

Inbound visitor numbers rebounded in 2025 amid a broader tourism recovery.

2025 年亞洲各觀光市場入境旅客人次
Number of Inbound Visitors for Major Asian Tourism Markets in 2025

人 次 Arrivals ▲ 成長率 Change YoY



資料來源：日本政府觀光局、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

Source: Volume 24, Issue 2, Updated May 2026, UN Tourism World Tourism Barometer

國際 International Marketing 行銷

【觀光品牌 全球引客】

Building a tourism brand that draws visitors from around the world

觀光署發布新品牌「TAIWAN – Waves of Wonder」，邀請多國代言人精準引客。期間透過參與全球旅展並執行「加速擴大吸引國際觀光客方案」，利用自由行消費金與團客獎助加強來臺誘因。同時深化與韓國、日本、越南及泰國的雙邊觀光交流，並於荷蘭阿姆斯特丹、美國西雅圖及澳洲雪梨增設海外據點以擴大服務量能。在主題旅遊上，持續推動商務客順道觀光，《臺灣米其林指南 2025》評鑑城市更擴增至新北市與新竹縣市，並優化穆斯林友善環境，全面提升臺灣觀光的國際競爭力。

The Taiwan Tourism Administration launched its new brand, "TAIWAN – Waves of Wonder," and appointed brand ambassadors in multiple countries to more effectively attract visitors in target markets. Throughout the year, the administration participated in major international travel exhibitions and implemented the Accelerated and Expanded Inbound Tourism Promotion Program, offering consumer spending incentives for independent travelers and subsidies for group tours to encourage more visitors to travel to Taiwan. The administration also strengthened bilateral tourism exchanges with South Korea, Japan, Vietnam, and Thailand, while expanding its international service network with the addition of new overseas offices in Amsterdam, Seattle, and Sydney. In themed tourism, Taiwan continued to promote bleisure travel for business travelers. The MICHELIN Guide Taiwan 2025 expanded its coverage to include New Taipei City, Hsinchu County, and Hsinchu City. The administration also enhanced Taiwan's Muslim-friendly environment, strengthening the international competitiveness of Taiwan's tourism industry.



強化品牌 3.0 Strengthening Brand 3.0

配合觀光署發布臺灣觀光品牌 3.0「TAIWAN – Waves of Wonder」（臺灣魅力·驚喜無限），及臺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）」，傳達臺灣從自然景觀到多元文化的獨特魅力，各市場行銷計畫持續結合新品牌運用，組團參與全球指標旅展（柏林、倫敦）、於重要城市刊登戶外廣告（如：紐約時報廣場戶外廣告、倫敦雙層巴士車體廣告、新加坡捷運車體車站廣告、馬來西亞計程車車體廣告等），多管齊下持續擴大重要客源市場宣傳，增加臺灣觀光國際能見度。

In conjunction with the launch of Taiwan Tourism Brand 3.0, "TAIWAN – Waves of Wonder," and related international promotional videos, the Taiwan Tourism Administration promoted four key themes—"Share," "Discover," "Engage," "Enjoy"—to showcase Taiwan's unique appeal, from natural landscapes to diverse cultural experiences. Marketing initiatives in individual markets continued to incorporate the new brand identity. The administration organized delegations to participate in leading global travel exhibitions, including those in Berlin and London, and launched outdoor advertising campaigns in major cities, such as advertisements in New York's Times Square, on London double-decker buses, across MRT trains and stations in Singapore, and on taxis in Malaysia. Through a comprehensive, multi-channel approach, Taiwan continued to expand promotional efforts in key source markets and enhance the international visibility of Taiwan tourism.



臺灣觀光品牌 3.0「TAIWAN – Waves of Wonder」4 大主題
Four Themes of the Taiwan Tourism Brand 3.0,
"TAIWAN – Waves of Wonder" campaign



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

推出觀光代言人，例如韓國市場邀請知名韓團 SuperJunior 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 Channel3 知名男星 Teeradetch Metawarayut（提拉達·邁特瓦拉育，小名 Alek）擔任臺灣觀光代言人，捲動臺灣觀光話題不間斷。



印尼明星 Mikha Tambayong Mahendra 擔任首位臺灣觀光代言人
Indonesian celebrity Mikha Tambayong Mahendra served
as Indonesia's first Taiwan Tourism Ambassador



韓星圭賢受邀擔任韓國市場臺灣觀光代言人
Korean celebrity Kyu-hyun was appointed as Taiwan Tourism
Ambassador for the South Korean market

Taiwan introduced tourism ambassadors in multiple markets to promote Taiwan tourism. In South Korea, renowned Super Junior member Kyu-hyun was invited to serve as a tourism ambassador; in Japan, acclaimed actor Satoshi Tsumabuki was appointed; in Malaysia, actress Nabila Razali was invited to represent Taiwan tourism; in Indonesia, Mikha Tambayong Mahendra became the market's first Taiwan tourism ambassador; and in Thailand, popular Channel 3 actor Teeradetch Metawarayut (Alek) was appointed as Taiwan tourism ambassador. Through the appointment of these ambassadors, Taiwan continued to generate sustained public interest and discussion around Taiwan tourism.

國際旅展行銷臺灣 International Travel Exhibitions - Marketing Taiwan



歐美及澳洲 Europe, Americas & Australia

北美 Northern America

1 月 - 美國猶他旅展 (1/23-25)、紐約 (1/25-26) 旅遊冒險展；**2 月** - 芝加哥 (2/1-2)、洛杉磯 (2/22-23)、鳳凰城 (2/15-16) 旅遊冒險展；**3 月** - 加拿大溫哥華 (3/1-2)、美國丹佛 (3/8-9)、舊金山灣區 (3/15-16)、達拉斯 (3/22-23)、加拿大卡加利 (3/29-30) 旅遊冒險展；**4 月** - 美國全球郵輪展；**10 月** - 洛杉磯時報美食展、美洲國際會議暨獎勵旅遊展 (IMEX America) (10/7-9)；**11 月** - 加拿大蒙特婁旅展 (11/7-9)

January : Utah Travel Expo, United States (January 23–25), and New York Travel & Adventure Show (January 25–26); **February** : Chicago Travel & Adventure Show (February 1–2), Los Angeles Travel & Adventure Show (February 22–23), and Phoenix Travel & Adventure Show (February 15–16); **March** : Travel & Adventure Shows in Vancouver, Canada (March 1–2), Denver, United States (March 8–9), the San Francisco Bay Area (March 15–16), and Dallas (March 22–23); The Outdoor Adventure & Travel Show - Calgary (March 29-30); **April** : Seatrade Cruise Global, United States; **October** : Los Angeles Times Food Bowl and IMEX America (October 7–9); **November** : Montreal Travel Show, Canada (November 7–9)

歐洲 Europe

1 月 - 芬蘭 Matka 旅展 (1/16-19)、德國斯圖加特旅展 (1/18-26)、英國倫敦城市消費者旅展 (1/29-2/2)、瑞士蘇黎世旅展 (1/30-2/2)；**2 月** - 德國慕尼黑消費者旅展 (2/14-18)；**3 月** - 柏林 ITB 旅展 (3/4-6)；**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 (7/14-16)；**11 月** - 倫敦 WTM 旅展 (11/4-6)

January : Matka Nordic Travel Fair, Finland (January 16–19); CMT Stuttgart, Germany (January 18–26); Destinations: The Holiday & Travel Show, London, UK (January 29–February 2); and FESPO Zurich, Switzerland (January 30–February 2); **February** : f.re.e Munich, Germany (February 14–18); **March** : ITB Berlin (March 4–6); **May** : IMEX Frankfurt; **July** : Global Birdfair, UK (July 14–16); **November** : WTM London (November 4–6)

澳紐 Australia&NewZealand

1 月 - 澳紐 THO (Total Holidays Options) 展銷會；**2 月** - IMM 澳洲旅遊媒體展；**10 月** - TADA 澳洲旅行業者日

January : Total Holiday Options (THO) Roadshow in Australia and New Zealand; **February** : IMM Australia; **October** : TADA Australia Travel Agent Day



台灣森林鐵路驚艷亮相倫敦 WTM 旅展
Taiwan's Forest Railways shinesspot at WTM London



港務公司攜手觀光署參加 2025 全球郵輪展
Taiwan International Ports Corporation joins the Tourism Administration at Seatrade Cruise Global 2025



台灣代表團在北歐 MATKA 旅展台灣館
Taiwan delegation at the Taiwan Pavilion during the Matka Nordic Travel Fair

亞洲地區 Asia

日本 Japan

2 月 - 九州旅行博覽會；**5 月** - 關西空港海外旅遊博覽會；**8 月** - JTB 海旅 EXPO；**9 月** - 2025 日本旅展 (TourismEXPOJapan)

February : Kyushu Travel Expo; **May** : Kansai Airport Overseas Travel Exhibition; **August** : JTB World Travel Expo; **September** : Tourism EXPO Japan 2025

韓國 South Korea

6 月 - 首爾國際觀光博覽會

June : Seoul International Travel Fair

新加坡 Singapore

3 月 - NATAS 春季旅展；**4 月** - 新加坡亞洲潛水展 (ADEX Ocean Festival Singapore 2025)；**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 - 印度 SATTE 旅展

馬來西亞 Malaysia

3 月 - 春季 MITM 旅展；**4 月** - 春季 MATTA 旅展；**8 月** - 秋季 MITM 國際旅展；**9 月** - 秋季 MATTA 旅展

菲律賓 Philippines

2 月 - 菲律賓 TTE 旅展及 CTCL 旅展；**7 月** - 菲律賓 TME 旅展

印尼 Indonesia

2 月 - ASTINDO 春季旅展；**5 月** - 泗水 Worlds Expo 旅展；**7 月** - 印尼 International Islamic 伊斯蘭展；**8 月** - ASTINDO 雅加達秋季旅展

泰國 Thailand

1 月 - 泰國國際旅展 TITF；**9 月** - 泰國國際旅展清邁站 TITF North

越南 Vietnam

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

中國大陸 China

5 月 - 「2025 第 21 屆中國（深圳）國際文化產業博覽交易會」、 「第 20 屆海峽旅遊博覽會」；**8 月** - 「第 7 屆大運河文化旅遊博覽會」；**9 月** - 「2025 廣東國際旅遊產業博覽會」

March : NATAS Travel Fair 2025; **April** : Asia Dive Expo, Singapore (ADEX Ocean Festival Singapore 2025); **August** : NATAS Holidays 2025 Autumn; **October** : ITB Asia and TTF Singapore Aviation Travel Fair

February : SATTE India (South Asia's Travel & Tourism Exchange)

March : MITM Travel Fair Spring; **April** : MATTA Fair Spring; **August** : MITM International Travel Fair Autumn; **September** : MATTA Fair Autumn

February : TTE Travel Tour Expo and CTCL Travel Fair, Philippines; **July** : TME Travel Madness Expo, Philippines

February : ASTINDO Travel Fair Spring; **May** : Worlds Expo Travel Fair, Surabaya; **July** : International Islamic Expo, Indonesia; **August** : ASTINDO Travel Fair Autumn, Jakarta

January : Thai International Travel Fair (TITF); **September** : Thai International Travel Fair North, Chiang Mai (TITF North)

April : Vietnam International Travel Mart (VITM), Hanoi; **September** : International Travel Expo Ho Chi Minh City (ITE HCMC)

May : 21st China (Shenzhen) International Cultural Industries Fair 2025 and 20th Cross-Straits Travel Fair; **August** : 7th Grand Canal Culture and Tourism Expo; **September** : Guangdong International Tourism Industry Expo 2025

港澳 Hong Kong & Macao

6 月 - 香港國際旅遊展；**12 月** - DRT 香港國際潛水暨度假觀光展

June : Hong Kong International Travel Expo; **December** : DRT Show Hong Kong



新加坡 NATAS 秋季旅展台灣代表團
Taiwan delegation at the NATAS Travel Fair Autumn in Singapore



印度 SATTE 旅展 - 台灣館結合各地美景呈現
The Taiwan Pavilion at SATTE India presents Taiwan's scenic highlights



香港國際旅遊展台灣館 - 登山健行主題旅遊
The Taiwan Pavilion at the Hong Kong International Travel Expo showcased mountain and hiking tourism

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臺灣日活動 (5/1)、舉辦舊金山巨人隊台灣日活動 (5/1)、紐約 2025 Passport to Taiwan 台灣巡禮文化藝術節 (5/25)；6 月 - 於北美三大城市 (多倫多、溫哥華及西雅圖) 辦理觀光推廣活動 (6/9、11、13)、參加紐約驕傲遊行 (6/29)；7 月 - 參加臺灣加拿大藝術文化節 (7/4)、舊金山馬拉松博覽會 (7/25-26)；8 月 - 參加 So TaiwanEasy 大西雅圖臺灣兩日夏日派對 (8/8-9)、舊金山國際童玩節 (8/23)；10 月 - Hey Hey Taipei 時光門轉機客推廣活動 (10/8-11/7)；12 月 - 參加美國 USTOA 年會 (12/1-5)、於芝加哥聯合車站舉辦 #Picture Me In Taiwan 活動 (12/13)



2025 紐約 Passport to Taiwan 臺灣巡禮文化藝術節
2025 Passport to Taiwan Festival in New York

May : Taiwan Day at Angel Stadium in Los Angeles (May 1), Taiwan Day with the San Francisco Giants (May 1), and the 2025 Passport to Taiwan Festival in New York (May 25); June : tourism promotions in three major North American cities—Toronto, Vancouver, and Seattle (June 9, 11, and 13)—and participation in NYC Pride March (June 29); July : participation in TaiwanFest Canada (July 4) and San Francisco Marathon Race Expo (July 25–26); August : participation in So Taiwaneasy Two Day Festival (August 8-9) and San Francisco International Children's Games (August 23); October : participation in Hey Hey Taipei - Immersive Door Experience (October 8-November 7); December : participation in the USTOA Annual Conference & Marketplace (December 1–5) and the #PictureMeInTaiwan campaign at Chicago's Union Station (December 13)

歐洲 Europe

3 月 - 於奧地利維也納辦理臺灣觀光推廣會 (3/3)、於英國倫敦參加 2025 PATA Exchange 及舉辦推廣活動 (3/11)；4 月 - 於德國舉辦臺灣茶文化觀光推廣會 (4/23、8/3)；5 月 - 於義大利羅馬及米蘭舉辦臺灣觀光推廣會 (5/13-14)；11 月 - 於瑞典斯德哥爾摩辦理臺灣觀光推廣會 (11/3)、於倫敦市集舉辦臺灣旅遊推廣活動「LightUpLondon」推廣活動 (11/15-16)

March : participation in Taiwan tourism presentation in Vienna, Austria (March 3) and PATA Exchange 2025 in London, UK, and a promotional event (March 11); April : Taiwan tea culture tourism promotion in Germany (April 23 and August 3); May : Taiwan tourism presentations in Rome and Milan, Italy (May 13–14); November : Taiwan tourism presentation in Stockholm, Sweden (November 3), and the "Light Up London" Taiwan travel promotion at a London market (November 15–16)



倫敦市集「Light up London」展覽設計運用天燈與竹林茶館意象
"Light Up London" exhibition design at a London market incorporating sky lantern and bamboo tea house imagery

紐澳 New Zealand & Australia

9 月 - 於布里斯班、雪梨與紐西蘭奧克蘭辦理臺灣觀光推廣會；
10 月 - 於墨爾本辦理臺灣觀光推廣會

September : Taiwan tourism presentations in Brisbane, Sydney, and Auckland, New Zealand; October : Taiwan tourism presentation in Melbourne

亞洲地區 Asia

日本 Japan



3 月 - 於東京舉辦「2025 台遊館 in 東京」Roadshow 活動；6 月 - 第 7 屆阪神甲子園台灣日活動、西日本地區觀光推廣活動、野柳石光・夜訪女王前夜祭；8 月 - 於第 27 屆日本真中祭期間辦理臺灣觀光宣傳推廣活動；10 月 - 參加第 32 屆鐵道 Festival 活動；11 月 - 熊本台灣祭、阪神鐵道祭推廣活動；12 月 - 千人放天燈募客活動

March : "2025 Taiwan Travel Pavilion in Tokyo" roadshow in Tokyo; June : 7th Hanshin Koshien Taiwan Day, tourism promotion activities in western Japan, and the Yehliu Stone Light—A Night Tour of the Queen pre-event; August : Taiwan tourism promotion during the 27th Nippon Domannaka Festival; October : participation in the 32nd Railway Festival; November : Kumamoto Taiwan Festival and Hanshin Railway Festival promotional activities; December : Sky Lantern Release Event with 1,000 participants



12 月千人放天燈募客活動
Sky lantern release event for 1,000 participants in December

韓國 South Korea

4 月 - 於首爾舉辦臺灣觀光推廣活動；9 月 - 於釜山、大邱辦理臺灣觀光推廣活動

April : Taiwan tourism promotion in Seoul; September : Taiwan tourism promotions in Busan and Daegu



2025 於韓國首爾漢南洞舉辦 Roadshow 活動
2025 Roadshow held in Hannam-dong, Seoul, South Korea

新加坡 Singapore

分別於 4 月、8 月 - 辦理臺灣觀光推廣活動；- 辦理新加坡推廣會

印度 India

2 月 - 於新德里及孟買辦理觀光推廣會；6 月 - 於科欽辦理教育推廣會；7 月 - 辦理印度 MILT 企業商談會、於加爾各答辦理教育推廣會；11 月 - 於清奈、班加羅爾及浦那舉辦觀光推廣會

February : tourism presentations in New Delhi and Mumbai; June : education promotion in Kochi; July : India MILT corporate business meetings and education promotion in Kolkata; November : tourism presentations in Chennai, Bengaluru, and Pune



2025 年新加坡 NATAS 秋季旅展
2025 NATAS Travel Fair Autumn in Singapore



印度推廣活動
Promotional activities in India

馬來西亞 Malaysia

5 月 - 於檳城舉辦台灣觀光推廣會；9 月 - 於吉隆坡及柔佛辦理臺灣觀光推廣會

菲律賓 Philippines

2 月 - 於馬尼拉、克拉克辦理臺灣觀光推廣會；7 月 - 於怡朗、宿霧辦理 B2B 臺灣觀光推廣會



2025 年 5 月馬來西亞臺灣展銷會
Taiwan Promotional Fair in Malaysia, May 2025

泰國 Thailand

1 月 - 辦理臺灣觀光推廣會；9 月 - 於清邁辦理 B2B 臺灣觀光推廣會

越南 Vietnam

1 月 - 舉辦河內場臺灣高端旅遊推廣會；3 月 - 舉辦峴港場臺灣高端旅遊推廣會；9 月 - 於胡志明市辦理臺灣觀光推廣會



2025 於泰國清邁舉辦 B2B 臺灣觀光推廣活動
2025 B2B Taiwan Tourism Promotion
in Chiang Mai, Thailand

May : Taiwan tourism presentation in Penang; September : Taiwan tourism presentations in Kuala Lumpur and Johor

February : Taiwan tourism presentations in Manila and Clark; July : B2B Taiwan tourism promotions in Iloilo and Cebu



宿霧 B2B 臺灣觀光推廣會
B2B Taiwan Tourism Promotion in Cebu

January : Taiwan tourism presentation; September : B2B Taiwan tourism promotion in Chiang Mai

January : Taiwan high-end travel promotion in Hanoi; March : Taiwan high-end travel promotion in Da Nang; September : Taiwan tourism presentation in Ho Chi Minh City



2025 越南觀光代言人 ISAAC 發布會
2025 Vietnam Tourism Ambassador ISAAC announcement



印尼 Indonesia

4 月 - 於雅加達、泗水、棉蘭舉辦觀光推廣會；8 月 - 於萬隆及雅加達辦理臺灣觀光推廣會

April : tourism presentations in Jakarta, Surabaya, and Medan; August : Taiwan tourism presentations in Bandung and Jakarta



觀光署 2025 於印尼棉蘭辦理臺灣觀光推廣會
Taiwan Tourism Administration Holds the 2025 Taiwan
Tourism Presentation in Medan, Indonesia

中國大陸 Chinese mainland

2 月 - 於福州配合兩馬鬧元宵辦理金馬澎旅遊推廣活動；3 月 - 辦理「寒食節 - 台灣春捲美食」臺灣美食推廣活動、辦理「瘋媽祖趣台灣」文化旅遊推廣活動；6 月 - 於福建省三明市舉辦「小三通馬祖旅遊推介會」；9 月 - 於廣東參加國際旅遊產業博覽會；10 月 - 辦理台灣美食節及文創市集活動、於福州以臺灣辦桌型式舉辦臺灣美食週活動；11 月 - 於福建省龍岩市、漳州市舉辦「小三通馬祖旅遊推介會」；12 月 - 於江蘇南京辦理臺灣觀光主題旅遊推廣會、於福建省霞浦、連江及長樂地區辦理「金馬旅遊推介會」

February : Kinmen, Matsu, and Penghu travel promotion in Fuzhou in conjunction with the Mawei-Matsu Lantern Festival; March : "Cold Food Festival—Taiwan Spring Roll Cuisine" Taiwan culinary promotion and "Crazy for Mazu, Fun in Taiwan" cultural tourism promotion; June : "Mini Three Links Matsu Travel Promotion" in Sanming City, Fujian Province; September : Participation in Guangdong International Tourism Industry Expo; October : Taiwan Food Festival and Cultural and Creative Market, and a Taiwan Food Week event in Fuzhou in the style of a Taiwanese roadside banquet; November : "Mini Three Links Matsu Travel Promotion" in Longyan City and Zhangzhou City, Fujian Province; December : Taiwan themed tourism promotion in Nanjing, Jiangsu Province, and "Kinmen and Matsu Travel Promotion" in Xiapu, Lianjiang, and Changle, Fujian Province

港澳 Hong Kong、Macao

2 月 - 於香港及澳門辦理臺灣咖啡體驗推廣會；3 月 - 於香港及澳門辦理旅遊業者 B2B 說明會；4 月 - 參與信用卡 VISA-Travel With Visa 推廣活動；12 月 - 於香港中環街市辦理臺灣旅遊市集

February : Taiwan coffee experience promotions in Hong Kong and Macao; March : B2B briefings for travel industry operators in Hong Kong and Macao; April : participation in the "Travel with Visa" credit card promotion; December : Taiwan Travel Market at Central Market, Hong Kong



香港中環街市辦理臺灣旅遊市集
Taiwan Travel Market held at Central Market, Hong Kong

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"

112-114 年執行團客獎助措施及自由行旅客抽消費金 5,000 元活動，加強國際旅客來臺誘因，吸引 653 萬人次登錄參加自由行旅客來臺消費金抽獎活動，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 5.8 萬團，參團人數約 101 萬人。（114 年全年團客獎助申請約 2.3 萬團，參團人數約 37 萬人）

2025 台北國際旅展 2025 Taipei International Travel Fair

「2025 年台北國際旅展」於 11 月 7 日至 10 日舉行，邀請全球共計 19 國、85 位國際買家來台參加。臺灣館設計構築山海意境串聯，主舞台展現臺灣磅礴山形、服務台則呈現出海洋造型之流動感，展館內挑動遊客的五感，透過影像、聲音、氣味與 AR 互動，讓民眾走入靜謐的臺灣山境日常、探索海島臺灣的繽紛海洋生態，並獲大會頒發「最佳展館獎」。

2025 ITF 台北國際旅展：臺灣館開幕儀式（下圖）、臺灣館探索海島繽紛（右圖）
2025 Taipei International Travel Fair: Taiwan Pavilion Opening Ceremony (bottom); Exploring Taiwan's island charms at the Taiwan Pavilion (right)



192 萬人次自由行旅客來臺參加 NT\$5,000 消費金抽獎活動
1.92 million independent travelers to Taiwan participated in the NT\$5,000 Consumer Spending Lottery

From 2023 to 2025, Taiwan implemented group-tour incentive measures and a consumer spending lottery program offering NT\$5,000 prizes to independent travelers, strengthening incentives for international visitors to travel to Taiwan. A total of 6.53 million people registered for the independent traveler consumer spending lottery, with South Korea, Hong Kong, Japan, Malaysia, and Thailand ranking as the top five source markets. During the same period, approximately 58,000 group tours applied for the group-tour incentive program, covering around 1.01 million participants. In 2025 alone, approximately 23,000 group tours applied for the incentive program, covering around 370,000 participants.

The 2025 Taipei International Travel Fair was held from November 7 to 10, welcoming 85 international buyers from 19 countries to Taiwan. The design of the Taiwan Pavilion connected the imagery of Taiwan's mountains and seas: the main stage showcased Taiwan's majestic mountain landscapes, while the service counter featured a flowing, ocean-inspired design. The pavilion engaged visitors' five senses through visual displays, soundscapes, scents, and AR interactive experiences, immersing them in the tranquil daily life of Taiwan's mountain environments and vibrant marine ecosystems. The pavilion received the Best Pavilion Award from the event organizer.



強化國際交流 Strengthening International Exchange

第 38 屆臺韓觀光交流會議 38th Taiwan-Korea Tourism Exchange Conference

114 年 6 月 18 日於韓國木浦舉辦，臺韓雙方近 200 名代表與會。以「臺韓觀光新時代：提升全球旅遊競爭力」為核心主軸，針對「未來觀光產業發展方案」及「為提高全球競爭力的地區觀光振興方案」主題，聚焦於臺韓觀光市場現況與擴大互訪人數方案及強化觀光產業全球競爭力的策略，同時提出降低過度集中都會區旅遊比重與地區觀光振興方案和活用傳統文化、地區特色的旅遊資源專業策略，看見臺韓雙方的整體行銷策略以及業界對產業發展的分析與經驗。

The 38th Taiwan-Korea Tourism Exchange Conference was held on June 18 in Mokpo, South Korea, with nearly 200 representatives from Taiwan and South Korea in attendance. Centered on the theme "A New Era for Taiwan-Korea Tourism: Enhancing Global Tourism Competitiveness," the conference focused on the topics of "Future Tourism Industry Development Plans" and "Regional Tourism Revitalization Strategies for Enhancing Global Competitiveness." Discussions focused on the current status of the Taiwan and South Korea tourism markets, measures to expand two-way visitor exchanges, and strategies to strengthen the global competitiveness of the tourism industry. Participants also exchanged views on reducing the over-concentration of tourism in metropolitan areas, promoting regional tourism revitalization, and developing professional strategies for utilizing tourism resources based on traditional culture and local characteristics. The conference provided valuable insights into the overall marketing strategies of both sides, as well as industry perspectives and experiences related to tourism development.

第 16 屆台日觀光高峰論壇 16th Taiwan-Japan Tourism Summit Forum

114 年 5 月 30 日於日本鳥取縣舉辦，臺日雙方官方代表及觀光產業貴賓約 200 人參加。本次主題為「台日觀光新篇章：邁向深化交流」，雙方針對地方引客策略、觀光軟實力發展、高端旅遊市場開拓、修學旅行推廣、姊妹城市合作及海外推廣行銷等議題深入交流，並共同發表「鳥取宣言」，期許朝向地方城市交流、發揮觀光軟實力、永續旅遊等各層面持續推動臺日雙方觀光合作。

The 16th Taiwan-Japan Tourism Summit Forum was held on May 30 in Tottori Prefecture, Japan, with approximately 200 government representatives and tourism industry leaders from Taiwan and Japan in attendance. Under the theme "A New Chapter in Taiwan-Japan Tourism: Toward Deeper Exchanges," the two sides engaged in in-depth discussions on strategies for attracting visitors to local destinations, developing tourism soft power, expanding the high-end travel market, promoting educational travel, strengthening sister-city cooperation, and enhancing overseas promotional marketing. The two sides also jointly issued the Tottori Declaration, expressing their shared commitment to advancing Taiwan-Japan tourism cooperation in areas including local city exchanges, leveraging tourism soft power, and promoting sustainable tourism.

第 16 屆台日觀光高峰論壇於日本鳥取縣盛大舉行
16th Taiwan-Japan Tourism Summit Forum held in Tottori Prefecture, Japan



第 12 屆臺越觀光合作會議 12th Taiwan-Vietnam Tourism Cooperation Conference

114 年 9 月 10 日於越南慶和省舉辦，雙方共約 110 人出席。會議中達成多項合作共識，包括保障旅客權益、積極優化簽證以及增加航點促進雙邊往返便利等，攜手衝刺雙邊旅遊市場。

The 12th Taiwan-Vietnam Tourism Cooperation Conference was held on September 10 in Khánh Hòa Province, Vietnam, with approximately 110 participants from both sides. The meeting reached consensus on several areas of cooperation, including protecting travelers' rights and interests, optimizing visa procedures, and adding air routes to facilitate bilateral travel. Through these efforts, both sides worked together to accelerate growth in the Taiwan-Vietnam tourism market.



第 12 屆臺越觀光合作會議於南慶和省 Hoan My Resort Ninh Chu 渡假村舉行
12th Taiwan-Vietnam Tourism Cooperation Conference held at Hoan My Resort Ninh Chu in South Khánh Hòa Province

台泰觀光合作會議及台泰觀光人才交流活動 Taiwan-Thailand Tourism Cooperation Conference and Taiwan-Thailand Tourism Talent Exchange Program

114 年 9 月 23 日於臺北舉辦，雙方共約 100 人出席。本署於會議中分享我國觀光國際行銷策略及推廣作為，會後另於 9 月 24 日至 26 日舉辦「2025 年台泰觀光人才交流活動」，邀集臺泰雙方公協會及旅行業者共 30 人參與交流，安排講座分享雙邊觀光實際案例，並前往宜蘭參訪通用化旅遊及生態旅遊景點，藉此深化專業交流，提升臺泰觀光從業人員國際視野與專業知能。

Taiwan-Thailand Tourism Cooperation Conference was held on September 23 in Taipei, with approximately 100 participants from both sides. During the conference, the Taiwan Tourism Administration shared Taiwan's international tourism marketing strategies and promotional initiatives. Following the conference, the 2025 Taiwan-Thailand Tourism Talent Exchange Program was held from September 24 to 26, bringing together 30 representatives from tourism associations and travel businesses in Taiwan and Thailand. The program featured lectures sharing practical bilateral tourism case studies, as well as visits to accessible tourism and ecotourism destinations in Yilan. Through these activities, the program deepened professional exchanges and enhanced the international perspectives and professional capabilities of tourism personnel in Taiwan and Thailand.

台泰觀光交流會議於臺北圓山大飯店舉行
Taiwan-Thailand Tourism Exchange Conference held at the Grand Hotel Taipei



強化海外據點服務量能 Strengthening Service Capacity at Overseas Offices

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、澳紐），積極開拓國際客源。另針對長程市場，114 年 5 月 15 日於荷蘭阿姆斯特丹，6 月 13 日於美國西雅圖，9 月 25 日於澳洲雪梨成立台灣觀光服務分處（TTIC），深化歐洲及北美重點城市，開發潛力市場。

Taiwan's overseas expansion strategy focused on establishing a broader global presence, including the addition of overseas visitor service locations to enhance the capacity and reach of international visitor attraction efforts and further expand Taiwan's tourism markets. Taiwan accelerated efforts to develop short-haul markets, including Northeast Asia, Southeast Asia, Hong Kong, and Macao, while also establishing a presence in emerging markets such as India, Indonesia, Australia, and New Zealand to actively cultivate international visitor sources. For long-haul markets, Taiwan Tourism Information Centers (TTICs) were established in Amsterdam, the Netherlands, on May 15; Seattle, the United States, on June 13; and Sydney, Australia, on September 25. These new offices further strengthened Taiwan's presence in key overseas cities and supported the development of potential tourism markets.



美國西雅圖台灣觀光服務分處 (TTIC) 揭牌儀式
Opening ceremony for the Taiwan Tourism Information Center (TTIC) in Seattle



駐雪梨台灣觀光服務分處 2025 年 9 月開幕
TTIC in Sydney opens in September 2025

推廣優質主題旅遊產品 Promoting High-Quality Themed Tourism Products

推動「順道觀光」搶攻國際商務客 Promoting "MICE 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 114 年持續合作推動「順道觀光」補助方案，鼓勵國際商務客來臺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。

As the global meetings and exhibitions industry regained momentum and international business travel gradually recovered, the Taiwan Tourism Administration and the International Trade Administration, MOEA, continued their collaboration in 2025 to implement the "MICE Tourism" Subsidy Program. The program encouraged international business travelers visiting Taiwan for conferences and exhibitions to extend their stays and explore Taiwan, thereby stimulating local tourism and consumption.



