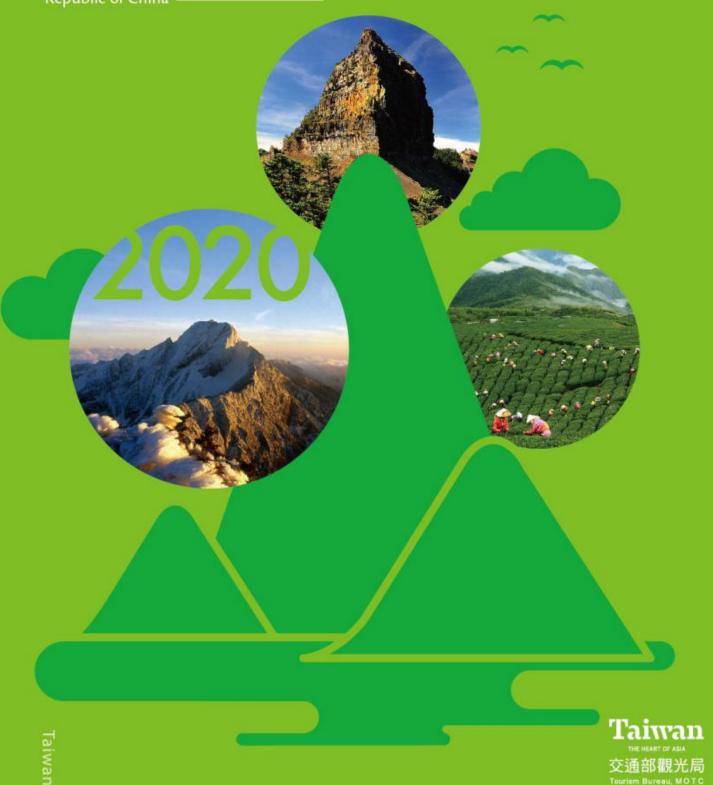
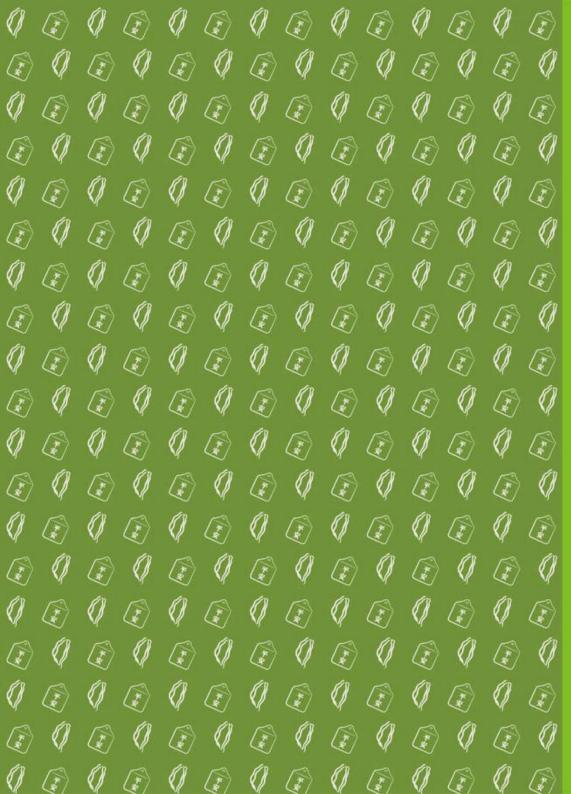
台灣觀光年報中華民國



Annual Report on Tourism 2020 Taiwan, Republic of China





台灣觀光 年報 中華民國 Annual Report on Tourism 2020 Talven Republic of China





重要施政成果

Major Policy Achievements in 2020

109年以行政院核定之「Tourism 2020-臺灣永續觀光發展方案 (2017-2020年)」為推動政策,落實「創新永

續,打造在地幸福產業」、「多元開拓,創造觀光附加價值」、「安全安心,落實旅遊社會責任」為推動目標, 持續透過「開拓多元市場、活絡國民旅遊、輔導產業轉型、發展智慧觀光及推廣體驗觀光」等 5 大策略,落實

21 項執行計畫,積極打造臺灣觀光品牌,逐步實現臺灣成為「友善、智慧、體驗」之亞洲重要旅遊目的地,惟

Covid-19 新冠肺炎疫情衝擊全球觀光產業,配合行政院 109 年 2 月 25 日公布《嚴重特殊傳染性肺炎防治及紓困》

振興特別條例》,以超前部署、穩妥有序推動各項防疫、紓困、振興措施,積極輔導產業轉型,穩固國旅體質,

In 2020, the Tourism Bureau promoted the Executive Yuan's "Tourism 2020—Taiwan Sustainable Tourism Development Plan." This plan's goals include creating a tourism industry that is innovative, sustainable, localized, positive, diverse, and creates added value while ensuring safety and social responsibility. The Development Plan advanced 21 measures through a five-

pronged strategy of "developing diversified markets, promoting domestic travel, guiding industrial transition, developing smart

tourism, and expanding experiential tourism" to build Taiwan's tourism brand and progressively turn Taiwan into a "friendly,

smart, and experiential" high-profile tourist destination in Asia. The Bureau also responded to the COVID-19 pandemic's

impact on the global tourism industry through initiatives coordinated with the Special Act on COVID-19 Prevention, Relief and Restoration promulgated by the Executive Yuan on February 25, 2020. This included promotion of epidemic prevention,

relief, and revitalization measures through a steady and orderly pre-deployment approach. It also involved guidance in industry

transformation, stabilization of the domestic tourism market, preparation for the industry's post-COVID recovery, and

為疫後產業復甦作好準備,行銷臺灣為防疫成功的安心旅遊目的地。

promotion of Taiwan as a safe destination with a successful record in COVID-19 prevention.

減緩疫情衝擊 穩固產業能量

Mitigating the Impact of COVID-19, Stabilizing the Tourism Industry:

- 觀光產業紓困方案

針對入境旅行社紓困、旅行業接待陸團提前離境補助、觀光遊 樂業團體訂單取消補貼、補貼旅館業營運負擔、觀光產業營運 及員工薪資補貼、紓困觀光人才轉型培訓、觀光產業融資貸款 及利息補貼、補助辦理防疫旅館等,至109年12月31日止, 計核撥 140.23 億元。

- 觀光產業復甦及振興方案

為提振國旅熱度,針對團體旅遊優惠、自由行住宿優惠、觀光 遊樂業入園優惠、台灣觀巴自由行優惠、補助地方政府辦理在 地特色活動等振興作為,至 109 年 12 月 31 日止,計核撥 76.13 億元。其中 109 年 7 至 10 月「安心旅遊」更帶動 1,846 萬人次 出遊,有效推升國民旅遊內需經濟,創造觀光效益達654億元, 對 109 年第 3 季經濟成長率 4.26%、全年經濟成長率 3.12% 做 出貢獻。

維繫國際市場對臺熱度

Maintaining Taiwan's Popularity in International Markets:

- 線上宣傳推廣作為

參與、協辦及主辦超過 500 場推廣行銷活動、超過 20 個 OTA 合 作案。

透過視訊會議與全球業者及官方單位就疫後共同合作、恢復市場 等議題進行雙邊會議交流。

- Online promotions

(OTA) cooperation projects.

official units for exchanges on cooperation and post-pandemic market recovery.



- Tourism industry relief plan

Financial support was provided to travel agencies arranging inbound visits. Members of the travel industry received subsidies and reimbursement related to issues such as early departure of mainland tour groups, cancellation of amusement park group tickets, hotel industry operations, and employee salaries. Financial assistance was also provided for retraining and various cash flow needs, as well as subsidies for hotel COVID-19 prevention measures. Such support amounted to NT\$14.02 billion as of December 31, 2020.

- Tourism Recovery and Revitalization Plan

Stimulus measures were launched to boost domestic travel, including group travel discounts, hotel discounts for independent travelers, amusement park admission discounts, Taiwan Tour Bus discounts for independent travel, and subsidies for local governments to arrange unique local events. As of December 31, 2020, a total of NT\$7.613 billion had been allocated for such measures. The "Safe Travels" program, implemented from July to October of 2020, incentivized 18.46 million trips, boosting domestic tourism demand and generating tourism benefits of NT\$65.4 billion. It also contributed to a 4.26% rise in the economic growth rate in the third quarter of 2020, and a 3.12% rise in the annual economic growth rate.



- 加強觀光夥伴合作

The Tourism Bureau participated in, co-organized, and hosted more than 500 online promotion and marketing activities and over 20 online travel agency

- Strengthening cooperation with tourism partners

The Bureau held frequent video conferences with global industry players and



① 人才培訓

2 營運協助

- 推動 2020 脊梁山脈旅遊年

除遴選 35 條山脈經典遊程外,觀光局暨各國家風景區管理處共舉辦 66 場推廣山脈旅遊亮點活動,吸引約 57 萬人次參與,產值達 24 億元。

- 滾動小鎮漫遊熱潮

延續「2019小鎮漫遊年」熱潮,結合脊梁山脈旅遊年主題,109年再遴選30個經典/山城小鎮。補助地方政府辦理小鎮行銷活動,吸引約199萬人次參與,產值達2億元。

- 推廣「臺灣觀光雙年曆」

包含台灣燈會等 101 項國際級及全國級的觀光活動,帶動跨區、過夜及平日時段旅遊風氣,吸引約 4,668 萬人次之遊客參加,觀光效益達約 365 億元。

- 整合旅運優惠套票

輔導縣市政府推出台灣好玩卡至少 16 條「國際經典遊程」 及 74 條路線「深耕特色遊程」。

- 提供「台灣好行」便利搭乘

輔導 21 個縣市政府及 9 個國家風景區管理處,開行 60 條 台灣好行路線 (含 47 條無障礙路線),吸引近 372 萬人次 搭乘,提供國內外自由行旅客往返主要大眾運輸場站及知 名景點間直接、友善的景點接駁服務。



跟著喔熊上山去硬漢嶺登山活動 Following OhBear to Yinghan Peak on a hiking activity

- Promoting the 2020 Year of Mountain Range Tourism

In addition to selecting 35 classic mountain tour routes, the Tourism Bureau and national scenic area administrations held 66 events promoting mountain tourism highlights. These events attracted about 570,000 participants and generated NT\$2.4 billion in value.

- Promoting small town travel

Building on the success of the 2019 Taiwan Small Town Ramble Year boom, the Tourism Bureau selected 30 classic/mountain towns to promote in conjunction with the Year of Mountain Tourism theme in 2020. Local governments received subsidies for town marketing activities. The marketing activities, attracted about 1.99 million visitors, and produced NT\$200 million in value.

- Promoting the Biannual Taiwan Tourism Calendar

In 2020, the Taiwan Lantern Festival and 100 other international and national tourism activities on the Taiwan Tourism Calendar supported a positive environment for cross-regional, overnight, and weekday travel. These events attracted 46.68 million visitors and generated tourism benefits of approximately NT\$36.5 billion.

- Integrating preferential travel packages

The Tourism Bureau provided guidance to county and city governments to help them launch at least 16 "International Classic Tours" and 74 "In-depth Specialty Tours" using the Taiwan Pass.

- Facilitating travel on the Taiwan Tourist Shuttle

The Tourism Bureau assisted 21 county and city governments and nine national scenic area administrations in the development of 60 Taiwan Tourist Shuttle routes (including 47 accessible routes). These routes attracted nearly 3.72 million riders and provided independent domestic and foreign travelers direct and friendly round-trip shuttle services between major public transportation hubs and well-known scenic attractions.



2020 臺灣金美脈 脊梁山脈攝影展 2020 Taiwan Beautiful Mountain Ridge Photography Exhibition

- 輔導「台灣觀巴」拓源轉型

至 109 年底止計有 21 家旅行社營運 86 條套裝旅遊路線。

- 整合觀光圈區域產業聯盟

至 109 年底止計 7 個管理處作為平台,成立觀光圈區域產業聯盟,辦理 15 場共識或推動說明會。

- 數位觀光體驗立體化

推動探索行動化、體驗立體化 (AR、VR) 等數位加值服務,透過臺灣觀光 VR 虛擬實境 360 全景影像,於管理處建置體驗場域,以主題年《小鎮漫遊》、《脊梁山脈》及《環遊-自行車》3部影片,讓世界各地的遊客能透過影片體驗旅遊台灣。

- Supporting expansion and transformation of the Taiwan Tour Bus service

Twenty-one travel agencies offered 86 package tours as of the end of 2020.

- Forming regional tourism industry alliances

As of the end of 2020, seven scenic area administrations had established platforms for the establishment of regional tourism industry alliances and arranged 15 consensus-building or promotion events.

3D digital tourism experiences

The Tourism Bureau promoted mobile augmented/virtual reality (AR/VR) digital value-added services. Scenic area administrations established experience zones featuring 360-degree VR images. Three videos were produced on the annual tourism themes of "Small Town Ramble," "Mountains," and "Cycling" to give people worldwide a chance to virtually experience travel in Taiwan.



局長序

Foreword

應變、轉變、再蛻變 困境中看見機會 攜手再創觀光產業新價值

Adapt, Change, and Evolve Seeing opportunity in adversity to create new value in the tourism industry

新冠肺炎疫情肆虐全球超過一年,突如其來的疫情,讓全球觀光市場瞬間進入冰河期,109年受世界各國旅遊限制令及需求暴跌影響,預估全球國際旅客減少逾10億人次、旅遊收入損失超過9,300億美金,而亞太地區是受疫情影響最早及最嚴重地區,國際入境旅客較108年減少超過3億人次。我國受國際疫情影響,109年來臺旅客共計137萬7,861人次,較108年負成長88.39%。

面對全球疫情不確定的發展,觀光局配合中央流行疫情指揮中心防疫措施,在疫情爆發之初即成立應變小組,訂定相關因應措施及應變機制,感謝觀光產業在嚴峻的疫情下,配合政府政策,共同參與防疫工作,在疫情期間暫停組團赴國外旅遊及接待來臺觀光團體入境、因應居家檢疫者或隔離者之人數遽增,配合設置防疫旅館,以及進行主要景區、夜市等公共場域人流管制相關措施,全力配合疫情防堵,維護國內防疫安全及國人健康。期間觀光局全體同仁也全心全力投入紓困工作,讓產業迅速獲得資金挹注,同時透過落實各項防疫工作,維持局務持續正常運作。





The outbreak of the global COVID-19 pandemic over a year ago plunged the international tourism market into a virtual ice age. Global tourism demand plummeted in 2020 as nations enacted travel restrictions. The number of international tourism trips fell by an estimated one billion-plus globally, pulling down tourism revenue by more than US\$930 billion. In the Asia-Pacific region, which was hit first and hardest by the pandemic, the number of international inbound tourists fell by more than 300 million from 2019. The pandemic reduced the number of inbound tourist visits to Taiwan to 1,377,861 in 2020, down by 88.9% from 2019.

Facing the uncertain development of the pandemic, the Tourism Bureau established a COVID-19 response team. It also formulated related response measures and contingency mechanisms early in the outbreak in coordination with Central Epidemic Command Center prevention measures. We are thankful that the tourism industry cooperated with government policies and prevention measures. During the pandemic, the industry suspended outbound and inbound group tours. It made hotel facilities available to meet surging demand for quarantine space. It also carried out crowd control measures at major scenic spots, night markets and other public areas. Through its full cooperation with pandemic prevention measures, the tourism industry helped to control the outbreak and protect public health. The devotion of all of my colleagues at the Tourism Bureau to relief work was also vital to the industry's ability to quickly access financial support. Our team also implemented COVID prevention measures to ensure that our Bureau's normal operations were not interrupted.

回顧 109 年,新冠肺炎對觀光產業造成前所未有的衝擊,對於 觀光產業而言,可說是營運非常艱辛的一年,觀光局始終與業 界站在一起,做業界堅強的後盾,除推動薪資及營運補貼等各 項紓困方案來減少產業經營壓力,我們也陸續推動「防疫踩線 旅遊」、「安心旅遊」及「疫後觀光整備」三階段的旅遊方案, 由國內旅遊展開振興復甦,穩定有序提振國旅市場,帶動國人 1.846 萬人次出遊,創造直接間接觀光效益達 654 億元,有效推 升「食、宿、遊、購、行」國民旅遊內需市場動能。除穩住產 業經營的元氣,藉由辦理跨專業種子人員培訓,加速建立產業 數位化思維,奠基產業數位轉型基礎,以強化疫後產業數位轉 型營銷能力,並輔導業者轉型經營國民旅遊,創新旅遊產品, 業者也推出全球第一艘復航的國際郵輪之「跳島遊程」,帶動 跳島旅遊新熱潮,讓臺灣觀光產業順勢轉型,創造觀光產業新 價值,期與觀光產業合力走出疫情陰霾,展現臺灣觀光產業堅 毅的韌性與發展潛力。總計 109 年旅行社總公司家數仍較 108 年增加 49 家,旅宿業增加 546 家,整體房間數增加 4.426 間。

經濟合作暨發展組織(OECD)形容 COVID-19 是一生一次的機會,讓觀光產業發展出更永續且具韌性的商業模式。疫情總有結束的一天,為打造更有競爭力的觀光產業,將持續依行政院核定之「Taiwan Tourism 2030 臺灣觀光政策白皮書」為指導方針,並依「Tourism 2025-臺灣觀光邁向 2025 方案」落實執行,並因應疫情發展調整策略布局為「前期(2021-2022 年)提振國旅、後期(2023-2025 年)布局衝刺國際」。讓我們一起攜手轉變,共度難關,疫情期間把基本功做好,等到疫情解封後,立即投入國際市場,加速產業復甦,就有絕佳的機會從疫情海嘯第一排轉為絕美海景第一排。

本年報的出刊,希望能將 109 年我們攜手觀光產業面對疫情共同拼搏的點滴匯集,展現臺灣觀光產業的韌性及創新能量,做為展望未來的墊腳石,化為未來觀光推展新動能。

model. The pandemic will eventually end. To create a more competitive tourism industry, we will continue to be guided by the Executive Yuan's "Taiwan Tourism 2030: Taiwan Tourism Policy White Paper" and move forward in accordance with the Taiwan Tourism 2025 campaign. We will also adjust our strategic layout in response to pandemic developments as "domestic tourism stimulus in the early phase (2021-2022) and international tourism development in the later phase (2023-2025)." I hope we can all work together to transform and weather this difficult time, honing basic skills during the pandemic and, once COVID has passed, promptly tapping international markets and accelerating the industry's recovery. We have an excellent opportunity to move from the front lines of the pandemic to the front row of a beautiful outlook ahead.

With the publication of this annual report, we hope to compose a picture of the joint efforts of the Tourism Bureau and tourism industry in the face of the pandemic in 2020. The report presents the resilience and innovation

In 2020, COVID-19 struck the tourism industry with an unprecedented

shock. It was truly a very difficult year. The Tourism Bureau has always

been a firm and strong supporter of the tourism industry. In addition to

promoting salary and operating subsidies and other relief programs to

reduce the operational pressure on the industry, we continued to promote a three-stage tourism plan of "anti-epidemic travel," "safe travel," and

"post-pandemic tourism readiness." Measures taken to revitalize domestic

tourism and boost the international travel market in a stable and orderly

manner spurred 18.46 million people to travel and created direct and

indirect tourism benefits of NT\$65.4 billion. This added momentum to domestic tourism demand in the food, lodging, travel, shopping, and

transportation sectors. In addition to stabilizing industry operations,

the Bureau laid a foundation for digitally transforming the tourism

sector by arranging cross-professional seed training and accelerating the establishment of digital thinking in the industry to strengthen marketing

of the industry's post-pandemic digital transformation. It also provided

guidance to the industry in transforming and developing domestic

tourism operations and innovating new travel products. Taiwan led

the world in resuming international cruise trips with the launch of the

"Island Hopping Tour," driving a new wave of island-hopping tourism and

helped the tourism industry to transform and create new value. We hope

to join forces with the industry to weather the pandemic and show the

resilience and development potential of Taiwan's tourism sector. In 2020,

the number of travel agency head offices increased by 49, the number of

The Organization for Economic Co-operation and Development (OECD) has described COVID-19 as a once-in-a-lifetime opportunity for the

tourism industry to develop a more sustainable and resilient business

hotels by 546, and the number of rooms by 4,426 compared to 2019.

With the publication of this annual report, we hope to compose a picture of the joint efforts of the Tourism Bureau and tourism industry in the face of the pandemic in 2020. The report presents the resilience and innovation of Taiwan's tourism industry as a stepping stone to future prospects and the transformation of this challenging time into new momentum for future tourism promotion.

張 鵝 馳 Chang Shi-chung

交通部觀光局局長 Director General of the Tourism Bureau, MOTC



迎戰 Covid-19—開啟疫後觀光新模式

Confronting Covid-19—Developing New Modes of Tourism after the Pandemic



Covid-19 新冠肺炎疫情衝擊全球市場,造成全球性產業經濟重大影響,各國實施邊境管制政策,全球入出境旅遊 陷入停頓,造成觀光產業前所未有的衝擊。世界觀光組織(UNWTO)及國際航空運輸協會(IATA)預測,國際 旅客於疫情發生後至少需 2-3 年後才有可能恢復 2019 年水準。在這段時間,我們協助觀光產業轉型、開發各項 創新旅遊產品,從「外銷轉內銷」投入國旅,趁勢讓國人體驗臺灣、愛上臺灣。疫後臺灣觀光持續面臨轉型課題, 惟有更積極地透過國旅市場精緻化、服務品質提升、數位化升級等作為,才能使整體產業在危機中找到轉機,以 迎接未來國際觀光客。

COVID-19 had a major impact on the global market and economy. Countries around the world enacted border controls that brought international travel to a standstill. This had unprecedented repercussions for the tourism industry. In 2020, the number of visitors to Taiwan plunged by 88.39% to 1,377,000 and outbound travel from Taiwan fell 86.34% to 2,335,564. The United Nations World Tourism Organization (UNWTO) and International Air Transport Association (IATA) forecast that it would be at least two to three years before international travel returns to 2019 levels after the pandemic. During this time, the Tourism Bureau has helped the tourism industry to transform, develop innovative products, invest in domestic tourism and focus more on domestic travel. We are helping the tourism industry find new and creative opportunities through which the people of Taiwan can experience and fall in love with parts of Taiwan that they might have never visited before. Taiwan's tourism industry will continue to face the challenge of transforming after the pandemic. It will need to upgrade the domestic travel market, improve service quality, enhance digital services, and take other initiatives to weather the crisis successfully and welcome international visitors back in the future.



推出全球第一艘復航的國際郵輪之「跳島遊程」 Taiwan led the world in resuming international cruise trips with the launch of the "Island Hopping Tour."

超前部署 協防有成 Successful Early Deployment in

Epidemic Prevention Work:

• 暫停組團 防堵疫情

配合中央流行疫情指揮中心防疫措施成立應變小組,全面掌控 大陸觀光團體在臺行程,於 109 年 1 月 24 日公告暫停接待大陸 觀光團,自1月25日零時起請旅行業暫停組團赴陸旅遊,協助 已入境陸團於 1 月 31 日全數離境,隨後疫情發展變化,請旅行 業自 109 年 3 月 19 日起全面暫停組團赴國外旅遊及接待來臺觀 光團體入境,全力落實疫情防堵,維護國人健康安全。同時, 針對因邊境封鎖致無法正常營運之旅行業辦理「旅行業停止出 入團補助」計2萬5,300團、「陸團提前離境補助」計47團。

• 設置防疫旅館 維護國內防疫安全

因應居家檢疫者或隔離者之人數遽增,配合中央流行疫情指揮 中心設置防疫旅館,於109年4月15日訂定「獎助直轄市及縣 (市)政府推動溫馨防疫旅宿實施要點」,加速防疫旅館設置, 截至 109 年底總計有 282 家防疫旅館(1 萬 6,466 間房間), 提供 11 萬 1,280 人入住防疫旅館,並受理各地方政府申請經費 達 12 億 9,000 萬元。

• 落實景區防疫措施 確保旅客安全

配合中央流行疫情指揮中心發布「主要景區、夜市等公共場域 人流管制相關措施」,落實「觀光風景區公共場域及旅宿業高 住宿率人流出入管制」相關措施;減少連續假期旅遊景區群聚 效應,針對國內 25 家觀光遊樂業設定園區遊客最大承載量的 50% 為疫情期間防疫安全遊客承載量,預警分流旅客並加強各 主題樂園連續假期間防疫措施,在景點設施與主題樂園遊樂設 施處,定期環境整理及消毒,針對遊客經常接觸之處,加強環 境設施清潔消毒頻率。

分兩階段辦理防疫旅宿觀摩活動,協助業者具體瞭解旅宿業相 關防疫作為,第一階段共計有30個旅宿業公協會參與。第二階 段計有 18 個旅館公會暨所屬 350 位會員參與,另訂定「溫泉業 者『防疫新生活運動』防疫手冊」積極落實各項防疫措施。



防疫旅遊參考守則 Reference Guidelines on Anti-Pandemic Travel

• Suspending group tours to prevent the spread of COVID-19

In conjunction with the Central Epidemic Command Center's (CECC) epidemic prevention measures, the Tourism Bureau established a response team to closely track the Taiwan itineraries of tour groups from mainland China. On January 24, 2020, the Bureau announced the suspension of tour groups from mainland China and asked travel agencies to suspend such itineraries from January 25. It also assisted arrangements for all tour groups from mainland China already in the country to depart from Taiwan by January 31. Due to COVID-19 developments, the Bureau asked travel agents to suspend outbound and inbound group tours from March 19, 2020, as part of comprehensive measures to protect public health and safety. The Bureau also provided subsidies to travel agents to compensate for the suspension of 25,300 inbound and outbound group tours and the early departure of 47 tour groups from mainland China due to border closures.

• Establishing quarantine hotels for public safety

The Tourism Bureau formulated the Guidelines for Incentives by Municipal and County/City Governments to Promote Quarantine Accommodations on April 15 in order to accelerate the establishment of quarantine hotels. These guidelines were needed due to a rapid increase in the number of people under home quarantine/isolation, as well as directives from the CECC to establish new quarantine accommodations. By the end of 2020, a total of 282 quarantine hotels (16,466 rooms) had accommodated 111,280 stays and applied for NT\$1.29 billion in funding from local governments.

• Implementing epidemic prevention measures at scenic areas to ensure

The Tourism Bureau implemented the Measures to Control Crowds at Public Areas of Tourism and Scenic Areas and High-occupancy Hotels in conjunction with the Measures to Control Crowds at Major Scenic Areas, Night Markets, and other Public Places announced by the CECC. The measures aimed to reduce large gatherings at tourist attractions during long weekends and limit admission at 25 domestic tourism areas and amusement parks to 50% of capacity to ensure visitor safety during the pandemic. Advance warnings were provided to divert visitor flows and strengthen COVID-19 prevention measures during long holidays at various theme parks and scenic areas. In addition, recreational facilities at theme parks were regularly cleaned and disinfected, with high-frequency sanitation of high-

The Tourism Bureau also arranged a two-stage program to help hotel operators learn about specific pandemic prevention measures through observation activities. Thirty hotel industry associations participated in phase one; and 350 members of 18 hotel associations participated in the second stage. The Bureau also produced a guidebook on epidemic prevention measures in the hot spring industry.



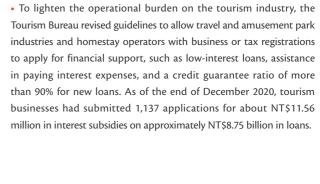
- 召開旅行業紓困座談會傾聽業者的聲音,了解產業現況及受疫 情影響情形,全力協助業者紓困,推出「旅行業者營運及薪資費 用補助方案」、「導遊領隊及隨團人員生計補貼方案」,營運補 貼部分計 3,022 家業者取得補助、薪資費用共補助 2,097 家,維 持業者基本營運使產業得以永續發展;另推動「導遊、領隊及國 民旅遊隨團服務人員生計費用補貼」,協助受疫情影響工作之導 遊、領隊暨隨團人員計 1 萬 9,079 人次,減輕其生計壓力。
- 為協助旅宿業度過難關,推動「觀光旅館業及旅館業必要營運 費用補貼」,共協助業者 3,050 家,補貼計新臺幣 14 億 6,411 萬 元,「協助民宿紓困補貼」共協助業者8,271家,補貼新臺幣4億 6,575 萬元,為維持旅宿業員工生計,避免衍生裁員、失業等問題, 推出「觀光旅館業及旅館業員工薪資補貼」,2.0 方案共協助業者 2,366 家,計新臺幣 26 億 4,937 萬元,3.0 方案共協助業者 382 家, 計新臺幣 8 億 5,678 萬元。
- 因應 COVID-19 (新冠肺炎) 疫情影響,推動觀光遊樂業紓困及 振興方案,觀光遊樂業人才培訓部分,計核定 40 案、培訓 5,006 人,核撥新臺幣 5,287 萬元;觀光遊樂業營運費用補貼計核撥 24 家共新臺幣 480 萬元;觀光遊樂業員工薪資補貼共核撥新臺幣 1 億 352 萬元;觀光遊樂業團體訂單取消補貼則核撥 23 家共新臺 幣 1 億 548 萬元。
- 同時,透過人才培訓計畫,於疫情期間厚植觀光產業從業人員 相關技能,共計辦理 926 案,完成培訓 12 萬 218 人,並輔導業 者轉型經營國民旅遊,創新旅遊產品,例如由雄獅旅遊推出全球 第一艘復航的國際郵輪之「跳島遊程」,帶動跳島國旅新熱潮。

The Tourism Bureau fully mobilized to accelerate its financial support review

The Tourism Bureau promoted a relief plan based on the three principles of "broader," "faster," and "easier" in line with guidance from the Executive Yuan to help the tourism industry recover from the impact of COVID-19.

