

※Tourism policy in 2020

1. Promote the "Tourism 2020-Taiwan Sustainable Tourism Development Program", with the goals being: "innovating and achieving sustainability, creating a local happy industry", "diversified development, creating added value for tourism", and "security and safety, and implementing tourism social responsibility." We will continue to implement 21 plans through five strategies, including: "exploring multiple markets, invigorating national tourism, restructuring the industry, developing smart tourism, and promoting experiential tourism" to actively build Taiwan's tourism brand and shape Taiwan into a "friendly, smart, and experience-based" important tourist destination in Asia.
2. In response to the impact of the Wuhan coronavirus epidemic on the livelihoods of the tourism industry, we actively promoted the short-term "tourism industry relief plan", the medium-term "tourism industry recovery and revitalization plan" and the "tourism upgrade and forward-looking plan" to revitalize the tourism market and activate the industry.

※Key points of implementation in 2020

◎Relief measures for the tourism industry: Under the guiding principle of the Ministry of Transportation and Communications' "advance deployment", we adopted training and loss compensation strategies to promote personnel training, assist the tourism industry in financing turnover loans and interest subsidies, and offered subsidies to ease the operating burdens for tourist hotels and regular hotels. We also offered subsidies, bailout subsidies for

inbound travel agencies, pre-departure subsidies for the reception of the land group tour industry, stop-in and out subsidies, operations, salary subsidies and other bailout programs.

- ◎ Promote the recovery and revitalization of the tourism industry: We cooperated with the Central Epidemic Command Center to encourage the public to carry out the "new epidemic prevention campaign", and make plans for "domestic tourism" to revitalize the tourism industry and help it recovery. Through the three phases of travel planning - "epidemic prevention travel", "safe travel" and "international marketing and promotion" - we assisted the tourism industry affected by the epidemic to promote the revitalization measures in an active and orderly manner, and fully assisted the transformation and development of the tourism industry, travel and tourism industry and tourism and amusement industry in order to enhance Taiwan tourism' s competitiveness in the domestic travel and international tourism markets.

- ◎ Tourism industry upgrade and transformation measures: In order to make the tourism industry smoothly follow up the subsequent recovery and revitalization measures, a tourism industry transformation strategy was also proposed to allow the industry to adjust its physique when the epidemic slows. The content includes encouraging regional tourism industry alliances and upgrading hot springs brand awareness and marketing, making quality improvement in the travel and accommodation industry, building a high-quality tourism and amusement industry, digital transformation of smart tourism, etc.

© Promote the Year of Mountain Tourism: (1) Promote 12 routes of the Year of Mountain Tourism in 2020 and promote the beauty of Taiwan's mountains and forests. (2) Promote the in-depth experience of 30 small towns (including 20 mountain towns) to experience tourism and create a friendly and high-quality travel service environment. (3) Build unique characteristics in each scenic spot in the National Scenic Areas, and create a user-friendly tourism environment.