《臺灣米其林指南 2025》 The MICHELIN Guide Taiwan 2025



《臺灣米其林指南》邁入第 8 年，自 107 年 3 月首版《米其林指南》在臺發布後，臺北市成為臺灣首座被列入評鑑的城市，隨後，臺中市、臺南市與高雄市等 3 座城市也陸續加入，114 年 5 月 7 日公布了「新北市」及「新竹縣」、「新竹市」等 3 座城市再次為臺灣美食版圖增添新亮點。這不僅是對臺灣各地獨特餐飲文化及發展潛力的高度認可，亦彰顯了政府有計畫的階段性推動成果，最終獲得米其林專業評審的肯定。

114 年 8 月 19 日公布臺北、新北、新竹縣市、臺中、臺南及高雄 7 座城市共 53 家餐廳榮獲星級評等，包含三星 3 家餐廳、二星 7 家餐廳及一星 43 家餐廳上榜，各獲獎餐廳皆融合源源不絕的創意、對土地的情感連結，及對食材的深刻理解與實踐，呈現出一道道富有文化底蘊的臺灣美食故事。

入選《臺灣米其林指南 2025》美食餐廳呈現穩定增長，米其林星級餐廳 53 家、必比登 144 家及推薦餐廳 222 家，共有 419 個餐廳入選《米其林指南》（其中綠星 7 家），包括臺北 157 家、新北 36 家、新竹市 22 家、新竹縣 21 家、臺中 63 家、臺南 61 家、高雄 59 家。料理種類涵蓋臺式及各類異國風味，展現出臺灣美食的精采多元，型塑臺灣多彩多姿土地之美的美食文化，更為城市觀光再加值，讓臺灣成為全球受歡迎的旅遊目的地之首選。

米其林指南 2025 發布會 The MICHELIN Guide Taiwan 2025 Launch Event



The MICHELIN Guide Taiwan entered its eighth year. When the first edition was launched in Taiwan in March 2018, Taipei became the first city in Taiwan to be included in the MICHELIN Guide's evaluation, followed by Taichung, Tainan, and Kaohsiung. On May 7, 2025, the inclusion of New Taipei City, Hsinchu County, and Hsinchu City was announced, further enriching Taiwan's culinary landscape. This expansion represented strong recognition of the distinctive culinary cultures and development potential of regions across Taiwan. It also reflected the achievements of the government's systematic, phased approach to promoting Taiwan's culinary tourism, ultimately receiving recognition from MICHELIN's professional inspectors.

On August 19, 2025, the MICHELIN Guide Taiwan 2025 announced that 53 restaurants across seven cities—Taipei, New Taipei, Hsinchu County, Hsinchu City, Taichung, Tainan, and Kaohsiung—had received MICHELIN Star ratings. These included three three-star restaurants, seven two-star restaurants, and 43 one-star restaurants. Each award-winning restaurant demonstrated a continuous pursuit of creativity, a deep connection to local culture and land, and a profound understanding and appreciation of ingredients, presenting culinary stories of Taiwan enriched by cultural heritage.

The number of restaurants selected for The MICHELIN Guide Taiwan 2025 continued to grow steadily. The guide included 53 MICHELIN-starred restaurants, 144 Bib Gourmand establishments, and 222 recommended restaurants, for a total of 419 selected restaurants, including seven MICHELIN Green Star restaurants. The selections included 157 restaurants in Taipei, 36 in New Taipei, 22 in Hsinchu City, 21 in Hsinchu County, 63 in Taichung, 61 in Tainan, and 59 in Kaohsiung. Covering cuisines ranging from Taiwanese cuisine to diverse international flavors, the selections highlighted the remarkable diversity and vitality of Taiwan's culinary scene. This rich food culture showcases the beauty of Taiwan's diverse landscapes, adds value to urban tourism, and strengthens Taiwan's appeal as a preferred destination for travelers worldwide.

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，114 年穆斯林認證餐廳及旅館數量計 363 家。根據萬事達卡（Mastercard）與新月評等（CrescentRating）114 年 6 月聯合發表「全球穆斯林旅遊指數（GMTI）」將臺灣評為非伊斯蘭合作組織旅遊目的地（non-OICdestinations）第 4 名，僅次於新加坡、英國及香港，臺灣自 108 年開始皆名列前茅。



馬來西亞穆斯林 - 企業獎勵旅遊來臺鳳梨酥手作體驗
Malaysian Muslim incentive travel group experiences
pineapple cake making in Taiwan



Taiwan continued to enhance its Muslim-friendly tourism environment. In 2025, the number of Muslim-certified restaurants and hotels reached 363. According to the Global Muslim Travel Index (GMTI), jointly released in June 2025 by Mastercard and Crescent Rating, Taiwan ranked fourth among non-OIC destinations, following Singapore, the UK, and Hong Kong. Taiwan has consistently remained among the top-ranked destinations since 2019.



日月潭穆斯林友善旅遊環境輔導計畫成果發表會
Presentation of results from the Sun Moon Lake Muslim-Friendly
Travel Environment Guidance Program

促進轉機客入境臺灣觀光 Encouraging Transit Passengers to Enter Taiwan for Tourism

為行銷臺灣轉機過境旅遊，6 月 1 日上架全新臺灣過境旅遊主題宣傳影片，並於國籍航空機上廣告託播。另為促進桃園國際機場轉機旅客入境體驗臺灣之美自 114 年 11 月 1 日起至 115 年 10 月 31 日止，推出「轉機入境·好禮等你！」（Enter Taiwan, Enjoy a Gift!）活動，凡持非中華民國（臺灣）護照、經桃園國際機場轉機並入境停留 24 小時以內之旅客，可獲得價值新臺幣 600 元的機場消費券，旅客可於機場內合作商家使用（含管制區內、外），截至 114 年 12 月 31 日共發放 5,152 人。

To promote transit and stopover tourism in Taiwan, a new Taiwan transit tourism promotional video was launched on June 1 and broadcast as an in-flight advertisement on Taiwan-based airlines. In addition, to encourage transit passengers at Taiwan Taoyuan International Airport to enter Taiwan and experience its attractions, the "Enter Taiwan, Enjoy a Gift!" campaign was carried out from November 1, 2025, to October 31, 2026. Travelers holding passports other than Republic of China (Taiwan) passports who transit through Taiwan Taoyuan International Airport and enter Taiwan for a stay of no more than 24 hours are eligible to receive an airport spending voucher worth NT\$600. The voucher can be used at participating airport merchants both inside and outside restricted areas. As of December 31, 2025, vouchers had been issued to 5,152 travelers.



「轉機入境·好禮等你！」活動網站
"Enter Taiwan, Enjoy a Gift!" campaign website

國內 Domestic Tourism 旅遊

【環島亮點 捲動國旅】

Driving Domestic Tourism with Spotlight Attractions

為捲動國旅熱潮，觀光署推動「台灣觀光 100 亮點」並輔導 109 項觀光雙年曆活動。指標性活動「2025 台灣燈會」創下逾 2,030 萬參觀人次及 270 億元經濟產值。旅運服務方面，「台灣好行」搭乘達 676 萬人次，「台灣觀巴」藉乘車優惠使運量成長 217.5%，並推出多款「Taiwan PASS」與建置 166 處無障礙景點。產業升級上，持續落實旅行業品質稽查與人才培育，並輔導旅宿業永續發展，累計 2,033 家通過好客民宿認證。此外，全臺 26 家觀光遊樂業不僅落實安全管理，更積極拓展新南向旅遊市場。

To stimulate momentum across the domestic travel sector, the Tourism Administration promoted the "100 Tourism Highlights of Taiwan" initiative and provided guidance and support for 109 events featured in the Taiwan Tourism Biennial Calendar. The flagship event, the 2025 Taiwan Lantern Festival, set remarkable benchmarks, drawing over 20.3 million visits and generating more than NT\$27 billion in economic output. In transportation and visitor services, the Taiwan Tourist Shuttle recorded 6.76 million passengers, while the Taiwan Tour Bus achieved 217.5% ridership growth through fare promotions. Alongside these achievements, multiple versions of the "Taiwan PASS" were introduced, and 166 accessible tourist sites were established nationwide. To foster industry advancement, the Tourism Administration continued to conduct quality inspections and provide talent training across travel agencies, while guiding the hospitality sector toward sustainable development, bringing the cumulative total of certified "Taiwan Host" bed-and-breakfasts to 2,033. Furthermore, all 26 licensed tourist amusement operators across Taiwan reinforced safety compliance and proactively expanded outreach into New Southbound travel markets.



觀光亮點布局 優化四季主題活動

Optimizing the Layout of Tourism Highlights and Seasonal Themed Activities

舉辦「台灣觀光 100 亮點」活動 及第 2 屆觀光亮點獎

Launching the "100 Tourism Highlights of Taiwan" Campaign and the 2nd Tourism Spotlight Awards

為提升國旅市場、捲動國旅話題，並深化觀光品牌價值，延續「台灣觀光 100 亮點」計畫，攜手全臺 22 縣市，自 113 年 11 月至 114 年 10 月接力推出「台灣百 Way」微策展、「環島月月 Party」各縣市每月主打星、「亮點集時樂」電子集章活動、「風格旅遊 Chill」亮點市集、「環島樂遊 Trip!」創作競賽及「壯遊心體驗」圓夢企劃徵集等 6 大波段系列活動，透過話題行銷與跨域串聯，全方位捲動國旅熱度。

114 年舉辦第 2 屆「觀光亮點獎」，首度納入民間經營之在地創新與永續亮點，於 11 月頒發「十大亮點」、「最佳國際推薦」、「最佳國旅創新」及「最佳人氣」共 32 個獎項，並同步公布 115 至 116 年新一輪亮點名單，期藉由深化亮點培育機制與擴大公私協力，強化政策推動之深度與廣度，持續提升臺灣觀光競爭力與旅遊動能。



To revitalize the domestic tourism market, generate buzz around domestic travel, and deepen the overall value of the national tourism brand, the Tourism Administration continued the "100 Tourism Highlights of Taiwan" program in partnership with all 22 administrative counties and cities across Taiwan. From November 2024 to October 2025, six major campaign waves were launched in succession: "Taiwan 100 Ways" micro-curations; the "Island-Wide Monthly Party" spotlighting a featured municipality each month; the "Spotlight E-Stamps Fun" digital stamp-collection campaign; the "Chill Style Travel" signature fair; the "Island Fun Trip!" creative competition; and the "Grand Tour Heart Experience" call for proposals. Through trend-driven buzz marketing and cross-regional integration, these activities drove multi-faceted momentum across the domestic travel sector.

In 2025, the 2nd Tourism Spotlight Awards incorporated privately operated local innovation and sustainability highlights for the first time. In November, a total of 32 awards were presented, across categories including the "Top 10 Highlights," "Best International Recommendation," "Best Domestic Travel Innovation," and "Top Popularity" honors. Concurrently, the new list of official highlights for 2026–2027 was released. By strengthening the development of signature attractions and expanding public-private cooperation, the initiative aims to strengthen the depth and breadth of policy implementation while continuing to enhance Taiwan's overall tourism competitiveness and travel momentum.

2025 十大觀光亮點獎活動合照
Group photo at the 2025 Top 10 Tourism Spotlight Awards ceremony



臺灣觀光雙年曆活動扶植計畫
Support and Incubation Plan for the Taiwan Tourism Biennial Calendar

輔導地方政府或民間團體辦理推動「臺灣觀光雙年曆」活動：
「2026-2027 年臺灣觀光雙年曆」已遴選出國際級活動計 36 項、全國級活動計 73 項，共計 109 項，並透過觀光署粉絲團及 LINE@ 社群加強行銷推廣。補助活動主辦單位改善活動內涵及環境建置，114 年度補助改善活動內涵及環境建置共計 36 案，其中補助品質提升事項共計 90 項。另辦理專家學者實際參與查核活動，共計查核 44 個活動。

The Tourism Administration guided local governments and non-governmental organizations in advancing hallmark events under the Taiwan Tourism Biennial Calendar. A total of 109 events were selected for the "2026–2027 Taiwan Tourism Biennial Calendar," comprising 36 international-level events and 73 national-level events. Marketing and promotion were further strengthened through the Tourism Administration's fan page and LINE@ community. Subsidies were provided to event organizers to improve event content and environmental facilities. In 2025, a total of 36 projects received subsidies for programmatic and environmental upgrades, encompassing 90 specific quality-enhancement initiatives. Additionally, experts and scholars conducted field audits across 44 designated events.



全國及國際級活動
National- and
International-level events

109
項 Item



品質提升事項
Quality Enhancement
Measures

90
項 Item



日月潭花火音樂嘉年華
Sun Moon Lake Fireworks and Music Festival



九族文化季
Formosan Aboriginal Culture Village Festival

2025 台灣燈會
The 2025 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。「2025 台灣燈會」時隔 9 年重返桃園舉行，2 月 12 日至 23 日於桃園高鐵站前廣場、樂天棒球場、青塘園及洽溪路等周邊場域辦理，布展面積達 25 公頃，規劃「主燈展演場 (A18 展區)」及「光的遊戲場 (A19 展區)」等 2 大展區，展出 300 件以上作品，其中主燈「無限樂園」營造出科技十足的未來樂園意象，總計參觀人次突破 2,030 萬人次，創造周邊經濟產值超過新臺幣 270 億元。



The Taiwan Lantern Festival has been recognized by the Discovery Channel as a "Fantastic Festival of the World" and serves as Taiwan's signature tourism hallmark event.. Returning to Taoyuan after a nine-year hiatus, the 2025 Taiwan Lantern Festival was held from February 12 to 23. The event spanned an exhibition footprint of 25 hectares across the Taoyuan HSR Station Plaza, Rakuten Taoyuan Baseball Stadium, Qingtang Park, Qiayi Road, and surrounding areas. It featured two major zones: the Main Lantern Exhibition and Performance Area in Zone A18 and the Lights Playground in Zone A19. More than 300 works were displayed. The main lantern, "Infinite Wonderland," evoked the high-tech visual identity of a futuristic amusement park. Total attendance exceeded 20.3 million visits, generating more than NT\$27 billion in economic output for regional businesses.

左圖上：開燈日活動花絮，左圖下：主燈造型記者會，
右圖：2025 台灣燈會開燈日主燈秀
Top Left : Opening-day event highlights; bottom left: Main lantern design reveal press conference; right : Opening-night main lantern light show at the 2025 Taiwan Lantern Festival



114 年台灣觀光雙年曆活動地圖
2025 Taiwan Tourism Biennial Calendar–Event Map



馬祖馬拉松
Matsu Marathon





2025 台灣仲夏節 - 台灣觀光協會葉菊蘭榮譽會長致詞
Yeh Chu-lan, Honorary Chairperson of the Taiwan Tourism Association, delivers remarks at the 2025 Solar Festival in Taiwan

2025 台灣仲夏節 The 2025 Solar Festival in Taiwan

2025 台灣仲夏節以「上山消暑、下海清涼」為主軸，串聯全台 13 個國家風景區管理處、22 個縣市政府，共同推出夏日精彩旅遊內容，並以「夏至 235」、「來呷茶咖冰」、「台灣美食展」、「鐵道旅遊趣」四大主題，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 528 萬人次參觀，產值達新臺幣 122 億元。

The 2025 Solar Festival in Taiwan was centered on the core concept "Cool in the Mountains, Fresh by the Sea." Connecting all 13 National Scenic Area administrations and 22 local governments across Taiwan joined forces to offer a wide range of summer travel experiences. Four major themes—"Taiwan Fun on the Tropic of Cancer," "Come for Tea, Coffee, and Ice," the Taiwan Culinary Exhibition, and "Railway Travel Fun"—were used to integrate distinctive summer recreational activities in national scenic areas and localities. Cross-industry partnerships were also established to generate momentum for Taiwan's summer tourism, stimulate the development of surrounding industries, and shape Taiwan's summer festival brand. The event attracted domestic and international visitors during the peak summer season, drawing 5.28 million visits and generating NT\$12.2 billion in economic output.



2025 年台灣仲夏節以「節中有節」概念推出全新主題「跟著鐵道去旅行」
In 2025, the Solar Festival in Taiwan introduced the new theme "Travel by Rail" under the concept of "a festival within a festival"

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 LightOneBike 單車活動」、「澎湖跳島 101」，以及「仙境西拉雅 環騎 5COOL」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的文化特色。



Combining tourism and transport resources from counties and cities across Taiwan, the Taiwan Cycling Festival promoted 10 flagship brands and events: the Taiwan KOM Challenge, Formosa 900, Sun Moon Lake Come! Bikeday, Taichung Bicycle Carnival, East Rift Valley Cycling Tour, East Coast Mahengheng to Chenggong 168 cycling tour, Light Up Taiwan, Dapeng Bay Light One Bike cycling event, Penghu Island-Hopping 101, and Wonderland Siraya - 5 COOL Cycling Rally. These events attracted travelers and cycling enthusiasts from around the world to experience the diverse regional charm and local cultural fabric of Taiwan.



2025 日月潭 Come!BikeDay 自行車嘉年華活動主視覺
Main visual for the 2025 Sun Moon Lake Come! Bikeday Bicycle Carnival

澎湖跳島 101K 自行車活動
Penghu Island 101K Hopping Bike



2025 臺灣 KOM 太平洋經典賽 - 海岸騎乘挑戰
2025 Taiwan KOM Pacific Classic—Coastal Riding Challenge





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

「2025-2026 台灣好湯」啟動典禮大合照
Group photo at the launch ceremony of 2025–2026 Taiwan Hot Spring campaign

「2025-2026 台灣好湯」以「溫泉美食」與「健康養生」為兩大主軸，於 9 月 6 日於台東知本金聯世紀酒店正式啟動，結合 19 個溫泉區及在地產業，串連各溫泉區優惠活動，同時也強調「四季來泡湯，養生又健康」的觀念，期待讓「遊好山、玩好水、泡好湯、吃好料」成為國旅的日常！

The 2025–2026 Taiwan Hot Spring campaign was centered on two major themes: "hot spring cuisine" and "health and wellness." It was officially launched on September 6 at the Chihpen Century Hotel in Taitung. The campaign brought together 19 hot spring areas and local industries, linking promotional activities offered by the participating hot spring areas. It also emphasized the concept that "bathing in hot springs in every season promotes health and wellness." The initiative aims to make "enjoying great mountains, wonderful waters, soothing hot springs, and delicious food" part of everyday domestic travel.



台日韓國際溫泉文化交流協定宣示合照
Group photo commemorating the declaration of the Taiwan–Japan–Korea International Hot Spring Cultural Exchange Agreement



金鐘獎最佳主持人及金曲獎最佳方言男歌手得主 - 沈文程
Shen Wen-Cheng, winner of the Golden Bell Award for Best Host and the Golden Melody Award for Best Taiwanese-Language Male Singer



2025 台灣美食展
2025 Taiwan Culinary Exhibition



8 月 1 日至 4 日於台北世貿一館舉辦美食展，以「台灣超有料」為主題，邀請北中南東離島觀光圈及米其林業者參展，並介紹全台各地遊程景點，設置互動遊戲區及美食達人講座課程，共計超過 10 萬人次參觀，展館媒體報導逾 33 則。

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 11 屆「2025 東海岸大地藝術節」全國記者會，於 4 月在台北華山盛大舉行，結合數位科技與地景美學，以構築沉浸式空間，象徵東海岸文化如百川匯海，展現「成為出海口」年度主題揭幕。

本次藝術節共完成 4 件大型駐地藝術創作，並串聯 40 餘場次花東藝文平台活動及 8 場次月光·海音樂會。活動期間成功吸引超過 3 萬名旅客湧入都歷遊客中心，售票專場及創藝市集表現亮眼，有效帶動周邊住宿與觀光產業。透過國際網紅與南島樂舞的深度交流，不僅深化了東海岸藝術觀光廊帶的品牌價值，更讓台灣東岸躍升為國際級的永續旅遊目的地。



左圖：2025 月光·海音樂會，右圖：「成為出海口」宣傳影片
Left: 2025 Moonlit Sea Concert; right: promotional video for "Becoming an Estuary"



2025 台灣美食展於 8 月在台北世貿一館登場
The 2025 Taiwan Culinary Exhibition took place at Taipei World Trade Center Exhibition Hall 1 in August

The Taiwan Culinary Exhibition was held at Taipei World Trade Center Exhibition Hall 1 from August 1 to 4 under the theme "Taiwan: Beyond Your Expectations." Regional Tourism Circles from northern, central, southern, and eastern Taiwan, as well as the outlying islands, and Michelin-recognized establishments were invited to showcase their offerings. The exhibition also introduced itineraries and attractions throughout Taiwan and featured an interactive game area and lectures by culinary experts. More than 100,000 visits were recorded, and the exhibition venue received coverage in more than 33 media reports.

The national press conference for the 11th "2025 East Coast Land Arts Festival" was held in April at Huashan 1914 Creative Park in Taipei. Combining digital technology with landscape aesthetics, the event created immersive spaces that symbolized the way the cultures of the East Coast converge like streams flowing into the sea, opening the curtain on the annual curatorial theme "Becoming an Estuary."

The festival completed four large-scale site-specific installations and connected over 40 events organized through arts and cultural platforms in Hualien and Taitung, together with eight Moonlit Sea Concert. During the festival period, more than 30,000 visitors were drawn to the Duli Visitor Center. Ticketed performances and the creative artisan market achieved outstanding turnouts, effectively driving revenue for neighboring hospitality and tourism businesses. Through in-depth exchanges between international influencers and Austronesian music and dance troupes, the event deepened the brand identity of the East Coast arts tourism corridor and positioned eastern Taiwan as a world-class sustainable travel destination.





便捷旅遊環境 帶動地方旅遊發展

Convenient Travel Environments Driving Local Tourism Development



便捷旅運服務，暢遊台灣好便利

**Streamlined Visitor Transport Services :
Seamless Exploration Across 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：為優化便捷旅運服務，「台灣好行」截至 114 年已擴增至 90 條路線，並透過「持電子票證搭乘享半價」優惠（實施至 114 年 10 月底）有效帶動運量。114 年度搭乘人數達 676 萬人次，較 113 年度成長 19.79%。

— 為因應旅遊市場復甦及強化整體旅運服務量能，同步推動多項優化措施，包括補助客運業者增開班次、新增串遊路線、建置 9 處具景點特色之招呼站，以及進行 381 輛車輛識別塗裝更新及車內環境優化，更新 1,786 處台灣好行候車站位、站牌資訊更新等。透過整體軟硬體服務升級，有效提升台灣好行路線之便利性與辨識度，帶動搭乘人次穩定成長，並促進旅客搭乘公共運輸前往各大觀光景點，達成分散車潮與提升旅遊品質之效益。

— 延續 0403 花蓮震災後之振興措施，持續推動花蓮地區觀光復甦，1 月 1 日至 10 月 30 日止，針對花蓮地區 4 條台灣好行路線提供電子票證（含行動支付）免費搭乘服務，累計搭乘約 5.1 萬人次，透過優惠措施帶動旅客回流，逐步恢復民眾搭乘公共運輸出遊信心，並有助於提升當地觀光人潮及減輕景區交通負擔。

左、中圖：台灣好行候車亭示範點之一愛情大草原站與二延平步道站，右圖：台灣好行車體塗裝設計升級 Left and center: Love Prairie Stop and Er Yanping Trail Stop, two Taiwan Tourist Shuttle shelter demonstration sites; right: upgraded Taiwan Tourist Shuttle vehicle livery design

— The "Public Transport Shuttle Service for Tourist Attractions" program was implemented, comprising the "Taiwan Tourist Shuttle Service Optimization" and "Local Shuttle Service for Tourist Corridors." The program comprehensively improved Taiwan Tourist Shuttle operations through half-fare promotions, additional services, new routes linking transport hubs with attractions and connecting attractions with one another, and bus stop signs incorporating the characteristics of individual attractions. The Taiwan Tour Bus also offered a "two travelers, one rides free" promotion, providing the public with convenient and affordable travel services.

— Taiwan Tourist Shuttle Service Optimization: To deliver seamless travel transit, the Taiwan Tourist Shuttle network expanded to 90 routes by 2025. The "half-fare with e-ticket" promotion, implemented through the end of October 2025, effectively increased ridership. In 2025, the service carried 6.76 million passengers, representing a 19.79% increase over 2024.

— A range of optimization measures was implemented to respond to the recovery of the tourism market and strengthen overall transport-service capacity. These included subsidizing bus operators to add services, introducing new attraction-linking routes, establishing nine bus stops incorporating distinctive attraction features, updating the branding livery and interior environments of 381 vehicles, and updating 1,786 Taiwan Tourist Shuttle stops and stop-sign information. These improvements to both hardware and software effectively enhanced the convenience and recognizability of Taiwan Tourist Shuttle routes, supported steady ridership growth, and encouraged travelers to use public transport to visit major attractions. They also helped disperse traffic and improve travel quality.

— Building on post-earthquake revitalization measures following the April 3 Hualien earthquake, the Tourism Administration continued to promote tourism recovery in Hualien. From January 1 to October 30, free service was provided to e-ticket users, including mobile payment, on four Taiwan Tourist Shuttle routes in Hualien. Total ridership reached approximately 51,000 passengers. These promotional measures encouraged visitors to return, gradually restored public confidence in using public transport for travel, increased visitor flows in the area, and helped reduce traffic pressure at scenic sites.

台灣好行
TOURIST SHUTTLE



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



台灣好行候車亭橘光照明，是夜裡溫暖的陪伴
The orange lighting at Taiwan Tourist Shuttle shelters provides warm company at night

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

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 114 年 10 月 31 日推出 2 人同行 1 人免費，另為配合花東振興方案，加碼花東地區自 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，期間至 113 年 12 月 31 日；114 年為捲動國內旅遊，配合「台灣觀光 100 亮點」每月輪值縣市，按季加碼為 3 折優惠；另配合「台灣仲夏節」114 年 6 月 1 日至 9 月 1 日屏東地區加碼為 3 折優惠；花蓮地區 114 年 1 月 1 日至 4 月 30 日 1 折優惠、5 月 1 日至 9 月 1 日 3 折優惠、9 月 2 日至 10 月 31 日 2 人同行 1 人免費，透過媒體廣為宣傳及吸引外國旅客搭乘。114 年度台灣觀巴搭乘人數約 36.6 萬人次，較 113 年同期（約 11.5 萬人次）成長 217.5%。



台灣觀巴
Taiwan Tour Bus

Local Shuttle Service for Tourist Corridors: A "Buy One, Get One Free for Pairs" promotion was offered from July 1 to December 31, 2023, and from March 1, 2024, to October 31, 2025. As part of the revitalization program for eastern Taiwan, additional promotions were introduced in the Hualien-Taitung area beginning June 1, 2024, and in Yilan beginning July 1, 2024. Taiwan Tour Bus package tours in these areas were offered at 80% off through December 31, 2024. In 2025, to stimulate in domestic travel, the promotion was coordinated with the monthly rotation of counties and cities under the "100 Tourism Highlights of Taiwan" initiative, with a quarterly promotion offering fares at a 70% discount. In conjunction with the Solar Festival in Taiwan, the promotion in Pingtung was also offered at 70% discount from June 1 to September 1, 2025. In Hualien, fares were offered at 90% off the regular price from January 1 to April 30, at 70% off the regular price from May 1 to September 1, and under the "two travelers, one rides free" promotion from September 2 to October 31. These promotional measures received extensive media coverage and successfully attracted international tourists. In 2025, Taiwan Tour Bus ridership reached approximately 366,000 passengers, an increase of 217.5% over the same period in 2024, when ridership was approximately 115,000 passengers.



左圖：114 年台灣觀巴優惠措施，右圖：台灣觀巴旅展攤位
Left : 2025 Taiwan Tour Bus promotional measures;
right : Taiwan Tour Bus booth at a travel exhibition



「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，繼 113 年推出包含高鐵、台鐵、都會捷運、台灣好行等交通電子票券之「高鐵經典版」及「台鐵經典版」後，114 年逐步擴大交通及景點之串聯，4 月 10 日推出「高鐵景點版」、「台鐵景點版」及「亮點 EazyGO 版」等 3 款新產品，增加宜蘭好行 3 日券、南投好行 3 日券、高雄 MeNGo48 小時票及阿里山森林鐵路等交通運具選擇；另亦納入 14 處相關旅遊景點或體驗票券之合作（如臺北故宮博物院、新北野柳地質公園、臺中自然科學博物館、高雄愛河太陽能船、南投清境農場、嘉義阿里山森林遊樂區、屏東墾丁國家森林遊樂區、宜蘭傳藝中心 ... 等），提升產品便利性；後於 9 月 1 日則納入台中 Go 暢遊型 48 小時套票，結合台中捷運、市公車及 4 條台灣好行路線，以滿足旅客行旅需求。113 至 114 年度合計售出超過 3.3 萬張票券。

To attract more international visitors to Taiwan and improve transportation convenience for independent travelers, the Tourism Administration followed the 2024 launch of the High Speed Rail Classic Edition and Taiwan Railways Classic Edition, which integrated electronic tickets for the HSR, Taiwan Railways, urban metro systems, and Taiwan Tourist Shuttle services. In 2025, transportation and attraction connections were gradually expanded. On April 10, three new products were launched: the High Speed Rail Attractions Edition, Taiwan Railways Attractions Edition, and Spotlights EazyGO Edition. These products added transportation options including the Yilan Tourist Shuttle three-day pass, Nantou Tourist Shuttle three-day pass, Kaohsiung MeNGo 48-hour pass, and Alishan Forest Railway. The products also incorporated partnerships involving tickets or experience vouchers for 14 tourism attractions, including the National Palace Museum, New Taipei City's Yehliu Geopark, the National Museum of Natural Science in Taichung, solar-powered boats on Kaohsiung's Love River, Cingjing Farm in Nantou, Alishan National Forest Recreation Area in Chiayi, Kenting National Forest Recreation Area in Pingtung, and the National Center for Traditional Arts in Yilan. These partnerships enhanced product convenience. On September 1, the Taichung Go Unlimited 48-hour pass was added, integrating the Taichung Metro, city buses, and four Taiwan Tourist Shuttle routes to meet travelers' transportation needs. A combined total of more than 33,000 passes were sold in 2024 and 2025.



Taiwan PASS 官方網站
Taiwan PASS Website

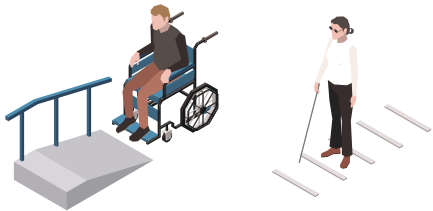
Taiwan PASS- 台灣暢遊地圖
Taiwan PASS-Taiwan Travel Map



Taiwan PASS- 手機 APP 使用示意
Illustration of the Taiwan PASS mobile app in use



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，截至 114 年已完成建置 166 處通用無障礙旅遊景點，並完成 41 條無障礙推薦遊程提供友善旅遊環境，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 people with reduced mobility, the Tourism Administration established a Universal Tourism Environment Promotion Task Force. The task force introduced universal design concepts and coordinated and integrated the work of various agencies in promoting a universal tourism environment. By 2025, a total of 166 universally accessible tourism attractions had been established, and 41 recommended accessible travel itineraries had been completed. These initiatives provide a friendly and barrier-free travel environment for seniors, people with disabilities, and other travelers.



西拉雅中埔遊客中心無障礙停車格
Accessible parking spaces at the Zhongpu Visitor Center
in Siraya NSA

深化人才培育 促進產業轉型升級
Deepening Talent Development to Promote Industry Transformation 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
112 (2023)	144	381	2,856	298	358	1	3,358	680
113 (2024)	161	399	2,940	314	348	1	3,449	714
114 (2025)	181	423	2,987	336	340	1	3,508	760

單位：家數 Unit: No. of Travel Agencies

強化旅遊安全及品質管理

Strengthening Travel Safety and Quality Management

- 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，稽查旅行社以遊覽車接待旅行團之旅遊品質，全年共計查核 615 團次。
- The Tourism Administration conducted business inspections of travel agencies jointly with motor vehicle supervision offices. At major tourist attractions, National Freeway service areas, and roadside inspection points, it inspected the quality of tours operated by travel agencies using tour buses. A total of 615 tour groups were inspected during the year.



攔查遊覽車及稽核所搭載旅行團
Inspection of tour buses and audits of the tour groups they carry

第 2 屆台灣觀光金獎選出 50 位觀光產業菁英接受表揚

2nd Taiwan Tourism Gold Awards Recognizes 50 Tourism Industry Leaders

- 辦理「第 2 屆台灣觀光金獎」甄選，共計受理 357 件線上報名，經初選及決選兩階段評選會議，最終選出 50 名優良觀光產業及從業人員代表，於 2 月 10 日「2025 觀光節慶祝大會」公開頒獎表揚。
- The 2nd Taiwan Tourism Gold Awards selection received 357 online applications. Following preliminary and final selection meetings, 50 outstanding representatives of tourism enterprises and industry professionals were selected. They were publicly recognized at the 2025 Tourism Day Celebration awards ceremony on February 10.



左圖：2025 觀光節慶祝大會頒獎典禮
右圖：第 2 屆台灣觀光金獎海報
Left: Awards ceremony at the 2025 Tourism Day Celebration
Right: Poster for the 2nd Taiwan Tourism Gold Awards

優化產業人才，滾動檢討法規

Building Talent, Reviewing Regulations

- 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。
- 為符現今導遊職能需求，調整導遊人員職前訓練課程內容與總時數，整併重複課程、刪減過時內容，提升訓練效率與實務導向，培育符合產業需求之專業人力，觀光署於 114 年 12 月 11 日修正發布「導遊人員管理規則」，並訂於 115 年 6 月 1 日生效。

114 年領隊人員職前訓練
2025 Pre-Service Training for Tour Leaders



- Resources continued to be invested in training tourism industry personnel. Training included professional competency programs for tour guides, tour leaders, and travel agency managers, as well as development courses for personnel across various tourism sectors. In addition to in-person courses, the Tourism e-Academy digital learning platform enabled industry personnel to acquire new industry knowledge anytime and anywhere.
- To meet current competency requirements for tour guides, the content and total course hours of pre-service training were revised. Repetitive courses were consolidated and outdated content was removed to improve training efficiency and strengthen the practical relevance. To cultivate professionals aligned with industry needs, the Tourism Administration revised and promulgated the "Regulations Governing Tour Guides" on December 11, 2025, with the amendments scheduled to take effect on June 1, 2026.