- · A symposium on travel industry relief was held to sound out industry insiders, understand the current status and impact of COVID-19 on the industry, and maximize efforts to provide industry relief. The Tourism Bureau launched the Travel Industry Operation and Salary Subsidy Program and Livelihood Subsidy Program for Tour Leaders and Accompanying Personnel. The programs provided operating subsidies to 3,022 companies and salary subsidies to 2,097 companies to maintain basic industry operations and sustainable industry development. The Bureau also promoted a Livelihood Subsidy Program for Tour Guides, Tour Leaders, and Accompanying Personnel to reduce cost-of-living pressure on 19,079 tour guides, leaders, and accompanying personnel affected by the pandemic.
- To help the hotel industry weather the pandemic, the Tourism Bureau promoted a Subsidy for the Necessary Operating Expenses of Tourism Hotels and General Hotels. Subsidies of more than NT\$1.46 billion were provided to 3,050 hotel operators and over NT\$406.57 million in subsides was provided to 8,271 homestay operators to maintain staff salaries and prevent layoffs and un-employment. The Subsidy Program for the Tourist Hotel and General Hotel Industry Employee Salaries provided subsidies totaling approximately NT\$2.65 billion to 2,366 companies in version 2.0 of the program and NT\$856.78 million to 382 companies in version 3.0.
- The Tourism Bureau promoted a COVID-19-related support and revitalization plan for the amusement park industry. Subsidies under the program included NT\$52.87 million for 40 training programs benefiting 5,006 amusement park employees; NT\$48 million in amusement park operating expense support to 24 amusement parks; NT\$35.2 million for amusement park employee salary support; and NT\$54.8 million to 23 amusement park operators for group order
- Training programs were arranged for tourism employees during the pandemic to assist in skill development. A total of 926 training sessions were provided to 120,218 people. The program also provided guidance to the industry in transforming and developing domestic tourism operations and in creating new and innovative travel products. For example, Lion Travel spurred a new island boom in domestic islandhopping tourism with the launch of its "Island Hopping Tour." This was the first new cruise package to be released since the start of the pandemic.

• 另為協助業者減輕營運負擔,取得融資貸款,修訂補助要點 擴大適用範圍及提供利息優惠,納入旅行業、觀光遊樂業及已 辦妥商業登記或稅籍登記的民宿業者,同時增加貸款利息補貼 及金融機構經辦人員免責規定,並提供信用保證成數為九成以 上,以協助業者順利取得貸款。截至109年12月底,觀光產 業融資貸款及利息補貼,計有 1,137 件申貸案件,申請貸款金 額約新臺幣 87.5 億元, 利息補貼金額約新臺幣 1,156 萬元。





中華民國觀光導遊協會於臺中世界貿易中心辦理之 導游人員轉型培訓課程。The Tourist Guides Association, ROC offered transitional training for tour guides at the World Trade Center Taichung



紓困座談





觀光遊樂業防疫措施(酒精消毒) Epidemic-prevention measures at amusement parks (disinfection with alcohol)





YEAR OF MOUNTA

振興有效 活絡國旅市場

Invigorating domestic travel through revitalization measures:

在國內疫情趨於緩和下,配合中央流行疫情指揮中心鼓勵民眾力行「防疫新生活運動」,以促進經濟發展之決定,推動「防疫踩線旅遊」、「安心旅遊」及「疫後觀光整備」三階段旅遊方案,由國內旅遊展開振興復甦,有序提振國旅市場。

As the epidemic abated in Taiwan, the Tourism Bureau promoted economic development measures in coordination with a CECC campaign to encourage the public to change habits to prevent the spread of COVID-19. The Bureau promoted a three-stage tourism plan involving "Anti-Epidemic Travel," "Safe Travels," and "Post-Epidemic Tourism Readiness." The plan aimed to revitalize Taiwan's tourism market in stages, beginning with domestic travel.

「防疫踩線旅游」建立國人出游信心

Anti-Epidemic Travel: Building Public Confidence to Travel

- 109 年 5 月 27 日啟動「第一階段防疫旅遊」,透過此次防疫 踩線行程實地考察的先行啟動,經由同業間回饋交流及導入在 地職人的意見,包裝設計更優質旅遊產品,並建置最完整的防 疫旅遊守則,打造出讓消費者能真正安心的旅遊選擇。另觀光 局輔導相關公協會結合臺灣「深度文化在地內容」推動精緻旅 遊,挖掘臺灣特色遊程與在地文化體驗或探險行程,引導旅行 業之旅遊產品能與「臺灣」產生深度的連結,用創新方式行銷 在地特產,讓國旅深化,為安心旅遊奠定基礎。
- 推動觀光旅遊業及溫泉相關業者防疫旅遊踩線活動,以「跟著在地職人,發現不一樣的感動」做為行程設計精神,共辦理 47團、895 名業者參加,讓防疫旅遊作為普遍落實,後續並有 10條防疫旅遊行程於國內主要旅行社上架開團
- 辦理台灣觀巴優質行程業界交流活動,篩選規劃10條優質標 等行程為防疫旅遊行程,邀請「台灣觀巴」業者進行同業交流 學習及相關產業業者與媒體實際踩線體驗,宣傳「台灣觀巴」 安心優質旅遊形象,行程實施3大安心旅遊「實聯制」、「配額制」、「安心制」,配合防疫規定,落實防疫措施,總計辦理14團,透過踩線及交流會,讓相關產業業者合作整合「台灣觀巴」資源,振興觀光發展。

• The Tourism Bureau launched the "Anti-Epidemic Travel" (Phase 1) program on May 27, 2020. The program kicked off with field inspections of anti-epidemic tour routes, industry peer feedback and exchanges, and input from local staff to help package and design higher quality travel products. The program also aimed to establish the most complete codes for anti-epidemic travel and create tourism options that would allow consumers to travel with confidence. The Bureau helped related associations promote high-quality, in-depth tours combining local culture and characteristics, as well as Taiwan specialty, local cultural experience, and adventure tours. It also assisted travel agencies in closely linking tour products with "Taiwan" and innovatively marketing local specialty products to create a foundation for in-depth and safe domestic travel.

- Familiarization (FAM) tours on anti-epidemic travel were arranged for the tourism, travel, and hot spring industries. Under the theme of "Stories of Taiwan," a total of 47 tours were arranged by 895 participating businesses to implement anti-epidemic tourism in a broad manner. Major domestic travel agencies followed up with the launch of 10 anti-epidemic tours.
- The Tourism Bureau organized an industry exchange on high-quality Taiwan Tour Bus tours. Ten high-quality benchmark itineraries were selected for anti-epidemic tours. Taiwan Tour Bus operators joined industry peers for exchanges and mutual learning. FAM tours for related businesses and the media were arranged to publicize the safety and quality of Taiwan Tour Bus tours, as well as three major safe travel initiatives. These included collecting contact information, capacity quotas, safety systems and disease-prevention measures. A total of 14 groups participated in the FAM tours and exchanges. These events facilitated cooperation and integration of Taiwan Tour Bus resources among related industry players to revitalize tourism development.

「安心旅遊」刺激產業轉型 加速國內旅遊市場復甦

Spurring Industry Transformation and Accelerating Recovery of the Domestic Travel market through "Safe Travels"

- •配合中央流行疫情指揮中心宣布國內逐步解封及行政院推出「振興三倍券」,自 109 年 7 月 1 日至 10 月 31 日推動「第二階段安心旅遊」,針對團體旅遊優惠、自由行住宿優惠、觀光遊樂業入園優惠、台灣觀巴自由行優惠、補助地方政府辦理在地特色活動等振興作為,帶動國人 1,846 萬人次出遊,創造直接間接觀光效益達 654 億元,有效推升國民旅遊內需「食、宿、遊、購、行」,對 109 年第 3 季國內消費成長 4.26%、GDP 年成長率達 3.12% 做出貢獻。
- 透過人才培訓及產業領袖的防疫踩線旅遊,輔導下專辦出國旅遊的旅行社轉型投入已轉型經營國內旅遊,透過安心旅遊刺激國內旅遊市場復甦,促進旅行社開發深度及創新旅遊行程。例如,雄獅旅遊與基隆市政府攜手合作,首推星夢郵輪「探索夢號」國內跳島 4 天行程,提供國人安全及全新體驗之國內旅遊。藉由推出精緻、深度、有品牌的國旅產品,使國旅品質再精進並配合防疫作為,將貨價等值的旅遊產品端出來,讓民眾透過安心旅遊,慢慢體驗在國內旅遊不輸國外,贏得消費者信心。
- 藉由「安心旅遊國旅補助方案」,有效提升旅宿業住房率,引導接待出入境旅客旅行社及國際旅客為主之旅館業,轉為經營國內旅遊,積極調整營運策略;如晶華酒店轉型為城市度假飯店並推出郵輪式度假體驗,因應疫情導入養生與健康概念,爭取高端客層入住與用餐,增加飯店營收;雲朗集團,搶進員工福利、員工旅遊市場,透過電子禮券的數位化優勢,減少實體接觸、強化防疫機制,同時為企業員工福利帶來更多元化的選擇。另藉由提供各項住房優惠、提升餐飲服務品質,吸引國人旅遊及住宿,主動以轉型帶動整體業績提升。
- 109 年上半年校外教學及畢業旅行受疫情取消,推動安心旅遊方案 觀光遊樂業優惠入園活動,透過價格誘因吸引親子共遊,增加在地消費,帶動周邊產業發展,達到復甦及振興旅遊市場之政策目標。活動推出獲熱烈迴響,共吸引未滿 19 歲國民計184 萬人次入園,帶動 393 萬遊客入園,較 108 年同期入園成長85.56%;營業額為 39 億 8,851 萬元,較 108 年同期增 54%,創歷年同期新高、逆勢成長。



安心旅遊 - 致青春方案

- The Tourism Bureau carried out the "Safe Travels" (Phase 2) program from July 1 to October 31, 2020. In coordination with the CECC's progressive lifting of COVID-19 lockdowns and the issuance of the Triple Stimulus Vouchers by the Executive Yuan, this phase involved various stimulus measures, including discounts for group travel, hotel stays for independent travelers, amusement park admissions, and Taiwan Tour Bus tickets for independent travelers. We also provided subsidies to local governments to encourage the offering of unique local events. The program spurred 18.46 million trips by locals and generated NT\$65.4 billion in tourism-related spending. It boosted demand for food, lodging, touring, shopping, and other elements of domestic tourism. It also contributed to a 4.26% rise in the economic growth rate in the third quarter of 2020, and a 3.12% rise in annual economic growth rate.
- The Tourism Bureau provided personnel training and FAM tours for industry leaders to help outbound travel agencies transform operations to domestic tourism. The Safe Travels initiative supported recovery of the domestic travel market and encouraged travel agencies to develop in-depth and innovative tours. For example, Lion Travel and the Keelung City Government partnered to launch the first four-day "Explorer Dream" domestic island-hopping cruise, providing the public with a safe and new domestic tourism experience. The introduction of high-quality, in-depth, and branded domestic tourism products further lifted the quality of domestic tourism and, in conjunction with anti-epidemic measures, inspired the release of other tourism products of equivalent value. The Safe Travels program has steadily shown the public that domestic travel can keep pace with international tourism, and it has earned the confidence of consumers.
- The Safe Domestic Travel Subsidy Program contributed to higher hotel occupancy rates. It helped internationally-focused travel agencies focused and hotels to shift operations to domestic tourism and adjust their business strategies. For example, the Grand Formosa Regent Taipei responded to the epidemic by developing city holiday operations, introducing cruise ship-style vacation experiences, and highlighting health themes to attract high-end hotel and restaurant customers and increase revenue. LDC Hotels and Resorts tapped into the employee benefits and employee travel market. It also used e-vouchers to reduce physical contact and strengthen COVID-19 prevention mechanisms, while offering company employees a greater choice of benefits. Businesses also attracted local travel and hotel business with promotions and improved dining services in a shift that drove overall performance gains.
- Off-campus teaching and graduation travel was canceled in the first half of 2020 due to COVID-19. The Tourism Bureau therefore promoted an amusement park admission discount activity under the Safe Travels Program. Price incentives were offered to attract family visits, increase local consumption, spur development of local industries, and achieve the policy goals of restoring and revitalizing the tourism market. This well-received activity attracted 1.84 million under-19 local visitors and 3.93 million visitors overall to amusement parks, up 85.56% from the same period in 2019. Amusement park revenues bucked trends to rise to a record high of approximately NT\$3.99 billion, up 54% from the same period in 2019.

YEAR OF MOUNIAIN

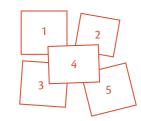
安心旅遊懶人包

A Guide to Safe Travels

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On October 23 and December 28, 2020, the Tourism Bureau invited experts and scholars from business, government, and academia to participate in a discussion on the post-pandemic future of Taiwan tourism. On January 18-19, 2020, the Bureau held a Forum on Tourism Transformation after the Pandemic. The forum discussed inter-agency communication, coordination, and collaboration platforms for tourism and the development of "three tourism" tasks: establishment of a tourism-based country, tourism mainstreaming, and tourism circles.





- 1. 精緻旅遊路線 花蓮洄游吧食魚教育
- 2. 防疫踩線旅遊 觀光遊樂業、 溫泉相關業者防疫旅遊交流體驗活動
- 2. Anti-Epidemic Travel—Anti-epidemic tourism exchange and experience activities in the amusement park and hot spring industries
- 3. 防疫旅遊踩線團
- 3.Anti-Epidemic travel FAM tour
- 4. 各旅館公會安心旅宿觀摩
- 4. Hotel associations arranged learning visits to Safe Stay certified hotels
- 5. 臺灣首創郵輪跳島行程 4. Taiwan's first island-hopping cruise

保持國旅熱度 穩健布局國際

Maintaining Domestic Tourism and Soundly Developing Internationally:

為延續安心旅遊熱潮,並持續協助旅行業者於疫情期間之經營 模式轉型,獎勵旅行業於淡季包裝團體旅遊,自 109 年 12 月至 110年1月間辦理「冬季平日團遊獎勵專案」,其中更與地方 政府協力合作推廣冬季團體旅遊,鼓勵各縣市可依縣市特性補 助團體旅遊,期藉由聯合補助方式,吸引更多旅行團造訪,中 央與地方攜手合作為國旅市場保溫。

為維持臺灣觀光聲量,觀光局及駐外辦事處於疫情間加強參與 線上宣傳推廣,運用各種線上及線下活動,辦理旅展或與網紅、 旅遊平臺合作宣傳,同時進行業者線上交流會及教育訓練,加 強對業者及消費者曝光機會,維持對臺熱度。109年參與超過 500 場行銷推廣活動, 20 個 OTA 合作案。

積極與日本、韓國、越南官方單位及全球業者辦理視訊會議,就 疫後共同恢復雙邊觀光市場之合作進行意見交換。掌握國際市場 脈動,規劃國際宣傳計畫,以「先恢復國際旅客來臺信心、再衝 刺來臺旅客數量」方式逐步漸次復甦,持續在亞太地區、東南亞 鄰近國家及歐美長程線國家維持臺灣觀光聲量,持續以拍製主題 宣傳影片結合各媒體通路,提高臺灣觀光曝光度。

在國內防疫旅遊及安心旅遊啟動後,配合中央流行疫情指揮中心 之邊境管制措施開放期程,以及外交部推動國際合作角度,以 「安全優先」為前提,考量因疫情使短程旅行成為趨勢,故短期 優先鎖定航程 4 小時內及歷年來臺人數破百萬的東北亞、東南 亞、港澳三大區域布局、研擬旅遊泡泡計畫,待適當時機洽商相 關部會提案,以求儘速突破重啟國際觀光市場,提供安全的旅遊 環境,吸引國際旅客來臺觀光。



To maintain the Safe Travels boom, the Tourism Bureau carried out the "Winter Weekday Group Travel Incentive Program" from December 2020 to January 2021. The program helped travel agencies to transform their business models during the epidemic. It incentivized them to develop group tour packages during low-demand periods, including through cooperation with local governments to promote winter group travel. It also encouraged counties and cities to subsidize group travel products highlighting local characteristics. This joint subsidy approach aimed to attract more tour group visits and coordinate central and local government efforts to maintain momentum in the domestic tourism

In addition, the Tourism Bureau and its overseas offices enhanced online promotions during COVID-19 to maintain the visibility of Taiwan tourism. The Bureau arranged online and offline activities and travel exhibitions and partnered with internet celebrities and travel platforms to publicize Taiwan tourism. It also arranged online exchange, education, and training events for travel agents to create more opportunities for industry and consumer exposure. In 2020, the Bureau participated in more than 500 marketing and promotion activities and 20 OTA cooperation cases.

The Tourism Bureau held video conferences with overseas travel agencies and government agencies in Japan, Korea and Vietnam to exchange views on industry cooperation and ways to restore markets on the two sides after the pandemic. The Bureau formulated an international promotion plan to capitalize on global market trends and gradually restore inbound tourism, with an initial emphasis on building the confidence of international travelers to visit Taiwan and then increasing the number of such visits. The plan aimed to sustain the visibility of Taiwan tourism in neighboring Asia-Pacific and Southeast Asian countries, as well as in longhaul countries in Europe and the Americas. The Bureau also continued to produce themed promotional videos to promote Taiwan tourism through various channels to increase its overall media exposure.

Following the launch of the Anti-Epidemic Travel and the Safe Travels programs, the Tourism Bureau drafted a tourism bubble plan to quickly restore inbound tourism and provide a safe travel environment to attract international tourists to Taiwan. The plan prioritized safety and was coordinated with the CECC's border reopening timeline, as well as with the promotion of international cooperation by the Ministry of Foreign Affairs. In view of the trend towards short-distance travel during COVID-19, the program prioritized three markets: Northeast Asia, Southeast Asia, and Hong Kong/Macao. These markets are all within a four-hour flight to Taiwan, and over the years have been the source of more than a million visitors to Taiwan.



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全球觀光業概況

Overview of the Global Tourism Market

受新冠疫情影響,2020年第1季後全球實施旅遊限制令, 使國際入境旅客銳減。2020年全球國際旅客人次(過夜遊 客) 計 3.94 億、負成長 73%,其中亞太地區 (-84.2%) 跌幅 最大,中東(-74%)地區次之,接著為非洲(-73.7%)、歐洲 (-68.9%)、美洲 (-68.8%)。



The number of international arrivals fell sharply after the first quarter of 2020 as countries enacted COVID-19 related border controls. In 2020, the number of global international tourist arrivals (overnight stays) fell 73% to 394 million, with the biggest declines in the Asia-Pacific region (-84.2%), followed by the Middle East (-74%), Africa (-73.7%), Europe (-68.9%), and the Americas (-68.8%).

國際觀光市場入境旅客統計

Statistics on International Tourism Markets for Inbound Visitors

區域 Region		(百萬人次) Millions)	同期成長率 (%) YoY Increase (%)		
Region	2019	2020	2019	2020	
全球 Global	1,466	402.0	3.8	-72.6	
已開發經濟體 Developed economies	777.0	214.0	2.1	-72.5	
新興經濟體 Emerging economies	689.0	188.0	5.7	-72.7	
歐洲 Europe	746.3	235.9	4.2	-68.4	
北歐 Northern Europe	83.7	21.5	3.3	-74.3	
西歐 Western Europe	205.4	79.0	2.6	-61.5	
中 / 東歐 Central / Eastern Europe	153.2	47.2	4.8	-69.2	
南歐 / 地中海地區 Southern Europe / Mediterranean Region	304.0	88.2	5.3	-71.0	
亞太地區 Asia-Pacific	360.4	59.3	4.0	-83.5	
東北亞 Northeast Asia	170.3	20.2	0.7	-88.1	
東南亞 Southeast Asia	138.6	25.5	7.8	-81.6	
南太平洋地區 South Pacific	17.5	3.6	2.4	-79.4	
南亞 South Asia	34.0	10.0	7.5	-70.5	
美洲 The Americas	219.3	69.9	1.5	-68.1	
北美 North America	146.6	46.7	3.1	-68.2	
加勒比海地區 Caribbean	26.3	10.3	2 0	-60.7	
中美 Central America	10.9	3.1	0.8	-71.6	
南美 South America	35.4	9.7	-4.7	-72.6	
非洲 Africa	70.1	18.1	2.0	-74.2	
北非 North Africa	25.6	5.5	6.4	-78.4	
次撒哈拉地區 Sub-Saharan region	44.5	12.5	-0.3	-71.1	
中東 Middle East	70.0	18.9	6.8	-73.0	

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Tourism Report 2020

旅遊環境

Environment

Covid-19 新冠肺炎疫情造成全球性產業經濟重大影響,各國實施邊境管制政策,全球入出境旅遊 活動亦陷入停頓,我國觀光產業亦面臨國境封閉及產業存續轉型等挑戰。

COVID-19 has had a major impact on the global economy, bringing international travel to a standstill as countries implement border controls. Taiwan's tourism industry has also faced challenges due to border closures and ongoing industrial transformation.

受新冠疫情影響,2020年亞洲各觀光市場入境旅客人次皆為負 成長。

The number of inbound arrivals fell in all of Asia's tourism markets in 2020 due to COVID-19.

2020年亞洲各觀光市場入境旅客人次

Number of Inbound Visitors for Major Asian Tourism Markets in 2020

入境 Arrivals A 入境成長 Increasing arrivals



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

資料來源:日本國際觀光振興機構、香港旅遊發展局、韓國觀光公社、新加坡旅遊局、馬來西亞觀光局

2020年亞洲觀光市場主要客源

Major Visitor Source Markets for Asia in 2020



臺灣旅遊市場 Taiwan Travel Market

來臺旅遊市場

Inbound Travel Market

109 年來臺旅客 137.7 萬人次,較 108 年減少 88.39%;國人出 國 233 萬 5,564 人次, 較 108 年減少 86.34%。

109年全年來臺旅客,按旅客居住地分,以日本 26 萬 9,659 人次最多,占19.57%;其次為韓國17萬8,911人次(占 12.98%) 及港澳 17 萬 7,654 人次(占 12.89%)。依來臺目的 分析,以「觀光」69萬4,187人次最多,占50.38%,其次為「其 他」49萬212人次,占35.58%;來臺旅客中有49.83%為女性, 年齡則以 20-29 歲者最多,占 25.70%,平均停留夜數為 8.29。

來臺旅客受疫情影響,各季分布較往年呈現斷裂不連續現象, 第一季占 90.62%; 而平均停留夜數第一季為 7.56 夜, 90 夜以 下人次占 85.65%;第二至四季為 35.85 夜,90 夜以下人次占 26.36% •



Taiwan received 1.377 million inbound tourists in 2020, a decrease of 88.39% from 2019. Taiwanese tourists made 2,235,564 outbound visits, 86.34% less than in 2019.

In 2020, Japan was the biggest source of inbound visitors to Taiwan, with 269,659 arrivals or 19.57% of the total. The next biggest source markets were South Korea (178,911 visitors, 12.98%) and Hong Kong & Macao with (177,654 visitors, 12.89%). Analyzed according to purpose of travel, "tourism" accounted for 694,187 visits (50.38% of the total), followed by "other" at 490,212 visits (35.58%). Women accounted for 49.83% of all visitors to Taiwan; 20-29 year olds accounted for 25.70% of the total; and the average stay was 8.29 nights.

Due to COVID-19, the distribution of visits by guarter bore no relation to previous years, with 90.62% of the total concentrated in the first quarter. In the first quarter, the average length of stay was 7.56 nights and stays under 90 nights accounted for 85.65% of the total. From the second to fourth quarters, the average length of stay was 35.85 nights, with stays under 90 nights accounting for 26.36% of the total.

109 年來臺旅遊市場重要指標統計表

Key Indicators of Taiwan's Inbound Tourism Market in 2020

指標 Items	109 年 ²⁰²⁰				109 年與 108 年比較 2020 versus 2019	
來臺旅客人次 Number of visitor arrivals to Taiwan	138 萬人次 1,377,861visitors		1,186 萬人次 11,864,105 visitors		▼ 88.39%	
來臺旅客平均停留夜數 Average length of stay of visitors to Talwan	7 15 6.29 19 1 0.20 19			▲ 2.09 夜 / nights		
來臺旅客觀光支出 (不含國際機票費) Annual Amount of Inbound Tourism Expenditure (ex-cluding international flight tickets)	新臺幣 539 億元 NT\$53.9billion	18.00 億美元 US\$1.8billion	新臺幣 4,456 億元 NT\$445.6billion	144.11 億美元 US\$14.411billion	▼ 87.51% 新臺幣減少 87.90% ▼ NTD \$87.90%	

註:「來臺旅客人次」、「來臺旅客平均停留夜數」之資料來源為內政部移民署

國人國內旅遊 Domestic Travel

109 年國人國內旅遊重要指標統計表

Major Indices of Domestic Travel in 2020

項目 Items	109 年 ²⁰²⁰				109 年與 108 年比較 2020 versus 2019	
國人國內旅遊比率 Domestic travel rate	88.4%		91.1%		▼ 2.7 個百分點 (pp) Down 2.7 percentage points	
平均每人旅遊次數 Average number of trips per person	6.74 次 6.74 trips		7.99 次 7.99 trips		▼ 1.25 次/trips	
國人國內旅遊總旅次 Total number of domestic travels by citizens	142,970,000 旅灾 142,970,000 trips		169,279,000 旅次 169,279,000 trips		▼ 15.54%	
平均旅遊天數 Average number of days per travel		1.54 天 1.54 days 1.51 days		•	增加 0.03 天 0.03 days increa	se
假日旅遊比率 Travels taken during holidays and weekends	65.6%		66.9%		▼ 1.3 個百分點 1.3 percenta	
旅遊整體滿意度 Overall satisfaction level	98.7%		98.4%		▲ 0.3 個百分點 0.3 percenta	• •
每人每次平均旅遊支出 Average expenditure per person per travel	新臺幣 2,433 元 NT\$2,433	82.26 美元 US\$82.26	新臺幣 2,320 元 NT\$2,320	75.02 美元 US\$75.02	▲ 4.87%	▲ 9.65%
國人國內旅遊總支出 Total expenditure on domestic travel	新臺幣 3,478 億元 NT\$347.8 billion	117.59 億美元 US\$11.759billion	新臺幣 3,927 億元 NT\$392.7 billion	126.98 億美元 US\$12.698billion	▼ 11.43%	▼ 7.39%

註: • 本調查對象為年滿 12 歲以上國民。

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- (※) 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在全年至少曾在國內旅遊 1 次者的占比。
- The survey was conducted on citizens aged 12 and above.
- "*" symbol indicates that the significance level was under 5% and shown by t-test to not
- The ratio of citizens who took domestic tourism trips refers to the percentage of the whole population who took at least one domestic tourism trip during the whole year.

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

109年計有316處納入主要觀光遊憩據點,較108年新增8處、刪除 18 處。僅直轄市及縣(市)級風景特定區及森林遊樂區有六成據點遊 客人次較 108 年增加;餘受新冠肺炎疫情影響,遊客人次無明顯成長。

將 109 年新增刪除之據點排除,共計與 108 年有 308 處相同據點, 在 308 個據點中, 203 個據點遊客減少 (占 65.9%); 104 個據點遊 客人次增加 (占 33.8%),僅 1處據點遊客持平。顯示 2/3 的遊憩據 點旅客呈現下滑趨勢。

109年與108年各類別比較,其中觀光地區類型呈現正成長8.84%, 主因係於 109 年 7 月及 8 月推出安心旅遊補助,高中以下國民能免 費入園,使麗寶樂園7月及8月遊客人次有顯著增長,較108年成 長 81.5%; 另森林遊樂區類型 109 年較 108 年成長 4.51%, 推測可能 與林務局推出自 109 年 7 月 15 日起至 109 年年底,實施國人與持有 居留證的外籍人士可於 12 處國家森林遊樂區任選 1 處免費入園 1 次 之措施有關。另因疫情影響,國人喜好前往人潮較不擁擠的山域,且 觀光局積極推動 2020 脊梁山脈旅遊年,推出各項行銷活動,使得森 林遊樂區類型遊客人次成長。

As of the end of 2020, Taiwan had 316 major tourism and recreation attractions. This included the addition of eight new attractions and elimination of 18 over the course of the year. Only 60% of attractions experienced an increase in visitors over 2019, and any such increases were minimal due to the impact of the pandemic.

Among the 308 attractions not added or eliminated in 2020, visitor numbers fell at 203 (65.9%), increased at 104 (33.8%), and remained the same at one compared to 2019, indicating a downward trend in visitor numbers at two-thirds of the sites.

Analyzed by attraction type, visitor numbers increased by 8.84% at tourist areas between 2019 and 2020, mainly due to the launch of the Safe Travel subsidy program in July and August of 2020. Free admission to amusement parks for citizens up to high school age drove an 81.5% year-over-year (YoY) increase in visitors to Lihpao Land during the two months of the program. Visitor numbers at forest recreation areas increased by 4.51% YoY in 2020. The gain was attributed to the launch of a Forest Bureau program giving citizens and foreign nationals with residence permits one free admission to any of the 12 national forest recreation areas between July 15 to December 31, 2020. Furthermore, due to COVID-19, locals preferred to visit less-crowded mountain areas. The Tourism Bureau actively launched marketing campaigns under the 2020 Year of Mountain Range Tourism program to increase visitor numbers at forest recreation areas.