保障消費者權益

Protecting Consumer Rights

- 全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 1,697 件，和解件數 1,052 件，和解率 61.99%。
- During the year, a total of 1,697 consumer disputes and travel complaint cases mediated by the Travel Quality Assurance Association (TQAA) were processed. Of these, 1,052 cases were settled, representing a settlement rate of 61.99%.



旅遊糾紛申訴案件
Travel Dispute
Complaint Cases

1,697
件 Cases



和解件數
Settled
Cases

1,052
件 Cases



厚植人力質量，提升旅行業服務品質 Strengthening Workforce Quality and Capacity to Improve Travel Agency Services

— 辦理導遊人員及領隊人員評量，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。全年報名人數計有 1 萬 4,087 人次，第一試筆試共計 3,939 人次及格，外語導遊人員第二試口試，計有 685 人報名參測，共計 621 人及格；全年共計有 3,796 人次通過導領評量測驗。

— 全年培訓觀光產業人才計 12,152 人次，包括導遊人員及領隊人員職前訓練計 3,147 人次（導遊人員培訓 927 人次，領隊人員培訓 2,220 人次）、導遊人員在職訓練 1,702 人次、旅行業經理人訓練培訓 354 人次、觀光產業關鍵人才培訓 876 人次、稀少語別導遊評量輔導訓練 86 人次及觀光職能 e 學院線上課程培訓 5,987 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，全年辦理逾 100 場媒合會，逾 1,588 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。

— Assessments were conducted for tour guides and tour leaders using methods aligned with practical market needs, with the aim of recruiting outstanding personnel possessing professional knowledge, skills, and language abilities. A total of 14,087 registrations were received during the year. In the first-stage written examination, 3,939 candidates passed. For the second-stage oral examination for foreign-language tour guides, 685 candidates registered and 621 passed. In total, 3,796 candidates passed the tour guide and tour leader assessments during the year.

114 年關鍵人才 - 觀光論壇 2025 Key Tourism Talent—Tourism Forum

— A total of 12,152 participants received tourism industry training during the year. This included (927 for tour guides and 2,220 for tour leaders)1,702 participants in in-service training for tour guides, 354 participants in travel agency manager training, 876 participants in key tourism talent training, 86 participants in training for tour guides in less commonly taught languages, and 5,987 participants in online courses offered through the Tourism e-Academy.

— To stabilize the travel agency workforce, the Tourism Administration assisted tour guide and tour leader associations in organizing talent-matching activities. More than 100 matching events were held during the year, attracting over 1,588 participants. The Tourism Administration also assisted travel industry associations in organizing in-service training, including competency training in core innovation skills for the travel industry and practical training in hosting cruise groups. These efforts helped operators reduce training and recruitment costs.

114 年稀少語別導遊輔導考照訓練
2025 Assistance Training for Tour Guides of Less Commonly Taught Languages



旅宿業 Hospitality Industry



旅宿業輔導與管理

Lodgings 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，全年地方政府稽查旅館計 5,456 家次（含合法旅館 3,660 家次、非法旅館 257 家次及日租套房 1,539 家次）、稽查民宿計 10,798 家次（含合法民宿 10,230 家次、非法民宿 568 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 114 年底，有 2,036 家民宿通過好客民宿認證。

— 因應全球永續趨勢，鼓勵旅宿業永續化，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。

— 為揭露合法旅宿及提供民眾便利查詢，觀光署已強化臺灣旅宿網查詢介面，並於網站加強推廣相關標章旅宿，除鼓勵旅宿業者取得相關認證外，亦向旅客行銷有提供優質服務之旅宿，後續網站將以版面持續優化、加強行銷旅宿業者優惠、協助曝光為方向，持續增進網站之資訊揭露及查詢功能。

— 馬太鞍溪堰塞湖災後第一時間，觀光署推出安置旅宿補助措施，以協助受災家庭短期居住需求，並藉此穩定當地合法旅宿業者的營收來源。



好客民宿訪查委員現地試評
On-site preliminary evaluation by Taiwan Host inspection committee members

協助旅宿業品質提升

Assisting Quality Improvement in the Hospitality Industry

— 持續依「交通部觀光署獎勵旅宿業品質提升補助要點」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，全年共計補助 177 件。



通過好客民宿認證
Guesthouses receiving Taiwan Host certification
2,036 / 家民宿 B&Bs

— Regular evaluations continued to be conducted to supervise local governments in implementing lodging management actions and to improve their management performance. During the year, local governments conducted 5,456 inspection visits to hotels, including 3,660 visits to legal hotels, 257 visits to illegal hotels, and 1,539 visits to daily-rental housing units. They also conducted 10,798 inspection visits to guesthouses, including 10,230 visits to legal guesthouses and 568 visits to illegal guesthouses.

— Efforts continued to strengthen the lodging industry's brand image and guide operators toward higher quality, thereby improving the industry's competitiveness. By the end of 2025, a total of 2,036 guesthouses had obtained Taiwan Host certification.

— In line with global sustainability trends, the Tourism Administration encouraged the lodging industry to adopt sustainable practices. New subsidies were introduced for obtaining "certifications, certificates, or labels related to sustainability, energy conservation, carbon reduction, or green environmental practices," and an additional scoring item for "concrete actions for sustainable development" was added to the star-rated hotel evaluation. A sustainable lodging forum and seed training were also held for the first time to strengthen the development of relevant talent. The Taiwan Stay website was used as a marketing and promotion platform, and cooperation with transport authorities and the lodging industry helped shape sustainable lodging practices. In addition, interministerial cooperation promoted green lodging and assisted the lodging industry in achieving sustainable operations.

— To disclose legal lodging facilities and offer convenient search services for the public, the Tourism Administration strengthened the search interface of the Taiwan Stay website and increased the promotion of lodging establishments holding relevant certifications and labels. In addition to encouraging operators to obtain relevant certifications, the website also promotes lodging establishments that provide high-quality services to travelers. Going forward, the website will continue to improve its layout, strengthen the promotion of lodging operators' special offers, and assist with their exposure, while further enhancing information disclosure and search functions.

— Following the Mataian Creek barrier lake disaster, the Tourism Administration promptly introduced accommodation subsidies for temporary housing. The measure assisted affected families with their short-term accommodation needs while helping to stabilize the revenue of local legal lodging operators.



— The Tourism Administration continued to assist operators in establishing visitor-friendly facilities, creating smart environments, and promoting sustainable industry development in accordance with the "Guidelines of the Tourism Administration, MOTC, for Subsidizing the Enhancement of Accommodation Quality." A total of 177 applications received subsidies during the year.

觀光遊樂業

Tourist Amusement Park Sector

經營輔導與管理

Operations Guidance and Management

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 1,796 萬人次，全年總營業額新臺幣 177 億元。本署持續輔導業者建置優質遊樂環境，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，全年計核定 17 家業者申請，補助經費 3,640 萬元，帶動整體投資金額約 1.13 億元。

— **落實三級管理機制**：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，以及地方主管機關上半年度定期檢查，本署並於 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。



A total of 26 tourist amusement park operators had obtained licenses and were operating in Taiwan. During the year, these parks received 17.96 million visitors and generated total revenue of NT\$17.7 billion. The Tourism Administration continued to assist operators in establishing high-quality amusement environments and developing innovative services, smart parks, safe tourism, age-friendly facilities, and green sustainability. During the year, applications from 17 operators were approved, with subsidies totaling NT\$36.4 million. These subsidies helped generate approximately NT\$113 million in total investment.

— **Implementing a Three-Tier Management System** : In accordance with the "Regulations Governing Tourist Amusement Enterprises" and the "Directions Governing the Supervision, Inspection, and Evaluation of Tourist Amusement Enterprise Operations and Safety Maintenance," operators conducted self-inspections every quarter, while local competent authorities carried out regular inspections during the first and second halves of the year. From July to September, the Tourism Administration organized supervisory evaluation programs for tourist amusement enterprises to strengthen the safety of amusement facilities and emergency response mechanisms.



補助觀光遊樂業業者辦理優質化計畫協助產業數位轉型
Subsidies for Tourist Amusement Operators to Implement
Quality-Enhancement Plans and Accelerate Digital Transformation



— **拓展客源市場**：協助業者開發潛在客源市場，共同行銷推廣觀光遊樂業，持續深耕新南向旅遊市場，分別辦理 2 場次 B2B（印尼及越南 4 月 13 日至 19 日）、2 場次 B2C 活動（新加坡 4 月 23 至 29 日、馬來西亞 5 月 13 日至 19 日），透過海外推廣會推廣台灣遊樂園特色亮點，並於 9 月 20 日至 21 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，進而吸引國外團體與自由行旅客來台旅遊。

— **Expanding Visitor Source Markets** : The Tourism Administration assisted operators in developing potential visitor source markets and jointly marketed and promoted the tourist amusement park sector. Efforts continued to cultivate the New Southbound tourism market through two B2B events held in Indonesia and Vietnam from April 13 to 19, and two B2C events held in Singapore from April 23 to 29 and Malaysia from May 13 to 19. Overseas promotional events were used to highlight the distinctive attractions of Taiwan's amusement parks. In addition, two familiarization tours for resident international youths specializing in word-of-mouth marketing were held from September 20 to 21. Young people from the Philippines, Thailand, Singapore, Malaysia, Indonesia, and Vietnam who possessed influencer/content creation skills were invited to participate. Through social-media platforms and word-of-mouth marketing, they promoted Taiwan's amusement parks and helped attract foreign tour groups and independent travelers to Taiwan.

觀光遊樂業優質化與人才留用

Quality Enhancement and Talent Retention in the Tourist Amusement Park Industry

為達成「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，每年辦理從業人員教育訓練及優質化計畫，輔導業者建置優質工作環境，打造幸福企業，藉以引才與留才。此外，為加強業者相關工作人員防災能力，10 月辦理 2 場次觀光遊樂業防災人員訓練課程，強化業者預防與救災觀念，計 34 人完成訓練並取得防災士證書。

觀光遊樂業防災人員訓練課程
Disaster Prevention Training Course for Tourist Amusement Park personnel



觀光遊樂業督導考核
Supervisory Evaluation and Assessment of Tourist Amusement Park Operators



To fulfill the goals of the "Tourist Amusement Enterprise Diversification and Transformation Plan" under the "Tourism 2025 - Steering Taiwan Tourism Towards 2025 (2021-2025)", the Tourism Administration assisted the tourist amusement park sector in achieving multi-faceted optimization and digital transformation. Training for industry personnel and quality-enhancement programs were organized annually. Operators were guided in establishing high-quality work environments and building employee-friendly workplaces to attract retain talent. In addition, to strengthen the disaster-prevention capabilities of park personnel working in the industry, two disaster-prevention training courses for tourist amusement enterprises were held in October. The courses strengthened operators' awareness of disaster prevention and relief operations. A total of 34 participants completed the training and obtained certified disaster-response specialist credentials.



景區經營

Scenic Area Operations

【 跨域整合 多元旅遊 】

Integrating Regions for Travel Diversity

觀光署在景區建設上，營造 6 大國際魅力景區，114 年完成 50 處景區亮點與 32 處區域旅遊工程，並完成 3 件促參案以深化公私協力。為落實永續，建置了 166 處無障礙景點，輔導業者取得綠色旅行標章，更有 7 個國家風景區榮獲全球百大目的地故事獎，並清理逾 4 千公噸海岸廢棄物。此外，整合全臺 18 個觀光圈，成立 4 個區域觀光圈協會，共推出 289 條創新遊程及舉辦觀光圈大賞，全面帶動地方產業發展與經濟效益。

The Taiwan Tourism Administration developed six major attractions with international appeal. In 2025, it completed 50 showcase projects in scenic areas and 32 regional tourism projects, as well as three public-private participation projects to deepen public-private collaboration. To advance sustainability, 166 accessible attractions were established, tourism operators were guided in obtaining Green Travel Seals, and seven national scenic areas received 2025 Green Destinations Top 100 Story Awards. More than 4,000 metric tons of coastal waste were also removed. In addition, tourism resources from 18 tourism circles across Taiwan were integrated, four regional tourism circle associations were established, 289 innovative itineraries were launched, and the Tourism Circle Awards were organized, comprehensively promoting local industrial development and economic benefits.



「北回之巔」旗艦計畫形塑魅力新八景

The Northern Tropic of Cancer Flagship Project Creates Eight New Tourism Highlights

「北回之巔旗艦計畫（115–118 年）- 微笑南灣 in 臺灣計畫」以「北回之巔」與「微笑南灣」雙主軸整合南臺灣跨縣市觀光資源。北回之巔軸帶沿北回歸線串聯澎湖、嘉義、南投、花蓮及台東，形成 23.5 度觀光廊帶；微笑南灣軸帶由西南沿海延伸至東海岸，整合旅宿、景點、國家公園及國家風景區等遊憩資源，共構南臺灣觀光新格局。

全案分 4 年 2 階段推動 10 大亮點計畫、68 處具體建設，整合澎湖群島、大阿里山森林鐵路、日出雲海等核心資源，串聯從台江到阿里山、從澎湖到花東縱谷的自然、生態、歷史與人文脈絡，打造兼具國際吸引力與在地特色的臺灣觀光魅力新八景。

The Northern Tropic of Cancer Flagship Project (2026–2029)—Smiling South Bay in Taiwan integrates tourism resources across cities and counties in southern Taiwan through the themes of the "Northern Tropic of Cancer" and "Smiling South Bay." The Northern Tropic of Cancer axis follows the Tropic of Cancer, linking Penghu, Chiayi, Nantou, Hualien, and Taitung to form a tourism corridor along the 23.5-degree latitude. The Smiling South Bay axis extends from the southwestern coast to the east coast, integrating accommodations, attractions, national parks, and national scenic areas to establish a new tourism framework for southern Taiwan.



北回之巔 微笑南灣
Northern Tropic of Cancer–Smiling South Bay



落實景區建設永續觀光景區品質

Implementing Scenic Area Development and Enhancing Sustainable Tourism Quality

推動觀光前瞻建設及營造六大魅力景區據點

Promoting Forward-Looking Tourism Infrastructure and Developing Six Attractions with International Appeal

– 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，陸續完成雙灣濱海自行車道（古庄段）直鋪及跨橋串聯、永鎮歸日之丘遊憩區據點建構、奮起湖環林步道優化、綠島南寮港入境服務品質提升第二期及中屯自行車道休憩服務設施整建等亮點工程。

– 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，完成各國家風景區轄內 50 處亮點工程，如福隆地區周邊設施優化工程、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。

– The Forward-Looking Tourism Infrastructure Development Plan was implemented to develop the Northeast and Yilan Coast, North Coast and Guanyinshan, Sun Moon Lake, Alishan, East Coast, and Penghu National Scenic Area Headquarters into attractions with international appeal. Highlight projects completed in succession included the at-grade and bridge connection works for the Shuangwan Coastal Bikeway (Guzhuang Section), Yongzhen Hill Recreation Area Facility Development Project, improvement of the Fenqihu Forest Loop Trail, Phase II of the Green Island Nanliao Harbor Arrival Service Quality Enhancement Project, and the Zhongtun Bikeway Recreation Service Facility Renovation Project.

– Through the Medium-term Program for the Construction of Major Tourist Attractions (2024–2027), the administration integrated resources across sectors, incorporated a variety of themes, and emphasized local characteristics. Fifty spotlight projects were completed in national scenic areas (NSAs), including the Fulong Area Peripheral Facility Optimization Project, the renovation of the multimedia room at the Guanyinshan Visitor Center, environmental enhancements at Dongfang Park on the Baguashan East Outer Ring, maintenance of facilities at the Checheng Wood Exhibition Hall and improvements to surrounding public restrooms and landscape facilities, and improvements to the viewing facilities at the Qimei Twin-Heart Stone Weir. These projects raised service standards at major NSA attractions, developed internationally appealing scenic-area sites, and attracted domestic and international visitors.

— 為協助地方政府提升旅遊環境品質，觀光署推動「觀光前瞻區域旅遊品牌」，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－角板山觀光場域等共 32 處亮點工程，推動區域觀光永續發展。另補助地方政府執行「重點景區遊憩廊帶計畫」，以競爭型補助方式打造 8 處廊帶亮點，114 年完成嘉義縣大埔藍色公路、連江縣馬祖腰山遊憩區及屏東縣恆春半島走讀・尋訪瑯嶠故事等計畫，有效形塑區域旅遊特色，打造優質旅遊環境，追求觀光永續發展。

— To support local governments in improving the quality of the tourism environment, the Tourism Administration promoted the Forward-Looking Regional Tourism Brand initiative and completed 32 highlight projects, including the development of the Roaming Mountain and Sea Line—Settlement, Railway, and Bicycle Light-Travel Corridor and the Northern Cross-Island Highway Story—Jiaobanshan Tourism Site. These efforts advanced the sustainable development of regional tourism. Subsidies were provided to local governments to implement the Key Scenic Area Recreation Corridor Program, which seeks to develop eight corridor highlights through competitive grants. In 2025, projects completed included the Dapu Blue Highway in Chiayi County, the Yaoshan Recreation Area in Matsu, Lienchiang County, and Reading the Hengchun Peninsula: Tracing the Stories of Langqiao in Pingtung County. These projects created tourism attractions with distinctive regional characteristics, created quality tourism environments, and advanced sustainable tourism development.

前瞻建設－國際魅力景區建設亮點

Forward-Looking Development : Attractions with International Charm

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

「雙灣濱海自行車道（古庄段）直鋪及跨橋串聯工程」榮獲「2025 第十三屆台灣景觀大獎」，以低干擾設計完成 1 公里高架路段與跨橋，貫通「白沙灣麟山鼻」至「淺水灣海濱公園」長年斷點，完善皇冠海岸遊憩廊帶。動線融合台二線公路、海濱小徑與海岸原生物種，兼顧生態保護與綠色運輸，形塑北海岸永續觀光旅遊廊帶。

The Shuangwan Bikeway (Guzhuang Section) At-grade and Bridge Connection Project received the 13th Taiwan Landscape Award in 2025. Using a low-impact design, the project completed a one-kilometer elevated section and bridge connection, closing a long-standing gap between Baishawan—Linshanbi and Qianshuiwan Seaside Park and completing the Crown Coast recreation corridor. The route integrates Provincial Highway 2, coastal paths, and native coastal species, balancing ecological conservation with green transportation and shaping a sustainable tourism corridor along the North Coast.

東北角及宜蘭海岸國家風景區管理處 Northeast and Yilan Coast National Scenic Area

「永鎮歸日之丘遊憩區據點建構工程（永鎮濱海驛站）」位於宜蘭東側海岸，緊鄰台二線濱海公路及宜蘭濱海自行車道。向北串聯頭城老街、烏石港及外澳服務區，向南延伸至壯圍沙丘及傳藝園區，為東北角及宜蘭海岸遊憩廊帶新亮點，提升多元主題旅遊服務能量，帶動地方觀光與產業發展。

The Yongzhen Hill Recreation Area Facility Development Project (Yongzhen Coastal Station) is located on Yilan's eastern coast, adjacent to Provincial Highway 2 and the Yilan Coastal Bikeway. To the north, it connects Toucheng Old Street, Wushi Harbor, and the Wai'ao Service Area. To the south, it extends to the Zhuangwei Dune Ecological Park and the National Center for Traditional Arts. The project is a new highlight in the Northeast and Yilan Coast recreation corridor, enhances the capacity for diversified theme tourism services, and promotes local tourism and industrial development.



重點景區遊憩廊帶：（上圖）嘉義大埔藍色公路琴廳會館（下圖）恆春半島牡丹遊客中心 Key Scenic Area Recreation Corridors : (top) Qin-Ying Hall on the Chiayi Dapu Blue Highway; (bottom) Mudan Visitor Center on the Hengchun Peninsula



雙灣濱海自行車道（古庄段）直鋪及跨橋串聯工程 Shuangwan Coastal Bikeway (Guzhuang Section) At-grade and Bridge Connection Project



永鎮歸日之丘遊憩區據點建構工程 Yongzhen Hill Recreation Area Facility Development Project

日月潭國家風景區管理處 Sun Moon Lake National Scenic Area

「日月潭 3.0- 山中明珠計畫」以日月潭為核心，結合埔里、信義、集集水里 3 條旅遊支線，整合多元運具提升景區遊憩品質。完成兩項亮點：「埔里旅遊服務設施」榮獲「2025 近零碳建築設計獎」優選，採 CLT 木構設計將碳封存於建築，成為北入口旅遊服務據點；「伊達邵中正停車場」新增停車容量並導入智慧化服務，以地景融合設計優化動線效率，落實景區永續發展目標。

The Sun Moon Lake 3.0: Pearl in the Mountains Project is centered on Sun Moon Lake and brings together three tourism branch routes—Puli, Xinyi, and Jiji-Shuili—and integrates several modes of transportation to improve the quality of recreation in the scenic area. Two highlights were completed under the project: the Puli Tourism Service Facilities, which received an Honorable Mention in the 2025 Nearly Zero-Carbon Building Design Awards for use of cross-laminated timber construction to store carbon in the building, serving as a tourism-service hub at the northern gateway; and the Ita Thao Zhongzheng Parking Lot, which increased parking capacity and introduced smart services. The lot's landscape-integrated design improves circulation efficiency and advances the scenic area's sustainable-development goals.

阿里山國家風景區管理處 Alishan National Scenic Area

阿里山星動計畫以「精緻、深度、小眾」為發展主軸，透過活化在地文化底蘊、自然生態與在地產業，引導遊客深度體驗山林旅遊。完成「奮起湖環村步道優化工程」，建置融合生態環境與人文景觀的特色步道，強化阿里山深度旅遊吸引力。

The Alishan Star Project aims to develop refined, in-depth, and small-group tourism by revitalizing local cultural heritage, natural ecology, and local industries to encourage visitors to enjoy more in-depth mountain-forest travel experiences. The Fenqihu Village Loop Trail Optimization Project was completed, creating a distinctive trail integrating the ecological settings and cultural landscapes and strengthening Alishan's appeal for in-depth tourism.

東部海岸國家風景區管理處 East Coast National Scenic Area

「綠島南寮港入境服務品質提升工程」完成多功能公廁新建、等候休息區設置及遊客動線優化，全面升級南寮港入境服務設施，強化「綠島・天堂島嶼」品牌識別與旅客服務體驗。

Tasks completed under the Green Island Nanliao Harbor Arrival Service Quality Enhancement Project included construction of multifunctional public restrooms, establishment of waiting and rest areas, and improvement of visitor circulation. The project comprehensively upgraded Nanliao Harbor's arrival-service facilities, strengthened the "Green Island: Paradise Island" brand identity, and enhanced the visitor service experience.

澎湖國家風景區管理處 Penghu National Scenic Area

「中屯自行車道休憩服務設施整建工程」改善既有遮蔭不足、休閒空間匱乏等問題，導入友善服務設施並整合海岸景觀，提升騎乘動線安全性與地方特色。本工程與東衛、吉貝及林投等區域改善工程共同構築澎湖低碳旅遊路網，銜接北海、望安旅運中心建設，形塑永續國際旅遊場域，強化澎湖全域觀光競爭力。

The Zhongtun Bikeway Recreation Service Facility Renovation Project introduces visitor-friendly service facilities and integrated coastal scenery to address the insufficient shade and shortage of leisure space in this area. Cycling-route safety was improved and local characteristics were reinforced. Along with projects to enhance Dongwei, Jibei, and Lintou, the project creates a low-carbon tourism network in Penghu, connects with the development of the North Sea and Wang'an visitor center, creates a setting for sustainable international tourism, and improves Penghu's tourism competitiveness.



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



奮起湖環村步道優化工程 Fenqihu Village Loop Trail Optimization Project



綠島南寮港入境服務設施升級工程 Green Island Nanliao Harbor Arrival Service Facility Upgrade Project



中屯自行車道休憩服務設施整建工程 Zhongtun Bikeway Recreation Service Facility Renovation Project

攜手民間能量打造友善觀光環境 Partnering with the Private Sector to Build a Visitor-Friendly Tourism Environment



為引領臺灣觀光產業邁向國際化與精緻化，加速在全臺各地營造優質、友善且具備永續發展潛力的觀光服務與環境，本署致力於推動公私部門資源整合，期盼將臺灣打造成友善觀光旅遊勝地。

配合「兆元投資國家發展方案」深化公私部門夥伴關係 Deepening Public-Private Partnerships under the Trillion NT Dollar Investment National Development Plan

本署積極突破傳統公共建設的框架，透過推動 BOT（建設 - 營運 - 移轉）、ROT（整建 - 營運 - 移轉）及 OT（營運 - 移轉）等多元促參模式，與優質的民間企業建立緊密且互信的長期夥伴關係。這項策略不僅是經營模式的轉變，更是公部門與私部門優勢互補的重要橋樑。本署 114 年完成 3 件促參案簽約：新北市貢寮區龍洞南口海洋公園及遊艇港營運移轉案、連江縣莒光鄉山海一家服務設施營運移轉案（山館）、及大鵬灣風景特定區（遊二區）國際級休閒園區新建營運移轉案。



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

114 年已完成建置 166 處無障礙旅遊景點，及 41 條無障礙推薦遊程。

－輔導國家風景區 17 家業者取得國際綠色旅行標章（Green Trave Seal, GTS） Assisting 17 tourism businesses in national scenic areas in obtaining the Green Travel Seal (GTS)

查核通過（7 家）、銀級（9 家）及金級（1 家）。

－推動綠色旅遊目的地（GD）認證、百大故事獎 Promoting Green Destinations (GD) certification and the Top 100 Stories Awards

觀光署積極推動永續觀光，所屬 6 個國家風景區管理處取得綠色旅遊目的地（GD）認證，114 年更有 7 個國家風景區管理處榮獲「2025 全球百大目的地故事獎」，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 Tourism Administration is committed to integrating public- and private-sector resources to usher Taiwan's tourism industry toward internationalization and higher quality and accelerate the creation of high-quality, visitor-friendly tourism services and environments with sustainable-development potential throughout Taiwan, with an aim to turn Taiwan into an even more welcoming tourism destination.

Moving beyond the conventional framework for public infrastructure, the Tourism Administration is advancing a variety of private-participation models—including BOT (Build–Operate–Transfer), ROT (Rehabilitate–Operate–Transfer), and OT (Operate–Transfer) to create close, trusting, and long-term partnerships with high-quality private enterprises. This strategy represents not only a change in operating models, but also an important conduit for the public and private sectors to complement each other's strengths. In 2025, the administration signed three public-private participation projects: Operate-transfer Private Participation Project of Longdong S. Ocean Park and Longdong Yacht harbor in Gongliao Dist., New Taipei City, Shanhai Yijia Service Facility OT Project (Mountain Building) in Juguang Township, Lienchiang County, and International Leisure Park BOT Project in Recreation Zone 2 of the Dapeng Bay Special Scenic Area.



By 2025, 166 universally accessible tourist attractions and 41 recommended accessible itineraries had been completed.

Among the 17 businesses, seven obtained Checked status, nine received Silver certification, and one received Gold certification.

The administration promoted sustainable tourism. Six of its national scenic area (NSA) headquarters obtained Green Destinations certification, and seven NSAs received the 2025 Green Destinations Top 100 Stories Awards. These achievements recognize excellence in a range of sustainable tourism fields, including destination management, nature and landscape, and business and marketing.



故事主題 Theme



參賽類別 Category



東北角及宜蘭海岸國家風景區管理處 Northeast and Yilan Coast National Scenic Area Headquarters



重新開啟與當地社區的對話，共創卯澳灣故事 Co-Creating Mao'ao: Transformative Dialogue Among Stakeholders



目的地管理 Destination Management

2019 年卯澳地區曾因反對政府主導區域觀光政策，組成協會致力於保存卯澳漁村的地景。自行車活動帶動遊客進入卯澳地區，讓卯澳灣地區既有公廁及停車場等設施量已無法負荷遊客需求。東北角管理處透過單位人員參與社區志工團體活動開啟雙方對話，進一步邀集利害關係人參與地方觀光發展討論，凝聚共識與目標，以社區為營運公共服務設施的主要角色，發展具社區特色的旅遊商業模式。東北角管理處建立社區參與式的提案機制，於 2021 至 2024 年分別負擔部分比例費用，支持在地協會計 4 個提案執行，包含進行石花菜產品升級與轉換，帶動社區老人共餐機制；開發季節性遊程，串聯卯澳與馬崗雙語導覽，及海洋廢棄物手作套裝遊程。經 2022 至 2024 年間召開 6 場工作坊、說明會及工程設計討論會議，共計有 94 人次利害關係人參與，於卯澳設置 1 處旅遊園區、1 處停車場，皆採委外經營。截至 114 年，卯澳灣當地協會已發展計 9 種常態性、收費與預約制之導覽體驗活動，已受旅行社納入遊程產品販售。

In 2019, the residents of the Mao'ao area united in opposition to government-led regional tourism policies. They formed an association to preserve the landscape of Mao'ao Fishing Village. Cycling activities subsequently brought visitors into the Mao'ao area, and existing facilities in Mao'ao Bay—including public restrooms and parking lots—could no longer accommodate visitor demand. The Northeast and Yilan Coast NSA Headquarters sent staff to participate in activities organized by community volunteer groups and invited stakeholders to discuss local tourism development, build consensus around shared goals, position the community as the principal operator of public-service facilities, and develop a tourism business model reflecting community characteristics. The administration established a mechanism for community-participatory proposals and, from 2021 to 2024, subsidized portions of the costs for four proposals implemented by local associations. These included upgrading and transforming agar products, supporting a communal-meal program for elderly residents, developing seasonal itineraries, linking bilingual guided tours in Mao'ao and Magang, and designing package tours featuring handicrafts made from ocean debris. From 2022 to 2024, six workshops, briefing sessions, and engineering-design discussion meetings were held, attracting 94 stakeholder participants. A tourism park and parking lot were established in Mao'ao, both operated through outsourcing. As of 2025, the local Mao'ao Bay association had introduced nine regular, fee-based, reservation-only guided-experience activities. These have been incorporated into and sold as travel-agency tour products.



東部海岸國家風景區管理處 East Coast National Scenic Area Headquarters



山海之間：布農文化主導的永續實踐 From the Forest to the Shore : A Bunun Story of Home And Reconnection



文化與傳統 Culture and Tradition

高山部落位於花蓮東海岸，是全臺唯一臨海的布農族社群。族人自稱「翻過山來到海邊的人」，融合布農、撒奇萊雅、阿美、漢族等多元文化，孕育出獨特的生存智慧與文化樣貌。面對現代化衝擊、經濟脆弱、人口老化及青年外流等挑戰，部落選擇從自身文化出發，以布農文化為核心發展永續旅遊。以「高山森林基地」為核心據點，透過田野調查與族人共識，盤點文化與生態資產，建構六大永續區域，形成一幅文化與自然並行的生活藍圖。基地結合布農族傳統智慧與現代科技，把狩獵知識轉化為教育資源，導入生態監測與數位遊牧導覽。例如沉浸式的「一個人的森林」自導式生態行程，均源自於族人的生活經驗，依循土地節奏，而非市場潮流，展現文化自信與土地連結。東管處以協力者角色陪伴部落推動永續實踐，透過參與式生態監測、青年培力與跨部落合作平台，串聯東海岸 10 多個原住民族部落成立「海派聯盟」，共同打造「海派玩家」品牌，發展由族人自主設計與定價的文化遊程，讓旅遊回歸原民文化主體性，實現文化傳承、生態共好與社區經濟共榮，也展現深植土地的永續治理成果。

The Silaning-Av Community, located in Hualien, is the only coastal Bunun community in Taiwan. The community describes itself as "those who crossed the mountains to reach the coast." Their community brings together Bunun, Sakizaya, Amis, and Han cultures, giving rise to distinctive cultural forms and survival wisdom. In the face of modernization, economic vulnerability, population aging, and youth outmigration, the community is developing sustainable tourism centered on Bunun culture. Based at the Gaoshan Forest Tribal Ranch, the community conducted field research and built consensus to identify cultural and ecological assets and establish six sustainable zones as a living blueprint for ways that culture and nature can coexist. The ranch combines Bunun traditional knowledge with modern technology, turning hunting knowledge into educational resources and introducing ecological monitoring and technology-assisted self-guided tours. For example, the immersive "A Forest for One" self-guided ecological itinerary derives from the community's lived experience and follows the rhythms of the land rather than market trends, demonstrating cultural confidence and connection to the land. The East Coast NSA Headquarters partners with the community to advance sustainable practices. It has connected over 10 indigenous communities on the east coast through participatory ecological monitoring, youth capacity building, and a cross-tribal cooperation platform. The resulting Travel in Sea-Style Alliance has created the "Sea-Style Adventurer" brand and developed cultural itineraries independently designed and priced by community members. This places Indigenous cultural agency at the center of tourism, supports cultural transmission, ecological well-being, and shared community economic prosperity, and demonstrates sustainable governance deeply rooted in the land.



澎湖國家風景區管理處 Penghu National Scenic Area Headquarters



珊瑚的重生：澎湖海底花園的復育庇護
Rebirth of the Coral : Restoring and Protecting Penghu's Underwater Garden



自然與景觀 Nature and Landscape

澎湖海底花園 Penghu's Underwater Gardens

澎湖群島由 90 座島嶼組成，面積約 128 平方公里，海域擁有豐富的海洋資 源，包括魚蝦類、珊瑚礁、綠蠵龜等，吸引許多愛好潛水與生態旅遊者來訪。為了塑造海洋生物健康的棲息環境、提升區域觀光價值，使永續發展成為可能，在地政府機關、學術機構與民間團體攜手展開海洋復育行動、推廣負責任旅遊。為重現澎湖海底花園，澎管處從 2023 年至今年間先後於山水及望安設置海洋生態旅遊區，投放總計 13 座生態復育礁，並串聯地方機關單位，透過淨灘清除海岸廢棄物，減少垃圾沉積影響海洋生態。同時透過講座將生態保育理念傳遞予大眾或融入業者規劃之旅遊活動宣導實踐，實現永續旅遊願景。澎湖縣政府也持續進行海洋生態復育行動，除了漁業管制、刺網具實名制等措施，也自 2016 年起即展開珊瑚棲地復育，截至 2025 年 3 月止，復育面積已達 2,800 平方公尺。珊瑚復育需要長期投入與經營，澎管處除與地方政府合作，也結合產學研的能量，鼓勵企業認購生態礁，與社區居民、在地業者合作進行岸際淨灘、珊瑚監測和生態礁維護等工作，展現公私協力的能量，讓澎湖的海底花園得以持續綻放，成為海洋生物的安全棲所。

The Penghu Archipelago comprises 90 islands and islets covering approximately 128 square kilometers. Its surrounding waters are home to rich marine biodiversity, including vibrant coral reefs, green sea turtles, and numerous fish and invertebrate species, attracting many divers and eco-tourists. To create healthy habitats for marine life, enhance the value of the area's tourism offerings, and support sustainable development, local government agencies, academic institutions, and civil society organizations have joined forces to undertake marine ecological restoration and promote responsible travel. To restore Penghu's underwater gardens, the Penghu National Scenic Area Headquarters established marine ecological tourism zones in Shanshui and Wang'an from 2023 to 2025, deploying a total of 13 ecological reef structures. It also coordinated with local agencies and communities to organize beach cleanups and remove coastal waste, reducing the impact of marine debris on coastal ecosystems. At the same time, through public lectures and outreach to tourism businesses, it promoted ecological conservation concepts and encouraged their incorporation into tourism activities, putting responsible practices into action and advancing the vision of sustainable tourism. The Penghu County Government has also continued its marine ecological restoration efforts. In addition to fisheries controls and a real-name registration system for gillnets, it has undertaken coral habitat restoration since 2016. As of March 2025, approximately 2,800 square meters of coral reef area had been restored. Coral restoration requires long-term commitment and collaboration among various stakeholders. In addition to cooperating with local governments, the Penghu National Scenic Area Headquarters draws on the combined strengths of industry, academia, and research institutions, encourages businesses to adopt ecological reefs, and works with community residents and local tourism operators on coastal cleanups, coral monitoring, and ecological reef maintenance. These efforts demonstrate the power of public-private collaboration, allowing Penghu's underwater gardens to continue flourishing as safe habitats for marine life.



參山國家風景區管理處 Tri-Mountain National Scenic Area Headquarters



梨山海拔兩千的永續力
Lishan: 2,000 Meters Above, Grounded in Sustainability



目的地管理 Destination Management

梨山地區部落無形文化傳承
Transmission of intangible indigenous culture in the Lishan area

梨山風景區因距離主要都會區至少約 4 小時車程，供給住宿環境增加在地旅遊及消費時間，為在地發展觀光的重要挑戰課題。然而參山處非屬民宿管理主管機關，因此在鼓勵部落申請合法民宿經營有其困難性，如取得土地所有權人同意使用，以及建築物使用執照或合法房屋證明；又因申請作業繁瑣及地處偏遠，少有建築師有意願協助，讓民宿合法化無法有大幅度進展。參山處歷經 6 年因地制宜的產業輔導計畫執行，輔導超過 37 家，目前雖僅有 2 家民宿完成合法登記，但此過程完善了申請流程與提昇服務的輔導機制，也因合法而獲得更多官方資源挹注，為「梨山海拔兩千的永續力」打下基礎。當看到第一間合法民宿，年輕主人利用創意，把部落的小米文化、獵人採集、編織技巧、融合到遊程中，並且推廣自然 / 有機農法，把當地優質蔬果融入餐食中，因地制宜的輔導工作雖然更繁瑣，但真的為當地的永續旅遊找到支點，效益也正在發酵中。

Because the Lishan Scenic Area is about a four-hour drive or more from major urban centers, providing adequate accommodations to encourage longer stays and more local spending is an important challenge for tourism development.. However, the Tri-mountain NSA Headquarters is not the authority responsible for regulating inns, making it difficult for the administration to support indigenous communities in legalizing accommodations. Progress on this front is hindered by the complications of obtaining landowner consent, securing building permits, and the area's remote location, where few architects are willing to assist.Over six years, the administration crafted an industry support program tailored to the needs of the region and provided guidance to more than 37 local inns. Only two inns have completed the legal registration process, however the experience has helped refine application procedures and establish a stronger support system. Legal registration also opened doors to government resources, laying the foundation for Lishan: 2,000 Meters Above, Grounded in Sustainability. The first legally registered inn demonstrated the value of this locally rooted approach: its young owner creatively incorporated the community's millet culture, hunting and gathering traditions, and weaving skills into tourism experiences, while promoting natural and organic farming and incorporating high-quality local fruit and vegetables into meals.. Despite the complications involved, this place-based guidance has provided a meaningful foundation for sustainable tourism in the area, with benefits that are beginning to emerge.



故事主題 Theme



參賽類別 Category



日月潭國家風景區管理處 Sun Moon Lake National Scenic Area Headquarters



從旅遊中學會守護棲地，收穫更深的連結與美好
Protecting Habitats Through Travel : Finding Connection and Unexpected Beauty in Sun Moon Lake



自然與景觀 Nature & Scenery

螢火蟲 Fireflies

2024 年，日月潭國家風景區管理處攜手在地社區、業者與民間團體，共同規劃與推動低碳旅遊商品，將永續理念落實於遊程設計與銷售之中。這項行動不僅促進了在地經濟，也帶來了前所未有的發展契機，使地方居民看見轉型的可能。然而，在追求觀光效益的同時，我們也誠實面對自然環境的壓力與回饋。旅遊活動所帶來的棲地干擾與生態負荷，是不容忽視的挑戰。於是，我們選擇不迴避、不裝飾，而是以具體行動回應：調整遊程、修復棲地、限制進入區域、進行教育溝通。我們相信，每一次調整都是對環境的尊重。令人驚訝的是，在這些行動之後，我們意外地迎來了大自然的回應。某些原本罕見的物種再次出現、水源區重新孕育生命、居民也重新連結起對土地的情感。這些驚喜與新發現，讓我們更加堅信：善待環境，終將換得人與自然之間更深層的連結與美好。

In 2024, the Sun Moon Lake NSA Headquarters collaborated with local communities, businesses, and civil society organizations to plan and promote low-carbon tourism products. This initiative integrated sustainable development into actual tourism operations, from itinerary design to product sales, while creating new opportunities for local economic transformation. At the same time, we confronted the ecological pressures caused by tourism: habitat disturbance and ecological pressure. We chose not to avoid or disguise these impacts, but to respond with concrete action—adjusting our routes, restoring habitats, limiting access, and strengthening environmental education. Every change became a gesture of respect toward nature. Surprisingly, nature has responded in kind. Rare species are reappearing, life is returning to water-source areas, and residents are reigniting their emotional connection to the land. These unexpected outcomes reaffirm our belief: when we treat nature with care, we open the door to deeper bonds between people and place and the beauty we never imagined.



雲嘉南濱海國家風景區管理處 Southwest Coast National Scenic Area Headquarters



從候鳥到生計：台灣西南海岸的永續之路
From Birds to Livelihoods : A Sustainable Path on Taiwan's Southwest Coast



蓬勃發展的社區 Thriving Communities

濕地保育 Wetland Conservation

七股位於台灣最西側，是一處由沙洲、潮汐與濕地交織而成的動態海岸地景。這裡多數居民以承租魚塢、養殖牡蠣與文蛤維生。過去，這個區域曾因土地價格低廉、日照充足，被政府視為適合發展工業與再生能源的「理想場址」；然而，當開發計畫威脅到濕地生態與租地戶生計時，七股社區的反應不再只是抗爭，而是積極提出具有在地適應力的替代方案。他們並未選擇迎合開發，而是努力讓自然與經濟找到共存的方法——透過友善養殖、環境教育、以及將濕地保育轉譯為導覽與旅遊價值，逐步建立一種在地可持續模式。在地居民靠自己的力量展現出一個社區如何在產業轉型與生態衝擊之間，找出屬於自己的平衡點。

Qigu, located at Taiwan's westernmost point, features a dynamic coastal landscape shaped by sandbars, tidal flows, and wetlands. Most residents sustain their livelihoods by leasing fishponds and engaging in traditional aquaculture, notably cultivating oysters and clams. In the past, due to its low land costs and abundant sunlight, this area was designated by the government as an "ideal site" for industrial and renewable energy development. However, when such development plans threatened the wetland ecosystems and the livelihoods of leaseholding aquaculture farmers, the Qigu community's response evolved beyond mere protest. They proactively proposed locally adapted alternative solutions. Rather than acquiescing to development pressures, they endeavoured to harmonise nature and economy, implementing eco-friendly aquaculture practices, environmental education, and translating wetland conservation into guided tours and tourism value. Through these efforts, they gradually established a sustainable local model. The residents demonstrated how a community can, through its initiative, find a balance between industrial transformation and ecological impact.



故事主題 Theme



參賽類別 Category



茂林國家風景區管理處

Maolin National Scenic Area Headquarters



國道讓蝶道－打造紫斑蝶的回家之路
Freeway Shutdown for Butterflies—Creating a
Homecoming Path for the Purple Crow Butterfly



自然與景觀 Nature and Landscape



群聚越冬的紫斑蝶群
A swarm of overwintering purple crow butterflies

茂林國家風景區橫跨高雄與屏東，為世界兩大越冬型蝶種之一「紫斑蝶」的重要越冬棲息地。每年 11 月，數十萬隻蝴蝶會遷徙至此渡冬，並於隔年 3 至 4 月春天來臨時集結北返。過去紫斑蝶在北返途中，常於穿越高速公路國道三號林內路段時，被行車氣流捲入輪下，造成大量路殺的問題。2007 年時路殺致死率曾高達 30-40%。此外，2009 年莫拉克風災嚴重破壞蝶谷棲地，使紫斑蝶族群面臨生存危機。為保護橫越國道的蝴蝶飛行隊伍，茂管處、台灣紫斑蝶生態保育協會及高速公路局合作，於紫斑蝶返北沿線設置生態廊道、減速標誌、防護圍網及慢速通行區，合力打造紫斑蝶的回家之路。尤其「國道讓蝶道」機制，當監測的蝴蝶通過量達 (250 隻 / 分鐘) 時，啟動機動性高速公路封閉管制機制，減緩或暫停車流，讓紫斑蝶回家的路更安全。透過整合性措施，紫斑蝶的路殺死亡率已大幅降至 3% 以下。茂林地區觀測之紫斑蝶族群數由 17 萬隻上升至最高紀錄 50 萬隻。此計畫成功在生態保育、交通機能與在地發展之間取得平衡，成為生態保育的創新典範。

The Maolin National Scenic Area spans across Kaohsiung and Pingtung in southern Taiwan and is an important overwintering habitat for the Purple Crow Butterfly, one of only two overwintering butterfly species in the world. Each year around November, hundreds of thousands of Purple Crow Butterflies migrate here to spend the winter. In spring, between March and April, the butterflies begin their northward journey. In the past, during their northward migration, the butterflies were often swept under passing cars by vehicle-induced air currents while crossing the Linnei section of National Freeway No. 3, resulting in mass casualties. In 2007, the roadkill mortality rate reached as high as 30–40%. In addition, Typhoon Morakot devastated the region in 2009, destroying much of the butterflies' habitat and placing Purple Crow Butterfly populations at risk. To protect the butterfly swarms crossing the freeway, the Maolin National Scenic Area Headquarters, the Taiwan Purple Crow Butterfly Conservation Association, and the Freeway Bureau collaborated to establish an ecological corridor, speed-reduction signs, protective nets, and slow zones along the butterflies' northward migration route, jointly creating a safe homecoming path for the Purple Crow Butterfly. In particular, under the "Freeway Shutdown for Butterflies" measures, sections of Freeway No. 3 are temporarily closed when the monitored butterfly passage rate reaches around 250 butterflies per minute. Traffic is slowed or temporarily halted, allowing the butterflies to make their journey home more safely. Through these integrated measures, the roadkill mortality rate of Purple Crow Butterflies has been reduced to below 3%. The population observed in the Maolin area has increased from 170,000 to a record high of 500,000 butterflies. The project has successfully balanced ecological preservation and transportation, while also supporting local development, establishing an innovative model for ecological conservation.

露營活動推廣、輔導

Camping promotion and guidance

– 為建立農牧用地及林業用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」，迄今已召開 4 次「中央機關露營管理協調聯合督導小組」會議。

– 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, and has held four meetings to date.

– 自 113 年起編列相關經費補助地方政府辦理露營場輔導及持續性之稽查作業，並考核地方政府執行成效，以提高輔導及稽查效益。

– 協調相關部會放寬露營場申設限制，修正「非都市土地使用管制規則」放寬農地露營場設施高度及於露營場管理要點增列露營場得增設聯絡通道與可從事無痕露營等規定，以利推動露營場業者申請登記。



向海致敬

Coastal cleanup

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；114 年度共計動員 69,429 人次、清理廢棄物 4,218.5 公噸、清理海岸總長 12,194.9 公里。

– Since 2024, the administration has budgeted for subsidies to local governments in providing campsite guidance and performing ongoing inspections. The results of local government work in this area are also evaluated to improve the effectiveness of guidance and inspection work.

– The administration coordinated with ministries and agencies to lighten restrictions on campsite establishment. The Non-urban Land Use Control Regulations were amended to relax limits on campsite facility height on agricultural land, while the campsite management guidelines were revised to allow additional access routes and "leave no trace" camping practices. These measures aim to streamline campsite-operator registration applications.

Carried out the Coastal cleanup Plan in collaboration with local governments; established mechanisms for "regular cleaning," "immediate cleaning," and "emergency cleaning." In 2025, a total of 69,429 participants were mobilized to remove 4,218.5 metric tons of debris and clean 12,194.9 kilometers of coastline.



姑婆嶼淨灘減塑
Gupo Island Beach Cleanup and Plastic Reduction



動員人次

Number of Participants

69,429 人次 person-times



清理廢棄物

Amount of Waste Removed

4,218.5 公噸 metric tons



清理海岸總長度

Total Length of Coastline Cleaned

12,194.9 公里 km



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 headquarters 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

外澳月夜即將成真火舞團演出
Fire dance performance by the Coming True Fire Group
at the Wai'ao Moonlit Waves Market



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，完成福隆地區周邊設施優化工程（全轄區植栽維護及景觀綠美化營造工程）及壯圍沙丘生態園區周邊設施優化工程。
- 辦理壯圍沙丘生態園區周邊設施優化工程，重新規劃園區周邊動線，設置停車空間，並順應在地環境條件設置滯洪區及植栽綠化，營造入口環境意象，工程內選用適合當地氣候之材料，並考量節能減碳及易於維護管理等設計原則。
- 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「北關海潮公園遊憩區步道設施及停車場改善工程」及「永鎮歸日之丘遊憩區據點建構工程」等工程。

- Advanced site improvements using universal design concepts. Completed projects included the Fulong Area Peripheral Facility Optimization Project (vegetation maintenance and landscape greening throughout the jurisdiction) and the Zhuangwei Sand Dunes Ecological Park Peripheral Facility Optimization Project.
- The Zhuangwei Sand Dunes Ecological Park Peripheral Facility Optimization Project replanned circulation around the park, provided parking spaces, and established detention areas and landscape greening in response to local environmental conditions to create an entrance landscape. Materials suited to the local climate were selected, with consideration given to energy conservation, carbon reduction, and ease of maintenance and management as design principles.
- Under the Forward-Looking Plan's "Attractive Scenic Nodes—Internationally Charming Scenic Areas—Sand Dune Art Area," projects included the "Beiguan Tidal Park Recreation Area Trail Facilities and Parking Lot Improvement Project" and the "Yongzhen Sunrise Hill Recreation Area Site Development Project."



永鎮歸日之丘遊憩區據點建構
Yongzhen Sunrise Hill Recreation Area Site Development



卯澳灣地區自行車活動
Cycling activity in the Mao'ao Bay area



經營管理 Operations and Management

- 全年搭乘台灣好行人次：黃金福隆線計 9 萬 4,694 人次，壯圍沙丘線計 1 萬 2,294 人次，宜蘭東北角海岸線計 2 萬 6,472 人次，並推出 10 款套票，鼓勵遊客搭乘。
- 「重新開啟與當地社區的對話，共創印澳灣故事」獲「2025 全球百大綠色目的地故事獎」（2025 Green Destinations Top 100 Stories），並入圍 ITB 柏林旅展 2026 綠色目的地故事獎（The Green Destinations Story Awards）。



東北角獲 Good Travel Alliance 創始目的地證書
The Northeast Coast receives the Good Travel Alliance
Founding Destination certificate

- In 2025, ridership on the Taiwan Tourist Shuttle reached 94,694 passengers on the Golden Fulong Line, 12,294 on the Zhuangwei Sand Dunes Line, and 26,472 on the Yilan–Northeast Coast Line. A total of ten ticket packages were launched to encourage ridership.
- Co-Creating Mao'ao : Transformative Dialogue Among Stakeholders was selected for the 2025 Green Destinations Top 100 Stories and shortlisted for the Green Destinations Story Awards at ITB Berlin 2026.



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。
- 「2025 福隆生活節」於 8 月 9 日、10 日在福隆大草坪舉行海風音樂會，活動結合山海市集在地美食與體驗、親子劇場及音樂會展演，場域鄰近福隆沙灘並於福隆國際沙雕藝術季期間辦理，活動相輔相成，有效延長旅客停留時間，為當地觀光與在地產業注入新動能。
- 「壯圍生活節」以「阡陌縱橫沙海間」為主題，邀請 2 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 7-8 月期間舉辦 5 場次「星夜沙丘音樂會」，藉由系列活動帶領全國民眾融入壯圍、感受在地風情。
- 「草嶺古道芒花季」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。
- 「外澳月夜浪花市集」藉由市集導入、在地產業共同參與，營造在地觀光品牌，並以「浪舞月曲」與「島影舞浪」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。

- Promoted four major marketing campaigns: the Fulong Lifestyle Festival, Zhuangwei Living Arts Festival, Silver Grass Festival of Caoling Historic Trail, and Wai'ao Moonlit Night - Wave Market. These initiatives integrated natural ecological resources with the Greater Northeast Coast tourism industry, introduced diverse transportation options, and launched 15 leisurely travel itineraries featuring 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.
- The 2025 Fulong Lifestyle Festival held its Sea Breeze Concert on August 9 and 10 at Fulong Lawn Plaza. The event combined local food and experiential activities at the Mountain and Sea Market with children's theater and concert performances. Held near Fulong Beach during the International Sand Sculpture Art Festival, the activities complemented one another, extending visitor stays and injecting new momentum into tourism and local industries.
- The Zhuangwei Living Arts Festival, themed "Crisscrossing the Sea of Sand," invited two groups of artists to integrate landscape and human elements to create an ambient atmosphere, and continued to launch "art hubs" linking a series of activities in Yilan and Zhuangwei, including studios, farm experiences, and easy cycling trips. Five "Starlit Dune Concerts" were held from July to August, immersing visitors in Zhuangwei and allowing them to experience its local character.
- Activities arranged for the Silver Grass Festival of Caoling Historic Trail included rubbings of the tiger stele inscription, guided tours, and seasonal craft experiences. These were combined with transport packages and local trips, integrating the Greater Northeast Coast Tourism Circle's signature industries to launch four-season themed travel and allow visitors to experience the beauty of the Northeast Coast throughout the year.
- Through markets and local industry participation, a place-brand was cultivated, with themed shows such as "Waves Dancing to Moonlit Melodies" and "Island Shadows Dancing with Waves" evoking distinct moonlit memories of the Northeast Coast and inviting visitors to share Wai'ao's special summer nights.



東部海岸國家風景區



East Coast National Scenic Area



秀姑巒溪泛舟鐵人三項競賽
Xiuguluan River Rafting Triathlon



規劃建設 Planning and Construction

- 前期規劃：辦理海陸域生態調查、綠色旅遊目的地認證輔導、永續觀光培力、部落旅遊亮點營造、原住民共管機制評估、綠島南岬地區促進民間參與公共建設案等計畫，從生態調查、場域優化、產業升級、永續發展等面向，做為未來規劃與發展推動之依據。
- 工務建設：完成「東河橋遊憩區公共服務設施改善工程」、「石門遊憩區通用設施改善工程」、「花蓮遊客中心及磯崎遊憩區既有建物結構補強工程」。



經營管理 Operations and Management

東管處永續旅遊獲國內外獎項與論述肯定實績：

- 「綠島・天堂島嶼」宣傳影片《最喜歡的綠島風景》，獲 2025 年美國繆思創意獎「影片 - 文化類」及「影片 - 旅行類」雙料金獎；及「2025 第九屆台北金鵬微電影展」銀獎。
- 高山部落「山海之間：布農文化主導的永續實踐」，獲 2025 年全球百大目的地故事獎「文化與傳統」類。
- 獲國際 Green Destinations 永續認證銀級獎章。
- 「共乘花東」交通接駁機制，獲交通部創新提案甲等獎。
- 「小野柳遊客中心公廁」獲環境部績優公廁評比「觀光遊憩類—特優」獎項。
- 「海洋環境教室」認證通過為環境教育設施場所。
- 獲「第 10 屆臺東環境教育獎」機關（構）組優等獎。
- 「三仙台」獲第 2 屆觀光亮點獎「最佳國旅創新獎」。



- Preliminary planning included marine and terrestrial ecological surveys, guidance for Green Destinations certification, sustainable tourism capacity building, the development of tribal tourism highlights, assessment of Indigenous co-management mechanisms, and projects promoting private-sector participation in public infrastructure in the Green Island South Cape area. These initiatives provide a basis for future planning and development in ecological surveys, site optimization, industry upgrading, and sustainable development.
- Construction projects completed included the Donghe Bridge Recreation Area Public Service Facility Improvement Project, the Shimen Recreation Area Universal Facility Improvement Project, and the Structural Reinforcement Project for Existing Buildings at the Hualien Visitor Center and Jiqi Beach Recreation Area.

International and local recognition for sustainable tourism：

- The “Green Island: Paradise Island” promotional film, My Favorite Green Island Scenery, received Gold Awards in both the Video–Culture and Video–Travel categories of the 2025 MUSE Creative Awards, as well as a Silver Award at the 9th Taipei Golden Eagle Micro Movie Festival in 2025.
- Silaning-Av Community's From the Forest to the Shore : A Bunun Story of Home And Reconnection was selected for the 2025 Green Destinations Top 100 Stories in the Culture and Tradition category.
- Received Green Destinations Silver Award certification.
- The “Hualien–Taitung Rideshare” transportation and shuttle mechanism received a Class A award in the Ministry of Transportation and Communications’ Innovation Proposal Awards.
- The Xiaoyeliu Visitor Center public restrooms received an Outstanding Award in the Tourism and Recreation category of the Ministry of Environment’s Outstanding Public Restroom Appraisal.
- The Marine Environment Classroom was certified as an environmental education facility and venue.
- Received an Excellence Award in the Agency/Institution category of the 10th Taitung Environmental Education Awards.
- Sanxiantai received the Best Domestic Tourism Innovation Award at the 2nd Tourism Spotlight Awards.

- 「台灣好行」東部海岸線、玉長豐濱線，獲全省郵輪式公車路線評比績優第一名。
- 「東海岸大地藝術節 - 月光・海音樂會」，獲第十二屆「台灣活動卓越獎 - 公共服務活動類」銀質獎。
- 「一烈！海派過生活」旅遊品牌，獲 2025 Shopping Design Award 「Taiwan Design BEST 100」年度在地文化新演繹獎。

推動永續培力計畫：

- 完成水璉、磯崎村、新社、貓公、港口、奇美、重安、石雨傘、比西里岸、都歷及都蘭等 11 個部落藍圖，協助各部落永續行動方案規劃。

環境教育：

- 「小野柳自然教室」日、夜間環教課程 553 場共 9,833 人次參加；「海洋環境教室」日夜間環教課程 222 場共 3,922 人次參加。

智慧觀光重點：

- 整合轄區既有攝影機影像，於月光海音樂會辦理即時人流分析，建立小野柳、三仙台及石梯坪等景區海濱步道預警性封閉告警系統，並介接秀姑巒溪泛舟水位站、各景區氣象站資訊，進行即時風險告警；優化三仙台機車違規闖入之 AI 影像辨識告警與裁罰機制，有效降低闖入情形。另於「東海岸行動旅服 PWA」、「花東觀光圈 PWA」、「探索東海岸」，及「東區觀光圈」網站平台建置鏡頭君 AI 智慧客服系統，打造中、英、日語友善的國際觀光環境。



宣傳推廣 Advertising and Promotion

- 辦理部落觀光（一烈！海派過生活）系列活動，主打 2 人成團的 11 條「海派玩家」主題遊程，推展小眾、精緻、深度的部落觀光。
- 藝術觀光（東海岸大地藝術節暨花東藝文平台）完成 4 件駐地創作，辦理月光海音樂會 8 場次及開放工作室 20 組，共約 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」，共約 3,000 人次參加。
- 生態觀光：辦理「夜訪小野柳」、「夜探三仙台」、「過山古道尋寶趣」、「花現東海岸」等生態小旅行，全年共 11,060 人次參與。
- 東區觀光圈：與花東縱谷國家風景區管理處共同推動「臺灣東區觀光圈聯盟協會」籌組，以跨境方式辦理「2025 區域觀光圈市集日—東區主題日」，行銷東區觀光圈。
- 「共乘花東」交通接駁機制有效減少車輛移動數，落實減碳；全年搭乘人數 1,405 人，媒合率 13.77%。
- 台灣好行：「東部海岸線」與「玉長豐濱線」郵輪式公車，導入 MaaS 系統整合沿線據點，並推出「8101B 東部海岸線—藝術行旅」主題路線，串接都歷園區及江賢二藝術園區。全年總搭乘達 49,144 人次。
- 《EasternFlow》花東安心旅遊國際行銷影片，呈現花東山海壯闊景致與人文風情，揭示四大國際宣傳主軸。

- Tribal tourism activities under the “Travel in Sea Style” activity series were held, and 11 “Sea-Style Adventurer” themed itineraries, each available with a minimum of two participants, were promoted to develop small-group, curated, and immersive Indigenous tourism experiences.

- The Taiwan Tourist Shuttle East Coast Line and Yuchang Fengbin Line received first place in the nationwide evaluation of cruise-style bus routes.
- The East Coast Land Arts Festival Moonlit Sea Concert received the Silver Award in the Public Service Events category of the 12th Taiwan Event Awards.
- The “Travel in Sea Style” tourism brand received the Annual New Interpretation of Local Culture Award in the 2025 Taiwan Design BEST 100 of the Shopping Design Awards.

Sustainable Capacity-Building Program：

- Blueprints were completed for 11 tribal communities: Ciwidiyan, Jiqi Village, Paterungan, Fakong, Makotaay, Kiwit, Tomiyac, Shiyusan, Pisirian, Torik, and 'Atolan. Each community was assisted in planning sustainable action programs.

Environmental Education：

- The Xiaoyeliu Nature Classroom held 553 daytime and nighttime environmental education sessions attended by 9,833 participants, while the Marine Environment Classroom held 222 daytime and nighttime sessions attended by 3,922 participants.

Smart Tourism Highlights：

- Camera feeds throughout the jurisdiction were integrated to handle real-time visitor-flow analysis during the Moonlit Sea Concert event. A preventive-closure alert system was established for coastal trails at the Xiaoyeliu, Sanxiantai, and Shitiping scenic areas. The system is connected to the Xiuguluan River rafting water-level station and weather stations throughout the scenic areas to deliver real-time risk alerts. The AI image-recognition alert and penalty mechanism for unauthorized motorcycle entry at Sanxiantai was also improved to reduce such violations. In addition, the Mr. Cam AI Travel Assistant system was established on the East Coast Mobile Travel Service PWA, the Hualien–Taitung Tourism Circle PWA, the Explore the East Coast platform, and the Eastern Taiwan Tourism Circle website, creating an international tourism environment friendly to Chinese, English, and Japanese speaking visitors.

- Four artist-in-residence installations were completed under the Taiwan East Coast Land Arts Festival and the Hualien-Taitung Arts Platform arts tourism initiatives. In addition, eight Moonlit Sea Concerts were held, together with an open-studio program featuring 20 participating studios, attracting approximately 180,000 visits in total.
- The Changbin Double Waves King Kong Marathon and Xiuguluan River Rafting Triathlon were held, attracting about 3,000 participants.
- Ecotourism: Ecological excursions, including “Night Trip to Xiaoyeliu,” “Visiting Sanxiantai at Night,” “Treasure Hunts on the Historic Cross-Mountain Trail,” “Floral Discoveries on the East Coast,” and other activities, were organized, attracting 11,060 visitors.
- Eastern Taiwan Tourism Circle：Together with the East Longitudinal Valley NSA Headquarters, the administration established the Taiwan East Region Tourism Circle Development Association and organized the “2025 Regional Tourism Circle Market Day–Eastern Taiwan Theme Day” through cross-regional collaboration to market the Eastern Taiwan Tourism Circle.
- The “Hualien-Taitung Rideshare” transportation and shuttle mechanism reduced car traffic and emissions. The mechanism served 1,405 passengers during the year and achieved a matching rate of 13.77%.
- Taiwan Tourist Shuttle：The East Coast Route and Yuchang-Fengbin Route introduced a Mobility as a Service (MaaS) system to integrate attractions and service locations along the routes. The “8101B East Coast Route Art Journey” was also launched, connecting the Duli Park and the Paul Chiang Art Center. Annual ridership totaled 49,144 passenger trips.
- The EasternFlow international marketing film for safe travel in Hualien and Taitung presents the region’s magnificent mountain-and-sea scenery and cultural character, highlighting four major international promotion themes.



花東縱谷國家風景區



East Longitudinal Valley National Scenic Area



富里縱谷原遊會
Fuli East Longitudinal Valley Festival



規劃建設 Planning and Construction

- 秉設施減量與通用化原則，優化鯉魚潭遊憩空間，增加水生植栽多樣性，營造自然且多樣性的生態棲地，將鯉魚潭打造為兼具環境教育與永續旅遊特色的示範場域。
- 持續營造鳳林遊憩區空間優化與周邊水系串聯，營造兼具生態豐富度與親水特色的景觀廊道，提升整體遊憩環境品質。
- 安通驛站華麗轉身，將既有月台轉型為眺景平台，同時增設充電樁、停車空間、周邊休憩設施與植栽景觀美化，打造安全、便利且具有多元體驗的友善旅遊轉乘節點。
- 善用羅山遊客中心可遠眺中央山脈與稻田景觀的區位優勢，並因應「縱谷原遊會－部落食樂園」活動需求，增設舞台、燈光與眺景設施，並導入通用設計優化園區環境，打造兼具在地特色與完善遊憩服務的開放空間亮點。



經營管理 Operations and Management

- 辦理 3 場次 GTS 綠色旅行標章說明會，輔導 2 家觀光業者正式取得 GTS 認證，將永續理念轉化為具體的產業競爭力，攜手打造具國際水準的綠色旅遊目的地。
- 響應「世界地球日」及「世界動物日」，辦理「螢光漫舞」、「我們與蛙的距離」專題講座等活動，同時與周邊商家、農園及水域遊憩活動業者合作辦理「蝶舞鳥語－住進自然鯉」環境教育夏令營，打造環境教育體驗。
- 於鯉魚潭風景區試辦智慧公廁監控平台，及時掌握廁間使用與異常狀況，提升公廁管理效能與遊客安全，強化景區智慧管理。

- Following the principles of minimizing facilities and applying universal design, recreation space at Liyu Lake was optimized, aquatic plant diversity was increased, and natural, diverse ecological habitats were created. Liyu Lake was developed as a demonstration site combining environmental education and sustainable tourism.
- Space optimization at the Fenglin Recreation Area and connections with surrounding water systems continued, creating a landscape corridor rich in ecological resources and waterside features and improving the overall recreation environment.
- Antong Station was transformed by converting its existing platform into a viewing deck and adding charging stations, parking spaces, surrounding recreational facilities, and landscaping. The result is a safe, convenient, and visitor-friendly transfer node offering diverse experiences.
- Taking advantage of the Luoshan Visitor Center's location, which offers views of the Central Mountain Range and rice fields, and responding to the needs of the "East Longitudinal Valley Festival: Tribal Food Paradise," stages, lighting, and viewing facilities were added. Universal design was introduced to optimize the park environment, creating an open-space highlight with local character and comprehensive recreation services.

- Three Green Travel Seal (GTS) information sessions were held, and two tourism businesses were guided in formally obtaining GTS certification. These efforts transformed sustainability concepts into concrete industrial competitiveness and helped create a green tourism destination of international standard.
- In response to Earth Day and World Animal Day, activities including the Firefly Dance and The Distance between Frogs and Us lectures were held. The Administration also worked with nearby businesses, farms, and water-recreation operators to organize the Butterfly Dances and Birdsong-Living with Nature at Liyu environmental education summer camp.
- A smart public-restroom monitoring platform was piloted at the Liyu Lake Scenic Area to provide timely information on restroom use and abnormal conditions, improve restroom-management efficiency and visitor safety, and strengthen smart scenic-area management.