109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 Tajwan in 2020

			與上年 1 月 - 1 2	月相比 YoY(Jan-Dec)		
類型 Type	總據點數(個) Total base				遊客人次減少之據點 Sites with Fewer Visits	
		數目(個) Total base	占比 %	數目(個) Total base	占比 %	
○ 國家公園 ■ National Parks	39	10	25.64	29	74.36	
國家風景區 National Scenic Areas	60	27	45.00	33	55.0	
直轄市及縣(市)級風景 特定區 Designated scenic areas at the municipal or county (city) level	17	11	64.71	6	35.29	
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	6	1	16.67	5	83.33	
觀光地區 Tourist Areas	8	1	12.50	7	87.50	
片 問 時物館 Museums	39	4	10.26	35	89.74	
宗教場所 Religious Sites	10	2	20.00	8	80.00	
O 其他 O Other	110	35	31.82	74	67.27	
總計 Total	308	104	33.8	203	65.9	

備註:由於各年度遊憩據點皆有增刪,109年度新增據點將不列入與108年度比較。

Note: "Number of inbound visitors to Taiwan" and "average length of stay (nights) of visitors to Taiwan" data from the National Immigration Agency, Ministry of the Interior

國人出國觀光市場

Taiwan's Outbound Travel Market

109 年國人出國共計 233 萬 5,564 人次。依出國目的地分析, 以前往亞洲地區為最多,計 203 萬 8,522 人次(占 87.28%), 其次為美洲地區 17 萬 5,736 人次(占 7.52%)、歐洲地區 5 萬 9,773 人次(占 2.56%)、大洋洲地區 5 萬 2,488 人次(占 2.25%)。

依國家(地區)別分析,赴日本 69 萬 7,981 人次為最多,其次 依序為中國大陸 41 萬 4,634 人次、韓國 16 萬 3,953 人次、越南 15 萬 8,286 人次、香港 15 萬 8,008 人次。

In 2020, Taiwanese citizens made 2,335,564 trips abroad. Asia was the main destination, accounting for 2,038,522 trips, or 87.28% of the total, followed by the Americas with 175,736 trips (7.52%), Europe with 59,773 trips (2.56%), and Oceania with 52,488 trips (2.25%).

Japan was the first destination of choice, attracting 697,981 Taiwanese visitors, followed by mainland China (414,634 trips), South Korea (163,953), Vietnam (158,286), and Hong Kong (158,008).

觀光整體收入

Tourism Revenue

係來臺旅客觀光支出及國人國內旅遊支出總和,109年計約為 136億美元,占當年 GDP 百分比為 2.03%

• 來臺旅客觀光支出

依據觀光局 109 年辦理之「109 年來臺旅客消費及動向調查」, 109 年受新冠肺炎疫情影響,來臺旅客觀光支出約為 18 億美元,較 108 年減少 87.51%。

• 國人國內旅遊支出

依據觀光局辦理之「109年臺灣旅遊狀況調查報告」,109年 12歲以上國人國內旅遊約為1.43億旅次,每人每次旅遊平均支 出約為82美元,平均旅遊天數約為1.54天,推估國人國內旅 遊總支出約為118億美元,較108年減少7.39%。 Tourism spending in Taiwan by inbound visitors and locals totaled an estimated US\$13.6 billion in 2020, accounting for 2.03% of GDP that year.

• Inbound Tourism Expenditure

According to the Tourism Bureau's 2020 Survey of Taiwanese Tourist Consumption and Trends, spending by inbound tourists in Taiwan totaled US\$1.8 billion in 2020, down 87.51% from 2019 due to COVID-19.

• Domestic Tourism Expenditure

According to the Tourism Bureau's 2020 Survey Report on Tourism in Taiwan, citizens aged 12 and above made approximately 143 million domestic trips in 2020 and spent an average of US\$82 per person per visit. The average length of such visits was 1.54 days. Based on these numbers, it is estimated that domestic tourism expenditures totaled about US\$11.8 billion in 2020, down 7.39% from 2019.

觀光市場調查及研究分析

Tourism Market Surveys and Analysis

• 觀光市場調查

為瞭解國內外觀光旅遊市場動態,交通部觀光局每年賡續辦理「來臺旅客消費及動向調查」及「臺灣旅遊狀況調查」;調查所得資料,用以推估來臺旅客觀光支出、國人國內旅遊總次數、國人國內旅遊總支出及國人出國旅遊總支出,除提供中央銀行編製國際收支表,另配合聯合國國際觀光組織編製全國觀光年報之重要觀光統計數據,亦為世界經濟論壇評核全球觀光競爭力報告之重要參據,同時也是做為相關機關規劃並提升旅遊服務品質以及產、官、學各界發展觀光之參考依據。

• 觀光衛星帳 (經濟指標)

為瞭解觀光活動之重要性及對經濟之貢獻,交通部觀光局依據世界觀光組織(UNWTO)建議之架構,編撰 107-108 年臺灣地區觀光衛星帳(Tourism Satellite Account),據以瞭解觀光支出及產業關聯效果,並提供產、官、學各界發展觀光之參考依據。

臺灣觀光衛星帳參酌 TSA2008,將臺灣觀光衛星帳的帳表調整為: 入境觀光支出表(產品別)、國內觀光支出表(產品別、旅遊型態別)、內部觀光支出表(產品別)、觀光產業及其他產業生產帳(生產者價格)、觀光產品之觀光比重表、觀光產業之觀光比重表、觀光直接附加價值(TDGVA)表、觀光產業就業表,以及觀光指標表,調整後的臺灣觀光衛星帳稱為 TTSA2016。

根據 TTSA2016,在觀光供給面方面,108 年及 107 年之觀光附加價值分別為 4,664 億元及 4,313 億元,占全國 GDP 比重分別為 2.47% 及 2.34%;108 年及 107 年之觀光產業就業人數分別為 44.6 萬人及 41.4 萬人。108 年及 107 年之觀光支出總金額分別為 1 兆 1,664 億元及 1 兆 1,113 億元,其中 108 年及 107 年國人出國觀光支出分別為 1,875 億元及 1,812 億元、國人國內觀光支出分別為 4,450 億元及 4,316 億元、入境旅客觀光支出分別為 5,339 億元及 4,985 億元。

• Tourism Market Surveys

To understand domestic and foreign tourism market dynamics, the Tourism Bureau conducts an annual Survey of Visitor Expenditure and Trends in Taiwan and Survey of Taiwan Tourism. Data obtained by the survey is used to estimate inbound tourism expenditures, total number of domestic trips, total domestic tourism expenditure by locals, and total expenditures on outbound travel. It is also used by Central Bank to compile Taiwan's balance of payment data and by the United Nations World Tourism Organization (UNWTO) to compile important tourism statistics in its annual national tourism reports. The data provides an important reference for the World Economic Forum's reports on global tourism competitiveness. It also serves as a reference for planning by relevant agencies, improvement of the quality of tourism services, and development of tourism in the industry, government, and academic sectors.

• Tourism Satellite Accounts (The Economic Impact)

To understand the importance of tourism and its contribution to the economy, the Tourism Bureau compiled the 2018-2019 Taiwan Tourism Satellite Account (TTSA) according to the framework recommended by the UNWTO. The TTSA provides insight into tourism spending and its effect on related industries. It also serves as a reference for the development of tourism in the industry, government, and academic sectors.

The Tourism Bureau annually calculates a "Taiwan Tourism Satellite Account" (TTSA), the last version of which was created in 2016, and is referred to as "TTSA2016." The TTSA was developed along the framework provided by an international framework issued in 2008 called TSA2008." TSA's provide for a more accurate, standardized and inclusive measurement of the contribution of tourism to an economy. This contribution is referred to as the tourism direct gross value added (TDGVA).

According to the TTSA2016, TDGVA amounted to NT\$466.4 billion in 2019 and NT\$431.3 billion in 2018, equal to 2.47% and 2.34% of GDP, respectively. During the same years, the tourism industry employed 446,000 people and 414,000 people and generated tourism-related spending totaling NT\$1.664 trillion and NT\$1.113 trillion, respectively. Taiwan nationals spent NT\$187.5 billion in 2019 and NT\$181.2 billion in 2018 on outbound tourism and NT\$445.0 billion and NT\$431.6 billion on domestic tourism. Inbound visitors spent NT\$533.9 billion and NT\$498.5 billion on tourism in Taiwan, respectively.



109 年臺灣觀光整體收入約

136億美元

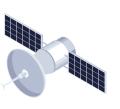
Taiwan's Tourism Revenue was an estimated US\$13.6 billion in 2020













Communicating & Connecting With the World



109 年新冠肺炎疫情肆虐全球,疫情爆發前,續以「著眼全球、分頭並進」方式,持續耕耘既有主要目標客源市場如日韓、港星馬、大陸及歐美,並積極爭取東協、印度及中東等新興客源市場旅客來臺旅遊;疫情爆發後,改以「維持熱度、穩健布局」策略,利用維持臺灣觀光在全世界的熱度,期待國際旅客選擇臺灣為疫後旅遊第一目的地。

In 2020, before the pandemic, the Tourism Bureau continued to cultivate Taiwan's existing major visitor source markets, including Japan, South Korea, Hong Kong, Singapore, Malaysia, mainland China, Europe, and the US, through a "Global Focus, Multipronged Advance" approach. It also actively sought to attract visitors from ASEAN, India, the Middle East, and other emerging markets. After the COVID-19 outbreak, the Bureau shifted to a strategy of "maintaining momentum and developing soundly" to maintain the global visibility of Taiwan tourism worldwide and to position Taiwan as a first-choice destination for international visitors after the pandemic.

著眼全球 分頭並進

Global Focus, Multipronged Advances

參加國際旅展,推廣「2020 脊梁山脈旅遊年」及臺灣特色旅遊活動

- 於1月16日至1月19日參加「第26屆泰國國際旅展」,時近 農曆年前,展攤設計以燈會及賞花為主題;並特別商借臺南普濟殿 收藏的20盞孩童手繪燈籠,營造展攤年節氛圍,宣傳臺灣節慶活 動。另設置喔熊登山小遊戲,增加與民眾互動機會。
- •於1月7日獲印度 VETA 卓越旅遊獎:印度市場最佳新興旅遊目的地獎;1月31日至2月1日參加「印度商業暨豪華旅遊展 (BLTM)」,並於2月3日至2月5日參加印度最大「孟買 OTM 國際出境旅展」,分別獲得「最具發展前景新興商業暨豪華旅遊目的地獎」及「最具前景獎勵旅遊目的地獎」,係首次在印度地區獲得旅遊領域3大獎。
- •於2月7日至2月9日參加「2020年菲律賓 TTE 旅展」,邀請擁有超過700萬粉絲的菲律賓地區臺灣觀光形象代言人加比賈西亞 (Gabbi Garcia) 共同宣傳來臺旅遊。於2月21日至2月23日參加「2020印尼雅加達 Astindo 旅展」,並與中國回教協會合作,加強向穆斯林旅客宣傳臺灣穆斯林友善餐旅環境。

兩岸合作辦理第10屆臺灣江蘇交流燈會

•配合農曆新年,於1月18日與江蘇旅遊協會假常州環球恐龍城 共同啟動點燈儀式,臺灣燈區主燈為「爵士好鼠」,象徵「一元復始,曙光再旺」。

Involvement in international travel fairs and promotion of the 2020 Year of Mountain Range Tourism and unique tourism activities in Taiwan:

- The Tourism Bureau participated in the 26th Thai International Travel Fair from January 16-19, 2020. Booths were designed with lantern festival and flower themes reflecting the Lunar New Year holiday period of the fair. Twenty lanterns, hand-painted by children, were borrowed from the collection of Puji Temple in Tainan to create the New Year's themed exhibition booths and promote festivals in Taiwan. The exhibition also featured an OhBear hiking game to create more opportunities for interaction with the public.
- On January 7, Taiwan won India's Versatile Excellent Travel Awards (VETA) for Best Emerging Tourism Destination Award in the Indian Market. From January 31 to February 1, the Tourism Bureau participated in the India Business and Luxury Travel Mart (BLTM); and from February 3-5, it participated in India's biggest Outbound Travel Mart (OTM), Mumbai. At the BLTM, Taiwan won the Award for Most Promising Emerging Business and Luxury Tourism Destination; and at OTM, Mumbai, it earned the Most Promising Incentive Travel Destination Award. This was the first year that Taiwan had earned three top tourism awards in India.
- From February 7-9, the Tourism Bureau participated in the Travel Tour Expo (TTE) 2020 in the Philippines. Celebrity Gabbi Garcia, with more than seven million followers, jointly promoted Taiwan at the event as Taiwan's tourism spokesperson in the Philippines. From February 21-23, the Tourism Bureau participated in the 2020 Astindo Travel Fair in Jakarta, Indonesia. It also collaborated with the Chinese Muslim Association to strengthen promotion of Taiwan's Muslim-friendly hospitality and tourism environment to Muslim travelers.

Taiwan and mainland China jointly hold the 10th Jiangsu-Taiwan Lantern Festival

• The Tourism Bureau and the Jiangsu Tourism Association held a joint lantern lighting ceremony at Dinosaur Resort Changzhou on January 18 for the Lunar New Year holiday. The main theme lantern in the Taiwan Lantern Area was "Sir Good Mouse," symbolizing a prosperous new dawn.



參加印度最大孟買 OTM 國際出境旅展獲得最具前景獎勵旅遊目的地獎
Taiwan won the Most Promising Incentive Travel Destination Award at OTM. Mumbai, India



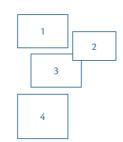














1.Indian companies take part in an interactive mobile app activity at the Taiwan Pavilion

2. 參加第 26 屆泰國國際旅展

2.The Tourism Bureau participated in the 26th Thai International Travel Fair

3. 參加 2020 年菲律賓 ITE 旅展,與菲律賓市場臺灣觀光代言人 加比賈西亞 (Gabbi Garcia) 共同宣傳來臺旅遊

3. The Tourism Bureau participated in TTE 2020 in the Philippines. Celebrity Gabbi Garcia jointly promoted travel to Taiwan at the event as Taiwan's tourism spokesperson in the Philippines

4. 第 10 屆臺灣江蘇燈會臺灣燈區

5.The Taiwan Lantern Area at the 10th Jiangsu-Taiwan Lantern Festival

維持熱度 穩健布局

Maintaining Momentum, Soundly Developing

受 COVID-19 疫情爆發影響,中央流行疫情指揮中心對國際旅 客發布入境管制措施,國際旅客暫停入境。為有效維持國際旅客 對臺灣觀光關注度,觀光局於疫情間積極布局,宣傳臺灣為國際 旅客優先選擇的疫後旅遊目的地,使國際旅客能安心來臺灣旅 遊,爭取國際來臺市場復甦及成長,開拓國際觀光客源,增加觀 光產值。

The Central Epidemic Command Center temporarily closed Taiwan's borders to international visitors due to the COVID-19 outbreak. During the pandemic, the Tourism Bureau actively promoted Taiwan as a preferred post-pandemic destination for international tourists. The campaign aimed to maintain Taiwan's tourism visibility among international visitors, give international tourists peace of mind over traveling in Taiwan, facilitate recovery and growth of Taiwan's inbound tourism market, develop international tourist sources, and increase tourism revenue.

強化辦理宣傳活動

Strengthening Promotional Activities

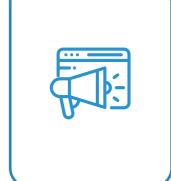
觀光局與駐外辦事處持續於疫情間辦理線上及線下宣傳活動,辦 理業者線上教育訓練及交流會、參與線上旅展及與各國旅遊網紅、 旅遊平臺合作宣傳,透過線上宣傳管道投放臺灣觀光廣告,進行 臺灣觀光景點宣傳,並宣傳臺灣防疫有成形象,維持臺灣觀光在 國際間熱度。109年參與及舉辦約500場行銷推廣活動,20個 OTA 合作案及製作約 70 項文宣紀念品。

During the pandemic, the Tourism Bureau and its overseas offices continued online and offline promotional activities, online education, training, and exchanges, participation in online travel exhibitions, and joint promotions with online travel celebrities and travel platforms in various countries. The Bureau promoted Taiwan tourism through online ads, publicized Taiwan tourism attractions, highlighted Taiwan's success in COVID-19 controls, and maintained the global visibility of Taiwan tourism. In 2020, it participated in and organized about 500 marketing promotion events and 20 OTA cooperation cases and produced about 70 types of promotional souvenirs.



109 年強化辦理的宣傳活動 Enhancing Promotional Activities in 2020







場行銷推廣活動 marketing promotions

個 OTA 合作案 OTA cooperation projects

項文宣紀念品 promotional souvenir items

27

日本市場 Japan market

因應日本政府分別於各地區發布緊急事態宣言,終止辦理各大型節慶活動;日本市場在疫情嚴峻,民眾在宅自肅期間,推出線上居家遊臺灣活動,透過「台灣通」檢定,讓日本民眾從遊戲中強化知臺能量;並於線上辦理 B2B 臺灣觀光說明會,讓臺灣與日本業者於疫中仍有交流機會,並更新臺灣旅遊新資訊。疫情漸緩後,開各國觀光局先例,於東京舉辦疫中第 1 場戶外實體推廣活動,在誠品生活日本橋辦理臺灣觀光寫真展,推廣臺灣文創;運用日本體育賽事,與西武獅棒球隊合作舉辦「台灣日」,邀請小林幸子開球,造成話題。

10月29日至11月1日參加日本年度規模最大之「Tourism EXPO Japan 2020 — 沖繩 Resort 展」,以「類出國旅遊」為概念,將臺灣展館打造為機艙意象,內部動線規劃臺灣全區、北區、中區、南區、東區、離島及原住民族等7大主題魅力景點,讓觀展民眾體驗臺灣旅遊樂趣。旅展期間同步於社群媒體 IG 辦理線上直播有獎徵答活動,擴大臺灣觀光宣傳效益。

All large festival events were suspended in Japan due to an emergency declaration by the government. During the home quarantine period in Japan, the Tourism Bureau launched an online activity allowing people to travel virtually to Taiwan from home. The activity involved a game with a "Taiwan Pass" certification to deepen understanding of Taiwan's energy among the Japanese people. The Tourism Bureau also arranged an online B2B Taiwan tourism seminar to create opportunities for exchanges between Taiwan and Japanese businesses during the pandemic and provide updated information on Taiwan tourism. The Tourism Bureau was first among national tourism administrations to hold an outdoor in-person promotion event in Tokyo after the pandemic subsided. It arranged a Taiwan tourism photo exhibition at Eslite Spectrum Nihonbashi to promote Taiwanese culture and creativity. It also capitalized on Japanese sporting events by arranging a "Taiwan Day" activity with the Seibu Lions baseball team. Sachiko Kobayashi generated buzz by kicking off the activity.

The Tourism Bureau participated in the "Tourism EXPO Japan 2020—Okinawa Resort Show," Japan's largest travel exhibition, from October 29 to November 1. The Taiwan Pavilion was based on the concept of a "virtual visit abroad" and designed like an airplane cabin. Displays were arranged into seven areas highlighting national, regional, and indigenous attractions giving visitors a chance to experience the fun of traveling in Taiwan. An Instagram photo contest was broadcast live online during the exhibition to increase the benefits of Taiwan tourism promotion.



於 109 年 10 月 29 日至 11 月 1 日參加 2020 日本年度規模最大之 Tourism EXPO Japan 2020 — 沖繩 Resort 展 The Tourism Bureau participated in Japan's largest Tourism EXPO Japan 2020—Resort Exhibition from October 29 to November 1, 2020

#STAY HOME #在宅で台湾を学ぼう! # 居家通台湾 "在宅で台湾を学ぼう" 第3学 目指せ! 「ペスト 100 合 湾通 たいわん・とん Taiwan Barring

辦理日語版線上「居家防疫臺灣通」活動 The Tourism Bureau arranged a Japanese version of the online "Home Epidemic Prevention Taiwan Pass" activity



小林幸子於「西武台灣日」扮媽祖,發功祈求「疫病退散」 Sachiko Kobayashi, dressed as the goddess Matsu, prays for the end of the pandemic during the Seibu Taiwan Day event



誠品生活日本橋舉辦「イロイロ遊び台灣」活動 Eslite Spectrum Nihonbashi hosted a "Meet Colors Taiwan" event



B2B 台灣觀光線上說明會 B2B Taiwan Tourism online information briefing

韓國市場 South Korea market

延續 2019 年韓國市場宣傳計畫,透過臺灣觀光代言人玉澤演宣傳影片及平面廣宣素材,以其健康、充滿活力的正面形象,宣傳臺灣觀光。因應疫情,透過線上宣傳投放廣告及強化網路宣傳,持續維持韓國民眾對臺熱度,有利於邊境開放後,加速恢復韓國市場來臺旅客人次水準。

Continuing its 2019 campaign in South Korea, the Tourism Bureau promoted Taiwan tourism through videos and print materials highlighting the positive, healthy and energetic image of spokesperson Ok Taecyeon. In response to the pandemic, the Tourism Bureau strengthened online advertising and promotions to sustain interest in Taiwan among the Korean people and accelerate recovery of visitor volumes from Korea to Taiwan once borders reopen after the pandemic.







韓國市場線上宣傳廣告 Online advertising in Korea

歐美市場 Europe and the Americas market



為維持臺灣觀光品牌於長線市場聲量及知名度,持續與目標市 場的 KOL 及自營社群媒體合作,並透過平面或線上媒體露出, 或與世界級媒體合作行銷專案,以主題旅遊年內容向不同年齡 客群宣傳,讓旅客不忘臺灣的優美風景及獨特文化。於 B2B 部 分,為鞏固與目標市場送客業者合作關係,除加強辦理線上說 明會及教育訓練,協助業者更瞭解臺灣景點及行程,亦加強與 OTA 平臺合作,期望疫後即可在最短時間內送客。

To maintain the strength and visibility of Taiwan's tourism brand in long-haul markets, the Tourism Bureau continued to cooperate with key opinion leaders (KOLs) and independent social media channels on print and online media exposure in target markets. It also collaborated with world-class media channels on projects to market Taiwan tourism themes to different age groups and keep Taiwan's beautiful scenery and unique culture fresh in people's minds. In the B2B segment, the Bureau consolidated cooperation with travel agencies arranging outbound visits from target markets. It strengthened online workshops, education, and training to deepen industry understanding of Taiwan's attractions and itineraries, and bolstered cooperation with OTA platforms to help inbound visitor volumes quickly recover after the pandemic.





邀請美國網紅製作 15 支短版臺灣觀光影片,並於社群媒體及電視廣告行銷曝光 US internet celebrities were invited to produce 15 short Taiwan tourism videos and promote them through social media and TV ads



與英國 Channel 5 合作拍攝「世界最美麗的鐵道旅行(World's Most Scenic Railway Journeys)」,臺灣為東亞地區首次登上該節目的國家 The Tourism Bureau collaborated with Britain's Channel 5 on filming an episode of the World's Most Scenic Railway Journeys. Taiwan was the first East Asian country to appear on the program



與 CNN 合作邀請紐西蘭籍超馬選手 Ruth Croft,拍攝山 脈主題年影片,呈現臺灣山岳的真實故事,觸及美國、紐 澳之潛在旅客 Coinciding with the Year of Mountain Tourism theme, the Tourism Bureau and CNN cooperated in filming a video featuring New Zealand ultrarunner Ruth Croft. The video presented the true story of Taiwan's mountains and reached potential visitors from the US, New Zealand, and Australia.

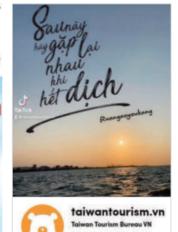
東南亞市場 Southeast Asia market



配合新南向政策,加強市場區隔進行國際宣傳,維持臺灣觀光知 名度。疫中以線上宣傳為主要推廣途徑,強化數位行銷,並輔 以線下實體活動加強行銷。除完成建置越文版及泰語版官方觀 光網站,充實特殊語言網站內容外,亦與各市場業者、網紅、 Vloggers 進行影音宣傳、異業結盟合作宣傳臺灣觀光;如泰國 搶先運用在地熱門社群平臺 CLUBHOUSE 邀請部落客、OTA、 航空公司與網友對談臺灣觀光趣事;邀請在臺越南留學生辦理 TIKTOK 影音徵選活動 - WHAT'S NEW IN TAIWAN、與 6 個 在新加坡設立共計90家分店的珍珠奶茶手搖飲企業(老虎堂、 五十嵐、迷客夏、丸作、天仁茗茶、鹿角巷) 及中華航空異業結 盟,向新加坡民眾徵求疫後最嚮往的旅遊地照片及舉辦「喝泡泡 茶遊台灣-買珍奶抽機票」活動;辦理臺灣與印尼觀光業者 B2B 線上旅遊交易會等,致力維持臺灣宣傳熱度。線上與線下活動總 計 124 場次。

針對穆斯林客群,觀光局持續邀請大馬穆斯林明星-蜜拉菲爾莎 (Mira Filzah) 為 Salam Taiwan 2.0 代言人,型塑臺灣穆斯林友善 形象;在臺則持續建置臺灣友善旅遊環境,109年首度委外辦理 穆斯林旅遊環境提升計畫案,擴大輔導旅宿業、交通場站及知名 景區取得清真或穆斯林友善環境認證,提前部署優化穆斯林接待 環境,為疫後邊境開放爭取穆斯林客源做好準備。





maintain the visibility of Taiwan tourism. Promotions were delivered mainly online during the pandemic. The Bureau strengthened digital marketing supported by offline activities. It also completed Vietnamese and Thai versions of the official Taiwan tourism website and enriched the content of special language websites. Taiwan tourism was further promoted through multimedia channels in partnership with various market players, internet celebrities, vloggers, and cross-industry alliances. In Thailand, for example, the Tourism Bureau was the first to use "Clubhouse," a locally popular social platform, to invite bloggers, OTAs, airlines, and internet users to discuss interesting topics related to Taiwan tourism. It invited Vietnamese students studying in Taiwan to arrange a TikTok video competition called "What's New in Taiwan." It formed a cross-industry alliance between six bubble milk tea chains with a total of 90 branches in Singapore (Tiger Sugar, Wushiland Boba, Milkshop, OneZo, Ten Ren Tea, and The Alley) and China Airlines to launch a "Drink Bubble Tea, Visit Taiwan" promotion. The campaign asked Singaporeans to submit photos of their first-choice tourist destination after the pandemic and arranged a lottery giving bubble tea buyers a chance to win a free plane ticket to Taiwan. The Bureau also arranged online B2B travel fairs for Taiwanese and Indonesian travel agencies to maintain Taiwan's visibility. A total of 124 online and offline events were arranged. Eyeing Muslim markets, the Tourism Bureau again invited actress Mira

The Tourism Bureau strengthened market-segmented international

promotions in conjunction with the New Southbound Policy to

Filzah to serve as spokesperson for its "Salam Taiwan 2.0" PR campaign aimed at promoting Taiwan's Muslim-friendly image. In Taiwan, the Bureau continued to build a friendly tourism environment. In 2020, it launched its first outsourced plan to improve the environment for Muslim tourism in Taiwan. The plan involved additional guidance to the hotel industry, support for halal and Muslim-friendly environment certification at transportation hubs and well-known scenic sites, advance preparation and optimization of the environment for receiving Muslim visitors, and preparation for attracting Muslim visitors when borders reopen after the pandemic.

左:與珍珠奶茶品牌「老虎堂」及中華航空合作,於新加坡舉辦 「泡泡茶遊臺灣」活動 Left: The Tourism Bureau partnered with bubble tea brand Tiger Sugar and China Airlines to hold the "Drink Bubble Tea, Visit Taiwan"

右:舉辦越語版「WHAT'S NEW IN TAIWAN-TIKTOK影音 徵撰活動」Right: Vietnamese version of the "What's New in Taiwan" TikTok video competition

下: Salam Taiwan 2.0 馬來西亞 / 汶萊地區代言人穆斯林女星 Mira Filzah 再次來臺拍攝美食、購物、生態、樂活及文化等 5 大主題馬來語版臺灣觀光宣傳影片 Below: Muslim actress Mira Filzah visited Taiwan to shoot five Malaysian language Taiwan tourism promotion on the themes of food, shopping, ecology, LOHAS, and culture as spokesperson for the Salam Taiwan 2.0 campaign in Malaysia and Brunei



大中華市場 Greater China Market

以香港市場為主要推廣對象。深入香港民眾生活,與在港設點 的臺灣餐廳及企業合作,發放臺灣觀光宣傳活動文宣、主題旅 遊專書,舉辦小型旅遊講座及 Pop-Up 市集;並邀請臺灣旅遊 作家劉克襄、蛙大等人,線上分享臺灣健行步道、單車環島、 臺灣在地文創品牌等主題,讓旅客能為疫後旅遊作準備。11月 6月至8日至疫情防控疫良好的澳門參加澳門國際旅展,現場 與當地旅行社合作,預售臺灣旅遊促銷產品,並搭配線上視訊 方式,讓臺灣業者向澳門民眾「雲推廣」原住民部落及農村廚 房旅遊行程。

大陸市場則以穩定網路關注度為主,加強更新簡體版官方網站 及社群媒體貼文內容,維持臺灣觀光在線熱度。

Promotions in the Greater China market focused mainly on Hong Kong and deeply penetrated daily life in the city. The Tourism Bureau partnered with Taiwanese restaurants and companies in Hong Kong to distribute promotional materials on Taiwan tourism events and themed travel books, and also arranged small-scale tourism seminars and pop-up fairs. The Bureau invited Taiwan travel writer Liu Ke-hsiang, Frogfree, and others to introduce hiking trails, island-round cycling tours, local cultural and creative brands, and other topics in Taiwan through online channels to prepare travelers for post-pandemic travel. On November 6-8, it participated in the International Travel Expo in Macao, a city that has been successful in COVID-19 prevention and controls. The Bureau also cooperated with local travel agencies to pre-sell Taiwan travel promotional products. Online videos were produced for Taiwanese companies to "cloud promote" indigenous culture and rural kitchen tours to the Macao public.

In the mainland China market, the Tourism Bureau focused on stabilizing online visibility and improving the simplified Chinese website content and social media posts to maintain the high online profile of Taiwan tourism.