- 持續推動轄區內「公廁服務品質提升計畫」，精進轄區公廁整體環境。參加臺東縣環境保護局公廁評鑑，卑南遊客中心、鹿野遊客中心及利吉資訊站公廁於國家景點風貌類別中表現亮眼，分別榮獲第一名、第二名及第三名，展現優質服務成果。



宣傳推廣 Advertising and Promotion

- 結合東部海岸及花東縱谷地區食、宿、遊、購、行等 14 個觀光圈品牌，辦理「2025 觀光區市集日－東區主題日」，透過市集展售與交流活動，展現東部多元觀光特色，提升區域觀光能見度。
- 結合在地遊憩資源與產業特色，辦理「2025 鯉魚潭賞螢季－趣看火金姑」，透過生態導覽與夜間賞螢活動，讓遊客體驗自然生態之美並深化環境保育意識。
- 整合臺灣北、中、南、東共 19 處優質溫泉區資源，以「溫泉環島遊」作為「2025－2026 台灣好湯」年度推廣主軸，串聯各地溫泉、美食、運動賽事及健康養生元素，推動全臺溫泉區聯合行銷，帶動溫泉觀光發展。
- 透過「徐行縱谷」自行車旅遊品牌推廣，辦理「徐行縱谷」板塊騎遇自行車活動，並依難度分為八通關古道自行車挑戰組（34K）、歐亞菲板塊休閒騎行組（20K），結合周邊景點、鐵道旅遊、小鎮漫旅、越嶺古道及部落與觀光區亮點店家特色餐食補給、定點導覽與體驗，推廣花東縱谷自行車旅遊。
- 以「保存」為主題，結合花東地區部落辦理「2025 縱谷原遊會－部落食樂園」，並推動部落觀光品牌「2025 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」、「月光下獵人野食餐桌」、「月光下小米鞦韆餐桌」及「月光下穀倉豐收餐桌」等 5 款部落旅遊產品，展現部落文化與飲食特色。
- 為推廣鯉魚潭優美景觀並發展夜間觀光，辦理「鯉魚潭仲夏水岸光影節」，透過燈光裝置藝術營造夜間水岸氛圍，呈現鯉魚潭不同於白天的景觀風貌，吸引遊客夜間到訪，並榮獲 LIT 照明設計獎優選獎及英國的 London Design Awards 金獎的肯定。
- 「縱谷原遊會－部落食樂園」獲得台灣觀光永續獎_永續觀光創新獎銅級、2025APSAA 亞太永續行動獎_SDGs12 銀級、TSAA 台灣永續行動獎_SDGs12 銅級獎及 2025 年台灣活動卓越獎公共服務活動佳作。



2025 鯉魚潭賞螢季－趣看火金姑
2025 Liyu Lake Firefly Season-Firefly Watching Fun Tour

- The Public Restroom Service Quality Improvement Plan continued throughout the jurisdiction to improve the overall public-restroom environment. In the Taitung County Environmental Protection Bureau public-restroom appraisal, the restrooms at Beinan Visitor Center, Luye Visitor Center, and Liji Information Station received first, second, and third place, respectively, in the National Tourist Attraction Landscape category, demonstrating high-quality service results.
- The "2025 Regional Tourism Alliance Market – Eastern Taiwan Theme Day" brought together 14 tourism-circle brands in food, accommodation, travel, shopping, and transportation from the East Coast and East Longitudinal Valley. Through market sales and exchange activities, it showcased the diverse tourism characteristics of eastern Taiwan and enhanced regional tourism visibility.
- Local recreation resources and industry strengths were integrated to organize the "2025 Liyu Lake Firefly Season-Firefly Watching Fun Tour." Ecological guided tours and nighttime firefly-viewing activities enabled visitors to experience the beauty of nature and deepen their environmental conservation awareness.
- Resources from 19 high-quality hot-spring areas across northern, central, southern, and eastern Taiwan were integrated. "Hot Spring Island Tours" was adopted as the annual promotional theme of "2025-2026 Taiwan Hot Springs," connecting hot springs, cuisine, sporting events, and health and wellness elements in different regions. Joint marketing among hot-spring areas across Taiwan was promoted to drive hot-spring tourism development.
- Through promotion of the "Slow Cycling Tours of the East Longitudinal Valley" cycling tourism brand, the "Slow Cycling Tours of the East Longitudinal Valley: Plate Tectonics Cycling Event" was organized. It included the Batongguan Historic Trail Cycling Challenge (34 km) and the Eurasian Plate-Philippine Sea Plate Leisure Ride (20 km), categorized by difficulty. By linking nearby attractions, train travel, slow travel in small towns, cross-mountain trails, and featured businesses in tribal communities and tourism areas offering distinctive food, guided tours at designated stops, and hands-on experiences, the event promoted cycling tourism in the East Longitudinal Valley.
- Under the theme of "Preservation," the "2025 East Longitudinal Valley Festival: Tribal Food Paradise" was held in collaboration with tribal communities in Hualien and Taitung. The tribal tourism brand "2025 East Longitudinal Valley Festival-Tribal Journeys at the Table" was also promoted. Five tribal tourism products were developed: "The Tree Hollow Dining Table," "Ancestral Footprints beneath the Moon Table," "Hunter's Picnic Table," "Millet Swing Outdoor Picnic Feast," and "Moonlight Harvest Table." These products showcased tribal culture and culinary traditions.
- The Liyu Lake Midsummer Light Festival was held to promote the scenic beauty of Liyu Lake and develop nighttime tourism. Light-installation art created a nighttime waterfront atmosphere, presenting scenery distinct from the lake's daytime appearance and attracting nighttime visitors. The festival received an Honorable Mention in the LIT Lighting Design Awards and a Gold Award in the UK's London Design Awards.
- The "East Longitudinal Valley Festival: Tribal Food Paradise" received a Bronze Award in the Sustainable Tourism Innovation category of the Taiwan Sustainable Tourism Awards, a Silver Award for SDG 12 in the 2025 Asia-Pacific Sustainability Action Awards, a Bronze Award for SDG 12 in the Taiwan Sustainability Action Awards, and an Honorable Mention in the Public Service Events category of the 2025 Taiwan Event Excellence Awards.



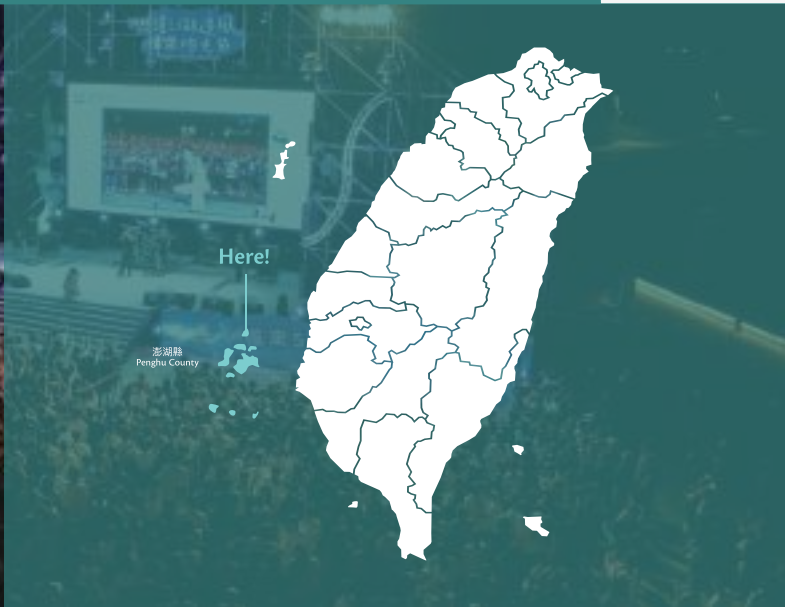
澎湖國家風景區



Penghu National Scenic Area



2025 澎湖追風音樂燈光節
2025 Penghu Wind Chasing Music & Light Festival



規劃建設 Planning and Construction

- 辦理「中屯自行車道休憩服務設施整建工程」、「中屯自行車休憩站改善工程」導入自行車友善服務設施及觀景休憩涼亭，提供遊客就近欣賞雁情嶼，以及北部海域之員貝、鳥嶼等玄武岩島嶼之景觀平台。
- 林投隘門黃金海岸木棧道整建工程，以棧道延續及串聯相關的景觀遊憩設施與周邊景點，提升完整的海灘遊憩廊帶系統。
- 海洋生態復育及旅遊推廣：推動望安海洋生態旅遊區，於望安散崎港設置 6 座綠蠵龜造型生態礁進行珊瑚復育，及與在地 3 家水域遊憩業者合作進行當地海洋生態復育，推出海洋生態遊程，帶領遊客參與珊瑚復育過程，共同守護澎湖海洋生態環境。
- The Zhongtun Bicycle Path Recreational Service Facilities Renovation Project and the Zhongtun Bicycle Rest Stop Improvement Project introduced bicycle-friendly service facilities and viewing pavilions, providing visitors with scenic viewing platforms from which they can enjoy close-up views of Yanqing Islet and the basalt islands of the northern waters, including Yuanbei Island and Niaoyu.
- The Lintou-Aimen Golden Coast Wooden Boardwalk Renovation Project extended the boardwalk and linked it with related landscape and recreation facilities and surrounding attractions, thereby enhancing the integrated beach recreation corridor.
- Marine ecological restoration and tourism promotion: The Wang'an Marine Ecotourism Area was promoted. Six green sea turtle-shaped ecological reefs were installed at Sanqi Harbor in Wang'an for coral restoration. The NSA Headquarters also partnered with three local water-recreation businesses to conduct local marine ecological restoration and launch marine ecological itineraries allowing visitors to engage in coral-restoration processes and jointly protect Penghu's marine ecological environment.



中屯自行車道休憩服務設施整建工程
Zhongtun Bicycle Path Recreational Service Facilities Renovation Project



七美嶼榮獲全臺「十大亮點獎」殊榮
Qimei Island was named one of Taiwan's Top 10 Tourism Spotlights



經營管理 Operations and Management

- 辦理「吉貝石滬文化暨環境教育解說人員增能訓練」、「水域活動安全講座及體驗活動」、「開放性海域救生員安全訓練」、「自行車領騎人員培訓課程」、「澎湖四季旅遊主題遊程導覽解說」等訓練課程，共計 362 人參訓。
- 9 月 30 日及 10 月 2 日辦理「114 年度 i-center 行動旅服推廣計畫教育訓練」，共計 174 位一線服務人員參與。
- 辦理後寮、七美遊客中心及菜園、南海浮動碼頭、林投公園、隘門沙灘遊憩區服務設施、通梁橋頭及二崁第二停車場、南海遊客中心櫃台及雙心石滬風景區賣店、七美大獅龍埕遊憩區攤位等旅遊管理據點設施出租，促進民間投資。
- 受理民眾通報海岸髒亂案件計 10 件，平均處理天數 4.9 天，總共清理 10.1 公噸海洋廢棄物；結合在地居民與其他機關、社區、學校及企業協同辦理 7 場次淨灘活動，參加人數總計約 1,420 人，清理垃圾量約計 9.7 公噸。
- 「隘門沙灘服務設施」榮獲國家建築金質獎「公共工程類」金質獎及全國首獎。
- 「潮韻傳響 島嶼探秘 - 澎湖紀事」影片獲得多項國際影展，包含 London International Filmmakers Festival 倫敦國際電影製作者影展 - 最佳紀錄片獎、Berlin Indie Awards 柏林獨立電影獎 - 最佳紀錄片獎、Dallas Movie Awards Festival 達拉斯電影獎影展 - 最佳攝影獎、Hong Kong Indie Film Festival 香港獨立電影節 - 最佳長片攝影獎、Cleveland Arthouse Film Awards 克里夫蘭藝術院電影獎 - 最佳攝影獎。
- 澎湖縣七美嶼榮獲觀光亮點獎全臺「十大亮點獎」殊榮。
- 2025 澎湖追風音樂燈光節燈光藝術展演「光島盛典」一舉榮獲「倫敦設計獎 (LONDON DESIGN AWARDS) 金獎」、「法國設計獎 (French Design Awards) 金獎」以及「瑞士燈光設計獎 (LIT Lighting Design Awards) 榮譽提名」。
- 為接軌國際永續旅遊趨勢，澎管處自 2022 年度啟動申請國際永續目的地認證作業，除依循目的地管理、自然與風景、環境與氣候、文化與傳統、社會福利、商業與溝通等六大永續指標，併透過制定永續旅遊發展政策及建立相關監控追蹤機制，於 2025 年經荷蘭綠色目的地基金會 (Green Destinations Foundation) 宣布取得品質海岸認證銀質獎章 (Quality Coast Silver Award)。
- 「珊瑚的重生：澎湖海底花園的復育庇護」榮獲 2025 全球百大目的地永續故事；「守護忠實的海洋旅行者～澎湖望安綠蠵龜的幸福家園」影片榮獲 2025 第九屆台北金鵬微電影展 - 永續微電影銅獎。



宣傳推廣 Advertising and Promotion

- 辦理「2025 菊島澎湖跨海馬拉松 - 春季望安跳島半馬嘉年華」、「2025 澎湖自行車跳島嘉年華」、「2025 澎湖四季旅遊」、「2025 澎湖追風音樂燈光節」、「2025 澎湖國際沙灘狂想曲」、「2025 菊島澎湖跨海馬拉松」、「林投宰丟趣」等系列性活動並結合媒體行銷擴大宣導效益，共創造約計 9 萬餘人次蒞澎參與體驗。

- Training courses were held on Jibei stone-weir culture and environmental-education interpretation, water-activity safety lectures and experience activities, open-water lifeguard safety, cycling leader training, and guided interpretation for seasonal themed travel itineraries in Penghu. A total of 362 people participated.
- The 2025 i-Center Mobile Travel Service Promotion Program training was held on September 30 and October 2, attended by 174 frontline service personnel.
- Facilities at tourism management sites were leased to promote private investment. These included facilities at the Houliiao Visitor Center, Qimei Visitor Center, Caiyuan Leisure Fishery Farm, South Sea Floating Pier, Lintou Park, Aimen Beach Recreation Area, Tongliang Bridgehead, Erkan No. 2 Parking Lot, the South Sea Visitor Center counter, the Twin Hearts Stone Weir Scenic Area store, and stalls at the Dashi Longcheng Recreation Area in Qimei.
- Ten public reports were processed, with an average processing time of 4.9 days. A total of 10.1 metric tons of marine debris were removed. In collaboration with local residents, other agencies, communities, schools, and businesses, seven beach cleanups were held, attracting approximately 1,420 participants and removing about 9.7 metric tons of waste.
- The Aimen Beach Service Facilities project won the Gold Award and National First Prize in the Public Construction Category at the National Golden Award for Architecture.
- The film The Rhythm of the Tide: Exploring the Islands of Penghu received multiple international film awards, including Best Documentary at the London International Filmmaker Festival, Best Documentary at the Berlin Independent Film Awards, Best Cinematography at the Dallas Movie Awards Festival, Best Feature Cinematography at the Hong Kong Independent Film Festival, and Best Cinematography at the Cleveland Arthouse Film Awards.
- Qimei Island, Penghu County, was honored as one of Taiwan's Top Ten Tourism Spotlights.
- The light-art display titled the Island of Light Celebration at the 2025 Penghu Wind Chasing Music & Light Festival received Gold Awards from the London Design Awards and the French Design Awards, as well as an Honorable Mention from the LIT Lighting Design Awards.
- The Penghu NSA Headquarters applied for international sustainable-destination certification in 2022 to align with international sustainable tourism trends. Based on six sustainability indicators—destination management, nature and landscape, environment and climate, culture and tradition, social well-being, and business and communication—as well as the formulation of sustainable-tourism development policies and establishment of related monitoring and tracking mechanisms, the NSA received the QualityCoast Silver Award in 2025, as announced by the Netherlands-based Green Destinations Foundation.
- Rebirth of the Coral: Restoring and Protecting Penghu's Underwater Garden was selected as one of the 2025 Green Destinations Top 100 Stories. The film Protecting the Faithful Ocean Travelers: A Happy Home for Green Turtles in Wang'an, Penghu received the Bronze Award in the Sustainability Microfilm category at the 9th Taipei Golden Eagle Micro Movie Festival in 2025.

- The administration organized a series of events, including the 2025 Gaillardia Islands Penghu Cross-Sea Marathon—Spring Wang'an Island-Hopping Half Marathon Carnival, 2025 Penghu Island-Hopping Cycling Carnival, 2025 Four Seasons Penghu Travel campaign, the 2025 Penghu Wind Chasing Music & Light Festival, Penghu Bay Rhapsody 2025, the 2025 Gaillardia Islands Penghu Cross-Sea Marathon, and Lintou Beach Seine-Net Experience. In conjunction with media marketing, these events expanded their promotional reach and attracted more than 90,000 visits to Penghu.



馬祖國家風景區



Matsu National Scenic Area

南竿鄉媽祖巨神像 - 玻璃帷幕與雲海
Nangan Township Mazu Giant Statue
—Glass Curtain Wall and Sea of Clouds

Here!
馬祖連江縣
Lienchiang County



規劃建設 Planning and Construction

- 啟動「114 年南竿鄉媽祖巨神像船型平臺設施維護保養工程」案，確保廣闊平臺空間與週邊參拜步道的結構安全與設施耐用性。
- 辦理「114 年南竿鄉四維生態園區景觀營造工程」案，規劃為「大小環線」雙特色步道，大環線主打壯麗海景與 2,000 株馬祖縣花「紅花石蒜」景觀；小環線則利用馬祖原生種植物營造夢幻的「龍貓隧道」，打造四維生態園區的新熱門打卡亮點。
- 辦理「114 年北竿 06 及 08 據點廣場步道設施改善工程」，針對步道系統進行優化，落實全齡友善的通用化設計，確保夜間賞淚安全性。



經營管理 Operations and Management

- 通過「ISO9001：2015 品質管理系統」續評認證審核，優化並落實永續旅客服務品質基礎及管理系統持續有效運作。
- 南竿環境教育學堂通過環境教育設施場所認證展延。
- 辦理兩場次專家學者座談會，就馬祖未來永續觀光發展方向深入交流，期盼凝聚多方共識，打造兼顧生態、文化與社區特色的永續觀光藍圖。
- 攜手臺灣最具號召力的環保團體 RE-THINK 辦理「2025 環島淨灘 - 撿回臺灣」馬祖站活動，吸引來自本島民眾專程前來馬祖淨灘，實踐責任旅遊理念。

- The 2025 Nangan Township Mazu Giant Statue Ship-Shaped Platform Facility Maintenance Project was completed, ensuring the structural safety and durability of the expansive platform and surrounding worship trails.
- The 2025 Nangan Township Siwei Ecological Park Landscape Development Project created two distinctive loop trails: a larger loop featuring magnificent sea views and 2,000 red spider lilies, Matsu's county flower; and a smaller loop that uses native Matsu plants to create an enchanting "Totoro Tunnel," a new popular photo spot in Siwei Ecological Park.
- The 2025 Beigan Site 06 and Site 08 Plaza Trail Facility Improvement Project optimized the trail system, implemented universal design for visitors of all ages, and enhanced safety for nighttime Blue Tears viewing.

- The administration passed the ISO 9001:2015 Quality Management System recertification audit, strengthening the foundation for sustainable visitor-service quality and ensuring the continued effective operation of its management system.
- The Nangan Environmental Education School passed the renewal review for certification as an environmental education facility and venue.
- Two forums for experts and scholars were held to facilitate in-depth exchanges on the future direction of sustainable tourism development in Matsu, build consensus among stakeholders, and create a sustainable-tourism blueprint that considers ecology, culture, and community characteristics.
- In partnership with RE-THINK, one of Taiwan's most influential environmental organizations, the administration organized the Matsu stop of the 2025 Around-the-Island Beach Cleanup: Pick up for Taiwan campaign. The event attracted people from the main island of Taiwan to make special trips to Matsu for beach cleanups, putting responsible-tourism principles into action.

- 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 11,941 人次，清理 1,049 公里海岸線、606 公噸海漂垃圾。



「馬祖國家風景區 117-120 年中程建設計畫」
第一次專家學者座談會
First expert and scholar forum on the Matsu National Scenic Area
Mid-term Construction Plan, 2028–2031



宣傳推廣 Advertising and Promotion

- 辦理「2025 年馬祖海洋觀光系列活動」推廣以海洋為主軸的深度旅遊體驗「海上看東引 / 莒光」及「北竿馬鼻灣假日市集音樂會」，共計航行約 50 趟次。
- 辦理「2025 微光馬祖系列活動」，推動媽祖在馬祖、青春島嶼嘉年華、鏽戰生存遊戲、微光音樂會、迎晨曦等多元主題活動，吸引超過 1 萬名遊客參與。
- 辦理「馬祖莒光地景旅遊特色遊程解說員培訓講座」，介紹馬祖地質公園、獨特地景與生態環境解說，培訓計 40 餘位學員。
- 啟動「島嶼淨行 - 馬祖徒步慢旅」集章護照活動，鼓勵遊客徒步慢旅，深入探索馬祖四鄉五島，感受島嶼自然生態、戰地歷史與人文風情。
- 攜手觀光圈業者舉辦「2025 印嶼成章 - 套色明信片集章活動」，發送計 2,830 張明信片，帶動銷售額約新臺幣 463 萬元，以四色套印活動深化文化體驗。
- 輔導 6 家在地觀光圈業者取得環境部「銅級環保旅行業」環保標章、6 家業者取得 SGEQC 永續品質認證、8 家業者取得 ISQM 國際服務品質認證及 2 家在地業者取得 GTS 綠色旅行標章。
- 攜手連江縣交通旅遊局，邀請馬祖特色伴手禮暨美食計 10 家業者，參加「2025 觀光圈市集日」，多家業者榮獲「觀光圈大賞 - 最佳美味獎及最佳伴手禮獎」。
- 攜手觀光圈聯盟業者參加由台灣觀光協會（TVA）主辦之新加坡秋季旅展（NATAS Holidays），展示藍眼淚、戰地遺構、閩東文化、馬祖國際藝術島與四季主題遊程等，拓展並深化雙邊合作。

- Coastal cleaning, beach cleanup, and environmental education activities were held in coordination with the Executive Yuan's Salute to the Sea policy. A total of 11,941 participants removed 606 metric tons of marine debris from 1,049 kilometers of coastline.

- The 2025 Matsu Marine Tourism campaign promoted in-depth marine tourism experiences, including "Sea Tour of Dongyin," "Sea Tour of Juguang," and the "Weekend Market Concert at Mabi Bay, Beigan," with approximately 50 sailings in total.
- The 2025 Matsu in Twilight Series featured diverse themed activities, including Mazu in Matsu, the Youth Island Carnival, laser-tag survival games, twilight concerts, and sunrise-welcoming events. More than 10,000 visitors participated.
- The Matsu Juguang Landscape Tourism Featured Itinerary Interpreter Training Workshop was held to introduce Matsu Geopark and provide interpretation training on its distinctive landscapes and ecological environment. More than 40 trainees completed the program.
- The Island Clean Walks—Slow Travel on Foot in Matsu stamp-collection passport campaign was launched to encourage visitors to travel slowly on foot, explore Matsu's four townships and five islands in depth, and experience the islands' natural ecology, military heritage, and cultural character.
- In partnership with Matsu Tourism Circle businesses, the 2025 Imprinting the Islands—Multicolor Postcard Stamp Collection Activity was held. A total of 2,830 postcards were distributed, generating approximately NT\$4.63 million in sales. The four-color printing activity enriched the cultural experience.
- Six local Matsu Tourism Circle businesses were assisted in obtaining the Ministry of Environment's Bronze Eco-Travel Business label; six obtained SGEQC Sustainable Quality Certification; eight obtained International Service Quality Certification (ISQM); and two local businesses obtained the Green Travel Seal (GTS).
- In partnership with the Lienchiang County Department of Transportation and Tourism, 10 Matsu businesses specializing in souvenirs and cuisine were invited to participate in the 2025 Tourism Circle Market Day. Several received the Tourism Circle Awards for Best Flavor and Best Souvenir.
- Together with businesses from the Matsu Tourism Circle Industry Alliance, the administration participated in NATAS Holidays 2025, Singapore's autumn travel fair organized by the Taiwan Visitors Association (TVA). It showcased Blue Tears, historic military relics, Mindong (Eastern Fujian) culture, Matsu International Art Island, and seasonal themed tours, expanding and deepening bilateral cooperation.

馬祖鏽戰生存遊戲
Matsu Laser Tag Survival Challenge



北海岸及觀音山國家風景區



North Coast and Guanyinshan National Scenic Area



2025 野柳石光夜訪女王
2025 Yehliu Night Tours: See the Queen's Head Illuminated at Night



規劃建設 Planning and Construction

- 國際 / 內觀光重要景點建設：完成翡翠灣據點景觀改善、金山磺港溫泉遊憩體驗區營造、北海岸沙灘漂流木再利用及景觀營造、雙灣自行車道古庄段、台灣好行 - 皇冠北海岸線候車候改建、萬里員潭溪周邊景觀改善。



經營管理 Operations and Management

- 經營管理策略：持續充實遊憩設施，提供人性化及國際化的觀光服務，營造優質、友善、安全的旅遊環境，並持續推動通用化及穆斯林友善旅遊環境。將原有人車流系統升級成智慧景區管理平台，深化數位轉型，整合智慧停車、即時影像、電子圍籬及橋梁人流監測等系統。透過定期設備保養與 API 數據接，即時將停車與人流資訊同步至管理平台與交通部系統，協助管理決策並提供遊客精準引導。此外，計畫優化無接觸進場服務並強化資安防護，藉由大數據分析實現景區人流分流，全面提升現代化旅遊體驗與管理效能；本處 37 座轄管公廁皆獲得「特優級」公廁評比，7 處公廁獲得「新北市公廁金質獎」；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 案及其他出租方案，創造政府收入、提升自償率。

雙灣自行車道古庄段
Shuangwan Bikeway, Guzhuang Section

- Major attraction development for international and domestic tourism: Completed projects included landscape enhancements at the Feicui Bay site; the creation of the Jinshan Huanggang Hot Spring Recreation Experience Area; driftwood reuse and landscape development on North Coast beaches; the Guzhuang Section of the Shuangwan Bikeway; renovation of Taiwan Tourist Shuttle waiting facilities on the Crown Northern Coast Route; and landscape improvements around Yuantan Creek in Wanli.
- Operations and management strategy : Recreation facilities continued to be enhanced to provide visitor-centered and international-standard tourism services, create a high-quality, visitor-friendly, and safe travel environment, and promote universal-design and Muslim-friendly tourism environments. The original vehicle and visitor flow system was upgraded to a Smart Scenic Area Management Platform to advance digital transformation incorporating smart parking, real-time imaging, e-fencing, and link visitor-flow monitoring systems. Parking and visitor flow information is synchronized in real time with the management platform and MOTC systems through API data integration, with regular equipment maintenance. It supports management decisions and provides visitors with accurate guidance. Plans also include improving contactless entry services and strengthening cybersecurity protection. Big-data analysis will support visitor flow dispersion, comprehensively improving modern tourism experiences and management efficiency. All 37 public restrooms under the administration's jurisdiction received Outstanding ratings, and seven received the New Taipei City Golden Public Restroom Award. OT projects and other lease arrangements for Yehliu Geopark, Yehliu and surrounding parking lots, Heping Island Park, and other sites continued, generating government revenue and increasing self-liquidation rates.

- 推動永續觀光：正式獲頒國際綠色旅遊目的地基金會（GD）永續目的地銅級認證。同時，石門白沙灣自然中心以「海洋『淨』行式」實踐里海倡議，二度蟬聯全球百大目的地故事獎，展現卓越的環境教育與目的地管理成效，象徵北海岸及觀音山正式躋身全球百大旅遊目的地。
- 觀光資源維護管理：秉持 6S 精神，持續結合地方政府、社區、學校及公司行號，辦理淨灘及淨山活動，以提升環保意識，114 年線上申請我愛淨灘 384 場次、24,723 人次、清除海灘垃圾 34,899 公斤；委託專業廠商清除海漂物 740 公噸；我愛淨山 63 場次、1,810 人次、清除山中垃圾 431 公斤。
- 安全維護：建立防災作業計畫與災害防救通訊網，辦理北海岸危險區域聯合稽查計畫及夏季聯合稽查，加強水域巡查勸導。
- Sustainable tourism promotion : The NSA earned the Green Destinations (GD) Bronze Certification. The Baisha Bay Nature Center in Shimen implemented the Satoumi Initiative through the "Marine Cleanup Journey," receiving a Green Destinations Top 100 Stories Award for the second consecutive time. These achievements highlight excellence in environmental education and destination management and place the North Coast and Guanyinshan among the world's top 100 tourism destinations.



宣傳推廣 Advertising and Promotion

- 辦理主題行銷活動：舉辦「極北點富貴角燈塔騎遊活動」、「世界自行車日響應活動」，推廣自行車低碳旅遊及 16 條多元自行車路線，行銷宣傳北海岸「雙灣自行車道」、「灣塔自行車道」、「萬金自行車道」及基隆「外木山自行車道」，活動約 1700 人參加，約創造 400 萬元產值。
- 行銷推廣活動：辦理「野柳石光 夜訪女王」、「2024 觀音觀鷹樂活行腳系列活動」、「2024 金山萬里溫泉美食行銷推廣」、「和平島島嶼生活節」、「金山蹦火遊程推廣」、「福爾摩沙北海岸藝術季」，與地方合辦「金山甘藷季」、「萬里蟹推廣」等活動，促進在地觀光產業發展，活動逾 70 萬人參加，創造逾 10 億元產值。
- 「皇冠海岸觀光圖輔導及行銷推廣」：以「跨域整合」、「推動地方組織動能」、「『永續 X 數位』雙軸轉型」、「促進地方經濟展」、「加強國際市場媒合」及「觀光圈跨域合作」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，結合旅行社上架 28 條主題旅遊、10 組旅遊套票，完成 4 部主題宣傳影片，計吸引超過 11 萬人次，創造逾 2 億 8,000 萬元產值。
- 國際獲獎實績：「2025 野柳石光夜訪女王活動」榮獲 2025 美國泰坦創新設計獎 - 活動創新 / 活動類金獎、2025 美國繆思創意獎 - 活動 / 文化類金獎以及沉浸式體驗 / 戶外活動類金獎、2026 德國設計獎 - 傑出傳播設計 / 活動類優勝獎、2025 巴黎設計獎 - 照明設計類金獎、2026 亞洲設計獎 - 照明設計類銀獎、2025 倫敦設計獎 - 使用者體驗設計 / 活動類金獎及概念設計 / 照明類銀獎。
- Themed marketing activities : The Fugui Cape Lighthouse Ride at Taiwan's northernmost point and World Bicycle Day activities were held to promote low-carbon cycling tourism and 16 diverse cycling routes. The events promoted the Shuangwan Bikeway, Wanta Bikeway, Wanjin Bikeway, and Keelung's Waimushan Bikeway, attracting around 1,700 participants and generating an estimated NT\$4 million in economic value.

- Tourism-resource maintenance and management : Upholding the spirit of 6S, the administration continued to work with local governments, communities, schools, and businesses to organize beach and mountain cleanups and raise environmental awareness. In 2025, online applications were submitted for 384 beach cleanup activities, involving 24,723 participants and removing 34,899 kilograms of beach waste. Contractors removed 740 metric tons of marine debris. A total of 63 mountain cleanup activities were carried out, attracting 1,810 participants and removing 431 kilograms of mountain waste.
- Safety maintenance : The administration established a disaster-prevention operational plan and disaster-response communications network, implemented a North Coast hazardous-area joint inspection program and summer joint inspections, and strengthened water-area patrols and safety advisories.



- Marketing and promotion activities : Events included 2025 Yehliu Night Tours : See the Queen's Head Illuminated at Night, the 2024 Guanyin Eagle Watching Fun Walking Series, the 2024 Jinshan-Wanli Hot Spring and Cuisine Marketing Campaign, the Heping Island Life Festival, Jinshan Sulfuric Fire Fishing Tour Promotion, and the Formosa North Coast Arts Festival. The NSA also co-organized such local events as the Jinshan Sweet Potato Festival and Wanli Crab Promotion. The events attracted over 700,000 participants, generating more than NT\$1 billion in economic value and promoting local tourism development.
- Crown Coast Tourism Circle guidance and marketing promotion : This program used cluster linkages and business models to integrate industries and implement marketing and guidance measures with a focus on cross-regional integration, strengthening the capacity of local organizations, dual transformation through "sustainability x digitalization," local economic development, stronger international-market matchmaking, and cross-regional tourism-circle cooperation. In collaboration with travel agencies, 28 themed itineraries and 10 travel packages were introduced, and four themed promotional films were completed. The program attracted more than 110,000 visits and generated over NT\$280 million in economic value.
- International award achievements : The 2025 Yehliu Night Tours : See the Queen's Head Illuminated at Night received a Gold Award in Event Innovation/Event at the 2025 TITAN Innovation Awards; Gold Awards in Event/Cultural and Experiential & Immersive/Outdoor Event at the 2025 MUSE Creative Awards; a Winner award in Excellent Communications Design/Event at the 2026 German Design Awards; a Gold Award in Lighting Design at the 2025 Paris Design Awards; a Silver Award in Lighting Design at the 2026 Asia Design Prize; and a Gold Award in User Experience Design/Event and a Silver Award in Conceptual Design/Lighting at the 2025 London Design Awards.