臺灣味 Pop up 市集-媒體相關報導 Media coverage of the Taste of Taiwan Pop up Fair





推動國際雙邊交流合作

Promoting International Bilateral Exchange and Cooperation

積極與日本、越南及韓國辦理雙邊視訊會議,以推動疫後雙邊業 者共同合作及恢復雙方市場為討論主軸。

- 日本:疫情期間陸續與日本三重縣、香川縣、岐阜縣、山口縣 等地方政府首長進行線上對談,就未來邊境開放後之合作交流等 交換意見。
- 越南:於8月26日與越南國家旅遊總局進行雙邊視訊會議, 除分享雙方疫情狀況及對觀光業紓困振興相關政策外,並對疫 後加強雙方聯合行銷、美食交流及在官網互為宣傳,達成擴大 合作共識。
- 韓國:疫情期間持續與組團社辦理線上交流會議,掌握組團社 動態,並為疫後復甦預為準備。



與日本 4 縣知事進行視訊會談 Video conference with the governors of four prefectures in Japan



與越南旅遊局辦理線上視訊會議 Video conference with the Vietnam National Administration of Tourism

The Tourism Bureau arranged bilateral video conferences with Japan, Vietnam, and South Korea that focused on promoting mutual cooperation and restoring markets on both sides after the pandemic.

- Japan: During the pandemic, the Tourism Bureau held online meetings with government heads in Japan's Mie, Kagawa, Gifu, and Yamaguchi prefectures to discuss future cooperation and exchanges after borders reopen.
- · Vietnam : The Tourism Bureau held a bilateral video conference with the Vietnam National Administration of Tourism on August 26. The two sides discussed their COVID-19 status and policies, as well as policies related to tourism industry relief and promotion. They reached a consensus on expanding cooperation after the epidemic to strengthen joint marketing, food-related exchanges, and website cross-promotion.
- Korea : The Tourism Bureau continued to arrange online meetings with travel agents during the pandemic to understand agency trends and prepare for the post-pandemic recovery.









臺灣美食 接軌國際

Bringing Taiwanese Cuisine to the World

喜迎《2020 臺北 | 臺中米其林指南》雙城指南 Welcoming the twin-city Michelin Guide Taipei and Taichung 2020

「美食」是推動國際旅客來臺重要的元素,也是吸引國際旅客的強項。米其林指南是全球最具影響力的美食聖經,自 107 年起與米其林公司合作出版《2018臺北米其林指南》,臺北成為全球第 31 個擁有《米其林指南》的城市,讓臺灣美食與國際接軌。經過多年的努力,亦因有計畫的階段性推動,終能獲得米其林專業評審的肯定,108 年 11 月 14 日宣布,自 109 年起《臺北米其林指南》擴展至臺灣第 2 個城市「臺中」。

因應全球新冠肺炎疫情影響,《臺北 | 臺中米其林指南 2020》 係少數於疫情期間可舉辦實體發布會的城市,109 年 8 月 24 日 於臺中國家歌劇院辦理《臺北 | 臺中米其林指南 2020》媒體發 布會。「雙城指南」使臺灣在世界美食地圖上的地位具有說服 力,讓世界看見臺灣美食。 Cuisine is a vital part of Taiwan's international tourist promotions and a powerful attraction for visitors from around the world. The Michelin Guide is the world's most influential bible on fine dining. Since 2018, the Tourism Bureau has cooperated with Michelin to publish the Michelin Guide Taipei 2018 and bring Taiwanese cuisine to the international stage. After years of effort, planning, and promotion, Taipei was finally recognized by Michelin's professional appraisal on November 14, 2019, making it the 31st city with its own Michelin Guide. In 2020, the Michelin Guide Taipei was expanded to include Taichung, Taiwan's second largest city.

A press conference to announce the publication of the Taipei-Taichung twin city guide was held at the Taichung Metropolitan Opera House on August 24, 2020, putting the two cities among a minority of places to host in-person releases for the guide during the pandemic. The guide puts Taiwan in an influential position on the world's food map and presents Taiwanese cuisine to the world.



米其林指南 Taiwan 官方網站 Michelin Guide Taiwan website





左:臺北米其林輪胎董事長毛行健(第1排左一)、交通部部長林 佳龍(第1排左二)、交通部觀光局局長張錫聰(第1排左三)共同 與《臺北|臺中米其林指南2020》獲獎餐廳主廚合影(照片提供: 臺灣米其林)

Left: Michelin Taiwan General Manager Jay Mao (first row, far left), Minister of Transportation and Communications Lin Chia-lung (first row, second from the left), and Tourism Bureau Director-General Chang Shi-chung (first row, third from the left) pictured with the head chefs of award-winning restaurants in the Michelin Guide Taipei and Taichung 2020. (Photo provided by Michelin Taiwan.)



右:《臺北 / 臺中米其林指南 2020》媒體發布會 Right: Press conference for the release of the Michelin Guide Taipei and Taichung 2020

製作主題旅遊年國際宣傳影片

Production of International Promotional Videos for Tourism Theme Years

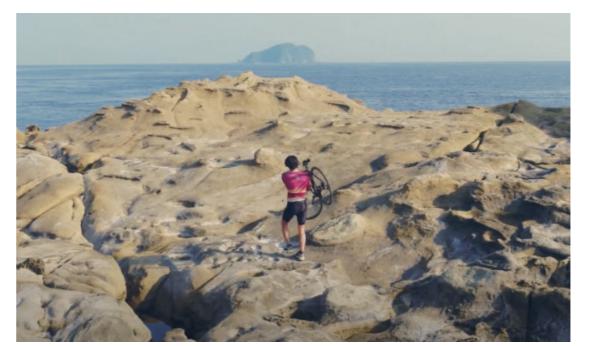
配合 2021 自行車旅遊年,製作首支「8D」版「臺灣·感覺真實的自己」及「臺灣·真有這條路」國際宣傳片,吸引國際旅客疫後來臺深度體驗。

In conjunction with the 2021 Year of Bicycle Tourism, the Tourism Bureau produced its first "8D" international promotional videos, entitled "Explore Taiwan on Two Wheels–Experience the Real You" and "Explore Taiwan on Two Wheels–Experience an Unforgettable Journey," to attract international visitors to experience Taiwan in-depth after the pandemic.





「臺灣・感覺真實的自己」國際宣傳片 International promotional video "Explore Taiwan on Two Wheels-Experience the Real You"



「臺灣・真有這條路」國際宣傳片 International promotional video "Explore Taiwan on Two Wheels-Experience an Unforgettable Journey"

臺灣觀光 國際肯定

International Accolades for Taiwan Tourism

- 美國旅遊雜誌《環旅世界》(Global Traveler)公布 2020 休閒 風格獎,臺灣連奪 3 項大獎,除蟬聯「亞洲最佳休閒旅遊目的地」 第 1 名外,同時取得「全球最佳冒險旅遊目的地」第 2 名佳績, 桃園國際機場亦獲「最佳轉機機場」全球第 4 名好評。
- 旅遊平臺 Agoda 公布 2020 下半年全球 10 大熱搜旅遊地,臺灣 榮獲第一。
- 觀光局與美國公共電視網 (PBS) 熱門旅遊節目 《Joseph Rosendo's Travelscope》聯合製作《臺灣山脈與小鎮旅遊》系列節目第1集 (Taiwan-Mountain Beauty, Villages & Cultures-Part 1) 獲美國第41 屆泰利獎金獎。
- 觀光局與美國知名影片製作公司 Black Buddha 合作製作《Taiwan-The Perfect Solo Travel Destination for Culture & Small Towns》宣傳影片,首次榮獲有美國旅遊界奧斯卡之稱的麥哲倫獎(Magellan Awards)「亞洲文化藝術旅遊目的地」(Asia-Overall Destinations-Cultural Arts)金獎。
- 新加坡巴士與地鐵廣告案獲得紐約 Muse 創意大獎戶外廣告類銀獎、義大利 A'Design Award 廣告類銀獎與美國高峰創意大獎
 Summit Creative Awards 銀獎。

- Taiwan won three awards in US travel magazine Global Traveler's 2020 Leisure Lifestyle Awards, including a repeat at first place for Best Leisure Destination in Asia and second place for Best Adventure Destination, International. Taoyuan International Airport also ranked fourth globally in the "Best Connecting Airports" category.
- Taiwan ranked first in travel platform Agoda's top-10 tourist destinations of the world ranking in the second half of 2020.
- The Tourism Bureau and popular Public Broadcasting Service (PBS) travel program Joseph Rosendo's Travelscope co-produced "Taiwan—Mountain Beauty, Villages & Cultures—Part 1." The program won the 41st Telly Awards.
- The Tourism Bureau and well-known US film production company Black Buddha co-produced "Taiwan-The Perfect Solo Travel Destination for Culture & Small Towns" promotional video. The video won first place in the Asia-Overall Destinations-Cultural Arts Gold Award of the Magellan Awards—the Oscars of the US tourism industry.
- Tourism Bureau ads in Singapore's bus and subway systems won the Silver Award for Outdoor Advertising in New York MUSE Creative Awards; the Silver Award for Advertising in Italy's A'Design Award; and the Silver Award in the US Summit Creative Awards.

《Joseph Rosendo's Travelscope》 主持人於清水斷崖觀景臺錄製節目 The host of Joseph Rosendo's Travelscope records a program at the Qingshui Cliff

Observation Deck



2019 新加坡地鐵巴士廣告榮獲 2020 年 3 獎項 Tourism Bureau 2019 ads in Singapore's MRT and bus systems won three awards in 2020



交流

掌握國際市場脈動 提高臺灣觀光聲量

Seizing the Pulse of International Markets, Increasing Tourism Visits to Taiwan

- 在國內啟動防疫旅遊及安心旅遊後,配合中央流行疫情指揮中 心邊境管制措施開放期程,以及外交部推動國際合作角度,於 疫情控制得宜之時,吸引國際旅客來臺觀光。
- 疫後將以「先恢復國際旅客來臺信心、再衝刺來臺旅客數量」 方式逐步漸次復甦。著手製作「We are ready」宣傳前導影片, 後續將逐步利用各種宣傳媒介,向國際旅客傳達疫後安心來臺 旅游的形象。
- 國際間疫情趨勢確實緩解後,將視各主要客源市場邊境管制及 直航臺灣航班狀況,以鄰近我國航程4小時內之亞太、東南亞 地區國家為最主要宣傳對象,並持續在歐美長程線國家維持臺 灣觀光聲量,除以拍製主題宣傳影片、購買電視與網路通路進 行密集宣傳,並結合平面與戶外廣告、電車等傳統媒體通路, 提高臺灣觀光曝光度,爭取國際旅客來臺,振興國內觀光產業。





- · After launching the anti-pandemic tourism and safe travel programs for domestic travel, the Tourism Bureau coordinated with the lifting of border controls by the Central Epidemic Command Center and international cooperation promotions by the Ministry of Foreign Affairs to attract international tourists to Taiwan when the pandemic is brought under control.
- After the pandemic, the Tourism Bureau will promote tourism recovery focusing "first on restoring the confidence of visitors to Taiwan and then on increasing the number of visitors to Taiwan." Starting with production of the "We are ready" promotional video, it will use various promotional media to convey to international tourists the image of travel safety in Taiwan after the pandemic.
- Once the pandemic abates, the Tourism Bureau will focus promotions on Asian-Pacific and Southeast Asian countries within a four-hour flight to Taiwan conditional on border controls in major source markets and the status of direct flights to Taiwan. It will also continue to maintain the level of tourism visits from long-haul countries in Europe and the Americas. The Bureau will carry out an intensive PR campaign through the production of themed promotional videos and purchase of TV and internet access. It will combine these channels with print, outdoor, and MRT car advertising and other traditional media channels to increase exposure to Taiwan tourism, attract international visitors to Taiwan, and revitalize the domestic tourism industry.

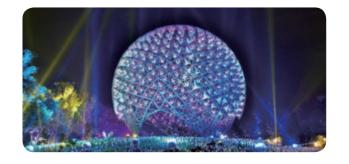
特色活動,推動觀光亮點 Promoting Taiwan at Major Events

2020 台灣燈會

2020 Taiwan Lantern Festival

獲 Discovery 頻道稱許為「全球最佳慶典活動」之一的「台灣燈 會」,是臺灣首要的節慶觀光活動。「2020台灣燈會」於2月8 日至2月23日在臺中后里花博園區舉辦,以「曙光再旺‧璀璨 台中」為主題,分別有臺中市后里森林園區、后里馬場園區及文 心森林公園 3 大燈區。

本次燈會與往年不同之處,除不以生肖作主燈外,還有許多項創 新,例如主燈首創以生態永續藝術方式呈現,可穿越性與民眾近 距離互動;結合開燈臺背板 LED 螢幕融入主燈秀動畫;採互動五 感新體驗為各燈區規劃,活動廣受各界好評,雖受新冠肺炎疫情 影響,仍備妥各項防疫措施,為賞燈民眾打造安全的賞燈環境, 使燈會活動總參觀人達 1,182 萬人次。



Selected by the Discovery Channel as one of the world's best festivals, the Taiwan Lantern Festival is a main highlight of Taiwan's festive tourism events. The 2020 Taiwan Lantern Festival was held in Taichung's Houli Forest Park from February 8-23 under the theme "Brighten Taichung. A Resurgence of Dawn." There were three lantern venues, including Houli Forest Park, Houli Horse Ranch Park, and Wenxin Forest Park.

The year's Lantern Festival departed from its predecessors by not basing the lantern theme on the Chinese zodiac animals. It also had several other innovations. For the first time, the main lantern featured a green, sustainable design that allowed the public to pass through and interact with it up close. An LED back display was integrated into the main light show animation. Each lantern area presented new, interactive and multisensory experiences, earning widespread praise. COVID-19 prevention measures were enforced to create a safe environment for viewing the lights. The festival attracted 11.82 million visits.





交流 Communication

東海岸大地藝術季

Taiwan East Coast Land Arts Festival

「東海岸大地藝術節」從 104 年首辦迄今,廣獲各界好評,深受大家喜愛,109 年第六屆「東海岸大地藝術節」,以「邊界聚合」作為主題,活動包含「藝術家駐地創作」、「月光•海音樂會」、「開放藝術工作室」「創藝市集」項目,透過駐地藝術家藝術創作將在地文化的根基與生活脈動,呈現給國內外旅客。除了靜態藝術品展覽之外,也以「邊界浪遊」為主題辦理 9 場次的音樂會,吸引近 4 萬 5 千 名遊客參與,更搭配「創意市集」、「開放藝術工作室」等不同主題活動,以更細緻深入的觀點來引領遊客進入東台灣的藝文美學天地。「東海岸大地藝術節暨月光·海音樂會」同時也獲得「2020 第八屆台灣景觀大獎」「特殊主題類」傑出獎殊榮。

The Taiwan East Coast Land Arts Festival is a widely acclaimed and much loved annual event launched in 2015. The 2020 festival was based on the theme of "Bringing Boundaries Together." The program included Artist-in-Residence Creations and a Moonlight Ocean Concert, Open Art Studio, and Art Fair presenting local culture and life to local and international visitors. In addition to art exhibits, the festival presented nine concerts under the theme "Wandering Boundaries." Over 45,000 visitors attended. The Art Fair, Open Art Studio, and other activities gave visitors a close-up look at the art and culture of eastern Taiwan. The Taiwan East Coast Land Arts Festival and Moonlight Ocean Concert won the 2020 Taiwan Landscape Award in the "Special Theme" category.

駐地創作 - 李簣至 Lua Rivera 《轉變》







2020 - 2021 台灣好湯 — 台灣好湯 - 健康 40°C的幸福

Promotion of Top 2020-2021 Hot Spring Destinations — 40 Degrees of Serenity

2020-2021 台灣好湯,延續「台灣好湯、健康 40℃的幸福」主軸,並結合「溫泉旅行 一輩子的暖暖回憶」標語進行宣傳,透過台灣好湯官網及 FB 粉絲專頁,整合全臺 19 處溫泉區(域)及取得溫泉標章店家之活動或資訊,並製作溫泉健康講座影片,介紹並推廣不同泉質與特色的台灣好湯。

另透過多元行銷通路如康健雜誌、天下雜誌及臺鐵車廂廣告等宣傳溫泉旅遊,搭配網紅和部落客踩線及社群媒體或網站推廣臺灣各地溫泉,藉此吸引國內外觀光客前往各大溫泉區泡湯旅遊,提升溫泉產業收益。 結合便利商店年菜型錄推出消費滿額抽溫泉住宿券活動,並與旅遊業者合作推出各大溫泉區優惠行程,以提振國旅市場發展商機,吸引遊客深入各溫泉區景點旅遊,帶動在地觀光產業發展。

In 2020-2021, we continued promotion of Taiwan's best hot spring destinations under the "40 Degrees of Serenity" theme, and integrated this with a new "Hot Spring Travel: Lifetime Warm Memories" promotion. Related activities and information on 19 hot spring areas and certified "Hot Spring Mark" businesses were promoted on our website and Facebook page. The activity was further promoted through videos introducing hot spring health benefits and the different spring qualities and characteristics of Taiwan's top hot springs.

The Tourism Bureau also promoted hot spring tourism through ads in Common Health and CommonWealth magazines, train cars, and other channels. Hot spring destinations in Taiwan were promoted by internet celebrities and bloggers, as well as through social media and websites to attract domestic and international visitors and increase revenue in the hot spring industry. Convenience stores promoted the activity with a hot spring hotel prize giveaway in conjunction with purchases of Lunar New Year dishes. Travel agencies also pitched in with special deals on hot spring tours to develop opportunities in the domestic travel market, attract visitors to hot spring areas, and promote the development of local tourism industries.



台灣好湯 - 台北溫泉季 Taiwan's Best Hot Springs: Taipei Season of Hot Springs



台灣好湯 - 四重溪溫泉公園 Taiwan's Best Hot Springs: Sichongxi Hot Spring Park



台灣好湯 -2020-2021 啟動儀式 Taiwan's Best Hot Springs: 2020-2021 Opening Ceremony third section excellent travel friendly fast and convenient

優質旅運 友善便捷 Creating a High-Quality, Friendly, and Convenient Travel Environment

友善旅遊環境措施 Measures to Create a Friendly Travel Environment

臺灣位處亞太地理位置中心,交通便捷,觀光資源多元豐富,交通 部觀光局為力促臺灣觀光優質化發展、帶動產經轉型升級,並拓展 與國際交流管道等目標研訂整體觀光政策,對於友善觀光之建置及 推廣,積極推出「台灣好行」、「台灣觀巴」、「台灣好玩卡」及 「旅遊服務體系」等品牌,打造優質旅運環境。

「台灣好行」景點接駁旅遊公車系統

"Taiwan Tourist Shuttle" tour bus service to scenic spots

為提供國內外自由行旅客、不想長途駕車及參加旅行團出遊的旅客,前往知名觀光景點之直捷、友善交通旅遊服務,觀光局輔導各縣市政府及國家風景區管理處規劃最直捷的景點接駁路線、以平價的票價、易等易搭的班次,讓旅客盡情感受臺灣的獨特魅力。

配合脊梁山脈旅遊年及持續推廣小鎮漫遊,共 42 條路線行經 37 個山脈小鎮。 109 年春節等 6 個連續假期及暑假期間 (6 月 29 日至 9 月 30 日止)均提供持電子票證搭乘「台灣好行」半價優惠活動,暑假期間更提供各路線周邊超過 370 餘商家消費不等優惠,成功帶動沿線旅遊產業發展。另為鼓勵國人搭大眾運輸轉乘「台灣好行」環島,自 109 年 9 月 30 日起至 110 年 1 月 3 日止舉辦「環島輕鬆趣活動」,共計 714 人次參與, 30 人成功環島,成功推廣節能、減碳新旅遊型態並維持國旅熱度。

服務加值

車上提供 E 化導覽設備及多語到站播報系統,提升無障礙公車服務比例,提供行車動態資訊查詢以利行程規劃。

載客人次

服務路線 60 條,全年累計約 372 萬人次。

優惠套組

提供超過 140 款食、宿、遊、購、行不同組合優惠套票。

行銷宣傳

製作中、英、日、韓語版摺頁文宣、不定期推出電子票證搭乘台灣好行半價優惠活動,並結合路線周邊商家優惠行銷推廣。

品質稽核

辦理各路線滿意度評比,並表揚績優單位。



台灣好行 - 神山線 - 活動合照 Taiwan Tourist Shuttle Shen Shan Line activity

Taiwan is centrally located in the Asia-Pacific region. It enjoys convenient transportation links and a wealth and diversity of tourism resources. The Tourism Bureau develops overall tourism policy to promote the development of high-quality tourism, support industrial and economic transformation and upgrading, and expand international exchange channels. To create and promote a friendly and high-quality tourism environment, the Bureau has introduced the Taiwan Tourist Shuttle, Taiwan Tour Bus, Taiwan Pass, i-center, and other brands.



The Tourism Bureau provides guidance to county and city governments and national scenic area administrations in planning direct and convenient transportation and travel services to popular visitor sites for domestic and foreign travelers who do not want to drive long distances or join tour groups. The shuttles offer the most direct links to these sites with affordable fares and easy-to-catch buses so travelers can enjoy Taiwan's unique charms.

The Tourism Bureau planned 42 itineraries to 37 mountain towns in conjunction with the Year of Mountain Tourism and ongoing promotion of small town tourism. Half-price Taiwan Tourist Shuttle cards were introduced in 2020 for the Lunar New Year and other holiday periods, as well as during the summer vacation period (June 29 to September 30). Visitors could also enjoy a range of special offers during the summer from more than 370 businesses to promote tourism development along the routes. In addition, the Taiwan Tourist Shuttle arranged an "Islandwide Fun" activity from September 30, 2020 to January 3, 2021. This encouraged people to use public transportation and the shuttle service for island-round travel. A total of 714 people participated and 30 people successfully completed island-round trips. The activity promoted new types of green tourism and maintained momentum in the domestic tourism market.

Value-added service

The shuttles are equipped with e-guide systems and announce station stops in multiple languages. The ratio of accessible buses is being increased, and enhanced bus movement information is helping to facilitate trip planning.

Ridership

Taiwan Tour Bus served 3.72 million passengers on 60 routes.

· Special offers

More than 140 package tours were provided that included special offers for dining, accommodations, recreation, shopping and travel.

· Marketing and promotion

Guides and Chinese, English, and Japanese brochures, and Chinese, English, Japanese, and Korean posters were produced and issued. Half-price Taiwan Tour Bus e-tickets are occasionally offered, and preferential marketing and promotion deals from businesses in areas served by the shuttle routes were also issued and combined with special promotion offers.

Quality control

Tour package assessments by experts and scholars and workshops for industry personnel were arranged.

「台灣觀巴」系統

Taiwan Tour Bus system



為提供國內外觀光客從飯店、交通場站到臺灣各觀光遊樂地區之便捷、友善且具固定行程的導覽旅遊服務,觀光局輔導旅行業者規劃設計具備服務品質、操作標準及品牌形象的「台灣觀巴」套裝旅遊行程,其以「深度旅遊」為特質,以1至4人低成行人數,全程運輸服務極為便捷。

配合脊梁山脈旅遊年及持續推廣小鎮漫遊,共61條套裝產品路線行經小鎮。因應上半年新冠肺炎疫情重創觀光產業,除於下半年疫情趨緩時自109年7月1日起至10月31日止整合「台灣觀巴」業者推出安心旅遊方案-自由行旅客「台灣觀巴」優惠活動,以鼓勵國人出遊,增加業者收益之外,另因受疫情影響臺灣國境近乎關閉,輔導營運旅行社由過去以國際旅客為主的做法,轉為以國旅市場為主。

• 服務加值

導入中、英、日、韓語音導覽服務,提供免費無線網路。

優惠套組

108 年至 109 年 6 月推出 83 條半日、1 日、2 日及環島遊之 套裝行程、「Train-Bus 台灣觀巴旅遊護照」

載客人次

共計載客約5.3萬人次(國內旅客約4.4萬人次,占約83%),直接觀光收益超過1.16億元。

行銷宣傳

製發手冊及中、英、日文版摺頁及媒體宣傳。另參加國內外 旅展、辦理行銷宣傳活動。

• 品質稽核

辦理套裝行程專家學者考評及從業人員講習。

109 年台南地區國際旅展 2020 Tainan International Travel Fair



The Tourism Bureau provides guidance to tourism operators in the planning and design of branded Taiwan Tour Bus package tours meeting high service quality and operating standards. The buses provide domestic and foreign tourists fast, convenient, and friendly scheduled guided transportation service from hotels and transport hubs to Taiwan's tourism areas. The full transportation service focuses on "in-depth travel" for one to four people, providing ultimate levels of convenience.

In conjunction with Year of Mountain Tourism and continued promotion of small town tourism, the Tourism Bureau arranged 61 package tours through small towns. In response to the deep impact of COVID-19 on tourism in the first half of the year, Taiwan Tour Bus operators introduced preferential offers under the Safe Travel Program for individual travelers from July 1 to October 31, 2020, as the pandemic abated in Taiwan. The program encouraged people to travel, generated revenue for tourism businesses, and supported a shift in travel agency focus from international travelers to the domestic travel market amid a near total closing of the border due to the pandemic.

· Value-added service

Chinese, English, Japanese, and Korean audio guide services and free wireless internet access were added.

· Special offers

Released 83 half-day, one-day, two-day, and island hopping tours and the Taiwan Tour Bus "Train-Bus Travel Passport" between 2019 and June 2020.

Ridership

The Taiwan Tour Bus served about 53,000 passengers (including 44,000 domestic travelers accounting for 83% of the total) and directly generated more than NT\$116 million in tourism revenue.

· Marketing and promotion

Chinese, English, Japanese, and Korean promotional brochures, occasional stored value card promotions for half-price shuttle services, and preferential marketing and promotion deals from businesses in areas served by the shuttle routes.

· Quality control

Tour package assessments by experts and scholars and workshops for industry personnel were arranged.



台灣觀巴 Taiwan Tour Bus



台灣好行旅遊服務網 Taiwan Tourist Shuttle Website

YEAR OF MOUNTA

「台灣好玩卡」

104年首度推出「高屏澎」以及「宜蘭」2張卡,讓來臺灣自由行的旅客,擁 有簡單旅行的全新體驗;105年新增發行直轄市組的「中臺灣」(含苗栗、臺中、 彰化、南投、雲林、嘉義縣、嘉義市),及「臺東」2張卡,擴大友善旅遊範疇後, 106年再增加發行臺南及北北基 (含臺北、新北、基隆)2 張卡。107年則不再 發行「區域限定」卡,改以區域整合方式廣邀各縣市包裝產品、參與推廣,達 到產品跨域及多元豐富等目標;108、109年起則著重於各縣市「國際經典遊程」 及「深耕特色遊程」之產品包裝及行銷,109年計有20萬4,444筆交易筆數, 銷售金額為 1 億 3,100 萬 6,678 元。

In 2015, the Tourism Bureau issued the "Kaohsiung, Pingtung, and Penghu Pass" and "Yilan Pass" to provide a new simplified travel experience for FIT visitors to Taiwan. In 2016, the Bureau issued a "Central Taiwan" pass (covering Miaoli, Taichung, Changhua, Nantou, Yunlin, Chiayi County, and Chiayi City), a "Taitung" pass, and two non-municipality passes to expand the scope of the travel-friendly pass. In 2017, two new passes were issued, one for Tainan and one for the Taipei, New Taipei, and Keelung area. In 2018, regional cards were phased out

and replaced by a more regionally-integrated approach. Counties and cities were invited to package products and participate in promotions to achieve the goal of cross-domain and diversified products. In 2019 and 2020, the focus shifted to the packaging and marketing of county and city "international classic tours" and "in-depth specialty tours." In 2020, the passes entailed 204,444 transactions totaling NT\$131,006,678.



台灣好玩卡 Taiwan Pass





高屈澎好玩卡 K.P.P Taiwan Pass



官蘭好玩卡 Yilan Taiwan Pass



中臺灣好玩卡 Taichung Taiwan Pass



臺東好玩卡 Taitung Taiwan Pass



臺南好玩卡 Tainan Taiwan Pas



北北基好玩卡 T.N.K. region Taiwan Pass

i-center 旅遊服務體系及借問站

i-center tourism service system and Information Station

為使國內外旅客能便捷取得各類觀光旅遊資訊,觀光局輔導地方 政府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。

本旅遊服務體系依區位特性及服務性質,各提供不同服務,第1 層級為設置於國際機場如桃園、高雄、松山國際機場等 3 處旅客 服務中心,由觀光局設置及管理;第2層級為觀光局輔導地方政 府設置於國內重要交通節點如火車站、高鐵站、航空站、捷運車 站等 55 處旅遊服務中心;第3層級為觀光局所屬管理處設置於 國家風景區內重要遊憩據點等共計 60 處遊客中心。

另外為營造優質友善旅遊環境並發揚「相借問」的臺式熱情,觀 光局爰規劃產業跨域合作機制,協助直轄市、縣(市)政府及國 家風景區管理處擇優輔導民間產業及公私立單位依觀光局所訂相 關軟硬體服務規範設置「借問站」服務,以提供當地旅遊資訊及 諮詢服務,截至 109 年度為止,全臺已建置逾 610 處借問站, 積極促進 i-center 旅遊服務體系創新升級。配合 2020 脊梁山脈 旅遊年,亦請觀光局觀光代言人「喔熊」為主角,以嘉義梅山地 區借問站店家為背景拍攝行銷宣傳影片,活動吸引 4,629 位民眾 分享影片,可觸及超過20萬人次觀看影片,有效提升借問站品 牌知名度。

活動時間

活動獎項

活動辦法

即日起至2020年8月20日。蔣於8/24(一)公布幸運得獎者

③ 標註2位好友並於贴文底下留言「在地人情味,關借開站最對味」。

Ex:@王小明@孫小美 在地人情味·問借問站最對味

首獎:CENTURION首夫長29吋行李箱/1名 前漢:OSPREY輕量登山包/1名

參獎:Staresso免插電便攜義式咖啡機/3名 肆獎:多用途兩用伸縮戶外露營採照燈 / 5名

伍獎:7-eleven 商品卡100元 / 10名

① 按證「確能OhBear粉絲專頁」 ②本貼文按醬並公開分享本賞影片貼文

即可擁有抽模資格。



To provide domestic and foreign tourists with fast and convenient access to tourism and travel information, the Tourism Bureau assists local governments in establishing the "i" logo i-center Travel Service System at major transport terminals and stations and visitor sites at national scenic areas throughout Taiwan.

The i-centers provide different services based on local characteristics and service type. Three Level 1 tourist service centers have been established and are operated by the Tourism Bureau at the Taoyuan, Kaohsiung, and Songshan international airports. A total of 55 Level 2 visitor information centers have been set up by local governments with guidance from the Tourism Bureau at major domestic transportation hubs, such as train stations, HSR stations, airports, and MRT stations. In addition, 60 Level 3 visitor centers have been set up by administrations under the Tourism Bureau at major scenic spots in national scenic areas.

Furthermore, in order to create a high-quality and friendly tourism environment and promote Taiwan's tradition of warm greetings, the Tourism Bureau planned a cross-industry cooperation mechanism to help city and county governments and national scenic area administrations select private businesses and public and private units to set up Information Stations according to facility and service rules drafted by the Bureau. As of 2020, local travel information and consulting services were available from more than 610 Information Stations around Taiwan. The Tourism Bureau is now actively promoting innovations and improvements to the i-center system. In conjunction with 2020 Year of Mountain Range Tourism, the Bureau produced a promotional video featuring tourism mascot OhBear that highlighted Information Stations in Meishan, Chiayi. The video was shared by 4,629 people and reached over 200,000 viewers, effectively building awareness of the Information Station brand.



辦議素語 借問站E化執行成果

() SWEWER

O Specialization

総計事繁は

BIGApping 世界社場用/世里下町

田内電子協会下的

資源運轉

立基於既有觀光資源及管理機制,持續強化智慧科技運用創

造加值服務。同時透過特色加值服務計畫協助地方政府打造

國際觀光景點,並從設立、管理、認證、輔導等面向,促成

The Tourism Bureau created value-added services from existing

tourism resources and management mechanisms with the aid of

smart technology. Under the Specialty Value-added Service Project,

it helped local governments to develop international visitor sites

and promote the internationalization, specialization, and branding

of the tourism industry in the areas of establishment, management,

Operations

旅遊產業邁向國際化、專業化及品牌化發展。

certification, and guidance.

觀光資源開發與管理

Development and Management of Tourism Resources

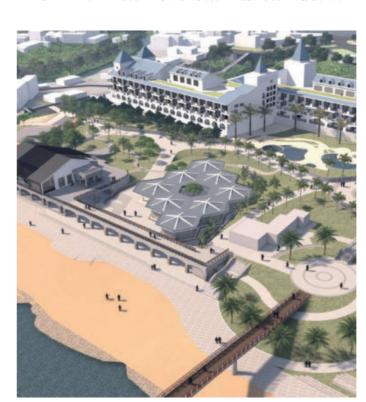
觀光前瞻建設計畫

Forward-looking Tourism Development Plan

•配合行政院「向山致敬」及「向海致敬」政策,並秉持行政院推動前瞻基礎建設之精神,加強觀光環境之基礎建設投資,建構安全旅遊環境,打破國際旅客普遍認為「臺灣等於臺北」的刻板印象,加強及優化相關旅遊服務設施,推廣深度體驗旅遊活動,延長遊客停留時間,用數位科技新技術改變與重新塑造觀光產業競爭優勢,創造出觀光產業新的企業型態、商業模式與價值。

• 目標:

- 選定東北角、北觀、日月潭、阿里山、東海岸及澎湖等6個國家風景區管理處,配合觀光產業健檢及資源盤點,提出改善策略確認發展主軸及改善標的,導入電子商務及人流與車流管理,打造國際級魅力景區。
- 依據「區域觀光旗艦計畫」所規劃包含北、中、南、東、離島等27條旅遊帶中優先篩選16條旅遊路線,再藉由觀光圈平臺進行資源盤點、觀光產業健檢,依健檢結果研提改善策略,並以補助地方政府觀光建設之方式,串接觀光局所屬13國家風景區之遊程,整備旅遊帶頂尖景點,建構友善旅遊服務環境。



• In line with the Executive Yuan's "Salute to the Mountains" and "Salute to the Seas" policies and spirit of forward-looking infrastructure promoted by the Executive Yuan, the Tourism Bureau strengthened investment in developing tourism environment infrastructure, establishing a safe travel environment, and overcoming the stereotype among international travelers that "Taiwan equals Taipei." The Bureau also enhanced and optimized tourism service facilities, promoted in-depth experiential tourism activities and longer visitor stays, and used new digital technology to change and reshape the competitive advantages of the tourism industry, create new company types and business models, and generate value in the tourism industry.

Objective:

- Six national scenic area administrations Northeast Coast, North Coast and Guanyinshan, Sun Moon Lake, Alishan, East Coast, and Penghu were selected to propose improvement strategies in conjunction with tourism industry health checks and resource inventories to confirm development hubs and improvement targets, introduce e-commerce and people/traffic flow management systems, and create attractions with world-class charm.
- Sixteen tour routes among the 27 tourism belts in the northern, central, southern, eastern, and outlying island areas of Taiwan under the Regional Flagship Tourism Plan were selected to conduct local tourism resource inventories and health checks through tourism circle platforms and propose improvement strategies based on the health check results. Tourism development subsidies were provided to local governments to link tourism routes at 13 national scenic areas under the Tourism Bureau's jurisdiction and prepare top attractions in tourist belts to create a friendly travel service environment.



福隆海濱遊憩廊帶營造工程 Fulong Beach Recreation Corridor development project



前瞻特別預算 -全國水環境改善計畫

Forward-looking Special Budget : The National Water Environment Improvement Plan

- 全國水環境改善計畫經濟部為主辦機關,另由環保署、內政部、 農委會及觀光局,以「魅力水岸」為目標、「與水共生、共存、 共榮」為願景、「營造水岸融合,提升環境優化」為主軸,推動 全國水環境改善。
- 本計畫依業務屬性分工協辦,其中觀光局主要係執行補助地方 政府推動水環境改善後遊憩據點特色景觀改造工作、營造水岸環 境及遊憩據點特色地景。
- 109年度由觀光局補助辦理已完成之亮點工程包含基隆河休憩廊道自行車道串連、三峽河左岸三峽老街周邊自行車道串連、太保市麻魚寮公園水環境改善、臺南市安平水資源回收中心周邊廠站改善及美化、臺南市運河光流域環境設施工程、金樽漁港舞浪遊憩區建置工程、青帆港環境及景觀整建蒸鷗觀賞據點環境營造等。

- The National Water Environment Improvement Plan was implemented to improve Taiwan's water environments with a focus on "creating integrated waterfronts and improving environmental optimization." Organized by the Ministry of Economic Affairs and joined by the Environmental Protection Administration, Ministry of the Interior, Council of Agriculture, and Tourism Bureau, the plan aims to create "attractive waterfronts" under a vision of "symbiosis, coexistence, and co-prosperity with water."
- Project tasks are divided according to operation type. The Tourism Bureau is mainly in charge of implementing subsidies to local governments for scenic site landscape renovation after water environment improvement work to create waterfront environments and distinctive landscapes at recreational areas.
- Highlight projects completed in 2020 with Tourism Bureau subsidy support included: the connection of bike paths in the Keelung River Recreational Corridor and near the historic district on the left bank of the Sanxia River; improvement of the water environment at Ma-yuliao Park in Taibao City; improvement and beautification of factories and stations around the Anping Water Resources Recovery Center in Tainan City; canal catchment environment and facilities development in Tainan City; development of the Wulang Recreation Area at the Jinzun Fishing Harbor; and environmental and landscape renovation of tern-watching sites at Qingfan Harbor.

臺南市安平獎河 Anping Canal in Tainan City

辦理 109 年度「體驗觀光地方旅遊環境營造計畫」 2020 Plan for the Development of Local Travel Environments for Experiential Tourism

- 延續「遊憩據點特色加值計畫」執行概念,設定「尊重環境,資源永續」、「整合特色,景點串聯」、「友善設施,優質服務」 三大目標,協助地方政府發展以在地、生態、綠色、關懷、人本、永續等特色遊憩據點。109年度補助地方政府執行75件工程,投資補助經費計新臺幣6.39億元。
- This plan set three goals consistent with the concept of the Value-added Tourism Spots Project: "respecting the environment and resource sustainability," "integrating features and connecting attractions," and "creating friendly facilities and high-quality service." Local governments received support to develop recreation sites with local, ecological, green, caring, human-centered, and sustainable features. In 2020, local governments implemented 75 such projects with NT\$639 million in investment subsidies.

體驗觀光地方旅遊環境營造計畫三大目標

Three Goals of the Plan to Develop Local Experiential Tourism Environments



导里壞現,貸淵水纜 Respecting the Environment and Resource Sustainability



整合特色,景點串聯 Integrating Features and Connecting Attractions



友善設施,優質服務 Creating Friendly Facilities and High-Quality Services





• Spotlight projects: Local governments received assistance to improve tourism and recreational facilities. These included the following: 1) development of a user-friendly environment at the Shifen Scenic Area, New Taipei City - the first phase of improvements to guide signage at visitor sites throughout the city; 2) improvements to the Ginger Island Gold Peninsula in Taoyuan; 3) in Neiwan, improvements to parking facilities for the Old Street area and Ginger Lily Park; 4) improvement of the lighting environment in Hsinchu; 5) development of the tourist environment in Miaoli; 6) improvement of tourist service facilities at Tiezhenshan's Jianjing Recreation Area in Dajia; 7) improvement of the Nine-Turns Lane and other meandering routes in Lugang Township; 8) construction of bamboo and wood plank trail in Gukeng Township; 9) creation of a tourism corridor connecting the Heya Recreation Area in Nantou's Lugu Township, the Abaquan Mountain Ridge Trail in Zhuqi, and the Daofeng Inland Sea Coastal area in Tainan City;10) the Chaishan Environmental Construction Project; 11) improvement of the indigenous tourism environment in Mudan Township and the landscape near the Dahu Scenic Area; 12) development of the waterfront tourism environment in Sanzhan; 13) development of tourism sites and surrounding environment in Lanyu Township; 14) improvement of the bay mouth beach and surrounding environment in Guan'ao; and 15) development of the travel environment at Taiwan's northernmost point. Anticipated benefits of some of these efforts are highlighted

新北市 New Taipei City



十分風景區 Shifen Scenic Area

新北市「十分風景區友善環境營造」,以通用設計為理念,為打造以人為本的友善旅遊環境,讓親子、高齡者、身障者等多樣的旅遊族群感受十分風景區景點魅力。

The Shifen Scenic Area Friendly Environment Development Project in New

The Shifen Scenic Area Friendly Environment Development Project in New Taipei City: This project will create a people-oriented and friendly tourism environment embodying universal design concepts so that families, seniors, the disabled, and other visitor groups can experience the charm of the Shifen Scenic Area.

苗栗縣「打造貓裏觀光環境營造」計畫,於現有自行車道旁設置

獨角仙生態園區,串聯苗栗市區、功維敘及銅鑼隧道等景點,增

The Miaoli Tourist Environment Development Project: This project in Miaoli County created the Rhinoceros Beetle Ecological Park along an existing bike

path, and linked it with downtown Miaoli, Gongweixu, the Tongluo Tunnel

and other attractions to expand the variety of tourism itineraries and

加多樣化的觀光行程及延長駐足時間。

encourage longer visitor stays.

苗栗縣 Miaoli County



打造貓裏觀光環境營造 Miaoli Tourist Environment Development Project

南投縣「鹿谷鄉和雅遊憩區設施環境營造計畫」,辦理整體景觀與步道改善,有效提升該遊憩區之主題特色,提供遊客健行登山優質體驗;並為當地產業、民宿及餐廳等相關業者帶來收益,為良性循環之投資效益,創造南投地區觀光之商機。

The Lugu Township Heya Recreation Area Facilities and Environment Development Project; This Nantou County project improved the recreation area landscapes, trails, and theme features to provide visitors with high-quality hiking and mountaineering experiences. The project also generates benefits for local industries, guesthouses, restaurants, and other related businesses, creating a virtuous circle of investment and tourism opportunities in the Nantou area.

南投縣 Nantou County



鹿谷鄉和雅遊憩區 Heya Recreation Area in Lugu Township

彰化縣「鹿港鎮九曲巷等曲徑環境改善工程」,配合鹿港國家歷 史風景區計畫,以紅磚延伸鋪設步道,串聯如文武廟、龍山寺等 具歷史意義區域,延伸旅遊人行動線。

The Lugang Township Nine-Turns Lane and Other Meandering Routes Environmental Improvement Project: This project in Changhua County was coordinated with the Lugang National History Scenic Area Plan. It constructed brick path links to the Wenwu Temple, Longshan Temple, and other historic sites to extend visitor walking routes.

彰化縣 Changhua County



鹿港鎮九曲巷等曲徑環境改善工程 Lugang Township Nine-Turns Lane and Other Meandering Routes Environmental Improvement Project

臺南市「倒風內海濱海旅遊廊帶串聯」,辦理急水溪河濱景觀散步步道環境改善,提供友善環境設施,使遊客駐足欣賞學甲濕地的自然生態景觀,並串聯周邊景點,吸引遊客體驗臺南倒風內海濱海文化特色。

The Daofeng Inland Sea Coastal Tourism Corridor Linkage Project: This Tainan City project involved environmental improvements along the Jishui Riverside Trail. The project created friendly environmental facilities for visitors to enjoy the natural ecology and landscape of the Xuejia Wetland and linked nearby attractions so visitors can experience the coastal culture of Tainan's Daofeng Inland Sea.

臺南市 Tainan City



倒風內海濱海旅遊廊帶 Daofeng Inland Sea Coastal Tourism Corridor

高雄市「柴山環境營造工程」,辦理西子灣海堤人行步道及景觀 平臺環境改善、柴山登山口周邊改善,改善環境景觀品質,並使

The Chaishan Environmental Construction Project: This Kaohsiung City project improved the environment at the Xiziwan Seawall Walkway and scenic platform and area surrounding the Chaishan Trailhead to enhance the quality of the environmental landscape and improve the safety and quality of movement routes in the area.

場域人行動線更安全優質。

高雄市 Kaohsiung City



柴山環境 Chaishan

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國家級風景特定區開發與管理

Development and Management of National Scenic Areas

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,由觀光局所轄 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 has abundant natural tourism resources that are separately managed by various agencies. The Tourism Bureau administers 13 national scenic areas. It also cooperates with agencies at all levels in the planning, preservation, and management of tourism resources under different jurisdictions.





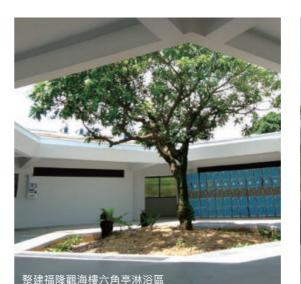
東北角暨宜蘭海岸國家風景區





規劃建設 Planning and Construction

- 改善及整合鹽寮福隆遊憩區周邊環境景觀,型塑福隆遊憩區為輕旅、漫遊的海灣亮點。
- 完善宜蘭濱海遊憩區周邊服務設施及改善南方澳據點設施, 提升宜蘭濱海自行車道沿線設施服務品質。
- 強化濱海碼頭設施安全與服務性能,辦理龜山島南岸碼頭及周邊等設施整修、四季灣浮動碼頭整修等工程,提升藍色公路基礎設施之服務品質。
- Improved and integrated the environment and landscape around the Yanliao and Fulong recreation areas to create spotlights for excursions to the bay.
- Improved service facilities around the Yilan Coast Recreation Area and sites in Nanfang'ao, and enhanced facilities and service quality along the Yilan Coastal Bikeway.
- Enhanced safety and service functions at marina facilities, renovated
 facilities at the Guishan Island South Bank Wharf and surrounding areas,
 and renovated the floating dock at Four Seasons Bay to enhance the
 service quality of Blue Highway infrastructure.







經營管理 Operations and Management

- 獲得東亞第一處「全球綠色旅遊目的地標章」金級認證。
- 連續 5 年獲得 2020 百大綠色旅遊目的地獎 (Green Deistinations Top 100)。
- 「壯圍沙丘旅遊服務園區」獲2020全球卓越建設獎公部門基礎建設/環境適意工程類銀獎。
- 「龍門露營區場域」成為第一處通過以露營區為主題之環境教育場域認證。

- Won the 2020 ITB Berlin Travel Show Green Tourism Destination Award-Asia Pacific Best Tourism Destination Award.
- Earned the first "Global Green Tourism Destination Mark" Gold Certification in East Asia.
- Won the 2020 Green Destinations Top 100 award for the fifth consecutive year.
- Zhuangwei Sand-Dune Visitor Service Park won the Silver Award for Public Infrastructures/Amenities in the 2020 FIABCI Prix d'Excellence Awards.
- Longmen Camp Site became the first certified camping-themed venue for environmental education.



- 於壯圍沙丘旅遊服務園區舉行 2020 臺灣自行車節啟動儀式 及論壇活動,首播國際宣傳影片,並宣示 2021 年為自行車 旅遊年。
- 與台灣千里步道協會於9月8日舉辦「淡蘭國家級綠道」 公私協力國際推廣合作備忘錄簽署儀式,宣誓持續匯聚民間與政府力量,攜手推動兼具北臺灣文化特色與環境友善 精神的淡蘭國家級綠道。
- 辦理「龜山島開放觀光二十周年慶祝活動」,展現島內自然,以生態結合觀光,推動永續生態旅遊。
- 於臺北南港展覽館舉辦「台北國際旅展 (ITF)-國家風景區 自行車主題館策展」,透過整合交通部觀光局及各國家風 景區之自行車活動賽事與遊程路線,吸引國內外旅客感受 臺灣自行車旅遊魅力。

- Hosted the opening ceremony and forum for the 2020 Taiwan Cycling Festival at the Zhuangwei Sand-Dune Visitor Service Park, premiered an international promotional video, and announced 2021 as the Year of Bicycle Tourism.
- The scenic area and Taiwan Thousand Miles Trail Association held
 a ceremony for the signing of the Memorandum of Public-Private
 Cooperation and International Promotion of the Tamsui-Kavalan
 National Greenway on September 8. The two sides pledged to
 continue joining private and government forces to promote the
 greenway, highlighting its northern Taiwan cultural characteristics
 and environmentally-friendly spirit.
- Celebrated the 20th anniversary of the opening of Guishan Island to tourism with an event highlighting the island's ecology and promoting sustainable ecotourism.
- Held a National Scenic Area Bicycle Theme Pavilion exhibit during the Taipei International Travel Fair (ITF) at the Taipei Nangang Exhibition Center. The exhibit showcased bicycling competitions and tour routes organized by the Tourism Bureau and national scenic areas to encourage domestic and foreign visitors to experience the attractions of bicycle touring in Taiwan.





東部海岸國家風景區





規劃建設 Planning and Construction

- 辦理東海岸海陸域生態調查計畫、東部海岸富岡地質公園 觀光維運規劃案、東部海岸南北段小鎮漫遊產業建構規劃 案、部落旅遊夥伴產業創生規劃案、綠島地區觀光使用者 付費研究案、臺東轄區(不含綠島)水域遊憩活動規劃建置 案、都蘭鼻整體規劃暨興辦事業計畫及東部海岸部落永續 觀光培力暨示範計畫案等,做為未來景觀規劃與永續觀光 推動方向之依據。
- 工務建設: 109 年度共完成 16 件工程, 改善遊憩服務設施。
- · As part of efforts to build a base for future facilities planning and sustainable tourism promotion, projects included the following: 1) East Coast Sea and Land Area Ecological Survey Plan, 2) East Coast Fugang Geopark Tourism Maintenance and Operation Plan, 3) Plan for Establishment of an East Coast Small Town Tourism program, 4) Indigenous Tourism Commercial Partnerships, 5) Green Island Area Tourism User Fee Case Study, 6) Water Recreation Activities in Taitung (excluding Green Island), 7) Dulanbi General Planning and Operations Project, and 8) East Coast Sustainable Indigenous Tourism Development and Demonstration Project.
- Public Works: Completed 16 projects in 2020 to improve recreation services and facilities.





經營管理 Operations and Management

- 「2020 東海岸大地藝術節暨月光·海音樂會」獲得「2020 第八屆台灣景觀大獎 - 特殊主題類 | 傑出獎。
- 與伽藍安檢所、水往上流部落市集等 7 處合辦「借問站」 服務。
- 小野柳自然教室新增「夜訪小野柳」教案,完成環教游程、 教案收費機制,營造成功海洋環境教室,辦理星空等生態 講座,做為推動生態觀光的基地。
- 辦理「東部海岸富岡地質公園 108-109 年度觀光維運規劃 案」,公告成立「東部海岸富岡地質公園」,並整合遊程 培訓社區導覽解說員。
- 配合行政院「向海致敬」政策,與花蓮縣及臺東縣等6鄉 鎮公所合作,建立督導巡檢制度;109年動員人次達6,487 人次,清理一般垃圾 94.03 公噸、資源垃圾 22.75 公噸及漂 流木 320 公噸。



盲傳推廣 Advertising and Promotion

- 觀光品牌整合:以「探索東海岸」為行銷核心,依目標客群: 嚴選台 11 線上特色遊程, 打造「11-select」做為東海岸旅 遊印象,並辦理 11 場防疫旅遊踩線團,深化東海岸精緻小 眾旅游型態。
- 創新型態旅遊:結合安通越嶺古道、奇拉雅山聖山步道, 推出2場次「山脈工作假期」、首創4場次「童部野放」 兒童部落營,學習原住民傳統文化及生活,並開發「綠島 過山古道尋寶趣」及「夜探三仙台」等生態遊程。
- 智慧行旅:利用官網等多元社群平臺,提供不同客群即時 活動訊息;於都歷遊客中心、三仙台遊憩區及加路蘭遊憩 區建置高解析 2K、4K 即時動態影像設備。
- 觀光圈產業聯盟: 透過「雙濱生活趣」、「成功人事」、「東 河大風吹」、「富岡地質公園」及「部落海派聯盟」等小 區域觀光圈交流,串接整體觀光廊道與遊憩區,型塑東海 岸區域品牌形象。



- · The 2020 Taiwan East Coast Land Arts Festival and Moonlight Sea Concert won the Award of Excellence in the specialty theme category of the 2020 Taiwan Scenic Awards.
- · Jointly arranged Information Station services with the Qielan Fishing Port Inspection Office, "Water Running Up" Tribal Market, and five
- · Launched the "Nighttime Expedition to Xiaoyeliu" lesson plan at the Xiaoyeliu Nature Classroom, completed environmental education tours and lesson plan fee mechanisms, completed a marine environment classroom, and held lectures on the stars and other ecological topics to promote the area as a base for ecotourism.
- · Carried out the East Coast Fugang Geopark 2019-2020 Tourism Maintenance and Operation Plan, announced the establishment of East Coast Fugang Geopark, integrated tours, and trained community tour
- Partnered with six township offices in Hualien and Taitung counties to establish supervision and inspection systems in line with the Executive Yuan's "Salute to the Seas" policy. In 2020, a total of 6,487 people participated in clean-up activities that removed 94.03 metric tons (mt) of general trash, 22.75 mt of resource waste, and 320 mt of driftwood.
- · Integration of tourism brands: Selected specialty tours along Provincial Highway 11 for various target groups under the "Explore the East Coast" marketing theme to create an "11-select" East Coast tourism image. Eleven Pandemic-Safe Travel FAM tours were also arranged to develop upscale niche travel on the East Coast.
- · Innovative travel: The scenic area arranged two "Mountain Work Holidays" integrating the Antong Trail and Cilangasan Sacred Mountain Trail; the first four-session Children's Tribal Camp, where kids learned about traditional indigenous culture and life; and the Treasure Hunting on the Green Island Historic Mountain Trail and Night Exploration within the Sanxiantai ecotours.
- · Smart travel: Real-time event information was provided to various visitor groups on the scenic area website, various community platforms, and high-definition (2K and 4K) video equipment installed at the Douli Tourist Center, Sanxiantai Recreation Area, and lialulan Recreation Area.
- · Industry alliances in tourism circles: Connected tourism corridors and recreation areas through the "Travel Fun the Local Way," "Successful People and Things," "Donghe Gale," "Fugang Geopark," "Seafaring Tribe Alliance," and other small area tourism circle exchanges to build the East Coast area's brand image.

都歷月光海音樂會 Moonlight Sea Music Festival in Douli





來自山的禮物 Gifts from the Mountains



經營管理 Operations and Management

- 舉辦鯉魚潭水域活動救生演練及防疫宣導、六十石山山岳 旅遊安全及鹿野高台空域陸域活動安全等防救災演練。
- 推動環境教育,辦理「鯉魚潭環境教育志工」初階及進階 志工培訓課程及兩場次主題性活動,推廣鯉魚潭環境教育 中心。
- 改善公廁設施,於 109 年底達成轄區公廁 80% 取得特優級公廁認證之目標。
- Arranged disaster prevention and rescue drills, including water activity lifesaving drills and anti-epidemic promotion at Liyu Lake, travel safety drills at Liushidan Mountain, and air and land activity safety drills at Luye Gaotai.
- Promoted environmental education, held preliminary and advanced training courses and two theme events for environmental education volunteers at Liyu Lake, and promoted the Liyu Lake Environmental
- Improved public restroom facilities, bringing the ratio of the public restrooms certified for excellence in the scenic area to 80% by the and of 2020.



宣傳推廣 Advertising and Promotion

- 辦理「2020 鯉魚潭賞螢季-趣看火金姑」、「2020 台灣好湯-瑞穗安通溫泉美食嘉年華」、「2020 East of Taiwan 花東 海灣盃自行車漫旅」、「來自山的禮物—彩繪稻田」、「2020 玉富伸展臺-大地時裝秀」、「花東地區脊梁山脈旅遊推 廣」、「2020 國際稻田藝術節」等大型主題活動。
- 辦理自行車賽之雙日挑戰、單日挑戰等活動,並結合特色 景點、食宿及自行車等業者推動小鎮自行車漫旅深度旅遊 活動。配合 2020 脊梁山脈旅遊年,推出山脈相關遊程、步 道電子集章等活動,帶動綠色低碳旅遊觀光熱潮。
- 以「部落文化×絕美秘境×餐桌體驗」為主題,分別推出「紅糯米田野餐桌」、「森林杵音餐桌」、「稻田腳印餐桌」、「天空餐桌」、「獵人野地餐桌」及「小米鞦韆餐桌」部落遊程,並與部落合作推出「一起MI'APUTR I下賓朗」學習工作營,持續深耕挖掘亮點部落。

- Large-scale themed events held in 2020: Liyu Lake Firefly Festival, Taiwan Top-10 Hot Springs—Ruisui Antong Taiwan Hot Spring Fine-Cuisine Festival, East of Taiwan Taiwan Cycling Challenge, Mountain Gifts—Painting Rice Fields, Yufu Fashion Show, Hualien-Taitung Mountain Tourism Promotion, and International Rice Field Art Festival.
- Held two-day and one-day cycling races and promoted slow, indepth small town cycling tours integrating special attractions, accommodations, dining, bicycle and other businesses; launched tours in conjunction with the 2020 Year of Mountain Range Tourism with electronic trail stamp collection and other activities to promote interest in green, low-carbon tourism.
- Launched a series of activities under the theme "Indigenous Culture
 Scenic Escapes Dining Table Experiences," including Red Rice Dining Table in the Field, Dining to Pestle Music in the Forest, Dining in the Rice Fields, Dining under the Sky, Hunter's Dining Table, and Swinging in the Millet Fields Dining Table indigenous tours; and the Mi'aputr Pinaski work study camp held in partnership with tribes to further cultivate and spotlight tribal communities.



規劃建設 Planning and Construction

- 配合地方政府邀請國際藝術家及建築師成立花蓮國際石雕藝術季戶外創作營,及建置鯉魚潭風景區智慧候車亭,增加國際觀光能見度。
- 改善經魚潭潭北景觀廁所及水岸步道、瑞穗經典小鎮及鳳林國際慢城旅遊服務設施;興建鯉魚潭無障礙公廁及淋浴間、開放鯉魚潭無障礙碼頭、辦理玉富自行車道設施改善,優化景點觀光遊憩環境品質同時營造無障礙及全年齡層之友善旅遊環境。
- 協助原住民地區進行環境整治,辦理延平地區、馬太鞍溼 地等旅遊環境設施改善,推廣在地原民文化特色。
- 推廣自行車旅遊年及在地自行車活動,改善自行車道與鐵馬驛站環境設施,優化「東部自行車路網」,提升遊客騎乘之安全性及舒適性。

- In conjunction with local governments, invited international artists and architects to establish the Hualien International Stone Sculpture Festival Outdoor Creative Camp and constructed a smart bus shelter at the Liyu Lake Scenic Area to heighten the area's international tourism visibility.
- Improved scenic restrooms and waterfront trails on the north side of Liyu
 Lake as well as at the Ruisui Classic Town and Fenglin International Slow
 City travel service facilities; constructed accessible toilet/shower facilities
 at Liyu Lake; developed an accessible wharf at Liyu Lake; and improved
 facilities on the Yuli Bikeway to optimize the environmental quality of
 tourist attractions and create an accessible and all-ages friendly tourism
 environment
- Assisted environmental improvements in indigenous areas, as well as travel environments and facilities in Yanping and the Matai'an Wetlands, and promoted local indigenous culture.
- Promoted the Year of Bicycle Tourism and local cycling activities, improved bicycle paths and the environment and facilities at bicycle rest stops, and optimized the Eastern Taiwan Bikeway Network to improve visitor riding safety and comfort.