參山國家風景區



Tri-Mountain National Scenic Area



2025 山谷燈光節 - 梨山
2025 Valley Light Festival - Lishan



規劃建設 Planning and Construction

- 獅頭山風景區：完成遊憩設施活化改善，包含「峨眉湖環湖步道旅遊環境改善工程（至美段第 5 期）」、「瓦窯岡三灣梨花步道設施改善工程」、「新竹縣峨眉鄉十二寮登山步道優化工程」、「南庄橫屏背生態賞魚步道及周邊環境改善工程」。
- 梨山風景區：提升旅遊環境品質，完成「梨山生態環保步道支線串接工程」。
- 八卦山風景區：打造多元遊憩體驗，完成「彰化縣員林市大峰巷步道暨景觀平台優化工程（第二期）」、「八卦山東外環東方公園周邊環境優化工程（第二期）」、「八卦山風景區月眉池暨周邊觀光遊憩景點改善工程」、「卦山三鐵自行車路線節點及周邊環境改善工程」、「長青自行車道公共服務設施優化工程」、「八卦山風景區芬園鐵馬驛站周邊環境改善工程」。
- 阿罩霧遊憩系統：提升旅遊環境品質，完成「阿罩霧地區公廁整修及周邊環境綠美化工程」、「阿罩霧地區公共服務設施改善工程」。



經營管理 Operations and Management

- 便捷旅運：辦理在地有腳接駁服務，全年接駁 6,982 人次、1,990 趟次。
- 橋梁安全：辦理「113 年橋梁安全管理督導考核」，委請技師檢測轄內 4 座吊橋、高架棧道及易崩塌點，優化管理品質以提升旅遊安全。
- 環境永續：辦理 4 場次淨山、淨街及植樹活動。

- Lion's Head Mountain Scenic Area : Recreation-facility revitalization and improvement projects were completed, including Phase 5 of the Emei Lake Round-the-Lake Trail Tourism Environment Improvement Project (Zhimei Section), the Wayaogang Sanwan Pear Blossom Trail Facility Improvement Project, the Shierliao Hiking Trail Optimization Project in Emei Township, Hsinchu County, and the Hengpingbei Ecological Fish-Watching Trail and Surrounding Environment Improvement Project in Nanzhuang.
- Lishan Scenic Area : Completed tourism environment enhancements, including the Lishan Ecological and Environmental Protection Trail Link Project.
- Baguashan Scenic Area : Enhanced multiple recreation experiences through projects, including Phase 2 of the Dafeng Lane Trail Optimization and Viewing Platform Project in Yuanlin City, Changhua County; Phase 2 of the Dongfang Park Environmental Optimization Project at the Baguashan East Outer Ring; the Baguashan Scenic Area Yuemei Pond and Surrounding Tourism and Recreation Site Improvement Project; the Guashan Three-Rail Bicycle Route Nodes and Surrounding Environment Improvement Project; the Evergreen Bikeway Public Service Facility Optimization Project; and the Baguashan Scenic Area Fenyuan Bicycle Station Surrounding Environment Improvement Project.
- Azaowu Recreation System : Tourism environment enhancements were completed, including the Azaowu Area Public Restroom Renovation and Surrounding Environment Greening Project and the Azaowu Area Public Service Facility Improvement Project.

- Convenient transportation : Local shuttle services were provided, carrying 6,982 passengers on 1,990 trips during the year.
- Bridge safety : The 2024 Bridge Safety Management Supervision and Evaluation was conducted. Engineers were commissioned to inspect four suspension bridges, elevated boardwalks, and landslide-prone areas within the NSA, improving management quality and enhancing tourism safety.
- Environmental sustainability : Four mountain and street clean-up and tree-planting activities were held.

- 穆斯林友善：114 年度辦理推廣會及培訓課，培訓 71 名專業服務人員；成功輔導並完成 16 處穆斯林友善觀光場域認證、10 項農特產品與伴手禮清真認證，並協助 108 年起已認證場域及產品延續認證。「遊穆台灣友善參山」三日遊行程榮獲「第十三屆國際金旅獎暨第三屆品質優優旅選」肯定；透過網紅踩線、三大報及 100 檔廣播宣傳，提升獅頭山在穆斯林市場的知名度。
- 優質公廁與育雛：辦理轄管智慧廁間營運，松柏嶺遊客中心榮獲南投縣年度績優公廁評比「特優公廁」及民眾票選前三名，並獲得「114 年親善哺乳室認證」。



宣傳推廣 Advertising and Promotion

- 年度活動：辦理獅頭山「114 年石壁部落健行」與「峨眉湖茶席」；梨山「2025 雲端上的婚禮」與「2025 山谷燈光節」；八卦山「2025 八卦山賞鷹活動」；阿罩霧「霧峰草地音樂節」及「114 年參山騎旅系列活動」，共吸引 11 萬人次參與。
- 大型盛會與彩繪列車：辦理「2025 台灣部落觀光嘉年華」吸引近 43 萬人次；「2025 第一屆世界賞鳥博覽會」吸引近 15 萬人次。配合 2025 台灣燈會辦理臺鐵「微笑冠軍號」及桃園捷運「快樂桃子號」彩繪列車。
- 文化與宗教旅遊：辦理「2025 八卦山風景區松嶺茶鄉體驗營」及「八卦山大佛－松柏嶺健行路線設計」活動。
- 國際與永續獎項：「梨山海拔兩千的永續力」獲選「目的地管理」類「2025 全球百大目的地故事獎」（2025GreenDestinationsTop100Stories）；「峨眉時光·永續共享」榮獲亞太暨台灣永續行動獎雙料銀獎。
- 梨山品牌行銷：113-114 年透過「梨享森活」品牌計畫，串聯谷關 22 家、梨山 17 家業者，輔導 8 家業者風格形塑，推廣 5 條旅行社及自由行遊程，並以多元線上線下活動行銷。
- 部落品牌經營：與轄內原住民族共同經營山林部落品牌，全年辦理部落培訓工作培力 254 人次，扶植 22 家業者產業升級，就業協助 405 人次，優化推廣 9 條遊程，部落接待遊客量計 74,897 人次。
- 喔熊聯名效益：開發 102 項喔熊聯名商品，拓展 21 處櫃位並編印型錄。全年虛實整合與展售活動總營收逾 520 萬元；串聯 10 家指標旅宿於平台推出數位套票，累計銷售破 200 張。



- Muslim-friendly tourism : The 2025 promotional meetings and training courses trained 71 professional service personnel. Sixteen Muslim-friendly tourism venues and 10 halal agricultural specialty products and souvenirs were certified. Assistance was provided to extend the certifications of venues and products certified since 2019. The Muslim-Friendly Tri-Mountain Taiwan Three-Day Tour received recognition at the 13th International Golden Travel Award and the 3rd Best Tour Collection of T.Q. The profile of Lion's Head Mountain was further raised in Muslim markets through familiarization visits by influencers, promotions in three major newspapers, and 100 radio broadcasts.
- High-quality public restrooms and family-friendly facilities : The administration continued to provide smart restroom services at facilities under its jurisdiction. The Songboling Visitor Center received the Outstanding Public Restroom designation in Nantou County's annual public restroom evaluation and ranked among the top three in a public vote. It also received the 2025 Breastfeeding-Friendly Room Certification.
- Annual events : Lion's Head Mountain hosted the 2025 Shibi Tribal Hike and Emei Lake Tea Gathering; Lishan hosted the 2025 Wedding in the Clouds and 2025 Valley Light Festival; Baguashan hosted the 2025 Baguashan Eagle-Watching Event; the Ataabu Grassland Music Festival in Wufeng; and the 2025 Tri-Mountain Cycling Series. These events attracted 110,000 participants.
- Major events and themed trains : The 2025 Taiwan Indigenous Tourism Festival attracted nearly 430,000 participants and the 2025 First World Bird Fair attracted nearly 150,000. In conjunction with the 2025 Taiwan Lantern Festival, themed trains, including the Taiwan Railways Smile Champion Train and Taoyuan Metro Happy Peach Train, were launched.
- Cultural and religious tourism : The 2025 Baguashan Scenic Area Songling Tea Country Experience Camp and the Baguashan Great Buddha-Songboling Hiking Route Design activity were held.
- International and sustainability awards : Lishan: 2,000 Meters Above, Grounded in Sustainability was selected for the 2025 Green Destinations Top 100 Stories in the Destination Management category. Emei Through Time: Sharing Sustainability received Silver Awards in both the Asia-Pacific Sustainability Action Awards and the Taiwan Sustainability Action Awards.
- Lishan brand marketing : From 2024 to 2025, the "Lishan Forest Life" branding project connected 22 businesses in Guguan and 17 in Lishan, assisted eight businesses with brand-style development, promoted five travel-agency and independent-travel itineraries, and conducted diversified online and offline marketing activities.
- Tribal-brand operations : The NSA jointly operated mountain tribal brands with indigenous peoples in its jurisdiction. Over the year, tribal training and capacity-building activities attracted 254 participations; 22 businesses received support for industry upgrading; 405 cases of employment assistance were provided; nine itineraries were improved and promoted; and indigenous communities received 74,897 visitors.
- OhBear co-branding results : The NSA developed 102 OhBear co-branded products, expanded 21 retail counters, and published a catalogue. Integrated online and offline sales activities generated more than NT\$5.2 million during the year. Ten leading accommodation businesses were connected through a platform to offer digital packages, with more than 200 packages sold.

穆斯林友善觀光場域認證
Muslim-Friendly Tourism Venue Certification



日月潭國家風景區



Sun Moon Lake National Scenic Area



伊達邵至纜車站自行車道串聯工程
Ita Thao to Sun Moon Lake Cable Car Station Bikeway Connection Project



規劃建設 Planning and Construction

- 建構無障礙通用旅遊環境並強化自行車旅遊動線串聯，辦理伊達邵至纜車站自行車道串聯（第二、三期）、松柏崙至大竹湖自行車道串聯等工程。
- 提升旅遊環境品質，辦理桃米生態園區及東光周邊環境整建、環潭自行車道步道邊坡整治、日月潭污水處理廠設施改善（第二期）、向山污水處理設施功能優化等工程。



經營管理 Operations and Management

- 參加綠色旅遊目的地認證及百大故事參賽作業，獲綠色目的地銀級認證（2025-2027）；以「攜手日月潭：用集體智慧推動永續旅遊」獲 2025 年德國 ITB 國際旅展「商業與行銷」類別第 3 名；以「從旅遊中學會守護棲地，收穫更深的連結與美好」（自然與景觀）為主題，獲選 2025 全球百大目的故事獎。
- 因應連續假期聯外道路及設施景點等易壅塞路段，辦理 8 次交通疏運，分別為春節、228、清明、端午、教師節、中秋節、國慶以及光復節連假，加強各路口及景點進行車流疏導作業。
- 水域遊憩活動申請平台共受理 1,912 件申請，活動累積達 1 萬 5,131 人次，適時優化線上平台系統，提供民眾更便利的水域遊憩體驗。
- 完成轄內 11 座人行天橋專業安全檢測工作，提升整體旅遊安全。
- 辦理 3 場次植樹暨贈苗活動、1 場次 SUP 淨潭活動、1 場次水陸空旅遊安全聯合宣導園遊會活動及 1 場次水域安全救生訓練活動。

- To establish an accessible travel environment and strengthen cycling linkages, projects were undertaken for Phases II and III of the Ita Thao-to-Sun Moon Lake Cable Car Station Bikeway Connection and the Songbolun-to-Dazhu Lake Bikeway Connection.
- Projects carried out to improve tourism environment quality included renovation of the Taomi Ecological Park and surrounding Dongguang environment, stabilization of slopes along the Sun Moon Lake Circular Bikeway and trails, improvement of facilities at the Sun Moon Lake Wastewater Treatment Plant (Phase II), and functional enhancement of the Xiangshan wastewater treatment facilities.

- The NSA participated in Green Destinations certification and the Top 100 Stories competition, receiving Green Destinations Silver Certification for 2025–2027. "Join Us! Harnessing Collective Wisdom to Promote Sustainable Tourism" won third place in the Business and Marketing category at ITB Berlin 2025. Protecting Habitats Through Travel: Finding Connection and Unexpected Beauty in Sun Moon Lake, in the Nature & Scenery category, was selected for the 2025 Green Destinations Top 100 Stories.
- To alleviate congestion of access roads, facilities, and attractions during consecutive holiday periods, traffic diversion operations were conducted eight times during the Lunar New Year, Peace Memorial Day, Tomb Sweeping Day, Dragon Boat Festival, Teachers' Day, Mid-Autumn Festival, National Day, and Taiwan Retrocession Day holiday periods. Traffic control was strengthened at road junctions and attractions.
- A total of 1,912 applications for activities joined by a combined 15,131 participants were processed on the water-recreation activity application platform. The platform was improved to provide the public with more convenient water-recreation experiences.
- Professional safety inspections of 11 pedestrian bridges within the NSA were completed, enhancing overall travel safety.
- Three tree-planting and seedling-giveaway activities, one SUP lake-cleanup activity, one joint land, water, and air travel-safety promotional fair, and one water-safety lifesaving training activity were held.

- 為推廣電動船，辦理日月潭電動船行銷推廣案，設計電動船專用品牌識別、服務人員制服及服務品質優化、拍攝宣傳影片等，並將水社碼頭 4 號浮排設為電動船專用浮排，達成差異化行銷工作；另持續辦理電動船夜航活動，配合日月潭花火節及跨年活動，共計辦理 4 場次。
- 轄下 4 處遊客中心（埔里、向山、伊達邵及車埕）提供地圖文宣、協助拍照、旅遊諮詢、推薦遊程及免費無線網路等服務，共計服務超過 6 萬 7,000 人次。



宣傳推廣 Advertising and Promotion

- 舉辦主題活動，如春季的櫻花季、夏季的星光螢火季、集集鐵道音樂會、秋季的日月潭花火音樂嘉年華（系列活動）、日月潭 Come!BikeDay 自行車嘉年華、冬季的跨年晚會，以及整年皆可參與的四季自行車認證活動，總參加人數超過 40 萬人次，觀光產值約新臺幣 9 億 2,800 萬元。
- 網站（中、英、日、韓版）瀏覽人次 187 萬 696 人、粉絲團 12 萬 9,003 人，發布 292 則貼文，觸及人次 1,250 萬 5,697 人次。
- 日月潭觀光圈輔導及行銷推廣：百大繁星營造輔導計畫 10 處；設計 3 條低碳遊程，與多家旅行社合作販售，8 至 11 月送客 24 團，累計達 1,504 人次；完成 9 場次國內活動推廣行銷及市集日宣傳；觀光圈 20 項聯名產品導入新東陽南投服務區販售。
- 台灣好行套裝遊程行銷推廣：日月潭線搭乘人數 83 萬 5,282 人，車埕線 2 萬 487 人，日月潭-阿里山線 1 萬 5,884 人，斗六竹山線 2,215 人及日月潭環湖線（10 月加入）3 萬 4,747 人，發行 9 款日月潭好行旅遊套票及高鐵聯票，紙本套票銷售 1 萬 3,528 套，電子套票 804 套。另推出共 8 場次車埕在地小旅行，合計 102 人參加。
- 辦理自行車國際交流暨推廣互動，邀請日月潭自行車道姊妹車道日本瀨戶內島波海道理事長平谷祐宏（尾道市市長）、副理事長上村俊之（上島町町長）、愛媛縣觀光交流局長藤原康芳、廣島縣商工勞動局地域經濟支援擔當部長石濱真等 21 人出席「2025 日月潭 Come!BikeDay 自行車系列活動」之「國際交流推廣互動活動」並出席自行車嘉年華活動開幕及騎行、設攤等活動。
- 參與 5 場旅展，包括高雄市旅行公會 2025 國際旅展、台北國際觀光博覽會、台北夏季旅展、台灣國際旅遊展（秋季展）及 ITF 台北國際旅展，協助日月潭觀光圈業者共同參展推廣，強化觀光圈品牌曝光與市場推廣效益。



- A Sun Moon Lake Electric Boat Marketing and Promotion Project was implemented to promote use of electric boats. The project developed a dedicated electric-boat brand identity, staff uniforms, service-quality enhancements, and promotional videos. Pier No. 4 at Shuishhe Wharf was designated as an exclusive floating pier for electric boats to differentiate marketing. Electric boat night cruises also continued in conjunction with the Sun Moon Lake Fireworks Festival and New Year's Eve events, with four sessions held in total.
- The Puli, Xiangshan, Ita Thao, and Checheng visitor centers provided maps and promotional materials, photography assistance, travel consultation, itinerary recommendations, and free Wi-Fi, serving more than 67,000 visitors.

- Themed events were held throughout the year, including the spring Cherry Blossom Festival, summer Starlight Firefly Season, Jiji Railway Concert, autumn Sun Moon Lake Music & Fireworks Festival, Sun Moon Lake Come!BikeDay Cycling Festival, winter New Year's Eve celebration, and year-round Four Seasons Cycling Certification activities. Total participation exceeded 400,000, generating approximately NT\$928 million in tourism value.
- Tourism-information promotion: The Chinese, English, Japanese, and Korean versions of the NSA website received 1,870,696 visits. The fan page had 129,003 followers, published 292 posts, and reached 12,505,697 people.
- Sun Moon Lake Tourism Circle guidance and marketing promotion: The Hundred Shining Stars development and guidance program covered 10 sites. Three low-carbon itineraries were designed and sold in conjunction with multiple travel agencies, serving 24 groups and 1,504 visitors from August to November. Nine domestic marketing and promotion events and market-day promotional activities were completed. Twenty tourism circle co-branded products were introduced for sale at Hsin Tung Yang in the Nantou Service Area.
- Taiwan Tourist Shuttle package marketing and promotion: Ridership was 835,282 on the Sun Moon Lake Route, 20,487 on the Checheng Route, 15,884 on the Sun Moon Lake-Alishan Route, 2,215 on the Douliu-Zhushan Route, and 34,747 on the Sun Moon Lake Circular Route, which was added in October. Nine Sun Moon Lake travel packages and High Speed Rail package tickets were issued. Sales totaled 13,528 print packages and 804 e-packages. Eight local mini-tours were launched in Checheng, attracting 102 participants.
- International cycling exchanges and promotional activities were held. Twenty-one representatives attended the International Exchange and Promotion Activity of the 2025 Sun Moon Lake Come!BikeDay Cycling Series, including Yuhiro Hiratani, Chair of the Shimanami Kaido, Sun Moon Lake Bikeway's sister route in Japan, and Mayor of Onomichi; Toshiyuki Uemura, Vice Chair and Mayor of Kamijima; Yasuyoshi Fujiwara, Director of the Ehime Prefecture Tourism Exchange Bureau; and Makoto Ishihama, Director for Regional Economic Support at the Hiroshima Prefecture Department of Commerce, Labor and Industry. They also attended the cycling carnival opening, cycling activities, and exhibition booths.
- Participated in the Kaohsiung Association of Travel Agents 2025 International Travel Fair, Taipei International Tourism Exposition, Taipei Summer Travel Fair, Taiwan International Travel Fair (Autumn Edition), and ITF Taipei International Travel Fair to assist Sun Moon Lake Tourism Circle businesses in jointly exhibiting and promoting their products, strengthening brand exposure and market-promotion effectiveness.

2025 日月潭 Come!Bikeday 自行車嘉年華
2025 Sun Moon Lake Come!BikeDay Cycling Carnival



阿里山國家風景區



Alishan National Scenic Area

「阿里山神旅行·抵嘉」新港奉天宮四街祖媽巡幸
Alishan Divine Journey: Arriving in Chiayi
Procession of the Fourth Street Mazu of Xingang Fengtian Temple



規劃建設 Planning and Construction

- 完成「公田隙頂及龍美地區步道及周邊遊憩設施工程」、「觸口行政中心及文峰辦公空間周邊環境整修工程」、「台 18 周邊尚楠母樹林遊憩服務設施改善工程」、「光華賞螢區優化工程」等。
- 完成「福山古道及周邊環境改善工程」、「雅吾瑪斯步道延伸及周邊環境改善工程」及「里佳資訊站及部落街景改善工程」；持續打造在地特色亮點及延長旅遊廊道，完成「慶雲宮棧仔寮步道及周邊環境改善工程」及「113 年阿里山轄內公廁改善工程」等。

- Completed the Gongtian Xiding Area Trails and Surrounding Recreation Facilities Project, the Chukou Administration Center and Wenfeng Office Space Surrounding Environment Renovation Project, the Provincial Highway 18 Xiaonan Mother Tree Forest Recreation Service Facility Improvement Project, and the Guanghua Firefly Viewing Area Optimization Project.
- Completed the Fushan Historic Trail and Surrounding Environment Improvement Project, the Yawumasi Trail Extension and Surrounding Environment Improvement Project, and the Lijia Information Station and Tribal Streetscape Improvement Project. To continue developing local highlights and extending the tourism corridor, the Qingyun Temple Shezailiao Trail and Surrounding Environment Improvement Project and the 2024 Alishan Public Restroom Improvement Project were also completed.



尚楠母樹林遊憩服務設施改善工程
Xiaonan Mother Tree Forest Recreation Service Facility Improvement Project



里佳資訊站部落街景改善工程
Lijia Information Station and Tribal Streetscape Improvement Project



慶雲宮棧仔寮步道及周邊環境改善工程
Qingyun Temple Shezailiao Trail and Surrounding Environment Improvement Project



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 2,390 人次。
- 推出 13 款台灣好行套票；全年台灣好行搭乘人數：阿里山線 -A 線（高鐵嘉義站 - 阿里山）計 8 萬 9,593 人次、阿里山線 -B 線（臺鐵嘉義站 - 阿里山）12 萬 8,459 人次、瑞里線（臺鐵嘉義站 - 瑞太資訊站）4,588 人次、太平線（臺鐵大林站 - 太平雲梯）1 萬 3,271 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 6 支，公私部門合作建置綠色旅遊環境。
- 持續辦理場域活化使用，隙頂、鞍頂及奮起湖等 5 處停車場，自 1 月 1 日起實施收費制度，透過專業管理提高周轉率及提升停車場使用效率。

- Free shuttle services were provided between Shizhuo and Fenqihu during the Lunar New Year holiday, carrying 2,390 passengers.
- Thirteen Taiwan Tourist Shuttle packages were launched. Annual ridership was 89,593 on Alishan A Line (HSR Chiayi–Alishan), 128,459 on Alishan B Line (TRA Chiayi–Alishan), 4,588 on the Ruili Line (TRA Chiayi–Ruitai Information Station), and 13,271 on the Taiping Line (TRA Dalin–Taiping Suspension Bridge).
- Six electric vehicle charging stations were installed by lessee vendors at Yuan-tan Ecological Park and Wenfeng Visitor Center shops through public–private partnerships to create a green tourism environment.
- Site activation continued. A fee system was introduced on January 1 at five parking lots, including those in Xiding, Anding, and Fenqihu, using professional management to increase turnover and improve parking efficiency.



宣傳推廣 Advertising and Promotion

- 推出 10 套環境教育課程，計 996 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「114 年阿里山咖啡產業旅遊推廣案」、「114 年阿里山部落觀光推廣案」、「2025 神木下婚禮系列活動」、「阿里山四季茶旅活動」、「阿里山神旅行·抵嘉」活動及部落鄉年慶、櫻花季、螢火蟲季等行銷推廣活動，吸引 511 萬人次的遊客造訪，創造整體觀光產值達新臺幣 118 億元。
- 「二延平步道」榮獲交通部觀光署第 2 屆「觀光亮點獎」全國十大亮點、「奮起湖及其步道群」名列百大亮點，展現阿里山豐富的山林觀光魅力。

- Ten environmental education programs were offered, with 996 participants taking part in course experiences. Exchanges were also conducted with other environmental education sites regarding course and activity arrangements.
- Campaigns included the 2025 Alishan Coffee Industry Tourism Promotion Project, the 2025 Alishan Indigenous Tourism Promotion Project, the 2025 Wedding under the Sacred Tree Series, the Alishan Four Seasons Tea Tour, the Alishan Divine Journey: Arriving in Chiayi event, and the Tsou New Year, cherry blossom, and firefly seasons. These marketing and promotion activities attracted 5.11 million visitors and generated an overall tourism value of NT\$11.8 billion.
- The Eryanping Trail received one of the national Top 10 Tourism Spotlight Awards at the 2nd Tourism Spotlight Awards of the Tourism Administration. Fenqihu and its trail network were listed among the Top 100 Spotlights, demonstrating Alishan's rich mountain and forest tourism appeal.

2025 神木下婚禮系列活動
2025 Wedding under the Sacred Tree series

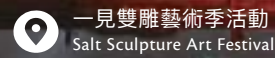




雲嘉南濱海國家風景區



Southwest Coast National Scenic Area



一見雙雕藝術季活動
Salt Sculpture Art Festival

Here!



規劃建設 Planning and Construction

- 完成布袋遊客中心暨工作站內部飾裝與周邊環境優化工程，強化南株式會社基地景點，創造 61 西濱快線觀光亮點地標暨遊客打卡停留點，提供更完善舒適的遊客服務空間，強化服務品質。另外結合生態渠道滯洪池與南側地下滯洪池，強化蓄排水功能並提供足夠停車空間暨綠化改善周邊景觀。
- 於南布袋濕地建置「生態園區智能賞鳥設施」完整導覽提升園區賞鳥旅遊系統服務。結合區內自行車路線適度提供趣味停留，夕陽、濕地、候鳥遷徙及自行車廊帶資源整合發展，串聯景點以提升在地觀光亮點。
- The Budai Visitor Center and Workstation Interior Renovation and Surrounding Environment Optimization Project was completed. The project enhanced the former Nanshu Co. site as an attraction, creating a tourism landmark and visitor photo-stop along Provincial Highway 61, providing a more complete and comfortable visitor-service space, and enhancing service quality. The project also integrated an ecological channel detention pond and a southern underground detention pond to strengthen water storage and drainage, provide sufficient parking, and improve the surrounding landscape through greening.
- Smart birdwatching facilities were established at the South Budai Wetlands to provide comprehensive interpretation services and enhance the park's birdwatching tourism system. Cycling routes within the area were incorporated to provide engaging stopovers, integrating resources including sunsets, wetlands, migratory birds, and cycling corridors and linking attractions to enhance local tourism highlights.



台灣國際觀鳥馬拉松活動
Taiwan International Bird Watching Marathon



鯤鯓王平安鹽祭開幕式
Opening Ceremony of the Kunshen Wangye's Salt for Peace Festival



經營管理 Operations and Management

- 輔導雲嘉南濱海觀光圈產品優化，辦理「鹹良好物」商品選物評選計 19 家業者入選，提供商品行銷及包裝設計優化；輔導 19 家業者數位轉型，導入電商平台及數位支付擴大行銷管道；輔導 11 家業者設計多國語言菜單，提高國際遊客觀光友善度。
- 參與南區觀光圈市集日及旅展等活動，整合「鹹味浪潮」、「鹽工便當」、「雲嘉南咖啡鹽究院」及「鹹良好物」品牌元素，系統化推廣雲嘉南濱海觀光圈品牌印象，並持續開拓南部科學園區市場，舉辦南科市集及福委會踩線團活動；結合特色景點及在地體驗，上架 25 條主題遊程，擴展市場能見度。
- 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，計有 17 件出租案件，總營收超過 1 億 5,000 萬元，攜手業者活化場域、帶動地方經濟發展，建立周邊良好互動及凝聚在地向心力。



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，全年計 27 萬人追蹤中，每月貼文逾 20 篇。
- 辦理「2025 年鯤鯓王平安鹽祭」共計吸引 5 萬人次參與、「2025 一見雙雕藝術季」共計超過 15 萬人次參與；並辦理「2025 臺灣國際觀鳥馬拉松」、「2025 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」、「鹽續幸福音樂會」及「北門王爺藝饗節」等行銷活動。
- 臺南市北門「井仔腳瓦盤鹽田」獲頒 2025 台灣觀光永續獎-永續旅遊目的地銅級獎，及第 2 屆觀光亮點獎「最佳國際推薦獎」。
- 七股遊客中心獲 2025 年旅遊服務體系評鑑續優獎。
- 臺南市七股「從候鳥到生計：台灣西南海岸的永續之路」獲「2025 全球百大目的地永續故事獎（2025 Green Destinations Top 100 Stories）」。

雲管處 2025 百大故事獲獎照片 - 黑面琵鷺
Southwest Coast NSAA 2025 Top 100 Stories Award Photo :
Black-faced Spoonbill

- Guidance was provided for product optimization in the Southwest Coast Tourism Circle. Nineteen businesses were selected through the "Salty Good Things" product selection program and received assistance in optimizing product marketing and packaging design. Guidance was provided to support 19 businesses in digital transformation, introducing e-commerce platforms and digital payment to expand marketing channels. Assistance was provided to 11 businesses in designing multilingual menus to improve tourism-friendliness for international visitors.
- The NSA participated in South Region Tourism Circle market days and travel fairs, integrating the branding elements of "Savory Southwest," "Salt-Worker Bento," "Yun-Chia-Nan Coffee Salt Research Institute," and "Salty Good Things" to systematically promote the Southwest Coast Tourism Circle brand. It continued to develop the Southern Taiwan Science Park market by organizing science-park markets and familiarization tours for employee welfare committees. A total of 25 themed itineraries combining distinctive attractions and local experiences were listed to heighten market visibility.
- Guidance was provided to eight businesses in obtaining Muslim-friendly venue certification and certification for 30 halal products was extended. A Muslim tourism and travel map guide for the jurisdiction was also produced.
- Site leasing and outsourced operations were carried out at 17 sites, generating total revenue of more than NT\$150 million. Working with private operators, the Administration activated sites, stimulated local economic development, fostered positive relations with surrounding communities, and strengthened local cohesion.
- Social-media marketing was strengthened through a Facebook fan page for interaction with visitors. The page had 270,000 followers during the year and published more than 20 posts each month.
- The 2025 Kunshen Wangye's Salt for Peace Festival attracted 50,000 participants and the 2025 Salt Sculpture Art Festival attracted more than 150,000 participants. Other marketing activities included the 2025 Taiwan International Bird Watching Marathon, the 2025 Ultimate Slow Travel: Taiwan Southwest Coast Cycling Tour-Light Up Taiwan Westernmost Point Guosheng Port Lighthouse and Cycling Tours, the "Salt Happiness" Concert, and the Beimen Wangye Arts and Cuisine Festival.
- The Jingzaijiao Tile-paved Salt Fields in Beimen, Tainan City, received the Bronze Award for Sustainable Tourism Destinations at the 2025 Taiwan Tourism Sustainability Awards and the Best International Recommendation Award at the 2nd Tourism Spotlight Awards.
- The Qigu Visitor Center received an Excellence Award in the 2025 Travel Service System Evaluation.
- "From Birds to Livelihoods: A Sustainable Path on Taiwan's Southwest Coast" in Qigu, Tainan City, was selected for the 2025 Green Destinations Top 100 Stories.



西拉雅國家風景區



Siraya National Scenic Area

西拉雅森活節熱氣球活動
Siraya Life Festival Hot Air Balloon activity



規劃建設 Planning and Construction

- 官田遊客中心展場導入新展示主題，內部空間深度串聯西拉雅五庫、水利歷史及農產文化，並導入多語翻譯與投影互動設備，提升感官體驗。戶外則優化落羽松生態，讓林蔭與景觀步道相互交織，打造出兼具生態美學與休憩機能的舒適空間。並邀請藝術家謝東哲老師規劃公共藝術牆「山水之羽」，透過細膩的馬賽克拼貼，生動再現西拉雅山水、菱角田與水雉的生態底蘊；同時結合彩繪陶板手作與專業導覽，深化遊客互動與環境教育意涵。
- 為提升旅客遊憩品質與安全，改善梅峰古道木平台及步道防滑設施，提供遠眺嘉南平原與曾文水庫之景觀；並整修神秘氣場安全欄杆及涼亭，增加遊客停留與觀景空間，豐富遊憩體驗。
- 嶺頂公園為熱門活動與街頭表演場地，為提供安全、友善的遊憩環境，改善音樂廣場鋪面與排水設施，全面汰換水溝蓋，打造無障礙環境；並於嶺頂公園周邊設置人行道，結合公車站牌，便利遊客。

- New exhibition themes were introduced at the Guantian Visitor Center. The interior space connects the five Siraya reservoirs, water-conservancy history, and agricultural culture and enhances the sensory experience with multilingual translation and interactive projection equipment. The bald cypress landscape was improved by integrating shaded woodland and landscape trails to create a comfortable space combining ecological charm and recreational functionality. Artist Hsieh Tung-che was invited to create the public-art wall "Wings of Mountains and Waters." The detailed mosaic of this work vividly depicts Siraya's landscapes, water caltrop fields, and the ecological setting of pheasant-tailed jacanas. Painted ceramic-tile crafts and professional guided interpretation were also integrated to deepen visitor interaction and environmental-education value.
- To improve recreation quality and visitor safety, the wooden platform and anti-slip facilities on the Meifeng Historic Trail were improved, providing views of the Chianan Plain and Tsengwen Reservoir. Safety railings and pavilions at Mysterious Aura were also renovated, increasing spaces for visitors to stay and enjoy the scenery and enriching the recreational experience.
- Lingding Park is a popular venue for events and street performances. To provide a safe and visitor-friendly recreation environment, the paving and drainage facilities at the park's Music Plaza were improved, all drainage covers were replaced, and an accessible environment was created. Sidewalks were installed around Lingding Park and integrated with bus stops for visitor convenience.