澎湖國家風景區





規劃建設 Planning and Construction

- 辦理小門地質館展示更新統包工程,以博物館新觀眾、新 視野進行展示創意規畫,凸顯火山島嶼特色,提升小門觀 光旅遊價值。
- 辦理先期規劃設計:
 - (1) 完成「新澎湖灣莒光特區古城及港市發展計畫(草案)」 以觀音亭、莒光營區、金龍頭郵輪碼頭3大區塊為核心, 串聯主要遊憩廊帶,以媽宮歷史文化服務區、水下博物館 旗艦館服務區及海洋休閒文化服務區為三大主題服務區。
 - (2) 完成「林投隘門黃金海岸遊憩整體規劃」及「隘門沙灘 第九公墓區土地遷葬」,計畫區分為隘門,悠活海濱遊樂 區、林投 - 森活海濱休閒區及海域活動區。

- · Carried out a turnkey project to update displays at the Xiaomen Geology Gallery. New exhibits were creatively planned to present an innovative vision for new museum audiences highlighting volcanic island features and enhancing Xiamen's tourism value.
- Early phase planning and design:
- (1) Completed the New Penghu Bay Juguang Special Zone Historic City and Port City Development Project (Draft) Centered on Guanyin Pavilion, Juguang Camp Site, and Jinlongtou Cruise Ship Marina. The project linked the main recreation corridor with three themed service areas, including the Magong Historical and Cultural Service Area, Underwater Museum Flagship Hall Service Area, and Marine Leisure and Culture Service Area.
- (2) Completed the Lintou Aimen Gold Coast Recreation General Plan and relocation of remains from No. 9 Cemetery at Aimen Beach. The project comprised three planning areas, including the Aimen-Yoho Seaside Recreation Area, Lintou-Senhuo Seaside Recreation Area, and a seaside activity area.













經營管理 Operations and Management

- 辦理「吉貝石滬環教推廣」及「海洋安全教育研習活動規劃 執行」、水上遊憩安全教育等主題研習,強化遊客旅遊責任 及環保意識。
- 辦理「浮潛指導員訓練」、「水上摩托車活動安全教育訓練」、 「獨木舟安全教育講習及水上救生座談會暨救生技能演練活 動」,計167人次參與。
- 辦理澎湖觀光產業推廣中心服務設施、林投公園服務設施、 南海遊客中心遊艇售票櫃檯、望安天台山賣店、後寮遊客中 心櫃檯浮動碼頭船席位、澎湖南海遊客中心2樓服務設施出 租案及望安綠蠵龜觀光保育中心出租營運案,促進民間投資。
- 辦理小門鯨魚洞濱海環境清理工作、漁翁島合橫海岸聯合淨 灘活動、「向海致敬 -109 年後寮及蛇頭山沙灘清新潔淨宣示 行動」等計 10 場淨灘活動,計 976 人次參與,清運共 11.396 公頓海漂垃圾。
- 推出 3 條 I-center 行動服務路線, 搭配 2020 澎湖休憩園區 「幸 福島嶼」花海活動,就近提供「I-center 行動旅服」服務。

- · Conducted studies on the Promotion of Environmental Education at the Jibei Stone Weirs and Planning and Implementation of Marine Safety Education Activities, water recreation safety education, and other topics to strengthen visitor travel responsibility and environmental protection awareness.
- · Arranged Snorkeling Instructor Training, Jet Ski Safety Education and Training, Canoe Safety Education Workshops and Water Rescue Seminar and Life-saving Drills for 167 participants.
- · Leased service facilities at the Penghu Tourism Promotion Center and Lintou Park, the yacht ticket counter at the South Sea Visitor Center, Wangan Tiantai Hill stores, the floating dock boat slip counter at Houliao Visitor Center, and service facilities on the second floor of the Penghu South Sea Visitor Center; and leased operations at the Wangan Green Turtle Tourism and Conservation Center to promote private investment.
- Arranged 10 beach cleaning activities, including a coastal cleaning activity at Whale Cave in Xiaomen, a joint beach cleaning activity at Heheng Coast on Yuweng Island, and the Salute to the Seas-2020 Houliao and Shetoushan Beach Clean Up Declaration Activity. The activities attracted 976 participants and removed 11.396 metric tons of ocean trash.
- · Launched three i-Center mobile service routes and provided nearby i-Center Mobile Travel services in conjunction with the 2020 Penghu Recreation Area "Happy Island" flower field activity.



- 「澎湖·夢幻群島」宣傳短片,榮獲美國 -2020 Muse Design Award 設計大獎一視頻 / 旅遊類別之最高榮譽鉑金獎。
- ・ 辦理「2020澎湖元宵乞龜嘉年華」、「2020寶島仲夏節「話 說日環蝕、彩繪漁翁島活動」、「2020 澎湖跳島 101k 自 行車活動」、「2020 澎湖國際海灣燈光節」、「2020 菊島 澎湖跨海馬拉松路跑活動」、「澎湖秋瘋季 - 林投牽罟趣」。 試辦「七美關燈、輔導凝聚七美暗空共識」並訂定公約,並 於 109 年辦理 5 場活動現場直播,並運用志工協助導覽解 說及觀光行銷活動達 11 場次。
- The "Penghu: Islands of Your Dreams" promotional video won the Platinum Award in the Unites States' 2020 Muse Design Award.
- Events hosted in 2020: The Penghu Lantern Festival Praying Turtle Carnival, Formosa Summer Festival "Solar Eclipse, Painting Yuweng Island" activity," Penghu Island Hopping 101K Cycling Activity, Penghu International Bay Light Festival, Gaillardia Island-Penghu Cross-sea Marathon, and Penghu Autumn Festival-Net Pulling Fun in Lintou. In addition, trials were conducted and conventions formulated for an activity to encourage a lights out policy and provide guidance on building consensus on dark skies in Qimei. Five events were broadcast live; and 11 volunteer assistance guide service and tourism marketing activities were arranged.





馬祖國家風景區





規劃建設 Planning and Construction

- 辦理馬祖暗空公園及星空解說培訓課程規劃案、馬祖地質公 園在地深耕推展計畫、馬祖南竿環境教育學堂活化推廣案、 東莒島體驗觀光計畫等規劃案,落實永續發展觀光理念。
- 「南竿環境教育學堂」正式通過行政院環境保護署「環境 教育設施場所認證」,持續落實環境教育並提升旅遊品質。
- 北海遊憩區及媽祖宗教園區參拜步道綠美化,大坵島新增 入口意象及環境改善。
- 善。
- · Carried out the Matsu Dark Sky Park and Starry Sky Interpretation Training Course Planning Project, Matsu Geopark Cultivation and Promotion Project, Nangan Environmental Education School Activation Promotion Project in Matsu, and Dongju Island Experiential Tourism Project to implement sustainable tourism development principles.



北竿短坡山景區使用典禮 Opening ceremony for the Duanpo Mountain Scenic Area in Beigan

- · The Environmental Protection Administration certified the Nangan Environmental Education School as an "Environmental Education Facility." The school will continue to provide environmental education and enhance travel quality.
- Carried out landscaping and beautification work at the Beihai Recreation Area and Matsu Religion and Culture Park Prayer Path; and developed the entrance image and enhanced the improvements made to Daqiu
- Improved the facilities and environment at the Dongyin Visitor Center, Northernmost Point, Gan'en Pavilion, and Sanshan Stronghold.



微光馬祖活動 Glimmers in Matsu activity



經營管理 Operations and Management

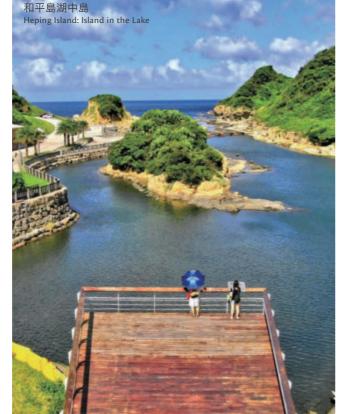
- 配合旅遊安全宣導週辦理馬祖地區旅遊安全聯合宣導、年度 消防演練、機車交通安全講習、無人機管理研商會議、急救 訓練等活動,提升旅客安全服務。
- 配合行政院向海致敬政策,辦理 177 場海岸清潔、淨灘及環 境教育活動,總計動員逾4千人次及清理419公噸海漂垃圾。
- 號召在地軍民及學校師生配合植樹節,在四鄉五島辦理大規 模植樹活動;另辦理媽祖宗教文化園區及北海遊憩區植栽綠 美化案,全年度共計種植喬木 407 棵、灌木 10,057 株。

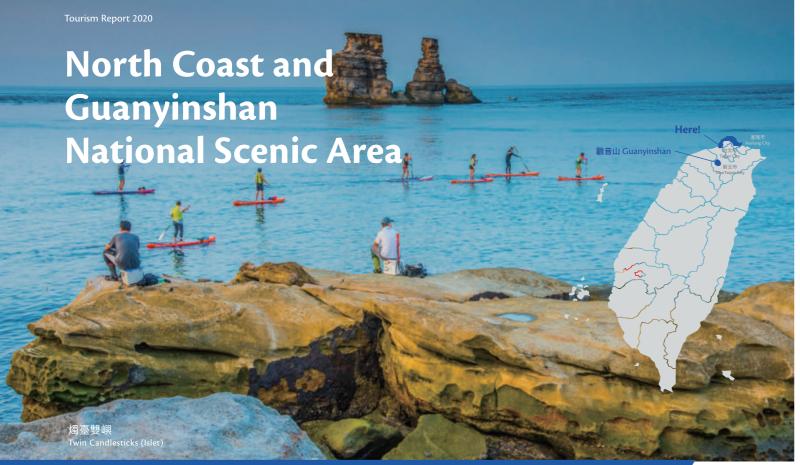


- 109 年元旦,於東引鄉舉辦升旗典禮暨健行活動。
- 配合「2020 脊梁山脈旅遊年」主題,以戰地坑道及藍眼淚, 結合在地文化、藝術、音樂、美食與生態體驗,推出「微 光馬祖」系列活動。
- 首辦「大坵暗空之夜」邀請旅客躺在草坪欣賞星光與藝術 家的演出。
- 舉行北竿短坡山景區啟用典禮,展示戰地砲陣地的新風貌, 並重現防空火砲重要據點的戰地氣氛,分享軍民一家的戰 地意義。

- · Arranged activities in conjunction with Travel Safety Awareness Week, including joint advocacy of tourism safety in the Matsu area, annual fire drills, scooter traffic safety workshops, drone management conferences, and first aid training to improve visitor safety services.
- Arranged 177 coastal and beach cleaning and environmental education activities in conjunction with the Executive Yuan's "Salute to the Seas" policy. More than 4,000 participants collected 419 metric tons of ocean trash.
- Rallied local military personnel, civilians, school teachers, and students to participate in an Arbor Day tree-planting activity on five islands in four townships; and carried out the Matsu Religion and Culture Park and Beihai Recreation Area Planting and Beautification Project. A total of 407 trees and 10,057 shrubs were planted over the year.
- Held a 2020 New Year's Day flag-raising ceremony and hiking activity in Dongyin Township.
- Held the "Glimmers in Matsu" activity series in conjunction with the 2020 Year of Mountain Range Tourism theme. The event showcased the battlefield tunnels, bioluminescent waters, and local culture, art, music, cuisine, and ecology of Matsu.
- Invited visitors to lay back on the grass and enjoy the stars and artist performances during the first Dark Skies in Daqiu activity.
- Held a ceremony for the opening of the Duanpo Mountain Scenic Area in Beigan. The event showcased a refurbished anti-aircraft artillery position evoking the spirit of the battlefield and the unity of the military and civilians.

Wanli-Jinshan Bike Path (Phases 1 and 2), including three general







北海岸及觀音山國家風景區





規劃建設 Planning and Construction

- 國際景點:基隆情人湖公園既有設施改善(二期)、基隆外 木山湖海路一段自行車步道改善、北觀風景區既有公廁改 善(二期)、野柳地質公園既有橋梁補強修繕等4處工程, 包含通用設施3處。
- 國內景點:觀音山硬漢嶺周邊景觀改善(一期)、觀音山遊 客中心展示數位化更新、灣塔第三期自行車步道改善、萬 金自行車道周邊景觀改善(一期)、萬金自行車道周邊景觀 改善(二期)等5處工程,包含通用設施3處。
- · International Scenic Sites: Improved existing facilities at Qingren Lake Park in Keelung (Phase 2), the Huhai Road Section 1 bike trail in Waimushan, Keelung, and public restrooms at the North Coast and Guanyinshan National Scenic Area (Phase 2), and reinforced and repaired existing bridges at Yehliu Geopark, including three general
- Domestic Scenic Sites: Improved the surrounding landscape at Yinghan Peak on Guanyin Mountain (Phase 1), digitalized and facilities.







經營管理 Operations and Management

- 持續辦理野柳地質公園、野柳暨周邊停車場、和平島公園 等 OT 案及出租方案, 創造政府收入、提升自償率。
- 榮獲 109 新北市公廁金質獎觀光遊憩組 (金山、觀音山、 野柳、三芝等 4 處遊客中心) 及特優場所認證(觀音山遊 客中心)。
- 金山游客中心榮獲行政院環保署評比為 109 年觀光景點五 星級公廁。
- 「和平島公園」榮獲交通部觀光局國家風景區通用化旅遊 **績優景點**。
- 觀音山遊客中心榮獲中國回教協會授證為穆斯林友善環 境。
- 和平島公園榮獲亞洲唯一取得 ISO20121 永續認證的國家
- 榮獲第一屆臺灣地質公園產品競賽獎。
- 續推我愛淨灘、淨山活動,109年度線上申請淨灘37,951 人次、委託清除海漂物 5,348 公噸 (創 103 年以來新高紀
- 中角灣國際衝浪基地 109 年度啟用遊客中心並出租經營, 首年吸客量占金山區遊客量近半,促進觀光產值及地方創 生。

- · Continued operate-transfer (OT) and leasing projects at the Yehliu Geopark, parking lots in and around Yeliu and Heping Island Park to generate government revenue and increase self-funding rates.
- Won the 2020 New Taipei City Public Restroom Gold Award in the Tourism and Recreation group (Jinshan, Guanyin Mountain, Yeliu, and Sanzhi visitor centers) and earned outstanding venue certification (Guanyinshan Visitor Center).
- Jinshan Visitor Center earned a five-star ranking in the Environmental Protection Administration's 2020 appraisal of visitor site restrooms.
- · The Tourism Bureau ranked Heping Island Park as an outstanding accessible national scenic area tourism site.
- · The Chinese Muslim Association certified Guanyinshan Visitor Center as a Muslim friendly environment.
- · Heping Island Park became the only national-level tourist attraction in Asia to obtain ISO 20121 certification for sustainability.
- · Won the first Taiwan Geopark Product Competition Award.
- Continued to promote beach and mountain area clean-up activities. In 2020, a total of 37,951 people registered online to participate in beach-cleaning activities and collected 5,348 metric tons of ocean trash (a record high since 2014).
- · The Zhongjiao Bay International Surfing Center 2020 inaugurated and leased management of its visitor center. The center attracted nearly half of the total number of visitors to Jinshan District in its first year, generating tourism revenue and supporting local revitalization

· Carried out the following theme marketing activities in 2020: Yehliu



- 辦理主題行銷活動:「2020 野柳石光 夜訪女王」、「2020 觀音·觀鷹 - 觀音行腳樂活系列活動 (9月 26日猛禽展示 館開館)」、「金山沙灘蹦火音樂季」、「中角灣衝浪活動」、 「和平島大地音樂祭」、「白沙灣沙灘生活節」、「2020 台灣自行車節一極點慢旅」、「台灣好湯」、「淺水灣秋 日饗宴」、「體驗觀光·點亮村落」遊程推廣;並與地方 合辦「金山甘藷季」、「三芝茭白筍節」等活動。配合「2020 脊梁山脈旅遊年」推廣觀音山北海岸基隆步道旅遊廊帶。
- 行銷生態旅遊、海灣旅遊、小鎮旅遊、山脈旅遊、溫泉觀光、 台灣好行綠色運具旅遊及防疫旅遊等。
- 辦理「2020美食餐飲伴手禮輔導計畫案」,輔導轄內相關 業者以北海岸特色及在地食材提升餐飲及伴手槽品質。
- Night Tours: See the Queen's Head Illuminated at Night, Hawk-Watching on Guanyinshan-Guanyin LOHAS Walking Activity Series (opening of the Bird of Prey Exhibition Hall on September 26), Jinshan Sulphuric Fire Fishing, Surfing at Zhongjiao Bay, Heping Island Earth Music Festival, Baishawan Beach Life Festival, Taiwan Cycling Festival-Light up Taiwan, Taiwan Top-10 Hot Springs, Qianshui Bay Autumn Feast, and Experiential Tourism: Brightening up the Village tour promotion. The scenic area also co-organized the Jinshan Sweet Potato Festival and Sanzhi Water Bamboo Festival with local governments; and the Guanyinshan and North Coast Keelung Trail Tourism Corridor was promoted in conjunction with 2020 Year of Mountain Range Tourism.
- · Marketed ecotourism, bay tourism, small town tourism, mountain tourism, hot spring tourism, eco-travel on the Taiwan Tourist Shuttle, and epidemic-safe travel.
- Carried out the 2020 Souvenir Food Gifts Guidance Project to help scenic area businesses to improve restaurant food and souvenir gift quality by incorporating North Coast features and local ingredients.





規劃建設 Planning and Construction

- 完成 17 項觀光遊憩設施,包含獅頭山風景區遊憩設施活化 改善「南庄國際文創故事館歷史建築物修復二期工程、峨 眉湖環湖步道至真段二期工程」等3案,梨山風景區提升 旅遊環境品質「台8線思源亭景觀休憩工程、環山部落環 境優化」等4案,八卦山風景區打造多元遊憩體驗「松柏 嶺碉堡園區及森林公園設施改善工程、二水八堡圳公園及 自行車道環境優化工程」等10案。
- Completed 17 tourism and recreational facility projects: Activation and improvement of three recreational facilities at Lion's Head Mountain Scenic Area, including Restoration of Historical Buildings at the Nanzhuang International Cultural and Creative Story Museum (Phase 2) and the Emei Lakeshore Trail to Zhenduan Project (Phase 2); four projects to improve the tourism environment quality in the Lishan Scenic Area, including the Provincial Highway 8 Siyuan Pavilion Landscape Recreation Project and Environmental Optimization at Huanshan Village; and 10 projects to diversify the recreational experience at Baguashan Scenic Area, including facilities improvement at the Songboling Blockhouse Park and Forest Park and environmental optimization of Ershui Babao Canal Park and bike









經營管理 Operations and Management

- 榮獲「109年度國家風景區經營管理與安全維護督導考核」第3名成績。
- 109 年賡續取得處本部、梨山文物陳列館及各遊客中心等 8 處安心場所認證。
- 「八卦山脈生態遊客中心」榮獲「109 年度 i-center 旅遊服 務體系服務品質提升」評比為《特優獎》。
- 完成轄內 21 座吊橋專業安全檢測及聯合巡檢,提升整體旅 游安全。
- 辦理8場次植樹及淨山、淨街活動,結合觀光旅遊與環境教育,推動永續觀光理念。
- 辦理穆斯林觀光產業輔導案,持續協助轄區業者取得穆斯林 友善場域認證、輔導特色產品為清真伴手禮、規劃遊程體驗 並製作游程摺頁宣傳。
- 持續推動無障礙旅遊路線及改善通用化設施,協調結合民間 資源提供無障礙住宿與用餐空間,109年共計完成22處通 用化旅遊據點,7條無障礙旅遊路線。
- 循序推動公共投資建設自償性策略,辦理促參或設施出租委 外經營、與地方政府合作建設,109年計有12件,總收入效 益達850萬元。



- 風景區主題活動:獅頭山「2020 南庄花卉節」;梨山「中 橫觀光 60-幸福梨山·愛在高峰」系列活動、台灣好湯中 臺灣淡季行銷;八卦山「2020 卦山草地藝術嘉年華」、 「2020 鷹揚八卦-幸福共好」賞鷹活動。另辦理「2020 參 山自行車騎旅系列活動」為 2021 自行車旅遊年暖身。
- 部落觀光:辦理第三屆原音天籟音樂節,原聲童唱活動、 南庄部落健行暨音樂會、中橫觀光 60-高山婚禮部落遊程, 及參展觀光局台灣部落觀光嘉年華。
- 小旅行遊程:辦理獅頭山風景區賞螢遊程活動、南庄花卉 節花卉小旅行活動、谷關地區松鶴及裡冷部落體驗旅行、 八卦山體驗小旅行、中橫觀光 60- 彩虹下的約定幸福遊程 等,以及推廣台灣觀巴「浪漫台三線、水色峨眉獅山1日遊」 等9條游程。

- Won third place in the 2020 Supervision and Assessment of Administration and Safety Maintenance at National Scenic Areas.
- Re-certified eight automated external defibrillator (AED) locations at the administration headquarters, Lishan Culture Museum, and visitor centers in
- The Bagua Mountain Ecosystems Visitor Center won the Excellence Award in the 2020 i-Center Travel Service Quality Enhancement Project appraisal.
- Performed professional safety and connector inspections at 21 suspension bridges in the scenic area to improve overall travel safety.
- Held eight tree-planting, mountain cleanup, and street cleaning activities combining tourism and environmental education to promote sustainable tourism principles.
- Provided guidance on Muslim tourism to help businesses in the scenic area administered areas obtain certification as Muslim-friendly venues, develop specialty products for Muslim visitors, plan tour experiences, and produce promotional tour brochures.
- Continued to promote accessible travel routes, improve the universal design
 of facilities, and coordinate with private resources to provide accessible
 accommodations and dining spaces. In 2020, a total of 22 accessible tourism
 sites and seven barrier-free tourist routes were completed.
- Progressively advanced a strategy of self-liquidating funds for public investment through promotion of private participation in public (PPP) infrastructure projects or facilities leasing and operation outsourcing and development in cooperation with local governments. In 2020, twelve such projects generated NT\$8.5 million in revenue.
- Theme activities held in the scenic area in 2020: Nanzhuang Flower Festival in Shitou Mountain; Central Cross-Island Highway Tourism at 60—Happy Lishan, Love at the Peak" activity series and Taiwan Top-10 Hot Springs central Taiwan off-season marketing campaign in Lishan; and Bagua Mountain Grassland Art Carnival and Free Buzzard in Mt. Bagua—Happiness Together hawk watching activities at Bagua Mountain. The 2020 Tri-Mountain Cycling Activity Series was also held as a warm-up to the 2021 Year of Bicycle Tourism.
- Indigenous tourism: Third Sounds of Nature Indigenous Children's Choir activity, Nanzhuang Tribe Hike and Concert, Central Cross-Island Highway Tourism at 60—Indigenous Mountain Wedding Tour, and exhibition at the Tourism Bureau's Taiwan Indigenous Tourism Festival.
- Excursions: Nine tour routes were arranged, including the Lion's Head Mountain Scenic Area Firefly Watching Tour, Nanzhuang Flower Festival Flower Excursion Activity, Guguan Area Songhe and Lileng Indigenous Experience Tour, Bagua Mountain Experience Excursion, Central Cross-Island Highway Tourism at 60--Happiness under the Rainbow Tour, and promotion of the Taiwan Tour Bus Romantic Provincial Highway 3, Emei, and Shishan One-Day Tour.





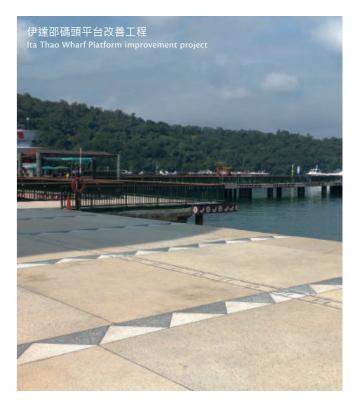
規劃建設 Planning and Construction

- 配合國家重要政策及永續發展目標,賡續辦理自然生態監 測、環境教育設施場所認證與經營,並完成中興停車場都 市計畫個案變更。
- 建構無障礙通用旅遊環境,辦理水社碼頭周邊無障礙設施 機電設備改善工程、涵碧步道無障礙環境提升工程及日月 潭自行車道遊憩設施改善工程。
- 完善碼頭服務設施,辦理日月潭地區公有船舶上架檢修場 建築及機電工程、伊達邵碼頭平台及既有預備浮排整體改 善工程。
- 提升旅遊環境品質,辦理環潭自行車起點意象雕塑建置工 程、內湖山及後尖山步道設施整修工程、車埕鐵道觀光小 學堂及頂崁周邊景觀整修工程、竹石園及中明公共服務設 施改善工程。
- Continued to arrange ecological monitoring, certification and operation of environmental education facilities and venues in conjunction with major national policy and sustainable development goals; and completed changes to the Zhongxing Parking Lot urban planning project.



- · Carried out projects to establish accessible travel environments, improve barrier-free facilities and equipment around Shuishe Pier, improve the accessibility of the Hanbi Hiking Trail environment, and improve recreation facilities along the Sun Moon Lake Bikeway.
- · Carried out projects to improve wharf service facilities, public dry dock buildings and machinery at Sun Moon Lake, the Ita Thao Wharf Platform, and existing preparatory floating docks.
- · Carried out projects to improve the quality of the tourism environment, installed image sculptures at the starting point of the round-the-lake bicycle route, renovated trail facilities at Neihu and Houjian Mountains, and renovated the landscape and improved facilities at the Checheng Railway Tourist Classroom, Dingkan, the Bamboo Stone Garden and Zhongming.







經營管理 Operations and Management

- 賡續推動日月潭載客船舶電動化政策,自 101 年起累計有 21 艘電動船,逐步發展低碳綠能湖泊。
- 營造「低碳旅遊、智慧觀光」旅遊環境,結合台灣好行、纜 車、遊艇、遊湖巴士、自行車等,推動日月潭電子旅遊套票、 悠遊卡及電動車、船充電設備等軟、硬體設施,以使各種低 碳運具運行日月潭遊湖路線。
- 民間投資方面,持續監督民間自行規劃參與暨興建日月潭一 九族文化村纜車系統後續營運,並持續輔導車埕木業展示館 OT 案經營。



- 以旅遊地復甦 (COVID-19 Recovery) 蟬聯入選 2020 全球 百大綠色旅遊目的地,共同朝向永續旅遊方向邁進。
- 辦理部落觀光,首創「部落香氛產業鏈」,輔導部落發展 馬告香氛、香水、遊程、DIY 課程及文創商品等。效益包 含部落培力34人次、產業扶植22家、遊程規劃5條、就 業協助 30 人及主協辦活動 3 場。
- 配合脊梁山脈旅遊年主題,結合知名戶外品牌-歐都納公 司,以水社大山、貓囒山及頭社後尖山為主體,推出登山 體驗區、踩線推廣,活動參與人次達 1,123 人次。
- 辦理日月潭櫻花季、星光螢火季、日月潭萬人泳渡、日月 潭 Come!Bikeday 花火音樂嘉年華、環潭路跑及跨年活動。

- · Continued to promote the electrification of passenger boats at Sun Moon Lake. Since 2012, a total of 21 boats have been converted to electrical power to gradually develop a low-carbon, green lake.
- Integrated the Taiwan Tourist Shuttle, gondola, yacht, lake tour bus, and bicycle services to create a "low-carbon, smart tourism" travel environment; and promoted the Sun-Moon-Lake eTicket Platform, EasyCards, electric cars, boat charging stations, and other services and facilities to enable various low-carbon modes of transport on Sun Moon Lake tour routes.
- · Private investment: Continued to monitor PPP projects and development at Sun Moon Lake, including follow-up operation of the Formosan Aboriginal Culture Village gondola system and continued guidance to the Checheng Wood Museum OT operations.
- Maintained ranking among the Top 100 Green Tourism Destinations in the World in 2020, underscoring its COVID-19 recovery efforts and progress towards sustainable tourism.
- Indigenous tourism: Formed the first Indigenous Fragrance Industry Chain and assisted indigenous development of magaw (Litsea cubeba) fragrance, perfume, tours, DIY courses, and cultural and creative products. The program provided 34 training sessions, supported 22 companies, planned five tour routes, and provided employment assistance to 30 people. The scenic area also coorganized three activities.
- Introduced hiking experience areas and FAM promotions in conjunction with the Year of Mountain Tourism theme and partnership with well-known outdoor brand Atunas. The activity focused on Shuishe Great Mountain, Maolan Mountain, and Houjian Mountain in Toushe and attracted 1,123 participants.
- Held the Sun Moon Lake Cherry Blossom Festival, Starlight Firefly Season, Sun Moon Lake International Swimming Carnival, Sun Moon Lake Come! Bikeday Fireworks and Music Festival, Round-the-Lake Run, and New Year's Eve event.

and surrounding environment; extension of the Taixing Waterfall Trail in Taiping and surrounding environment; recreation services and facilities at Liyuanliao Station and Shanyang Entrance Service Area in Taixing; and recreation facilities at the Zhiliao Ruins









經營管理 Operations and Management

交通旅遊服務:109年執行春節連續假期交通疏運計畫,於石 棹至奮起湖辦理免費接駁服務,接駁人數計 2,348 人次;推動 「台灣好行 – 阿里山線」,串聯嘉義高鐵、臺鐵、森鐵及奮起 湖、阿里山森林遊樂區等無縫隙接駁旅遊服務,讓遊客旅行阿 里山更方便,109年搭乘人數: A線(高鐵嘉義站-阿里山)4 萬 3,248 人次、B線(臺鐵嘉義站-阿里山)14萬 4,707 人次。 另針對不同客群推出9款台灣好行套票於網路販售,提供多元 優惠選擇及購票便利性。

- 提升遊客安全:建置公共設施管理維護系統,滾動式選定8處 潛在危險據點並建立安全管理機制,辦理緊急應變災害防救、 聯合稽查、吊橋檢修等作業,並於觸口、文峰及圓潭等3處遊 客中心及里佳資訊站持續設置 AED,持續強化觀光旅遊地區緊 急後送計畫。
- 推出三套環境教育課程,計 1,070 人次參與課程體驗、推廣山 脈旅遊之相關培訓課程,計培訓環境教育志工老師 36 人。

- Transportation and Travel Services: In 2020, the scenic area carried out a Lunar New Year holiday traffic diversion plan that provided free shuttle services between Shizhuo and Fengihu to 2,348 riders. It also promoted seamless connection services between the Taiwan Tourist Shuttle's Alishan Line, the Chiayi High Speed Rail Station, the Taiwan Railway system, and the Alishan Forest Railway. This allowed for better connectivity to Fenqihu and the entire Alishan Forest Recreation Area. Ridership in 2020: 43,248 riders on the A Line (THSR Chiayi Station-Alishan) and 144,707 riders on the B Line (Chiayi Railway Station-Alishan). In addition, nine Taiwan Tourist Shuttle packages for various visitor groups were sold online, providing a variety of special offers and convenient ticket purchasing options.
- Enhancing Visitor Safety: Constructed public facilities management and maintenance systems; established safety mechanisms and conducted emergency response training for eight locations deemed to be potentially dangerous; repaired suspension bridges; installed AED facilities at the Chukou, Wenfeng, and Yuantan visitor centers and Lijia Information Station; and strengthened emergency evacuation planning in tourist areas.
- Introduced three environmental education courses attended by 1,070 people and promoted training courses on mountain tourism attended by 36 volunteer environmental education teachers-in-training.