西拉雅夏日好 Chill 系列活動 - 關子嶺夏日山車祭
Siraya Summer Chill Series-Guanziling Summer Mountain Cart Festival



經營管理 Operations and Management

- 關子嶺紅葉公園榮獲臺南市 114 年推動環境教育機關（構）組特優獎。
- 「SDG 15 From Butterfly Habitatsto Green Living : Sustainability at Hongye Park」榮獲「2025 第四屆 APSAA 亞太永續行動獎」銅獎。
- 「SDG17 社會共融的紅葉行動」榮獲「2025 第五屆 TSAA 台灣永續行動獎」銅獎。
- 本處「Tabe!Tabe! 仙境西拉雅」榮獲 2025 英國 IAA 倫敦設計大獎（London Desidn Awards）景觀設計 - 雕塑設計類別銀獎。
- 轄區內共計 6 處通過 AED 安心場所認證。
- 建置智慧監控系統，採用電子圍籬及紅外線偵測兩種方式，搭配自動廣播系統與線上即時監控平台，以提升旅遊安全服務品質。



宣傳推廣 Advertising and Promotion

- 持續推廣觀光圈識別品牌「仙境西拉雅 Touching SIRAYA」，積極參與各大國內旅展及推介媒合會、邀請國際網紅發布遊程影片，更透過與國內外指標性旅行業者合作，開發上架 45 條多元主題遊程（包含 16 條國際遊程、29 條國內遊程），並與主流旅遊平台合作開發 29 組電子旅遊套票，套票銷售總額達 86.6 萬元。全年遊程與套票累計販售達 4,801 人次（包含 562 名國際旅客、4,239 名國內旅客），創造觀光經濟效益估算逾新臺幣 2,951 萬元
- 辦理「區域觀光圈市集日－南區 & 澎湖場」，活動連續三日假華山 1914 文化創意產業園區舉辦，現場邀集南臺灣及澎湖共 75 家最具代表性的業者齊聚一堂，市集主題為「南波灣 NumberWAN」，以「山、海、島」為核心意象，呈現南臺灣與離島跨區域整合的全新樣貌，打造國際級旅遊品牌的嶄新篇章，三天活動吸引逾 15 萬遊客（含約 4,000 名國際旅客）、參展業者銷售額逾 270 萬、創造觀光經濟效益估算逾 3 億 5,115 萬元。
- 辦理「西拉雅森活節」、「西拉雅夏日好 Chill 系列活動」、「2024-2025 台灣好湯」、「仙境西拉雅環騎 5COOL 自行車活動」、「曾文水庫峽谷音樂會」、「西拉雅 5COOL 音樂節」等活動，將產業品牌融入活動，轄區到訪遊客達 261 萬人次，創造逾 60.1 萬元觀光產值。
- 轄區符合穆斯林友善旅遊環境場域及產品，已累積 17 家業者取得穆斯林相關認證。
- 針對本處轄內西拉雅族部落進行產業輔導及觀光培力，共輔導 6 個部落、1 式部落產品上架、開 1 式遊程、12 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、部落觀光遊客量達 3,200 人次。

- Guanziling Hongye Park received the Outstanding Award in the Agency/Institution category of Tainan City's 2025 Environmental Education Promotion Awards.
- "SDG 15 From Butterfly Habitat to Green Living: Sustainability at Hongye Park" received a Bronze Award at the 4th Asia-Pacific Sustainability Action Awards in 2025.
- "SDG 17 Hongye Actions for Social Inclusion" received a Bronze Award at the 5th Taiwan Sustainability Action Awards in 2025.
- The NSA's "Tabe! Tabe! Touching SIRAYA" received a Silver Award in the Landscape Design-Sculpture Design category of the 2025 London Design Awards.
- Six sites in the jurisdiction received AED Safe Place certification.
- A smart monitoring system was established, using electronic fencing and infrared detection in combination with an automatic broadcast system and an online real-time monitoring platform to improve the quality of travel safety services.

- The NSA continued to promote the Tourism Circle identity brand "Touching SIRAYA." It actively participated in major domestic travel fairs and business-matching events, invited international influencers to publish itinerary videos, and cooperated with leading domestic and international travel businesses to develop and list 45 diverse themed itineraries, including 16 international and 29 domestic itineraries. It also worked with major travel platforms to develop 29 electronic travel packages, with total package sales reaching NT\$866,000. Annual sales of itineraries and packages totaled 4,801 visitor participations, including 562 international visitors and 4,239 domestic visitors, generating estimated tourism economic benefits of more than NT\$29.51 million.
- The Regional Tourism Circle Market Day-South Region & Penghu was held for three consecutive days at Huashan 1914 Creative Park. The event was joined by 75 representative businesses from southern Taiwan and Penghu. Under the theme "NumberWAN" and focal imagery of mountains, sea, and islands, the market presented a new model of cross-regional integration between southern Taiwan and its offshore islands, opening a new chapter for an international tourism brand. The three-day event attracted more than 150,000 visitors, including approximately 4,000 from abroad. Participating businesses recorded more than NT\$2.7 million in sales; and estimated tourism economic benefits exceeded NT\$351.15 million.
- Events held included the Siraya Life Festival, Siraya Summer Chill Series, 2024-2025 Taiwan Hot Spring & Fine-Cuisine Carnival, Wonderland Siraya Cycling series, Tsengwen Reservoir Canyon Concert, and Siraya 5COOL Music Festival, integrating industry brands into event programming. The events attracted 2.61 million visitors and generated more than NT\$601,000 in tourism value.
- Seventeen businesses in the jurisdiction had cumulatively obtained certifications related to Muslim-friendly tourism environments, venues, and products.
- Industrial guidance and tourism capacity-building were provided for Siraya tribal communities within the jurisdiction. A total of six tribes were assisted, one tribal product was listed for sale, one itinerary was developed, 12 indigenous craft-experience promotional courses and one results presentation were held, 40 employment-assistance opportunities were provided, and indigenous tourism attracted 3,200 visitors.



茂林國家風景區



Maolin National Scenic Area

2025 南島族群婚禮 10 對新人情定霧臺鄉
2025 Austronesian Wedding: Ten Couples Pledge Their Love in Wutai Township



規劃建設 Planning and Construction

- 完成「六龜成功吊橋改建暨周邊環境改善工程」、「十八羅漢山自行車服務中心週邊環境改善工程」、「三地門森林公園景觀台延伸及周邊改善工程」、「十八羅漢山自行車道沿線綠美化改善工程（第三期）」等 4 件工程。
- 完成「荖濃遊客服務設施工程變更興辦事業計畫」及「荖濃溪左岸遊客服務設施興辦事業計畫」。



十八羅漢山自行車服務中心週邊環境改善工程
Eighteen Arhats Mountain Bicycle Service Center Surrounding Environment Improvement Project

- Completed four projects : The Liugui Chenggong Suspension Bridge Reconstruction and Surrounding Environment Improvement Project; the Eighteen Arhats Mountain Bicycle Service Center Surrounding Environment Improvement Project; the Sandimen Forest Park Viewing Platform Extension and Surrounding Improvement Project; and Phase III of the Eighteen Arhats Mountain Bikeway Corridor Greening and Beautification Improvement Project.
- Completed the Laonong Visitor Service Facility Project Revised Development Plan and the Laonong River Left Bank Visitor Service Facility Development Plan.



紫斑蝶蝶況及生態調查
Purple Crow Butterfly Status and Ecological Survey



經營管理 Operations and Management

- 辦理「紫斑蝶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（臺灣缺蠅）」等 9 項經營管理工作。
- 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「2025-2026 年荖濃溪遊憩線淡季遊程及主題活動推廣」活動、「2025-2026 年茂林雙年賞蝶季系列活動」、「自行車旅遊系列活動」、「2025-2026 寶來不老溫泉整合行銷委託服務案」、「114-115 年部落產業培育推廣執行案」、「冬季主題活動振興推廣整合行銷委託服務案」等系列活動。
- 持續推動高雄觀光圈，偕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，計上架自由行體驗行程 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。

- Nine operational tasks were implemented, including Analysis and Research of Purple Crow Butterfly Populations and Habitat Maintenance; environmental cleaning and maintenance at Xinwei Forest Park, the Laonong Recreation System, and the North Pingtung Recreation System; 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 (Forcipomyia taiwana) at Xinwei Forest Park.
- Two PPP ROT projects were advanced for the Liangshan Recreation Area Campsite Expansion/Rehabilitation and Operation Transfer (ROT) Project in Majia Township, Pingtung County, and the Saijia Paradise Camping Area Operation Transfer (ROT) Project in Sandimen Township, Pingtung County.
- Ten lease, operation, and management projects were advanced, including for the Tulongwan Visitor Activity Service Area Office, Baolai Visitor Service Area, Xinwei Forest Park Recreation Spaces, Wutai Recreation Service Facilities, Maolin Visitor Center, Saijia Recreation Area land, bicycle rental station at Xinwei Forest Park, new first-floor space at Maolin Visitor Center, first floor of the Liangshan South Management Station Office, and Eighteen Arhats Mountain Service Area in Liugui District, Kaohsiung City.

- 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 and themed activity promotions (2025–2026), Maolin Purple Butterfly Valley Biennial Butterfly Beauty Festival (2025–2026), Cycling Tourism series, Baolai "Ageless Hot Springs" integrated marketing campaign (2025–2026), 2025–2026 Indigenous Industry Cultivation and Promotion Implementation Project, and Winter Activity Revitalization and Promotion Integrated Marketing Campaign.
- 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 (including cruises) served over 1,744 visitors. Ten recommended packages drew over 2,634 customers. Two KOL fam tours were arranged.



大鵬灣國家風景區



Dapeng Bay National Scenic Area

2025 帆船生活節
2025 Dapeng Bay Sailing Life Festival



規劃建設 Planning and Construction

- 改善灣域水環境及持續進行大鵬灣潮口航道及灣域浚渫、完成灣域截導流南平東段改善工程、濱灣公園停車場廁所興建工程、大鵬灣景點服務設施改善工程、小琉球景點環境改善工程、蚵殼島修繕、大鵬灣自行車路線等改善工程，並與中華碳匯產業推展協會規劃於大鵬灣域進行藍碳生態復育試驗，簽署進行「大鵬灣海洋環境復育暨藍碳增匯示範區」計畫備忘錄，以提升旅遊服務設施品質及機能。
- 完成大鵬灣通用設計改善、濱灣公園停車場廁所興建工程、跨海大橋人行道修繕、大鵬灣綠帶植栽綠美化，提供遊客友善、舒適及永續休憩環境。
- 優化完成小琉球景點水電污水及排水系統、海景休閒渡假區公廁及盥洗室修繕、設置階梯休憩區與多元廣場、持續進行「琉」行之道賞景步道優化營造工程，優化整體觀光環境。

- Bay water environment improvements continued, including dredging of the Dapeng Bay inlet channel and bay area. Completed projects included the Nanping East Section flow interception/diversion improvement project, construction of restrooms at the Binwan Park parking lot, improvements to visitor-service facilities at Dapeng Bay attractions, environmental improvements at Xiaoliuqi attractions, Oyster Shell Island repairs, and Dapeng Bay cycling-route improvements. In addition, a memorandum of understanding was signed with the Chinese Carbon Sink Industry Promotion Association to conduct a blue-carbon ecological restoration trial in Dapeng Bay under the "Dapeng Bay Marine Environment Restoration and Blue Carbon Enhancement Demonstration Area" project, enhancing the quality and functionality of tourism service facilities.
- Universal-design improvements at Dapeng Bay, construction of restrooms at the Binwan Park parking lot, repairs to the pedestrian walkway on Dapeng Bay Bridge, and greening and beautification of Dapeng Bay greenbelt plantings were completed, providing a friendly, comfortable, and sustainable visitor recreation environment.
- Improvements were completed to water, electricity, wastewater, and drainage systems at Xiaoliuqi attractions; public restrooms and washrooms at the Seaview Leisure Resort were renovated; stepped rest areas and multipurpose plazas were created; and improvements continued on the "Let's Go for a Walk" Scenic Trail, enhancing the overall tourism environment.

2025 LIGHT ONE BIKE 大鵬灣單車活動
2025 Light One Bike Dapeng Bay Cycling Event



經營管理 Operations and Management

- 持續推動民間參與大鵬灣公共建設 BOT 案（遊一、二、三區），攜手民間共創多贏。
- 於 BOT 招商完成交地前，辦理轄區亮點場域部分空間「單車館」、「海上教堂」、「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。
- 提高國人友善環境及保育觀念，推廣大鵬灣濕地群環境教育課程共 59 梯次，計 2,299 人次參與。
- 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。
- 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。



宣傳推廣 Advertising and Promotion

- 辦理 2025 大鵬灣帆船生活節、2025 自行車系列活動（LightOneBike 及極點慢旅-極南點鵝鑾鼻燈塔自行車活動）、第十屆海灘貨幣愛龜活動、2025 大鵬灣鐵人三項系列賽、2025 青洲灣暖冬派對。
- 持續推動觀光圈政策，整合屏東食、宿、遊、購、行觀光資源，以低碳永續、跨域共享、品牌形塑、精準行銷、數位轉型為推動原則，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。
- 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。

- Private participation in the Dapeng Bay public construction BOT project (Recreation Zones 1, 2, and 3) continued, creating win-win outcomes for the public and private sectors.
- Before land handover following completion of BOT investment solicitation, partial spaces at highlight sites in the jurisdiction—including the Bicycle Pavilion, Seaside Chapel, Speedway and GO-KART, shops, boat slips, and Seaview Leisure Resort on Xiaoliuqi—were leased, operated, and managed. These sites provided quality dining, recreation, sightseeing, nighttime lake tours, water activities, and visitor information services, strengthening service capacity.
- To promote visitor-friendly environments and conservation awareness, 59 Dapeng Bay Wetlands environmental education sessions were held, attracting 2,299 participants.
- In partnership with local governments, island-wide environmental activities included the "No Plastic Island" initiative, a drinking fountain map, Xiaoliuqi Love for Turtles Beach Cleaning, tableware rental, and raincoat reuse, promoting plastic reduction on the island. Electronic visitor-count boards were installed in intertidal zones to regulate visitor numbers and protect intertidal ecosystems.
- Eco-restaurant certification was promoted in partnership with local associations in Liugu Township. Close integration with the local tourism industry led to the introduction of "Green Sustainable Tourism Itineraries" and domestic and international marketing and promotion, advancing green tourism on Xiaoliuqi.

- Events included the 2025 Dapeng Bay Marine Festival, 2025 Cycling Series (Light One Bike and the Slow Travel to Taiwan's Extremes—Southernmost Point Eluanbi Lighthouse Cycling Activity), 10th Beach Money Turtle Protection Activity, 2025 Dapeng Bay Triathlon Series, and 2025 Qingzhou Bay Warm Winter Party.
- The NSA continued to promote Tourism Circle policy. It integrated tourism resources in Pingtung, including dining, accommodation, recreation, shopping, and transportation. Cross-regional resource sharing, brand development, precision marketing, and digital transformation initiatives were advanced under the principles of low-carbon sustainability. Efforts aimed to enhance the quality of tourism-service hardware and software, develop distinctive styles, build complementary industry strengths, and expand visitor sources and benefits.
- Promotion of ecological sustainability in the Liugu Scenic Area continued. In addition to dispersing visitor flows through the "Let's Go for a Walk" Scenic Trail, ecological conservation and plastic-reduction efforts were advanced in line with environmental-protection policies, positioning Xiaoliuqi as an ecological learning island.

2025 大鵬灣鐵人三項
2025 Dapeng Bay Triathlon



2025 青洲灣暖冬派對
2025 Qingzhou Bay Warm Winter 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。114 年辦理第 2 次觀光圈市集日，透過駐外辦事處強化行銷觀光圈國際市場遊程，並於 10 月 17~11 月 16 日間辦理 4 場市集日活動，展現區域觀光執行成果。
- 114 年 2 月起由本署國家風景區管理處推動輔導成立北區 & 馬祖、中區 & 金門、南區 & 澎湖、東區等 4 個區域觀光圈社團法人協會，期透過官方和在地溝通討論，凝聚觀光產業共識，落實在地永續經營發展。
- 持續經營五大面向政策，透過觀光圈與地方產業及中央各部會共同合作資源共享，全年完成 33 場產品推介會、共識會議及媒介交流會等活動，輔導 64 個店家完成營業場域風格形塑，64 個在地特色商品開發，推出 289 條創新遊程，1,249 項商品及 152 種電子套票上架銷售；另為提升宣傳效益，拍攝 85 部影片、辦理 54 條踩線活動及 71 場成果發表會，帶動觀光圈品牌力。
- 為鼓勵觀光圈產業持續優化旅遊產品，北、中、南、東四場次的市集日活動同步舉行「2025 年觀光圈大賞競賽」，評選出最佳美味獎、最佳伴手禮獎以及最佳永續獎。另為推廣在地遊程，114 年增加了最佳遊程獎以及創新體驗獎，宣傳在地業者精選遊程，鼓勵民眾前往觀光圈旅遊。有別於 113 年，114 年各獎項選出前 3 名，更多優良的在地產業被旅客看見，深化地方觀光發展。



由左到右：北區 & 馬祖觀光圈市集日：民眾踴躍逛北岸兜兜市集、中區 & 金門觀光圈市集日：民眾參加狀況、南區 & 澎湖觀光圈市集日：國際客同歡、東區觀光圈市集日：攤商合影。From left to right：North Region & Matsu Tourism Circle Market Day：Visitors enthusiastically explore the North Coast Doudou Market; Central Region & Kinmen Tourism Circle Market Day：Visitor participation; South Region & Penghu Tourism Circle Market Day：International visitors join the festivities; East Region Tourism Circle Market Day：Vendors at the market

- To continue publicizing post-pandemic tourism-recovery measures, showcase Tourism Circle achievements, expand the economic benefits of scenic areas, and achieve the goal of regional shared prosperity, the Tourism Administration integrated the tourism resources of 18 tourism circles under seven regional tourism circle brand identities–North, Central, South, East, Kinmen, Matsu, and Penghu–in 2024. This created regionally distinctive tourism products for Taiwan, with an emphasis on overseas international promotion. In 2025, the second Tourism Circle Market Day was held. Overseas offices strengthened marketing of Tourism Circle itineraries for international markets, and four Market Day events were organized from October 17 to November 16 to showcase regional tourism implementation results.
- In February 2025, national scenic area headquarters began to promote and guide the establishment of four incorporated regional tourism circle associations: North Region & Matsu, Central Region & Kinmen, South Region & Penghu, and East Region. Through communication and discussion between public authorities and local stakeholders, the associations are expected to build consensus within the tourism industry and implement sustainable local operations and development.
- Five major policy dimensions continued to be advanced. In 2025, 33 activities, including product-promotion meetings, consensus meetings, and media exchange events, were completed through resource sharing among tourism circles, local industries, and central-government ministries and agencies. Assistance was provided to 64 businesses in developing distinctive business-space styles, 64 local specialty products were developed, 289 innovative itineraries were launched, and 1,249 products and 152 electronic packages were listed for sale. To improve promotional effectiveness, 85 videos were produced, 54 familiarization activities were conducted, and 71 events were held to present results, strengthening tourism circle brands.
- The 2025 Tourism Circle Awards Competition was held along with the four Market Day events in the North, Central, South, and East regions to encourage the further improvement of tourism products by tourism circle industries. Awards were presented for Best Flavor, Best Souvenir, and Best Sustainability. The Best Itinerary Award and Innovative Experience Award were added in 2025 to promote local itineraries offered by local businesses and encourage the public to visit tourism circles. In a departure from the 2024 awards, the top three winners were selected for each category in 2025 to showcase more outstanding local industries to travelers and deepen local tourism development.

觀光圈亮點成果

Tourism Circles Achievement Highlights

114 年以 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
The tourism resources of 18 tourism circles were integrated into seven regional tourism circle brand identities in 2025

	部會跨域 共享(個) Interagency Sharing (cases)	品牌形象 Branding				創新遊程 Innovative Tours		數位轉型 Digital Transformation					精準行銷 Precision Marketing		
		CIS (個) CIS (cases)	產品風格 形塑(個) Product Styling (cases)	店家風格 形塑(個) Shop Styling (cases)	推廣 說明會(場) Promotional Briefings (cases)	國內市場 遊程(條) Domestic Market Tours (routes)	國際市場 遊程(條) Int'l Market Tours (routes)	店家輔導 (家) Store Guidance (shops)	商品上架 (個) Products Marketed (items)	商品通路 (個) Product Channels (Lines)	電子套票 (套) e-Tickets (packages)	電子套票 通路(條) Electronic Package Channels (Lines)	成果 發表會(場) Achievement Presentations (events)	影片 (部) Videos	踩線活動 (場) Fam Tours
東北角 Northeast and Yilan Coast	20	0	4	4	2	14	8	0	31	5	28	2	5	28	7
北觀 North Coast and Guanyinshan	15	1	2	6	8	16	12	24	0	0	10	4	2	4	3
參山 Tri-Mountain	32	0	0	0	0	85	27	28	102	23	53	3	6	2	4
阿里山 Alishan	10	0	7	0	0	3	0	0	15	1	0	1	8	2	3
日月潭 Sun Moon Lake	5	0	6	10	1	3	0	0	0	0	0	0	9	0	0
雲嘉南 Southwest Coast	17	1	7	1	4	13	15	19	460	24	25	2	10	2	10
西拉雅 Siraya	38	2	8	6	2	29	16	60	66	1	29	6	12	5	8
茂林 Maolin	28	0	0	0	1	10	5	23	48	2	0	0	2	16	0
大鵬灣 Dapeng Bay	3	1	0	0	0	7	0	12	47	3	0	0	1	8	6
東海岸 East Coast	5	0	0	6	1	4	0	15	5	0	0	0	0	2	4
花東縱谷 East Longitudinal Valley	6	0	0	9	1	0	4	7	7	0	0	0	4	3	1
澎湖 Penghu	19	1	11	0	2	3	1	19	443	3	0	0	7	2	1
馬祖 Matsu	10	1	10	14	10	5	2	9	0	0	2	6	3	10	5
金門 Kinmen	19	1	9	2	1	6	1	7	25	1	5	1	2	1	2
合計 Total	227	8	64	58	33	198	91	223	1,249	63	152	25	71	85	54

雙軸 Dual-Track Transformation 轉型

【智慧景區 價值升級】 Smart Scenic Sites, Value Enhancement

以「永續韌性 × 數位創新」為核心，觀光署推動產業與風景區的雙軸轉型，透過 2025 觀光產業數位博覽會，展示 AI 無人服務、機器人應用、即時翻譯與數位孿生等新興技術，為中小業者減輕人力壓力，同時提升服務品質與旅遊體驗；並以觀光盃 Open Data 黑客松匯聚創意能量，鼓勵運用開放資料發展生成式 AI 導覽與無障礙旅遊等應用方案，結合數據治理深化旅運洞察，在科技與旅遊交織之間，持續拓展臺灣觀光的國際視野與未來想像。

Centered on "Sustainable Resilience & Digital Innovation," the Tourism Administration advanced the dual-track transformation of the tourism industry and scenic areas. Through the 2025 Digital Transformation Expo for the Tourism Industry, it showcased emerging technologies including AI-powered automated services, robotics applications, real-time translation, and digital twins, helping small and medium-sized operators (SMEs) ease labor shortages while improving service quality and the visitor experience. Additionally, The Tourism Cup Open Data Hackathon also brought together creative energy, encouraging the use of open data to develop applications such as generative AI tour guides and accessible travel solutions. By integrating data governance to deepen insights into travel patterns, Taiwan continued to expand the international perspective and future possibilities of its tourism sector at the intersection of technology and travel.



觀光產業數位轉型 Digital Transformation of the Tourism Industry

面對全球 AI 浪潮與疫後旅遊趨勢，交通部觀光署以「永續韌性 × 數位創新」為核心，全面推動觀光產業與國家風景區之雙軸轉型。在產業端，透過辦理「觀光產業數位博覽會」及「觀光盃黑客松」，引導中小型業者導入 AI 翻譯、自動化服務及永續管理工具，解決人力成本痛點並強化數據加值應用。另同步推動數據治理，導入電信信令監測人流、建置 PWA 行動旅服、AI 多語導覽及數位孿生技術，優化遊客沉浸式體驗與管理效能。藉由科技賦能與虛實整合，具體提升我國觀光服務品質與國際競爭力。

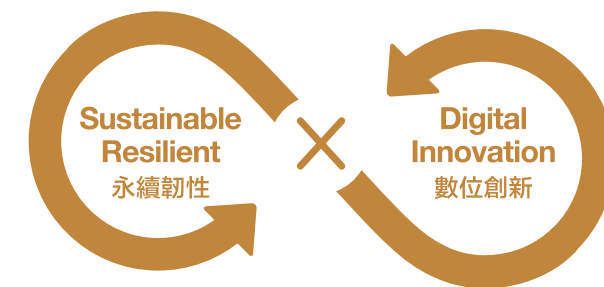
In response to the global AI wave and post-pandemic travel trends, the Taiwan Tourism Administration comprehensively promoted the dual-track transformation of the tourism industry and national scenic areas, with "Sustainable Resilience & Digital Innovation" at its core. On the industry side, the administration organized the Digital Transformation Expo for the Tourism Industry and the Tourism Cup Open Data Hackathon to guide small and medium-sized operators (SMEs) in adopting AI translation, automated services, and sustainable management tools, addressing labor cost challenges while strengthening value-added data applications. Concurrently, it advanced data governance by introducing telecommunications signaling for visitor flow monitoring, building Progressive Web App (PWA) mobile travel services, and adopting AI multilingual guide systems and digital twin technology, thereby enhancing immersive visitor experiences and management efficiency. Through technology empowerment and the online-to-offline (O2O) integration, Taiwan has tangibly improved the quality and international competitiveness of its tourism services.

「2025 觀光產業數位博覽會」

2025 Digital Transformation Expo for the Tourism Industry

為協助中小型觀光業者了解並導入創新數位工具，本署於 114 年擴大辦理南、北兩場「2025 觀光產業數位博覽會」。其中，南部場於 6 月 27 日至 29 日首度結合台灣仲夏節活動於高雄駁二蓬萊 B4 倉庫辦理，特別規劃「旅行探索站」、「觀光遊樂站」、「智慧景區」與「旅宿服務站」四大主題區域，以沉浸式情境展示 AI 無人拉麵機、智慧調酒機、AI 虛擬人導覽、AI 即時雙向翻譯機及 360 環景電子安全圍籬等近 20 種科技產品，推動南部地區觀光產業數位轉型意識；北部場則於 12 月 2 日至 3 日於台北松菸舉辦。「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」匯集超過 40 家科技業者，展示包括智能珍珠奶茶機與小籠包機、智慧主廚機器人手臂、跨樓層服務機器人及 AI 智慧多語導覽系統等科技應用；另透過「媒合沙龍」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。協助業者降低人力成本並提升服務品質，持續擴大展會品牌影響力並深化產學交流，參與人數更擴大高達 10,161 人次。

To help small and medium-sized tourism operators understand and adopt innovative digital tools, the Tourism Administration expanded the 2025 Digital Transformation Expo for the Tourism Industry in 2025, holding events in both southern and northern Taiwan. The southern event was held from June 27 to 29 at Pier-2 Art Center's Penglai B4 Warehouse in Kaohsiung, in its first-ever integration with the Solar Festival in Taiwan. It featured four specially designed themed zones: "Travel Exploration Station," "Tourist Amusement Station," "Smart Scenic Areas," and "Lodging Service Station." Through immersive scenario-based displays, the event presented nearly 20 technology products, including AI-powered ramen machines, smart cocktail machines, AI virtual human guides, AI real-time two-way translators, and 360-degree panoramic electronic safety fencing, driving digital transformation awareness across southern Taiwan's tourism sector. The northern event was held from December 2 to 3 at Taipei Songshan Cultural and Creative Park. The "Thematic Forum" convened representatives from industry, government, and academia to discuss policy promotion for the digitalization of the tourism industry and strengthen consensus on tourism development. The "Smart Technology Experience Zone" brought together more than 40 technology companies, showcasing innovations such as intelligent bubble tea and xiaolongbao machines, smart chef robotic arms, inter-floor service robots, and AI-powered smart multilingual guide systems. In addition, through the "Matchmaking Salon," operators were able to explore tourism technology products, receive transformation counseling, and learn about forward-looking trends based on the diverse needs of the tourism industry. These initiatives assisted operators in reducing labor costs and improving service quality, while continuing to expand the exhibition's brand influence and deepening industry-academia exchange. The event attracted 10,161 visitors.



2025 觀光產業數位博覽會
2025 Digital Transformation Expo for the Tourism Industry



114 年觀光盃 Open Data 黑客松
2025 Tourism Open Data Hackathon

「觀光盃 OpenData 黑客松」 Tourism Cup Open Data Hackathon

114 年擴大徵件範圍舉辦黑客松競賽，強化觀光開放資料（Open Data）之加值運用，首度鼓勵企業與新創團隊參與，共吸引 109 隊報名，最終遴選出企業公開組 13 組及大專院校組 11 組獲獎團隊。獲獎作品緊扣產業痛點，廣泛結合 AI、大數據與視覺辨識等技術，提出多元且具落地潛力的創新解方，如運用生成式 AI 打造「虛擬導遊與個人化行程助手」、結合 ESG 概念推出「碳足跡追蹤與綠色住宿推薦」引導環保旅程；或針對景區管理與平權，開發「AI 人流交通系統」解決擁擠難題，並設計「無障礙旅遊 APP」，提供智慧與永續旅遊體驗，為產業注入創新動能。



In 2025, the scope of submissions for the hackathon competition was expanded to strengthen the value-added use of tourism open data. For the first time, enterprises and start-up teams were encouraged to participate. A total of 109 teams registered, and 13 winning teams in the Enterprise Open Category and 11 winning teams in the College and University Category were ultimately selected. The winning entries closely addressed industry pain points and widely integrated technologies such as AI, big data, and computer vision to propose viable, and market-ready solutions. These included the use of generative AI to create "virtual tour guides and personalized itinerary assistants," the integration of ESG concepts to launch "carbon footprint tracking and green lodging recommendations" for environmentally friendly travel, the development of an "AI visitor flow and traffic system" to address crowding issues in scenic area management, and the design of an "accessible travel app" to promote travel equity. Together, these smart and sustainable solutions inject fresh momentum for innovation across the tourism sector.

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。本署以「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 response to global tourism development trends and domestic industry upgrading needs, the Tourism Administration actively promoted its "Smart Scenic Area Transformation" strategy to realize the goals of sustainability, innovation, and smart governance advocated in the Taiwan Tourism 2030 White Paper. Built on the core pillars of "data integration, technology adoption, and service innovation", the Tourism Administration focused on three dimensions—"smart management," "smart services," and "smart marketing"—to drive the evolution of data governance and services across scenic areas in Taiwan.



智慧管理 Smart Management

強化數據整合與預警系統，提升治理效能。除於熱門據點導入人車流 AI 辨識及具備異味、備品偵測之智慧公廁外，更依各管理處需求導入創新應用，如日月潭腳踏車道以 AI 影像辨識技術建構數位圍籬，防範機車違規闖入；北觀處強化水域安全監視，大幅減少人力巡檢成本並增強安全保障。

智慧服務 Smart Services

提供遊客無縫接軌的數位體驗。優先完成北區、東區及金門觀光圈之「PWA 行動旅服」系統建置，結合適地性服務（LBS）主動推播即時交通與旅遊情報；同時透過數位孿生與 AR/VR 技術，建置如參山處處擬微模型主題館、東北角 3D 旅遊地圖等沉浸式體驗，提升整體旅遊便利性與趣味性。

智慧行銷 Smart Marketing

採取虛實整合策略擴大行銷綜效。線上透過「數位孿生」技術將國家風景區（如野柳女王頭）進行高精度 3D 建模與遊戲化應用，創造線上線下串聯之創新體驗；同時於各重點景區廣設 4K 高畫質即時影像（鏡頭君）供民眾線上觀賞以創造話題。線下則於遊客中心導入 VR/AR 等沉浸式互動科技，並結合互動自拍與電子商務平臺（如阿里山 easy go 整合逾 10 個國內外通路），將數位感動有效轉化為實體觀光產值。



北海岸白沙灣高解析度即時影像
High-resolution live image of Baishawan
on the North Coast



東海岸 PWA 行動旅服
East Coast PWA Mobile Travel Service



阿里山 easy go 電子商務平臺
Alishan Easy Go E-Commerce Platform

Data integration and early warning systems were strengthened to improve governance efficiency. In addition to introducing AI recognition of pedestrian and vehicle flows at popular sites and smart public restrooms equipped with odor and supply detection functions, innovative applications were adopted based on individual administration needs. For example, AI image recognition technology was used to create a digital fence to prevent motorcycles from entering illegally along the Sun Moon Lake bikeway. The North Coast and Guanyinshan National Scenic Area Administration (NSA) also strengthened water safety monitoring, significantly reducing the manpower required for patrol inspections while enhancing safety protections.

Seamless digital experiences were provided for visitors. The "Progressive Web App (PWA) mobile travel service" systems for the Northern Region, Eastern Region, and Kinmen tourism circles were completed as a priority. By integrating location-based services (LBS), the systems proactively deliver real-time transportation and travel information. At the same time, digital twin and AR/VR technologies were used to create immersive experiences, such as the Tri-Mountain National Scenic Area Administration's (NSA) virtual micro theme pavilion and the Northeast Coast 3D travel map, enhancing both travel convenience and visitor engagement.