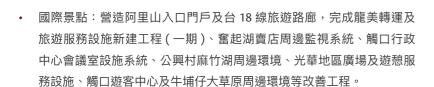
宣傳推廣 Advertising and Promotion

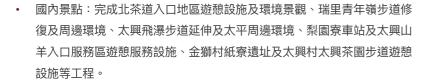
- 「阿里山茶文化展現與永續發展」勇奪 2020 亞太旅行協會 文化類金獎。「春櫻夜」影片獲 2020 年第二屆日本影像獎 大賽最佳東亞影像獎。
- 辦理「2020神木下婚禮」、「2020神木下婚禮貳部曲 星 光下婚禮」、「鄒族婚禮體驗遊程」、2020 阿里山四季茶旅 系列活動」、「2020 阿里山咖啡產業推廣計畫」、「2020 年阿里山日出印象音樂會」、「109年原住民觀光發展計畫」、 「2020部落觀光成果發表會」、「109年部落鄒年慶」、「109 年國際行銷案」、「2020 脊梁山脈旅遊年國家館行銷案」、 109年太平呷辦桌及賞最後一抹紅霞行銷活動、櫻花季、螢 火蟲季、紫藤花季、黃頭鷺季活動等行銷推廣活動。
- The Alishan Tea Culture Performance and Sustainable Development program won the 2020 Pacific Asia Travel Association (PATA) Gold Award for Culture; the video "Spring Cherry Night" won the 2020 Second Japan Image Awards Contest for Best East Asian Video.
- · Marketing and promotion events held in 2020: Wedding under the Divine Tree, Wedding under the Divine Tree Part 2: Wedding beneath the Stars, Tsou Wedding Experience Tour, Alishan Tea Festival in Four Seasons, Alishan Coffee Industry Promotion Plan, Alishan Sunrise Impression Concert, Indigenous Tourism Development Plan, Indigenous Tribal Tourism Achievements Presentation, Tsou Annual Celebration, International Marketing Campaign, Year of Mountain Range Tourism National Pavilion Marketing Campaign, Taiping Roadside Banquet and Enjoy the Last Evening Glow marketing activities, Cherry Blossom Season, Firefly Season, Wisteria Bloom Season, and Cattle Egret Season.



阿里山國家風景區







- · International Tourism: Constructed the Alishan entrance portal and Provincial Highway 18 travel corridor; completed new transportation and travel service facilities in Longmei (Phase 1), monitoring systems around shops in Fengihu, and conference room facilities at the Chukou Visitor and Administration Center; and improved the environment around Mazhu Lake in Gongxing Village, plaza and recreation services and facilities in the Guanghua area, and environment around the Chukou Visitor and Administration Center and Niupuzai Grassland.
- Domestic Tourism: Completed recreational facilities and environmental landscaping at the North Tea Road entrance area; restoration of the Youth Ridge Trail in Ruili in Jinshi Village and Taixing Tea Farm Trail in Taixing Village.



茶主題旅遊 _ 茶席、對談







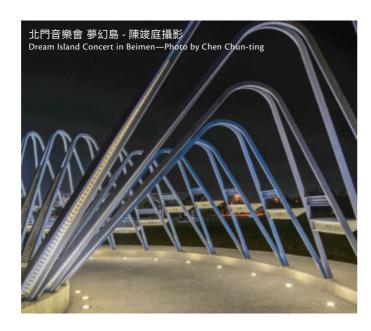
雲嘉南濱海國家風景區





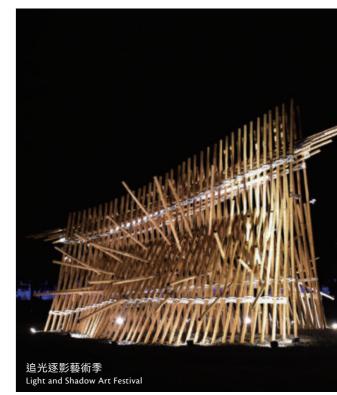
規劃建設 Planning and Construction

- 完成臺南馬沙溝街景營造意象、台 61 幸福公路北門觀光亮 點營造工程、七股遊客中心開幕、北門井仔腳鹽田哨所整 修工程,營造地方特色景點,提升環境品質,並吸引遊客 到訪及媒體與社群網路的曝光。
- 完成布袋老街營造計畫、布袋海景公園追光逐影地景營造 嘉義布袋新岑公園觀鳥環境改善工程,整備旅遊新亮點。 強化未來觀光發展功能提高遊客再次前來及長時間停留。
- 雲林口湖遊客中心「海將軍的頭冠」榮獲 2020 義大利國際 A' 設計大獎(2020 A' Design Award & Competition) 藝術、工藝品及現成藝術類別 (Arts, Crafts and Ready-Made De-sign Category)的「銅牌」獎項及 2020 法國巴 黎 DNA 設計獎佳作等 2 項大獎。
- 臺南北門地景裝置藝術「夢幻島」 獲義大利 A'Design Award 設計大獎。
- Completed a streetscape image project in Mashagou and the Taiwan 61 Happiness Highway Beimen tourism spotlight development project; inaugurated the Qigu Visitor Center; renovated the Jingzaijiao Salt Field Sentry Post in Beimen; created locally distinctive scenic sites; and improved environmental quality to attract visitors and generate media and social network exposure.



- · Completed the Budai Old Street development project; constructed the Budai Seascape Park Light and Shadow landscape; improved the bird watching environment at Xincen Park in Budai, Chiayi County; and prepared new tourism spotlight attractions to strengthen the functions of future tourism development and increase the number of repeat and
- The "Crown of the Sea General" installation at Kouhu Visitor Center in Yunlin won the Bronze Award in Italy's 2020 A' Design Award and Competition in the Arts, Crafts and Ready-Made Design category; and earned Special Mention in the 2020 DNA Paris Design Awards
- The landscape installation artwork "Dream Island" in Beimen, Tainan won Italy's A'Design Award.







經營管理 Operations and Management

- 109 年新增 3 間民宿完成穆斯林友善旅遊場域認證,累計共 15 處。
- 辦理「雲嘉南濱海觀光圈聯盟說明會」及「雲嘉南濱海觀光圈 聯盟簽署會」,成立雲嘉南濱海觀光圈,凝聚公部門與公協會 及地方組織間共識,整合在地組織及產業,並辦理1場體驗 旅遊嘉年華、1場鹽工便當研習課程及商家輔導。
- 109 年度台灣好行路線評比作業西濱快線獲優等。



宣傳推廣 Advertising and Promotion

- 「台灣好行西濱快線」串聯新營、鹽水及台 61 線觀光景點 並推出5款旅遊套票,以西濱鹽業文化景點及浪漫的婚紗 美地為特色,囊括美食、宗教文化、鹽業歷史、自然鹽田 景觀等新奇特色亮點。
- 積極推廣社群網路行銷, 109 年 Facebook 粉絲團達 21 萬 5,172 人次。
- 於台 61 線幸福公路景點辦理多項行銷活動,包含「2020 鯤鯓王平安鹽祭」、「2020 一見雙雕藝術季」、「Light up Taiwan 極點慢旅 - 極西點」活動、2020 夏至日環食音 樂會、臺灣國際觀鳥馬拉松、「生態旅遊與永續觀光國際 論壇」,「北門玩很大!封印解除瘋一夏」系列活動、馬 沙溝濱海遊憩區重新開園、音樂舞臺劇「灰姑娘不丟玻璃 鞋」、「井仔腳鹽田夕陽知音音樂會×文創市集×吉祥物 大集合」活動。

- · Certified three guesthouses as Muslim-friendly travel sites in 2020, bringing the total number of certified sites to 15.
- Held the Southwest Coast Tourism Circle Alliance Information Meeting and Southwest Coast Tourism Circle Alliance Signing Meeting and established the Southwest Coast Tourism Circle to build consensus among the public sector, public associations, and local organizations on integrating local organizations and industries; and held one experiential tourism carnival and one salt worker lunch box workshop and provided guidance to businesses.
- The West Coast Express route earned an excellent rating in the 2020 Taiwan Tourist Shuttle route evaluation.
- The Taiwan Tourist Shuttle's West Coast Express route offered connections to visitor sites in Xinying, Yanshui, and Provincial Highway 61. The shuttle service also released five package tours highlighting salt industry cultural attractions and romantic wedding photo locations on the West Coast. The tours combine cuisine, religious culture, salt industry history, natural salt field landscapes, and other novel and unique attractions.
- Promoted the scenic area through social network marketing, attracting 215,172 visits to the administration's Facebook page in 2020.
- Arranged marketing activities to promote attractions along the "Happiness Highway" (Provincial Highway 61) in 2020, including the Kunshen Wangye's Salt for Peace Festival, Salt and Sand Sculpture Art Festival, Light up Taiwan-Westernmost Point activity, Summer Solstice Solar Eclipse Concert, Taiwan Birdathon, International Forum on Ecotourism and Sustainable Tourism, Summer Fun in Beimen activity series, reopening of the Mashagou Coastal Recreation Area, the musical "Unchangeable Love," and Jingzaijiao Salt Field Sunset Concert, Art Fair, and Mascot Party.

 Nanhua Visitor Center was certified as a Silver level Green Building. The center is powered by high-efficiency photovoltaic (PV) system and leverages the benefits of green technology and construction to achieve its low-carbon, green energy goal.

integrating ecology, culture, and history.

Upgraded the indoor and outdoor service functions and environmental quality
at the Meiling Information Station to create a bright vision, reflect the concept
of environmental symbiosis, attract high-quality businesses, and revitalize the
local tourism industry.











經營管理 Operations and Management

- 109 年 8 月 3 日官田遊客中心開幕,串連溪北景點,提供遊客休憩或採購在地特產的觀光新亮點。
- 建立春節、和平紀念日、清明節等連續假期之交通疏運群組通報機制,維持交通秩序。
- 建立清潔人員群組通報機制,定期完成相關消防安全設備檢修。
- 轄區內共計 7 處通過 AED 安心場所認證。



宣傳推廣 Advertising and Promotion

- 辦理主題活動「童趣西拉雅小鐵人親子活動」、「寶島仲夏節 Formosa Summer Festival 235 系列活動 西拉雅吃冰節」、「二寮日出雲海音樂會」、「關子嶺火王爺山車巡行活動」、「西拉雅草地運動會」、「西拉雅音樂祭」、「關子嶺蝴蝶遊樂園」、「西拉雅趣飛車」、「西拉雅玩水酷水庫騎跡 極限單車騎乘」等活動,將產業品牌融入活動,活動共吸引約 3 萬人次參與,創造約新臺幣 6,960 萬元觀光產值。
- 西拉雅 Facebook 粉絲專頁共上傳 50 則影片,總觀看次 數達 13 萬 9,993 次; youtube 影音平臺共上傳 7 支影音 作品,總觀看次數達 5 萬 3,920 次,109 年西拉雅管理處 Facebook 粉絲數達 7 萬 586 人。
- 協助台糖尖山埤江南渡假村、仙湖休閒農場、趣淘漫旅等3家旅館取得馬來西亞伊斯蘭大學的穆斯林友善旅館(Muslim Friendly Hotel Rating System)認證,官田遊客中心、中埔遊客中心、南化遊客中心、築夢森居、沐春溫泉湯宿取得穆斯林友善場域(Muslim Friendly Environment, MFE)認證,玉井有間冰舖的芒果冰取得清真美食的推薦。

- The Guantian Visitor Center opened in August 2020. The center links attractions in Xibei and provides a new tourism highlight for visitor recreation and shopping for local specialty products.
- Established a group notification mechanism to maintain traffic order during the Lunar New Year holiday, Remembrance Day, Tomb Sweeping Day, and other long weekend holidays.
- Established a cleaning personnel group notification mechanism and regularly inspected and maintained fire safety equipment.
- Seven scenic area locations were certified as AED Safe Places.

- Theme activities: Siraya Little Iron Man Family Activity, "Formosa Summer Festival 235 series of activities Siraya Ice Festival," Erliao Sunrise and Sea of Clouds Concert, Guanziling God of Fire Float Procession, Siraya Grassland Games, Siraya Music Festival, Guanziling Butterfly Park, Siraya Go CreCar, Siraya Reservoir Cycling Fun: Extreme Cycling and other activities incorporating industry brands. The events attracted about 30,000 participants and generated around NT\$69.6 million in tourism revenue.
- Uploaded 50 videos to the Siraya Facebook page, attracting 139,993 views; uploaded seven videos to YouTube, attracting 53,920 views. In 2020, the administration's Facebook page had 70,586 fans.
- Assisted Jianshanpi Jiangnan Resort, Fairy Lake Leisure Farm B&B, and Hotel ChamCham in obtaining Muslim Friendly Hotel Rating System certification from the International Islamic University Malaysia. The Guantian Visitor Center, Zhongpu Visitor Center, Nanhua Visitor Center, Dream River Village, and Muspring Hotspring Resort earned Muslim Friendly Environment (MFE) Certification; and a mango ice dessert shop in Yujing earned a halal food recommendation.

自然生態與人文歷史之單車旅遊。

「南化遊客中心」為銀級綠建築,為持續發揮綠能科技與綠建築的效益,建構高效能太陽光電系統,朝向綠能低碳之目標。

提升「梅嶺資訊站」室內外空間服務機能及環境品質,營造明亮視

Siraya

National Scenic A

西拉雅國家風景區

規劃建設 Planning and Construction

• 配合交通部「環島自行車道升級暨多元路線整合推動計畫」,規劃

「菱波官田線」自行車旅遊路線,將自行車道相關設施優化,兼顧

覺及環境共生概念,吸引優質商家進駐,活化地方觀光產業帶動。

· Upgraded cycling routes in conjunction with MOTC's Island-Round Bike Path

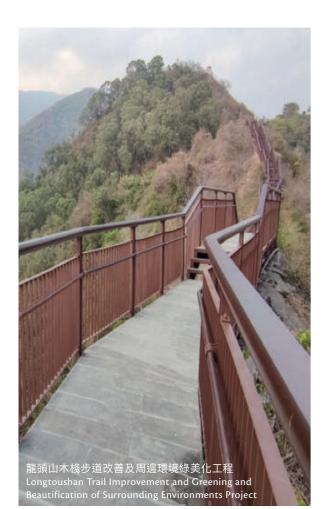
Upgrading and Route Integration Promotion Plan; and planned the Lingbo-

Guantian cycling route to optimize bike path facilities and cycling tours

R OF MOUNTAIN







茂林國家風景區



規劃建設 Planning and Construction

- 完成「龍頭山木棧步道改善及周邊環境綠美化工程」、「新威遊 憩區南側末端遊憩設施及景觀綠美化工程」、「十八羅漢山遊憩 區周邊環境改善及綠美化工程」、「109 年度屏北三鄉遊憩服務設 施工程」、「十八羅山及復興環保公園景觀綠美化工程」、「桃 源區四社部落貝神祭儀場設施改善工程」、「瑪家鄉舊筏灣步道 改善及周邊環境綠美化工程」、「不老步道改善及多納部落景觀 設施整修綠美化工程」及「觀光局旅遊服務中心臺南服務處室暨 禮納里公共服務中心室內裝修及水電改善工程」等9件工程。
- Nine projects were completed in 2020: The Longtoushan Wood Plank Trail Improvement and Surrounding Environment Greenification and Beautification Project; Xinwei Recreation Area South End Recreational Facilities and Landscape Greening Project; Shiba Luohan Mountain Recreation Area Surrounding Environment Improvement and Greening Project; 2020 Project for Recreation and Service Facility Construction in Three Northern Pingtung Counties; Shiba Luohan Mountain and Fuxing Environmental Protection Park Landscape Greening Project; Miatungusu Ceremony Site Facilities Improvement Project in Sishe Village, Taoyuan District; Majia Township Old Fawan Trail Improvement and Surrounding Greening and Beautification Project; Bulao Trail Improvement and Duona Village Landscape Facilities Renovation and Greening Project; and Tourism Bureau Tainan Travel Service Center and Rinari Public Service Center Interior Renovation and Utilities Improvement Project.







經營管理 Operations and Management

- 辦理「國家風景區設施修繕工程暨災害搶修搶險開口契 約」、「紫斑蝶蝶況調查研究分析解說及棲地維護」及「新 威森林公園環境清潔維護」等3項工作案。
- 辦理「賽嘉樂園 ROT 案」、「涼山遊憩區 ROT 案」及「十八 羅漢山服務區 OT 案」等 3 件促參案件,以及「土壟灣遊 客活動服務區辦公室出租案」、「寶來活動廣場出租案」、 「新威森林公園遊憩空間出租案」、「霧臺休閒服務設施 出租案」及「茂林遊客中心出租案」等5件出租委託經營
- 辦理轄區屏北系統(三地門、瑪家、霧臺)、荖濃系統(六 龜、桃源、茂林) 等 27 處觀光環境美化改善及部落觀光環 境營造計畫。

- · Carried out three work projects, including the National Scenic Area Facilities Renovation Project and Disaster Emergency Repair and Emergency Open Contract, Study and Analysis of the Status of the Purple Crow Butterfly and Habitat Preservation, and Xinwei Forest Park Environmental Cleaning and Maintenance.
- Carried out three public-private investment program (PPIP) cases, including the Saijia Recreation Area ROT Project, Liangshan Recreation Area ROT Project, and Shiba Luohan Mountain Service Area OT Project; and five leasing and contracted operation projects, including office leasing at the Tulong Bay Visitor Activity Service Area, leasing of the Baolai Activity Plaza, leasing of recreation space at Xinwei Forest Park, leasing of recreational service facilities in Wutai, and leasing at the Maolin Visitor Center.
- Improved tourism environments and developed indigenous village tourism environments at 27 administered areas in the Northern Pingtung System (Sandimen, Majia, and Wutai) and Laonong System (Liugui, Taoyuan, and Maolin).



宣傳推廣 Advertising and Promotion

- 辦理「109年茂林國家風景區產業銷售整合行銷暨原民藝 術推廣(山那邊的市集)活動」、「2020-2021山城花語 溫泉季」、「2020-2021台灣茂林紫蝶幽谷雙年賞蝶季」、 「2020 新威愛你市集」及「茂林!我 Young - 2020 競風 小騎士滑步車競賽活動」等 5 項系列活動。
- 協辦「2020 斜坡上的藝術節」、「2020 春遊霧臺櫻花季 系列活動」、「六龜觀光藝文季」、「109年132線音樂祭~ 鞦韆下的約定」、「霧台神山部落—109年度聖誕市集」、 「2020賽嘉飛行部落音樂節系列活動」、「聽誰在追風(排 灣族創作擊樂)演出活動」、「思奈以筏灣系列活動」、 「涼山社區發展協會 109 年部落收獲祭」、「2020 台北國 際旅展 (ITF) —國家風景區自行車主題館」、「2020 台灣 部落觀光嘉年華」及「2020高雄市旅行公會國際旅展」等 22 項活動。
- · Five activity series were held in 2020, including the Maolin National Scenic Area Joint Industry Marketing and Aboriginal Art Promotion (Over the Mountain Fair) Activity, 2020-2021 Mountain Town, Flowers, and Hot Springs Festival, 2020-2021 Maolin Purple Butterfly Valley Biennial Butterfly Beauty Festival, Xinwei Loves You Fair, and Maolin Little Riders Push Bike Competition.
- · Twenty-two events were co-organized in 2020, including the Kacalisiyan Art Festival, Wutai Spring Cherry Blossom Activities, Liugui Tourism Art and Cultural Season, Route 132 Music Festival, Wutai Kamiyama Tribe - 2020 Christmas Fair, Saijia Village of Flight Music Festival activities, Listen to the Wind Chasers (Paiwan Creative Percussion) Performance, Sepayuan Activity Series, Liangshan Community Development Association Indigenous Harvest Festival, Taipei International Travel Fair—National Scenic Area Bicycle Pavilion, Taiwan Indigenous Tourism Festival, and Kaohsiung International Travel Fair.





大鵬灣國家風景區





規劃建設 Planning and Construction

- 完成大鵬灣潮口航道及灣域浚渫、蚵殼島周邊環境、濱灣 碼頭候船中心服務設施改善、濱灣碼頭平臺遮體(濱灣之 心)、濱灣碼頭外堤護岸、碼頭整建及濱灣碼頭整體遊憩環 境營造,增加灣域水上活動安全。
- 完成鵬村濕地公園美學改善、大鵬灣通用設計改善、大鵬 灣綠帶植栽綠美化、跨海大橋及濱灣碼頭周邊停車空間優 化、自行車路網鎮海支線改善,提供遊客優質休憩環境。
- 優化琉球風景區整體友善旅遊環境,完成向海致敬親水設 施、「琉」沙池、塑造海灘原始風貌、海景休閒渡假區設施 減量及美學改善、山豬溝旅遊環境整理。
- · Completed dredging of the Dapeng Bay estuary channel and bay; improved the surrounding environment of Oyster Shell Island and boat terminal service facilities; renovated Bay Marina Pier Platform Cover (Heart of the Bay), outer bay breakwater, and pier; and developed the general bay recreation environment to improve the safety of bay area water events.



- · Completed aesthetic improvements at Pengcun Wetlands Park, universal design improvements at Dapeng Bay, greenbelt planting, landscaping, and beautification at Dapeng Bay, optimization of parking space around the Cross-sea Bridge and pier, and improvement of the Zhenhai bikeway branch to provide a high-quality leisure environment for visitors.
- Optimized the tourism friendly environment at the Liugiu Scenic Area; completed a coastal sandpit in line with the "Salute to the Seas" policy; restored beaches to their original condition; reduced facilities and beautified coastal resorts areas; and cleaned up the tourism environment at Wild Boar Trench.





經營管理 Operations and Management

- 規劃大鵬灣濱灣碼頭及青洲遊憩區設施出租營運與管理, 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,活化場域服務量能。
- 109 年度舉辦大鵬灣濕地群環境教育課程 8 梯次計 600 人 次參與,提升大鵬灣濕地環境場域環保意識。
- 小琉球交通船賞龜守則影片宣導;持續與地方政府共同推 動不塑之島、飲水機地圖、小琉球愛龜淨灘、餐具租借及 雨衣琉著用等環保活動,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,落實永續「觀光旅遊」 與「環境保護」。
- · Planned the leasing, operation, and management of facilities at the Dapeng Bay Marina and Qingzhou Coastal Recreation Area to provide visitors with high-quality dining, leisure, sightseeing, night lake tours, water activities, and travel information service and revitalize service capacity in the area.
- Held the Dapeng Bay Wetlands Environmental Education Course. The eight-session course attracted 600 participants and raised awareness of the Dapeng Bay Wetlands environment.
- Produced a video to promote rules for turtle watching on the Xiaoliuqiu Shuttle Boat; continued to partner with local governments to promote plastic-free islands, water fountain maps, the Xiaoliugiu Love for Turtles Beach Cleaning activity, tableware rentals, raincoat reuse, and other environmental activities to reduce plastic use on the island; and installed an electronic billboard showing the number of people in the intertidal zone to control visitor access and implement sustainable tourism and environmental protection.



宣傳推廣 Advertising and Promotion

- 推動屏東觀光圈計畫:成立屏東觀光圈,整合屏東山、海觀 光資源,拓展區域觀光及整合行銷。
- 辦理各類觀光遊憩活動:大鵬灣帆船生活節、東港吃冰玩 水活動、濱灣之夜特色市集、Cruising 300 自行車挑戰賽 系列活動、大鵬灣海上長泳活動、青洲排球表演推廣活動、 第五屆海灘貨幣愛龜活動、屏東縣運自由車個人計時賽、 2020 LAVA 鐵人三項系列賽、國際自由車環台賽 - 屏東站 及大鵬灣賽道體驗賽、ZEPRO RUN 全國半程馬拉松。
- 行銷推廣琉球風景區生態旅遊環境,推動生態保育及環境 減塑理念,並持續進行小琉球整體生態、美學環境營造。
- 辦理台北國際夏季旅展、台北國際旅展 (ITF) 國家風景區自 行車館策展。

- · Pingtung Tourism Circle Project: The Pingtung Tourism Circle was established to integrate mountain and sea tourism resources in Pingtung and expand regional tourism and integrated marketing.
- · Tourism recreation events held in 2020: Dapeng Bay Sailing Life Festival, Donggang Ice Dessert and Water Fun Activity, Bayside Specialty Night Market, Cruising 300 Bike Challenge Activity, Dapeng Bay Open Water Swim, Qingzhou Volleyball Show promotional activity, Fifth Beach Money Turtle Protection activity, Pingtung County Individual Time Trial, LAVA Triathlon Series, International Cycling Tour de Taiwan-Pingtung Station and Dapeng Bay Circuit Experience Race, and ZEPRO RUN National Half Marathon.
- Marketing and promotion of the ecotourism environment at the Liuqiu Scenic Area, promotion of environmental protection and plastic reduction awareness, and ongoing development of the overall ecological and aesthetic environment.
- · Organized the National Scenic Area Cycling Pavilion at the Taipei International Summer Travel Expo and Taipei International Travel Fair (ITF).

觀光資源開發與管理重點項目

Key Points of Tourism Resource Development and Management

推動觀光圈及產業聯盟

Promoting Tourism Circles and Industry Alliances

由觀光局所屬 7 個國家風景區管理處(東北角、參山、日月潭、阿里山、雲嘉南、西拉雅、大鵬灣)做為平臺,以旅遊帶的概念整合在地組織、產業夥伴,組成 10 個區域觀光產業聯盟,確定主題品牌觀光產品後,分成景區整備、國內旅遊及國際行銷等三面向執行。結合民間的力量,以務實、漸進滾動及市場導向等原則研提執行計畫,落實活絡地方產業,導入遊客,讓區域觀光發展達到永續經營目標。

The Tourism Bureau selected seven of its national scenic area administrations - Northeast Coast, Tri-Mountain, Sun Moon Lake, Alishan, Yunlin, Chiayi and Tainan, Siraya, and Dapeng Bay – to serve as platforms for the integration of local organizations and industry partners into 10 regional tourism industry alliances founded on the concept of tourism belts. Theme branded tourism products were determined and then implemented in three directions: scenic area preparation, domestic tourism, and international marketing. Private sector resources were integrated to study and propose a pragmatic, progressive rolling, and market-driven implementation plan to invigorate local industry, attract visitors, and achieve sustainable regional tourism development.

成果亮點 Highlight Achievements:



東北角: 大東北角觀光圈已完成 7 場地方共識會議, 並於 12 月辦理大東北角觀光圈成立大會,總計 959 人次,205 個單位參與,當年度並規劃多條創新遊 程預計明年度陸續上架並進行 30 家產業風格型塑 以及針對觀光圈 14 鄉鎮區拍攝在地宣傳影片。 Northeast Coast: The Greater Northeast Coast Tourism Circle held seven local consensus-building meetings. Its inaugural meeting in December was joined by 959 participants from 205 units. The group planned several innovative tours for launch next year, developed 30 industry style models, and filmed videos promoting 14 townships and districts in the tourism circle.



參山:整合各部會與地方政府資源打造「迴遊阿罩霧」假日觀光巴士與示範遊程;以「食旅中彰·城鄉同框」為主軸,型塑區域觀光聯盟整合之典範。同時串連中彰與竹竹苗食宿遊購行產業,提升觀光圈產值。

Tri-Mountain: The Tri-Mountain Tourism Circle launched the Wu Feng Touring holiday tourist bus and demonstration routes integrating the resources of various ministries and local governments. The group created an example of regional tourism alliance integration under the theme of "Taichung-Changhua Food Tourism: City and Country Feasts." It also linked restaurant, hotel, recreation, shopping, and travel industries in Taichung, Changhua, Hsinchu, and Miaoli counties to increase the output value of tourism circles.