An integrated virtual-and-physical strategy was adopted to expand marketing synergies. Online, digital twin technology was used to create high-precision 3D models and gamified applications for national scenic areas, such as the Queen's Head in Yehliu, generating innovative experiences that seamlessly bridge online and offline engagement. At the same time, 4K high-resolution live camera feeds, known as "Camera Man," were widely installed across key scenic sites, enabling the public to view them online and helping create buzz. Offline, visitor centers integrated immersive interactive technologies such as VR/AR, and these were combined with interactive selfie functions and e-commerce platforms. For example, the "Alishan Easy Go" tourism e-commerce platform integrated more than 10 domestic and international sales channels, effectively converting digital engagement into tangible tourism value.

PWA 行動旅服與喔熊 AI 小幫手

PWA Mobile Travel Service and OhBear AI Assistant

落實「行動優先」理念，建置免下載 APP 即可使用之「PWA 行動旅服」，依北、中、南、東及離島等 7 大觀光區模組化開發（已完成北區、東區及金門），利用 LBS 技術整合周邊食宿遊購行與交通站點資訊。同時，升級「喔熊 AI 小幫手」，支援中、英、日等多國語言的自然對話以打破語言隔閡，透過「引導式問答」了解旅客需求，量身打造圖文並茂的專屬行程，系統並串接全臺 13 個國家風景區的官方資料庫，避免一般 AI「幻覺」問題，確保旅客掌握最正確、最即時的官方節慶與食宿情報。

To implement a "mobile-first" approach, the administration built a "PWA Mobile Travel Service" that can be used without downloading an app. The system was developed modularly for seven major tourism regions, including northern, central, southern, eastern, and offshore island areas, with the Northern Region, Eastern Region, and Kinmen modules already completed. Leveraging Location-Based Services LBS, it integrates nearby information on dining, lodging, attractions, shopping, transportation, and transport hubs. At the same time, the "OhBear AI Assistant" was upgraded to support natural conversations in multiple languages (including Chinese, English, and Japanese) helping overcome language barriers. Through "guided Q&A," it identifies travelers' needs and creates customized itineraries with both images and text. The system is also connected to the official databases of Taiwan's 13 national scenic areas, mitigating "hallucination" risks typical of general AI, and ensuring that travelers have access to the most accurate and up-to-date official information on local festivals, dining, and lodging.



喔熊 AI 小幫手 OhBear AI Assistant

串接大數據平台，建置即時人流警示儀表板

Connecting to Big Data Platforms and Building a Real-Time Visitor Flow Warning Dashboard

觀光署採用電信大數據進行客流分析，透過同步串接大數據平臺，開發即時人流智慧警示儀表板（綠、黃、紅燈），提供國家風景區管理處進行熱點分流與連續假期疏運決策。

The Tourism Administration leveraged telecommunications big data for visitor flow analysis. By synchronously connecting to big data platforms, it developed a real-time smart visitor flow warning utilizing color-coded indicators (green, yellow, and red). This tool provides National Scenic Area Administrations with real-time decision-making support for hotspot dispersal and traffic management during consecutive holidays.



北觀處網站人流警示系統畫面
The visitor flow alert system page on the North Coast and Guanyinshan NSA website

開發 AI 多語導覽系統

Developing an AI Multilingual Guide System

針對外語導遊人力不足之痛點，開發以「手機為載具、免安裝」之即時翻譯導覽系統。中文解說員只需開啟系統語音解說，遊客掃描 QR Code 進入聊天室後，系統將自動偵測遊客手機語系，透過 AI 即時語音翻譯為使用者母語，目前已支援歐美、東南亞、東亞等 26 種語系，並於各國家風景區實地推廣運用。

推動野柳女王頭數位孿生

Promoting a Digital Twin of the Queen's Head at Yehliu

與數位發展部合作推動「城鄉建模與數位雙生計畫」，以北觀處野柳地質公園為示範點，對「女王頭」及「俏皮公主」進行高精度 3D 數位建模。未來亦可結合「夜訪女王」活動，導入雙生創作徵件、光雕展演、遊戲解謎與 3D 列印個人化紀念品，創造線上線下串聯之創新觀光體驗。



東部海岸全天 AI 旅遊智慧客服 - 鏡頭君
East Coast 24-Hour AI Smart Travel
Customer Service — Camera Man

AI 智慧翻譯櫃台

AI Smart Translation Counter

為營造友善國際旅遊環境，本署自 112 年起陸續於松山、桃園、高雄國際機場設置 AI 智慧翻譯櫃台。114 年更進一步於臺中國際機場導入升級版，採透明螢幕設計，具備自動判讀並切換高達 20 國以上語言之即時雙向翻譯功能，無須手動設定即可打破語言隔閡，提升第一線旅客服務中心之接待量能。

To create a more welcoming environment for international visitors, the administration has since 2023 successively installed AI Smart Translation Counters at Taipei Songshan, Taiwan Taoyuan, and Kaohsiung international airports. In 2025, an upgraded version was further introduced at Taichung International Airport. Featuring a transparent dual-screen display, the counter provides real-time two-way translation that can automatically detect and switch among more than 20 languages. Operating without the need for manual configuration, it breaks down language barriers and strengthens the capacity of frontline visitor service centers.

To address the shortage of foreign-language tour guides, the Tourism Administration developed an installation-free, web-based real-time translation guide system for mobile devices. Chinese-speaking guides simply activate the system's voice narration. After visitors scan a QR Code to enter the chatroom, the system automatically detects the language settings on their phones and uses AI to translate the narration in real time into the users' native languages. Currently supporting 26 languages across the Americas, Europe, Southeast Asia, and East Asia, the system has been deployed for on-site operations across National Scenic Areas.

In collaboration with the Ministry of Digital Affairs, the Tourism Administration promoted the "Urban and Rural Modeling and Digital Twin Project," using Yehliu Geopark under the North Coast and Guanyinshan National Scenic Area Administration (NSA) as a demonstration site to create high-precision 3D digital models of the "Queen's Head" and "Cute Princess." In the future, these models may also be integrated with the "Yehliu Night Tours: See the Queen's Head Illuminated at Night" event through digital twin creative submissions, light projection performances, puzzle-solving games, and personalized 3D-printed souvenirs, creating innovative tourism experiences that seamlessly link online and offline engagement.



2025 野柳石光夜訪女王藝術光影饗宴
2025 Yehliu Night Tours: Queen's Head
Art and Light Show



AI 智慧多語翻譯面板
AI Smart Multilingual Translation Panel

永續主題旅遊推廣 Promoting Sustainable Tourism

- 114 年 6 月 3 日辦理「2025 世界自行車日全台灣響應活動」，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、台灣好行及氣象資訊，以一站式方式方便民眾規劃自行車遊程。並輔導近 5,000 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。
- 114 年 11 月 23 日於「日月潭 Come!BikeDay 自行車嘉年華」舉辦一日限定市集，展示「自行車友善旅宿」專區，現場呈現自行車友善旅宿限定提供多項便利服務，包括可提供車友的單車停放、簡易維修工具、清洗設備區域，以及周邊補給資訊等貼心服務，並規劃抽獎活動吸引不少民眾響應。
- 114 年度辦理 4 場次永續旅遊教育訓練暨企業參訪活動，計 77 家次旅行業者參加；並輔導 3 家旅行業者申請 GTS 綠色旅行標章、2 家旅行業者申請 Travelife 認證，鼓勵更多旅行業者響應永續觀光趨勢，並導入永續認證系統。
- 研擬「旅行業遊程碳足跡計算指引」，並完成 10 條鳳金遊程碳足跡盤查，協助業者認識碳足跡概念與計算在遊程上的實務運用方式，掌握不同遊程排放結構，鼓勵自主揭露，在碳管理、綠色採購與永續服務等面向持續優化。



自行車友善旅宿輔導座談會
Bicycle-Friendly Lodging
Guidance Symposium



旅行業碳足跡計算指引研商會議
Consultation Meeting on Carbon Footprint
Calculation Guidelines for the Travel Industry

旅行業永續旅遊研習暨參訪
Sustainable Tourism Workshop
and Visit for the Travel Industry



- On June 3, 2025, the "2025 World Bicycle Day Response Event" was held to promote bicycle tourism. The "Taiwan Bike" web portal provides information on bicycle events across Taiwan, supply stations, nearby attractions, lodging, dining, Taiwan Tourist Shuttle routes, and weather, offering a one-stop platform that makes it easier for the public to plan cycling itineraries. Additionally, nearly 5,000 lodging operators were also assisted in joining the "Bicycle-Friendly Accommodation" network, strengthening supporting services for bicycle tourism.
- On November 23, 2025, a one-day pop-up market was held during the Sun Moon Lake Come!BikeDay Cycling Festival, featuring a dedicated "Bicycle-Friendly Accommodation" zone. The on-site display presented a range of convenient services offered exclusively by bicycle-friendly accommodations, including bicycle parking for cyclists, basic repair tools, washing equipment areas, nearby supply information, and other thoughtful services. A lucky draw was also organized, attracting strong public participation.
- In 2025, four sustainable tourism education and training sessions, combined with corporate visits, were held, drawing a total of 77 travel agency attendances. Assistance was also provided to three travel agencies applying for the Green Travel Seal (GTS) and two travel agencies applying for Travelife certification, encouraging more travel agencies to embrace sustainable tourism and introduce sustainability certification systems.
- The "Guidelines for Calculating the Carbon Footprint of Travel Industry Itineraries" were drafted, and carbon footprint inventories were completed for 10 Golden Age Tours. These initiatives assisted operators understand the concept of carbon footprints and the practical application of carbon footprint calculation to itineraries, gain insight into the emission structures of different itineraries, and encourage voluntary disclosure, while driving continuous optimization in carbon management, green procurement, and sustainable services.

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 58 處旅遊服務中心；第 3 層級為地方政府及觀光署所屬管理處設置於風景區內重要遊憩據點等，共計 88 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 114 年全臺完成 665 處借問站建置。



旅客服務中心設置多語翻譯面板
Multilingual translation panel
at a visitor service center

大稻埕晉發商號加入臺北市借問站行列
Jinfu Store in Dadaocheng joins Taipei City's
information station network





遵照賴總統「國家希望工程」- 邁向 2030 年觀光產業為兆元產業之國政願景，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。



In line with President Lai's "National Project of Hope" policy vision of developing the tourism industry into an NT\$1 trillion industry by 2030, Taiwan will continue pursuing the goal of building the nation through tourism. Closely aligned with global trends in sustainability and digital transformation, Taiwan will integrate low-carbon transportation with local culture to promote green tourism, while leveraging smart technologies flagship attractions, and strategic brand marketing to showcase Taiwan's unique appeal. Through these efforts, Taiwan will boost domestic travel momentum, attract more international visitors, and progressively develop tourism into an NT\$1 trillion industry.

智庫領航：觀光研訓院掛牌，引領搶佔國際高端市場

Think Tank Leadership : Taiwan Tourism Institute Launch to Drive Expansion into High-End International Markets

籌設「財團法人台灣觀光研訓院」，做為國家級觀光智庫，已於 115 年 7 月 22 日正式掛牌成立；透過臺灣觀光品牌 3.0、國際交流及主題產品等引客行銷計畫，拓展高端旅遊、郵輪觀光、數位遊牧、會展（MICE）、國際級體育賽事及演唱會等具潛力的旅遊市場，擴大吸引旅客來臺。

The Taiwan Tourism Institute was formally inaugurated on July 22, 2026, as a national-level tourism think tank. Through visitor attraction marketing initiatives—including Taiwan Tourism Brand 3.0, international exchange programs, and themed tourism products—Taiwan will drive expansion into high-potential markets such as luxury travel, cruise tourism, digital nomad travel, meetings, incentives, conferences, and exhibitions (MICE), international sporting events, and concerts to attract more international visitors.

行銷百大亮點：標竿節慶活動加持，引爆國旅熱潮

Marketing the Top 100 Spotlights : Benchmark Festivals to Drive Domestic Travel

中央與地方攜手合作，推廣「臺灣觀光 100 亮點」全國性亮點行銷計畫；優化「臺灣觀光雙年曆」大型活動，如台灣燈會結合 AI 科技與永續理念、台灣仲夏節結合夏日活動、臺灣自行車旅遊節結合國際賽事、臺灣好湯結合在地美食等，以活動帶動人流，捲動國旅熱潮。

The central and local governments will collaborate to promote the nationwide "Taiwan's Top 100 Tourism Spotlights" marketing campaign. Major events on the "Taiwan Tourism Biennial Calendar" will be upgraded, including integrating AI technologies and sustainability concepts into the Taiwan Lantern Festival, linking the Solar Festival in Taiwan with summer activities, incorporating international competitions into the Taiwan Cycling Festival, and pairing the Taiwan Hot Spring campaign with local cuisine. By leveraging major event programming, these initiatives aim to attract visitors and generate momentum for domestic tourism.



研訓院籌備處成立
Establishment of the Preparatory Office for the
Taiwan Tourism Institute



北回之巔 - 玉山主峰
Peak of the Tropic of Cancer
—Main Peak of Yushan



臺灣觀光 100 亮點官網主視覺
Key visual for the Taiwan's Top 100 Tourism
Spotlights Website



觀光數據與影音銀行網站
Tourism Data and Multimedia Bank website

啟動雙旗艦計畫：深耕永續，打造多元旅遊標竿

Launching Two Flagship Initiatives : Advancing Sustainability and Creating Models for Diverse Tourism

推出「北回之巔旗艦計畫－微笑南灣 in 臺灣（115-118 年）」及「永續觀光景區亮點旗艦計畫 2.0（115-118 年）」兩大旗艦計畫，打造旅遊新亮點，展現臺灣多元魅力；跨部會合作推廣綠色、文化、客庄、原鄉、農遊、通用化、風金旅遊等多元主題，以永續、特色旅遊產品，吸引國內外旅客。

Two flagship initiatives will be launched: the "Taiwan's Tropic of Cancer Peaks Flagship Program : Smiling South Taiwan Initiative (2026–2029)" and the "Sustainable Tourism Destination Highlights Flagship Program 2.0 (2026–2029)". Together, these initiatives will create new tourism highlights and showcase Taiwan's diverse appeal. Through cross-ministerial collaboration, Taiwan will promote a wide range of tourism themes—including green, cultural, Hakka, Indigenous, agro-, accessible, and Golden Age tourism—attracting domestic and international visitors with distinctive, sustainable tourism products.

數位觀光轉型：智慧平臺與數據賦能景區管理

Digital Tourism Transformation : Smart Platforms and Data-Driven Destination Management

以「AI Ready」為核心，透過建置「觀光綜合管理平臺」，利用 AI 模型與視覺化工具即時監測全臺景區動向及擁擠度，落實承載力管控與安全預警，精準提升營運效率，並整合 13 個管理處網站，啟動「資料大一統」工程，打造「觀光數據與影音銀行」。透過標準化資料庫與 API 服務，優化搜尋引擎曝光並提供民間加值應用，全面強化臺灣觀光的國際數位影響力與旅客體驗。

With "AI Ready" at its core, the Tourism Administration will establish an Integrated Tourism Management Platform that leverages AI models and visualization tools to monitor visitor movements and congestion levels across Taiwan's attractions in real time. This will enable carrying capacity management and safety early-warning mechanisms while improving operational efficiency through data-driven management. Furthermore, the initiative will also integrate the websites of the 13 national scenic area administrations under a unified data initiative to create a Tourism Data and Multimedia Bank. Through standardized databases and API services, it will improve search engine visibility and support value-added private-sector applications, comprehensively strengthening Taiwan's international digital presence and visitor experience.

附錄

Appendices

大事紀 Major Events

1 月 January



1 月 1 日 – 10 月 31 日
January 1 – October 31

實施「台灣觀巴 2 人同行 1 人免費」優惠促銷措施，另配合「台灣觀光 100 亮點」輪值縣市，按季加碼為 3 折優惠，花蓮 1 至 4 月 1 折優惠，5 月 1 日至 9 月 1 日 3 折優惠

Implemented the "Taiwan Tour Bus: Buy One, Get One Free" promotion. In coordination with the rotating counties and cities featured in "Taiwan's Top 100 Tourism Spotlights," an additional quarterly 70% discounts were offered, while Hualien offered a 90% discount from January to April, and a 70% discount from May 1 to September 1

1 月 1 日 – 10 月 31 日
January 1 – October 31

「台灣好行」票價優惠，持電子票證搭乘享半價優惠（花蓮 4 條路線免費）

Taiwan Tourist Shuttle fare discounts were offered, with half-price fares for passengers using e-tickets and free rides on four routes in Hualien

1 月 3 日 January 3

「2025 台灣燈會」主燈「無限樂園」暨小提燈「蹦蹦蛇」造型發表

The designs of the main lantern, "Infinite Paradise," and the handheld lantern, "Sweetie Snake," for the 2025 Taiwan Lantern Festival were unveiled

1 月 17 日 January 17

舉辦「台灣好行」品牌識別 3.0 暨特色候車亭落成記者會

A press conference was held for the launch of Taiwan Tourist Shuttle Brand Identity 3.0 and the completion of the featured waiting pavilion

2 月 February

2 月 10 日 February 10

舉辦「2025 觀光節慶祝大會」，表揚「第 2 屆台灣觀光金獎」50 名優良觀光產業及從業人員代表

The 2025 Tourism Day Celebration Ceremony was held, honoring 50 outstanding tourism industry representatives and practitioners at the 2nd Taiwan Tourism Gold Awards

2 月 12 日 February 12

舉行「2025 台灣燈會」開燈儀式

The opening ceremony for the 2025 Taiwan Lantern Festival was held

2 月 28 日 February 28

龜山島自去（113）年受康芮風災嚴重影響後，今（114）年如期於 3 月 1 日重新開放登島，並於 2 月 28 日由觀光署周永暉署長率東北角及宜蘭海岸國家風景區管理處並邀集海巡署北部分署、林業署宜蘭分署、宜蘭縣政府、蘭陽博物館、賞鯨推廣協會、龜山島社區、蝙蝠學會、鯨豚協會、東北角之友臉書粉絲及觀光圈產業等相關單位辦理「2025 龜山島淨灘暨植樹活動」，總計超過 600 人參與並清出近 3 公噸垃圾，期藉此於龜山島開放前宣傳環境保育重要性

After being severely affected by Typhoon Kong-rey in 2024, Guishan Island reopened to visitors as scheduled on March 1, 2025. Ahead of the reopening, on February 28, Director-General Chou Yung-Hui of the Taiwan Tourism Administration led the Northeast and Yilan Coast National Scenic Area Headquarters in organizing the 2025 Guishan Island Beach Cleanup and Tree-Planting Event, together with the Northern Branch of the Coast Guard Administration, the Yilan Branch of the Forestry and Nature Conservation Agency, the Yilan County Government, Lanyang Museum, whale-watching promotion groups, the Guishan Island community, the Bat Association, the Cetacean Association, followers of the "Friends of the Northeast Coast" Facebook community, and tourism industry partners. More than 600 participants took part, removing nearly three metric tons of waste. The event also promoted the importance of environmental conservation ahead of the island's reopening



3 月 March

3 月 5 日 March 5

交通部觀光署東北角及宜蘭海岸國家風景區於 2025 德國柏林國際旅展（ITB）獲頒「好旅行聯盟（Good Travel Alliance, GTA）」創始目的地證書
The Northeast and Yilan Coast National Scenic Area (NSA) under the Tourism Administration, Ministry of Transportation and Communications, was awarded the Good Travel Alliance (GTA) Founding Destination Certificate at ITB Berlin 2025

3 月 5 日 March 5

交通部觀光署東北角及宜蘭海岸國家風景區管理處以「草嶺古道山海脈動（Caoling Historic Trail, in between the mountain and sea）」，於 114 年 3 月 5 日榮獲 2025 德國柏林國際旅展（ITB）金城門獎（The Golden City Gate : Tourism Multimedia Awards）國際文化藝術類 - 五星金獎（Golden Star）
The Northeast and Yilan Coast National Scenic Area Headquarters, Tourism Administration, Ministry of Transportation and Communications, was awarded the Golden Star Award in the International Art & Culture category at The Golden City Gate : Tourism Multimedia Awards during ITB Berlin 2025 on March 5, 2025, for "Caoling Historic Trail : In Between the Mountain and Sea."

3 月 10 日 March 10

上架全新臺灣過境旅遊主題宣傳影片
A new promotional video on the theme of transit travel in Taiwan was released

3 月 20 日 March 20

交通部觀光署東北角及宜蘭海岸國家風景區管理處「舊草嶺隧道百周年光雕展演」榮獲「2025 MUSE 設計大獎展覽項目類金獎」
The "Old Caoling Tunnel Centennial Light Projection Show" by the Northeast and Yilan Coast National Scenic Area Headquarters, Tourism Administration, MOTC, was awarded the Gold Award in the Exhibition category at the 2025 MUSE Design Awards

3 月 22 日 March 22

交通部觀光署東北角及宜蘭海岸國家風景區管理處「卯澳故事體驗場域營造工程」榮獲「2024 台灣景觀大獎 - 公園綠地類佳作」
The "Mao'ao Story Experience Site Development Project" by the Northeast and Yilan Coast NSA Headquarters, Tourism Administration, MOTC, received an Honorable Mention in the Parks and Green Spaces category at the 2024 Taiwan Landscape Awards

5 月 May

5 月 15 日 May 15

荷蘭阿姆斯特丹成立台灣觀光服務分處
A Taiwan Tourism Information Center (TTIC) was established in Amsterdam, the Netherlands

5 月 23 日 May 23

「2025 台灣仲夏節 Solar Festival in Taiwan」系列活動宣傳記者會
A promotional press conference was held for the "2025 Solar Festival in Taiwan" series of events

6 月 June

6 月 13 日 June 13

美國西雅圖成立台灣觀光服務分處
A TTIC was established in Seattle, United States

6 月 1 日 – 9 月 1 日
June 1 – September 1

配合「台灣仲夏節」台灣觀巴屏東地區加碼為 3 折優惠
In coordination with the "Solar Festival in Taiwan", Taiwan Tour Bus routes in the Pingtung area offered an additional 70% discount

6 月 7 日 – 6 月 8 日
June 7 – June 8

「2025 台灣仲夏節 仲夏來了 in 大鵬灣」主題活動
The "2025 Solar Festival in Taiwan : Midsummer Is Here in Dapeng Bay" themed event was held



7 月 July

7 月 4 日
July 4

宣傳臺灣觀光，攜手臺鐵公司將 EMU700 型電聯車彩繪成日本京急電鐵列車紅色塗裝，復刻呈現「嗶嗶嗶台灣號」主題彩繪列車，促進台日觀光雙向交流，並於 114 年 7 月 4 日正式啟航

To promote Taiwan tourism, the Tourism Administration partnered with the Taiwan Railway Corporation to repaint an EMU700 electric multiple unit (EMU) in the red livery of Japan's Keikyu Railway. Recreating the themed "Beep Beep Beep Beep Taiwan" painted train to foster two-way tourism exchanges between Taiwan and Japan, the train was officially launched on July 4, 2025, to promote two-way tourism exchanges between Taiwan and Japan

7 月 11 日 – 7 月 12 日
July 11 – July 12

第 2 屆觀光亮點獎票選啟動記者會暨亮點市集

A press conference and Tourism Spotlights Market were held to launch voting for the 2nd Tourism Spotlights Awards

8 月 August

8 月 1 日 – 8 月 4 日
August 1 – August 4

於台北世貿一館舉辦美食展，以「台灣超有料」為主題，邀請北中南東離島觀光圈及米其林業者參展

The Taiwan Culinary Exhibition was held at Taipei World Trade Center Hall 1 under the theme "Taiwan : Beyond Your Expectations," inviting regional tourism circles from northern, central, southern, eastern, and offshore island regions, as well as Michelin-recommended operators, to participate

8 月 4 日 – 9 月 19 日
August 4 – Septembert 19

辦理觀光遊樂業督導考核競賽

The Amusement Park Supervision and Evaluation Competition was held

9 月 September

9 月 2 日
September 2

辦理「好行好宿快樂揪你（journey）—交通部領航雙鐵 x 旅宿低碳旅遊」記者會，由交通部林國顯次長、觀光署黃荷婷副署長、台鐵公司馮輝昇總經理及台灣高鐵顏昭立資深副總經理共同啟動儀式

A press conference was held for "Good Travel, Good Stays—Happy Journey with You : MOTC Leads Railways & Lodging Low-Carbon Travel." The launch ceremony was jointly officiated by Deputy Minister Lin Kuo-Hsien of the MOTC, Deputy Director-General Huang Ho-ting of the Tourism Administration, President Feng Hui-Sheng of the Taiwan Railway Corporation, and Senior Vice President Yen Chao-Li of Taiwan High Speed Rail Corporation

9 月 6 日
September 6

舉辦「2025-2026 台灣好湯」啟動儀式

Launching ceremony for "2025-2026 Taiwan Hot Springs" season was held

9 月 25 日
September 25

澳洲雪梨成立台灣觀光服務分處

A TTIC was established in Sydney, Australia

9 月 29 日
September 29

東北角及宜蘭海岸國家風景區管理處「重新開啟與當地社區的對話，共創卯澳灣故事」、參山國家風景區管理處「梨山海拔兩千的永續力」、日月潭國家風景區管理處「從旅遊中學會守護棲地，收穫更深的連結與美好」、茂林國家風景區管理處「國道讓蝶道—打造紫斑蝶的回家之路」、澎湖國家風景區管理處「珊瑚的重生：澎湖海底花園的復育庇護」、東部海岸國家風景區管理處「山海之間：布農文化主導的永續實踐」及雲嘉南濱海國家風景區管理處「從候鳥到生計：台灣西南海岸的永續之路」獲頒「2025 全球綠色目的地百大故事獎」

The Northeast and Yilan Coast NSA Headquarters "Co-Creating Mao'ao: Transformative Dialogue Among Stakeholders," the Tri-Mountain NSAA's "Lishan : 2,000 Meters Above, Grounded in Sustainability," the Sun Moon Lake NSAA's "Protecting Habitats Through Travel : Finding Connection and Unexpected Beauty in Sun Moon Lake," the Maolin NSAA's "Freeway Shutdown for Butterflies – Creating a Homecoming Path for the Purple Crow Butterfly," the Penghu NSAA's "Rebirth of the Coral : Restoring and Protecting Penghu's Underwater Garden," and the East Coast NSAA's "From the Forest to the Shore : A Bunun Story of Home and Reconnection," and the Southwest Coast National Scenic Area Headquarters' "From Birds to Livelihoods: A Sustainable Path on Taiwan's Southwest Coast" received the "2025 Green Destinations Top 100 Stories Awards"

10 月 October

10 月 2 日
October 2

修正發布「發展觀光條例裁罰標準」
The revised Standards of Penalties under the Act for the Development of Tourism were promulgated

10 月 2 日 – 10 月 3 日
October 2 – October 3

10 月 8 日 – 10 月 9 日
October 8 – October 9

辦理觀光遊樂業防災人員訓練
Disaster prevention personnel training for the tourist amusement enterprise industry was conducted

10 月 17 日 – 10 月 19 日
October 17 – October 19

辦理「2025 區域觀光圈市集日（東區）」
The "2025 Regional Tourism Circle Market Days (Eastern Region)" were held

10 月 24 日 – 10 月 26 日
October 24 – October 26

辦理「2025 區域觀光圈市集日（北區 & 馬祖）」
The "2025 Regional Tourism Circle Market Days (Northern Region & Matsu)" were held

10 月 31 日 – 11 月 2 日
October 31 – November 2

辦理「2025 區域觀光圈市集日（南區 & 澎湖）」
The "2025 Regional Tourism Circle Market Days (Southern Region & Penghu)" were held



11 月 November

11 月 1 日
November 1

推出「轉機入境・好禮等你！」活動
The "Enter Taiwan, Enjoy a Gift!" campaign was launched

11 月 7 日 – 11 月 10 日
November 7 – November 10

2025 臺北國際旅展設置「台灣館」，聚焦綠色旅行，打造沉浸山海旅遊場景
The Taiwan Pavilion was set up at the 2025 Taipei International Travel Fair, focusing on green travel and creating immersive mountain-and-sea travel landscapes

11 月 7 日
November 7

交通部陳世凱部長視察觀光署於 2025ITF 台北國際旅展所設「國家風景區旅遊亮點館」，策展內容以「北回啟程微笑遊臺灣」為主題，整合各國家風景區及觀光圈業者之旅遊亮點與特色遊程，現場人潮踴躍、互動熱烈，並獲「最佳人氣獎」獎項
Minister of Transportation and Communications Chen Shih-Kai inspected the "NSA Tourism Spotlights Pavilion" set up by the Tourism Administration at the 2025 Taipei International Travel Fair. Curated under the theme "Starting from the Tropic of Cancer, Travel Taiwan with a Smile," the pavilion integrated tourism spotlights and distinctive itineraries from NSAs and tourism circle operators. The pavilion drew enthusiastic crowds and lively interaction, earning the event's "Most Popular Award."

11 月 11 日
November 11

第 2 屆觀光亮點獎頒獎典禮暨百大亮點發表記者會
The award ceremony for the 2nd Tourism Spotlights Awards and press conference announcing the Top 100 Spotlights were held

11 月 12 日
November 12

推出「金福氣感謝季」抽獎活動
The "Taiwan the Lucky Land Thank You Season" prize draw was launched

11 月 14 日 – 11 月 16 日
November 14 – November 16

辦理「2025 區域觀光圈市集日（中區 & 金門）」
The "2025 Regional Tourism Circle Market Days (Central Region & Kinmen)" were held

11 月 28 日
November 28

修正發布「發展觀光條例」第十一條條文，針對國家級風景特定區的太陽光電發電系統設置進行規範
Article 11 of the Act for the Development of Tourism was amended and promulgated, establishing regulations governing the installation of solar power generation systems in NSAs



交通部觀光署行政機關組織系統表
Organization of the Tourism Administration



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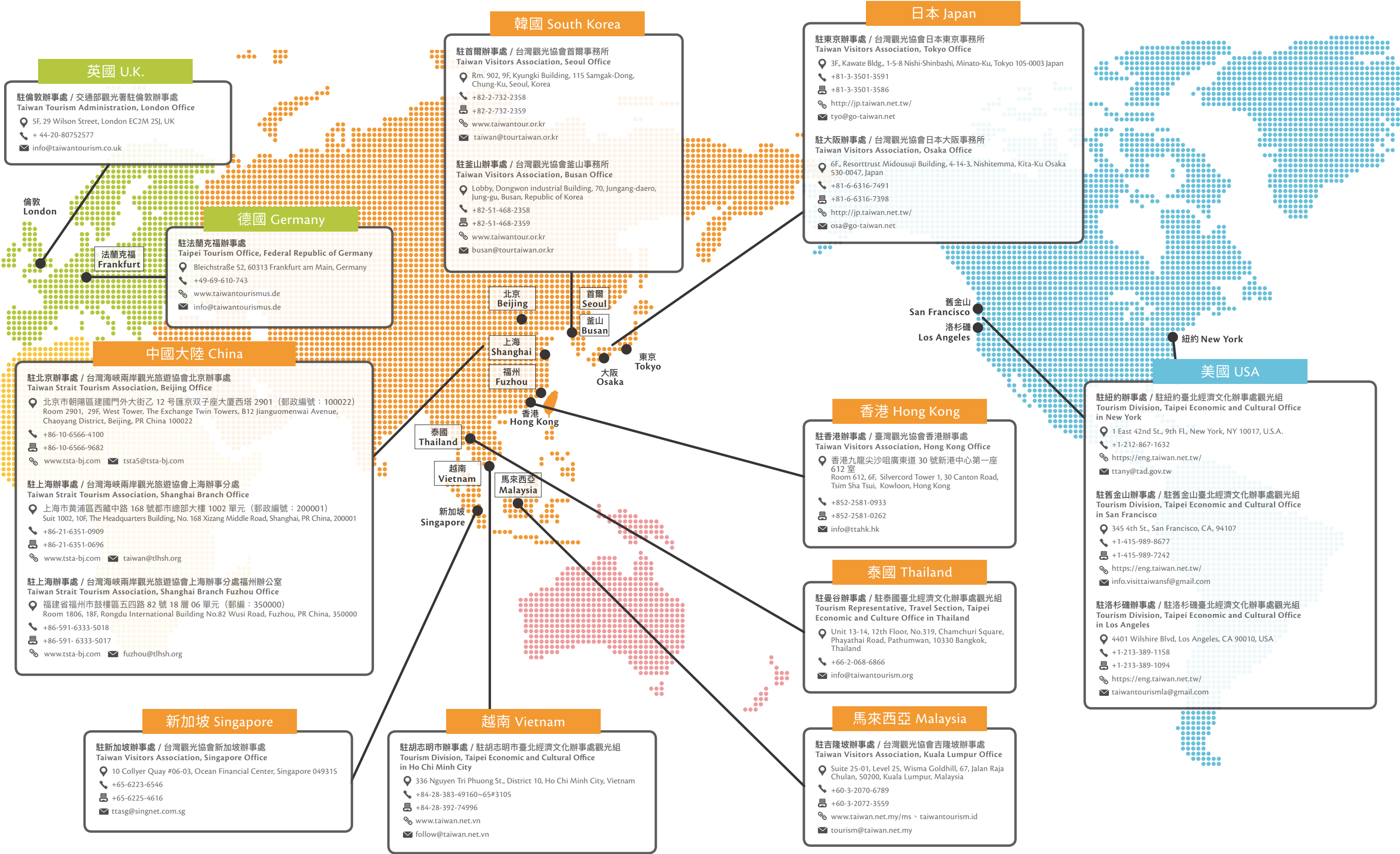
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