阿里山:阿里山國家風景區管理處所推動之「235 觀光圈」,成立「235+1 地接小聯盟」利基在地放 眼國際,推出原鄉深度、精緻慢遊之阿里山輕旅饗宴;嚴選伴手禮商家組成「嘉義隊」整合線上線下 購物服務;以臺語文文化攜手嘉義市政府與地方商家推出「臺味佇嘉」,打造臺灣首座臺文城市行銷地方文化魅力;此外,「大草嶺觀光圈」,已超過50位產業夥伴聯盟,計畫執行研發5條創新遊程,並辦理至少5場國際暨生態行銷推廣活動,協助6家特色店家改造,活絡草嶺和阿里山的連結,大幅提升大草嶺觀光圈能見度!而身為領頭羊的「大阿里山觀光圈」,推出的「阿里山 EASY GO 電商平臺」,更創下逾1,200萬的銷售佳績。

Alishan: The 235 Tourism Circle promoted by the Alishan National Scenic Area Administration established the "235+1 Local Connections Alliance" with local roots and global vision. The group introduced the Alishan Light Travel Banquet for in-depth, highquality, slow travel in indigenous areas; formed the Chiayi Team of carefully-selected souvenir shops to integrate online and offline shopping services; and partnered with the Chiayi City Government and local businesses to launch "Tai-bi ti Ka": the first city marketing campaign in Taiwan to highlight the local charms of Taiwanese culture. In addition, the Greater Caoling Tourism Circle brought together more than 50 industry partners to plan and develop five innovative tours. The group will hold at least five international and ecological marketing and promotion activities and assist the transformation of six specialty stores to strengthen linkages between Caoling and Alishan and significantly increase the visibility of the Greater Caoling Tourism Circle. The Greater Alishan Tourism Circle launched the Alishan EASY GO e-Commerce Platform and generated over NT\$12 million in sales.



日月潭:依據觀光圈內各種優勢、平衡區域發展, 輔導形塑中興文創、臺灣之心、集集鐵道、太極美 地四大特色區域,穩健發展觀光圈。 Sun Moon Lake: Guidance was provided for the steady formation of tourism circles in four distinctive areas based on local strengths and balanced development: Zhongxing Cultural and Creative, Heart of Taiwan, Jiji Branch Line, and Taiji Splendor Land.



雲嘉南:引進雲嘉南特色農漁產業 30 餘家進駐七股物產館、邀集雲嘉南地區業者參加大嘉義地區觀 光資源媒合會、台北國際觀光博覽會、台北國際旅展(IFT)、輔導成立「台灣雲嘉南濱海產業文化觀 光協會」、規劃辦理「雲嘉南濱海觀光圈體驗旅遊 嘉年華」及辦理鹽工便當培訓課程。 Yunlin, Chiayi and Tainan: More than 30 local companies in Yunlin, Chiayi, and Tainan were recruited to sell local specialty farm and fishery products at the Qigu Products Store. Yunlin, Chiayi, and Tainan area businesses were invited to join a Greater Chiayi tourism resource matching event, the Taipei Tourism Exposition, and Taipei International Travel Fair (ITF). Assistance was provided for the establishment of the Taiwan Southwest Coast Industry Cultural Tourism Association, the planning and holding of the Taiwan Southwest Coast Tourism Circle Experiential Travel Carnival, and salt worker bento training courses.

大鵬灣:以智慧觀光、數位轉型為目標,透過區塊 鏈商業模式,建構「產業互補優勢觀光圈」,計 召開 5 場屏東觀光圈觀光產業分區座談會,另辦 理「屏東觀光圈珍珠商品商務媒合會」,由 OTA (Online Travel Agency 線上旅行社)、旅遊科技 與電商企業與屏東業者互相交流達到數位轉型合 作目的、辦理屏東觀光圈成立大會及與易遊網簽訂 MOU 合作備忘錄,展示超過 200 項特色旅遊亮點 的「珍珠商品」及 43 條已上架平臺銷售的遊程「項 鍊產品」,同時辦理共 3 場遴選機制說明會及 2 場 大師講座輔導提升產品品質。

Dapeng Bay: The Industry Synergy Tourism Circle was established to promote smart tourism and digital transformation. The group held five Pingtung Tourism Circle Regional Tourism Industry Forums and the Pingtung Tourism Circle Pearl Product Business Matching Meeting. Online travel agencies (OTAs) facilitated exchanges between tourism technology and e-commerce companies and Pingtung businesses to advance digital transformation and cooperation. The Pingtung Tourism Circle held its inaugural meeting and signed a memorandum of cooperation with ezTravel, introduced over 200 "Pearl" tourism highlights and 43 travel "Necklaces" for online sale, and held three selection mechanisms and two master lectures on improving product quality.



西拉雅:共辦理2場地方說明會,凝聚地方共識,並持續透過培訓課程及工作坊輔導在地產業,鼓勵 異業結盟。同時串連觀光圈食、宿、遊、購、行規 劃3條主題遊程,並邀請名人帶路拍攝宣傳影片及 出版旅遊書籍。 Siraya: The scenic area held two local explanatory meetings to build local consensus, continued to provide local industry guidance through training courses and workshops, and encouraged cross-industry alliances. Tourism circles were formed to plan three themed tour routes integrating food, hotel, sightseeing, shopping, and travel. Celebrity guides were invited to shoot promotional videos and publish travel books.



大東北角觀光圈共識會議 Greater Northeast Coast Tourism Circle Consensus-Building Meeting



大鵬灣觀光圈 Dapeng Bay Tourism Circle



雲嘉南濱海光圈 Southwest Coast Tourism Circle

YEAR OF MOU

完成 166 處國家風景區無障礙旅遊據點,以利行動不便之民眾 參訪、辦理國家風景區通用化旅遊績優據點選拔,傳播通用設 計之觀念,打造友善、無障礙旅遊環境。同時輔導行銷銀髮族 優質遊程,推出國家風景區自由行套票及團體旅遊行程,帶動 銀髮族旅游商機。

The Tourism Bureau completed 166 barrier-free tourism sites at national scenic areas to facilitate travel by the mobility-impaired. It selected visitor sites at scenic areas for accessible tourism projects that convey the concept of universal design and create a friendly, barrier-free tourism environment. It also assisted the promotion of high-quality tours for seniors and launched FIT package tickets and group tours at national scenic areas to create senior travel business opportunities.



Caoling Tunnel on the Northeast Coast

推展水域遊憩活動

Promoting Water Recreation Activities

訂定「國家風景區設施維護暨水域遊憩活動安全管理工作須 知」、舉辦及補助辦理水域遊憩活動安全示範及體驗講習,並於 官網設置「水域遊憩活動」專區,製作安全宣導片,強化水域遊 憩活動安全,並持續滾動式檢討新興水域遊憩活動強化管理機 制。另配合向海致敬政策辦理海岸清潔維護作業,營造優質水域 遊憩活動環境,109年共清理9,680噸廢棄物。

The Tourism Bureau formulated the Working Guidelines for Maintenance of Facilities in National Scenic Areas and Safety Management of Water Recreation Activities, hosted and supported the holding of workshops on water recreation safety demonstrations and experience, and added a "Water Recreation Activities" section on its website. It produced videos to promote safety, strengthened water recreation safety, and continued rolling reviews of new waters recreation activities to enhance management mechanisms. In conjunction with the "Salute to the Seas" policy, the Bureau also carried out coastal cleaning and maintenance operations to create a high-quality environment for water recreation. A total of 9,680 tons of trash were cleaned up in 2020.



鼓勵離島游客租賃電動機車

Encouraging Outlying Island Visitors to Rent Electric Scooters

發布「補助離島暨花東遊客租賃電動機車實施要點」,運用離 島封閉場域特性,鼓勵將國產電動機車導入離島旅遊租賃市場, 發展可行商業營運模式,109年計補助9萬9,277輛次。

The Tourism Bureau announced the Directions for Tourism Bureau, MOTC Subsidies to Tourists for the Leasing of Electric Scooters on Outlying Islands to encourage the adoption of domestically-produced electric scooters for visitor rental in outlying islands. Subsidies were provided for 99,277 electric scooter rentals in 2020.



補助遊客租賃電動機車 Subsidies for Electric Scooter Rentals by Visitors

維護旅游安全

Maintaining Travel Safety

因應新冠肺炎疫情,依據中央流行疫情指揮中心相關指引,於各 國家風景區管理處轄內重要遊憩據點執行人流管制、實名制入 園、量測體溫及加強清潔頻率等重要防疫措施,落實遊客安全維 護。依「公共安全管理白皮書」實施策略中的「觀光地區遊樂設 施安全管理」訂定督導計畫,攜手各部會共同落實管理工作。

Major recreation sites under the jurisdiction of national scenic area administrations implemented COVID-19 prevention measures according to CECC guidelines to maintain visitor safety, including limits on visitor numbers, real-identity checks for admission, body temperature taking, and increased frequency cleaning. Plans for supervising "recreational facility safety management in tourist areas" were formulated in line with the implementation strategy for the White Paper on Public Safety Management and management operations were jointly handled with various ministries and commissions.

加強國家風景區實地督導考核作業 Strengthening On-site Supervision and Evaluations at

National Scenic Areas

加強國家風景區實地督導考核,由考核小組、秘密客實地考核 評選出表現優異之管理處,前3名分別為日月潭、參山及大鵬 灣國家風景區管理處。

On-site supervision and evaluation were strengthened at national scenic area. This included evaluations by assessment teams and secret visitor inspections. After reviewing the results, three scenic areas were awarded special recognition for outstanding performance: Sun Moon Lake, Tri-Mountain and Dapeng Bay.



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成立「原住民族地區觀光推動會」,邀集原住民族委員會等6 個機關共同研議原住民族地區觀光推廣、辦理旅遊行程規劃、 部落導覽訓練,協助部落就業。另辦理「2020台灣部落觀光嘉 年華」活動,積極行銷部落觀光。

The Tourism Bureau established the Council for the Promotion of Tourism in Indigenous Areas. It invited the Council of Indigenous Peoples and five other agencies to jointly deliberate on ways to promote tourism in indigenous areas and arranged tour planning and indigenous guide training to support employment in indigenous communities. The 2020 Taiwan Indigenous Tourism Festival arranged to actively market indigenous tribal tours.

露營活動推廣、輔導

Camping Promotion and Guidance

- 成立「各露營場權管機關盤點露營場資訊平臺」,提供合法露 營場所資訊,從事安全露營活動。
- 為協助輔導露營業者合法化,初步達成「非都市土地管制規則」 第6條附表一「各種使用地容許使用項目及許可使用細目表」 以「免經申請許可」方式,新增「露營相關設施」容許使用項目, 並增訂「營位設施」、「衛生設施」及「管理室」等 3 項使用 細目之修法共識。
- · A Campsite Inventory Information Platform for Campground Authorities was established to provide information on legal campgrounds and promote safe camping activities.
- To help campsite businesses legalize operations, a preliminary consensus was reached to amend the Regulations on Non-urban Land Use Control by adding "camping facilities" among items "exempt from permit application," including the sub-categories of "campsite facilities," "sanitation facilities," and "management offices" under the List of Permitted Land Uses and Detailed Schedule of Permitted Uses in Appendix 1, Article 6 of the regulations.

鼓勵民間參與觀光投資

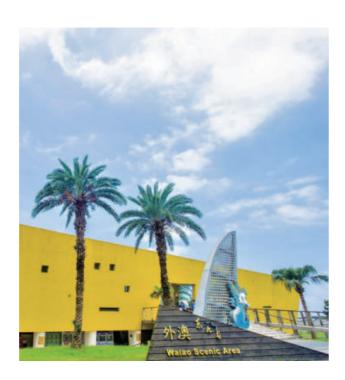
Encouraging Private Investment in Tourism

為提供民眾更多元的遊憩服務及引進企業活力經營之方式,完 成宜蘭縣頭城鎮外澳服務區營運移轉 OT 案,將民間的活力及創 意導入遊客旅遊服務設施。

Operate-transfer (OT) projects were completed at the Wai'ao Service Area in Toucheng Township, Yilan County to diversify public recreation services and bring private sector vitality and creativity to travel service facilities.



2020 台灣部落觀光嘉年華 2020 Taiwan Indigenous Tourism Festival



宜蘭縣頭城鎮外澳服務區營運移轉 OT 案 Wai'ao Service Area OT Project in Toucheng Township, Yilan County

觀光資源政策及法案推動

Promotion of Tourism Resource Policies and Laws



礁溪體驗美人湯煮溫泉蛋 Beauty baths and hot spring boiled eggs in Jiaoxi

觀光遊憩溫泉資源管理

Hot Spring Resource Management

- 輔導 13 個縣市政府擬訂溫泉區管理計畫並核定公告 25 個溫泉區,協助地方 政府加強府內各局處橫向聯繫,以提升溫泉區經營管理維護品質。
- 建立溫泉檢驗單位審查認可機制, 109 年計有 12 家溫泉檢驗機關(構)通 過認可辦理溫泉泉質檢驗。
- 訂定「地方政府溫泉管理執行注意事項」,協助輔導 13 個地方縣市政府核 發溫泉標章作業。
- The Tourism Bureau provided guidance to 13 county and city governments in formulating hot spring area management plans. It also approved the announcement of 25 hot spring areas and helped local governments strengthen horizontal linkages among their various administration and departments to enhance the operation and management of hot spring areas and maintain quality.
- The Tourism Bureau established review and certification mechanisms for hot spring inspection units. In 2020, twelve hot springs inspection agencies (institutions) were approved to perform hot spring quality inspection.
- The Notices for Hot Spring Management by Local Governments were formulated to assist and guide 13 local county and city governments in issuing Hot Spring Marks.



臺灣脊梁山脈旅遊

Mountain Tourism in Taiwan

109年為「脊梁山脈旅遊年」,為推展山脈旅遊,推出玉山阿里山線、奇萊南峰能高線、大霸尖山觀霧線、陽明山東北角太平山線、錐麓古道合歡群峰線、嘉明湖瓦拉米線及北大武線等7條高山經典路線,並細分出25條中海拔線路線及結合地區性特色之8條衍伸路線。同時徵選出「經典山脈行程」及「親山遊程」兩大類共35條經典親山遊程。為便利遊客親近山脈,另開發台灣觀巴33條、台灣好行27條路線行經脊梁山脈路線,要以臺灣既有的觀光優勢來發展山脈旅遊,推動臺灣觀光永續發展,提升國際知名度。除遴選35條山脈經典遊程外,觀光局及各國家風景區管理處共舉辦66場推廣山脈旅遊亮點活動,吸引約57萬人次參與,產值達24億元。



To promote mountain tourism during the 2020 Year of Mountain Tourism, the Tourism Bureau introduced seven classic mountain tour routes: the Yushan Alishan Route, Qilai South Peak Nenggao Route, Dabajian Mountain Guanwu Route, Yangmingshan Northeast Coast Taiping Route, Zhuilu Historic Trail Hehuan Peak Route, Jiaming Lake Walami Route, and Kavulungan Route. These routes are further subdivided into 25 mid-elevation mountain routes and eight derivative routes integrated with local characteristics. The Bureau also selected 35 classic mountain tours from submissions in the categories of "Classic Mountain Tours" and "Mountain Excursion Tours." The Taiwan Tour Bus added 33 service lines and the Taiwan Tourist Shuttle added 27 lines to facilitate travel on mountain routes. The program aims to develop mountain tourism with Taiwan's existing tourism advantages, promote sustainable tourism development in Taiwan, and enhance Taiwan's international reputation. In addition to selecting 35 classic mountain tours, the Tourism Bureau and national scenic area administrations held 66 events promoting mountain tourism highlights. The events attracted about 570,000 participants and generated NT\$2.4 billion



深化小鎮漫遊主題,推出百大小鎮結合脊梁山脈旅遊年話題行銷

Deepening the Small Town Ramble Theme with Year of Mountain Tourism Marketing Integrated with 100 Towns

繼 108 年小鎮漫遊年推出 30 個經典小鎮,配合 109 年脊梁山脈旅遊年,遴選出「小鎮 2.0」30 個經典(含 20 個山城)小鎮,推動「2020小鎮漫遊護照 2.0」宣傳活動、「小鎮遊戲趣 2.0」系列活動、「臺灣小鎮款款行」主題展」等活動,另攜手各部會及各縣市政府共同合作,補助 30 個小鎮改善旅遊環境、舉辦各地特色活動,吸引參與人數約 199 萬人,創造產業收益超過 2 億元,帶動山城小鎮漫遊及國內深度旅遊熱潮。

Thirty classic towns (including 20 mountain towns) were selected for the Small Town Ramble 2.0 promotion in conjunction with the 30 towns originally selected for the 2019 Taiwan Small Town Ramble Year and the 2020 Year of Mountain Tourism campaign. The Tourism Bureau promoted the 2020 Small Town Ramble Passport 2.0 promotional campaign, Small Town Fun 2.0 activity series, exhibitions on the theme of "Small Town Excursions in Taiwan," and other events. It also partnered with ministries, commissions, and county and city governments to provide subsidies to 30 small towns to improve tourism environments and organize local specialty events. These events attracted about 1.99 million participants and stimulated a mountain town travel and in-depth domestic tourism boom, creating more than NT\$200 million in industry revenue.





產業輔導與管理

Guidance and Management of the Tourism Industry

旅行業

Travel Agencies

世界各國因應新冠肺炎採取邊境管制等措施,旅遊團入出境幾乎全面暫停,重創觀光旅遊相關產業。臺灣防疫超前部署,疫情相對和緩,掀起國內旅遊熱潮,也促使旅行產業調整型態,朝向精緻旅遊差異化,以在地文化與生活吸引客源,同時並採同業策略合作,整合資源讓觀光產業升級轉型,翻轉產業生機,109年更有115家新設業者投入觀光產業,為旅行業注入生力軍。

COVID-19 has prompted countries worldwide to adopt border controls and other responses. These measures have brought international tour group travel to a near standstill and severely affected tourism-related industries. Taiwan acted early to minimize the impact of the epidemic. Domestic tourism boomed and travel agencies differentiated their services to attract travelers with high-quality tours focusing on local culture and life and industries formed strategic cooperation ties and integrated resources to upgrade, transform, and revitalize the tourism sector. A total of 115 new tourism companies were formed in 2020, injecting new life into the industry.



經營現況 Current Status

單位:家數 Unit: No. of Travel Agencies

	綜合旅行社 Consolidated		甲種旅行	社 Class-A	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
107 (2018)	137	472	2,668	383	265	1	3,070	856
108 (2019)	142	458	2,730	377	273	2	3,145	837
109 (2020)	139	397	2,753	342	302	1	3,194	740

輔導旅行業提升競爭力

Guidance to Enhance Tourism Industry Competitiveness

為提升旅行業競爭力,持續輔導旅行業發展特色、優質旅遊產品,建立產品品牌,創新產業附加價值,以促進產業優化轉型升級,鼓勵旅行業開發樂齡族及身心障礙人士優質旅遊產品。並以在地走讀文化、深度體驗導覽,結合臺灣味打造不同的國民旅遊新印象,旅行社從疫情下開創國內旅遊商機,轉型經營精緻旅遊,如屏東林邊遊程結合漁事體驗、漁村文化、手作小食、海味料理四大亮點,打造創新的漁村遊程體驗,讓在地人的日常生活成為旅人眼中的風景。

The Tourism Bureau continued to assist travel agencies in developing specialty and high-quality tour products, establish product brands, and create industry added-value to enhance their competitiveness. It promoted industry optimization, transformation, and upgrading and encouraged travel agencies to develop high-quality tourism products for active seniors and disabled persons. The program introduced a new image of domestic tourism with local culture walking tours and in-depth experiential tours combined with the tastes of Taiwan. In response to the epidemic, travel agencies created domestic tourism business opportunities, transformed operations, and introduced high-quality tours. For example, tours to Linbian Township in Pingtung County combined fishing trips, fishing village culture, hand-made snacks, and seafood to present visitors with an innovative fishing village tour experience and window to local life.





強化旅遊安全管理

Strengthening Travel Safety Management

為提升國人國民旅遊安全,透過法規面、宣導面加強輔導旅行業建立旅遊安全觀念,並積極實施稽查,落實旅遊安全規範,持續配合公路總局辦理遊覽車安全聯合稽查,如於春節、武陵農場櫻花季及連假期間攔查遊覽車及稽核所搭載旅行團,落實旅遊品質與安全管理工作,109年度計稽查997團次。

The Tourism Bureau strengthened regulatory and advocacy assistance to travel agencies to establish travel safety concepts and enhance the safety of domestic tourism. It also conducted audits, enforced travel safety regulations, and continued to jointly inspect tour bus safety with the Directorate General of Highways. For example, tourist coaches were stopped at road checkpoints and bus tour groups were audited during the Lunar New Year holiday, Wuling Farm Cherry Blossom Season and long weekend holidays to implement tourism quality and safety management. In 2020, a total of 997 tour groups were inspected.



會同公路總局辦理旅行團安全稽查 Tour group safety inspections were conducted in conjunction with the Directorate General of Highways

保障消費者權益

Protecting Consumer Rights

- 觀光局行政資訊網建置「消保事項專區」,依法揭示違規業 者資訊,倘旅行業有受停業處分、廢止旅行業執照、自行停業 及解散等即時公告,俾供旅遊消費者即時查詢,以保障消費者 權益。
- 109 年受理協調處理消費爭議案件(含旅遊糾紛申訴案件、輔導中華民國旅行業品質保障協會受理調處該會會員之旅遊糾紛申訴案件)共計 3,253 件,和解件數 2,242 件,和解率 68,92%。
- 109 年訂頒「郵輪國外旅遊定型化契約範本」及應記載及不 得記載事項。

- A Consumer Protection page was added to the Tourism Bureau's Executive Information System to promptly disclose, by law, information on violating businesses, travel agencies with suspended or revoked business licenses, travel agencies that discontinued business, and agencies that discontinued business and dissolved to facilitate real-time information searches by travel consumers and protect consumer rights.
- In 2020, a total of 3,253 consumer dispute cases were received (including travel disputes and appeals and guidance to members of the Travel Quality Assurance Association, R.O.C. in mediation of travel disputes and appeals), of which 2,242 cases were settled, representing a resolution rate of 68.92%.
- A Standard Form Model Contract for Overseas Cruise Travel and items to be recorded and not to be recorded was drafted and promulgated in 2020.

配合時宜,修正法令

Amending the Law to Adapt with the Times

- 考量網路科技應用,旅行業所需營業空間未若傳統實體店舖需求大,又旅行業與其他營利事業共同使用同一處所,如有其明顯空間予以區隔辨識,對交易相對人應不致產生混淆誤認,且有助於透過異業結盟方式,分享市場營銷中的資源,降低成本、提高效率、增強市場競爭力,爰為因應網際網路交易時代潮流趨勢,經檢討後修正旅行業管理規則第 16 條,修正放寬旅行業得與其他營利事業共同使用同一處所。
- 回歸發展觀光條例第32條第1項規定之導遊人員考試制度, 貼近實務需求,修正導遊人員管理規則第6條,刪除領取外語 導遊人員執業證者加註語言別之規定。
- With the adoption of network technology, travel agencies require less space than traditional physical stores to conduct their business. They can also share premises with other profit-making businesses without causing confusion or misidentification by counter-parties so long as their space is clearly demarcated. In addition, agencies can share marketing resources, reduce costs, improve efficiency through cross-industry alliances to enhance market competitiveness. In view of this and the growing popularity of online transactions, regulations on travel agencies sharing premises with other profit-making business were relaxed following review and amendment of Article 16 of the Regulations Governing the Administration of Travel Agencies.
- Article 6 of the Regulations Governing Tour Guides was amended to delete stipulations requiring notation of languages on foreign-language tour guide licenses. The change brings the tour guide examination system more into line with actual needs as stipulated in Paragraph 1, Article 32 of the Statute for the Development of Tourism

旅宿業 Hotel Industry

經營現況 Current Status

109 年旅宿業經營概況 Overview of Hotel Industry Operations in 2020			
類別 Category		家數 No. of Hotels	客房數 No. of Rooms
觀光旅館	國際觀光旅館 International Tourist Hotels	78 家	21,897 間
Tourist Hotels	一般觀光旅館 General Tourist Hotels	45 家	6,710 間
一般旅館 General Hotels		3,393 家	169,650 間
民宿 Guesthouses		9,798 家	41,752 間
總計 Total		13,314 家	240,009 間

觀光旅館業輔導與管理

Tourist Hotel Guidance and Management

疫情期間,為維護旅客住宿權益,辦理觀光旅館定期檢查 4 家次、不定期聯合檢查 6 家次及書面檢查 91 家次,並配合政策辦理豬原料原產地標示查核 36 家次、禮券定型化契約查核 54 家次,持續督導觀光旅館業者落實平時自我檢查管理,並加強提升其服務品質。

To maintain guest accommodation rights during the epidemic, routine inspections were conducted at four tourist hotels, unscheduled joint inspections at six hotels, and written inspections for 91 hotels. Inspections were also performed at 36 hotels in conjunction with the policy on country of origin labeling of pork raw materials; and 54 hotels were inspected for compliance with standard form contracts for vouchers. The Tourism Bureau also continued to supervise normal self-inspection management by tourist hotel operators and strengthen improvement of service quality.

旅館及民宿輔導與管理

Hotel and Guesthouse Guidance and Management

- 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,109年地方政府計稽查旅館5,154家次(含合法旅館4,330家次、非法旅館219家次及日租套房605家次);109年地方政府稽查民宿計5,520家次(含合法民宿5,106家次、非法民宿414家次);另配合政策督導各地方政府辦理豬原料原產地標示輔導旅館、民宿1萬2,792家次,以及辦理禮券定型化契約查核旅館66家次。
- 為提升旅宿業品質及建立「星級旅館」及「好客民宿」品牌形象,辦理相關評鑑及遴選活動。109年度計有68家業者參與星級旅館評鑑。截至109年底止,有效星級旅館為432家,5萬2,121間客房。另有170家民宿經營者完成參與好客民宿遴選活動,累計取得好客民宿標章,共有1,059家。
- The Tourism Bureau continued to conduct regular inspections and supervise local governments in implementing hotel administration actions to assist them in improving hotel management results. In 2020, local governments inspected 5,154 hotels (including 4,330 licensed hotels, 219 unlicensed hotels, and 605 daily rental suites); and 5,520 guesthouses (including 5,106 licensed guesthouses and 414 unlicensed guesthouses). The Tourism Bureau supervised local governments according to policy in providing guidance to 12,792 hotels and guesthouses on country of origin labeling for pork raw materials and inspecting 66 hotels for compliance with voucher standard form contracts.
- Evaluation and selection activities were carried out to improve hotel quality and establish the Star Hotel and Taiwan Hosts brand image. In 2020, a total of 68 businesses participated in the Hotel Star Rating. At the end of 2020, there were 432 star-rated hotels with a total of 52,121 rooms. A total of 170 guesthouses completed the Taiwan Hosts selection process, bringing the cumulative number Taiwan Hosts certified businesses to 1,059.

星級旅館 Star Hotels





好客民宿遴選活動輔導訓練課程 Taiwan Hosts Selection Activity Guidance Training Course

提供觀光產業升級軟硬體設施 貸款利息補貼

Providing Loan Interest Subsidies to **Upgrade Tourism Services and Facilities**

為協助觀光產業改善軟硬體設施,建置優質旅遊環境,以全面 提升旅遊品質,促進觀光事業之發展,截至 109 年,輔導 271 件觀光產業取得獎勵觀光產業優惠升級貸款新臺幣 124.8 億元, 提供利息補貼案件 121 件,補貼金額達新臺幣 3.2 億元。

The Tourism Bureau provided preferential loans and interest subsidies to help the tourism industry improve services and facilities, create a highquality tourism environment, comprehensively improve the quality of tourism, and promote tourism development. As of 2020, it had helped the industry to obtain 271 preferential upgrade loans totaling NT\$12.48 billion and 121 interest subsidies totaling NT\$320 million.





件觀光產業 Tourism Industry

件利息補貼案

Interest Subsidy Cases

Loans Obtained

旅館轉型創新輔導

Guidance on Hotel Transformation and Innovation

為協助老舊旅館突破缺乏創新經營能力的困境,解決世代傳承 之問題,辦理「旅館轉型創新經營媒合輔導計畫」,透過本計 畫規劃媒合輔導機制,協助老舊旅館導入年輕創新與創業能量, 媒合有意投入之青年、個人或團隊實際投入營運,架接老舊旅 館與青年之間合作的橋樑,提供旅館創生再造新契機,成功媒 合5家業者轉型,成功案例同時發布於臺灣旅宿網,提供旅宿 業經營管理之參考。

The Hotel Transformation and Innovation Management Matching Guidance Plan helps older hotels to introduce innovative management capabilities and resolve problems related to the inter-generational management transitions. The plan provides bridges between older hotels and interested young people, individuals, or groups that can bring innovation and an entrepreneurial energy to hotel operations and give hotels new opportunities to reinvent themselves. Matches made under the plan helped five hotels transform operations. These success stories were announced on the "TaiwanStay" website as a reference for hotel operation and management.



輔導團隊協助旅館業者世代傳承導入現代化經營模式 Counseling teams helped hotels introduce modern business models during inter-generational management transitions.



輔導青年旅館結合青年音樂團體辦理屋頂音樂派對及復古市集活動 With counseling support, a youth hostel partnered with a young music group to hold a rooftop music party and retro fair activity.

建置旅館業職能基準

Establishing Functional Benchmarks for the Hotel Industry

為促進培育之旅館從業人員職能與業界需求接軌,縮短學、訓、 用落差,增加旅館從業人員職場著力,於109年9月完成建置 3項職能基準(旅宿電商運營人員、活動指導員及行銷業務專 員),放置於勞動部ICAP職能發展應用平臺供各界下載運用, 期讓旅館相關企業、學校及培訓機構掌握人才培訓重點,妥為 運用,達到厚植旅館產業人才之長期目標,提升我國旅館產業 國際競爭力。

The Tourism Bureau completed three occupational competence benchmarks (for hotel e-commerce operators, activity instructors, and marketing specialists) in September 2020 to foster the occupational abilities of hotel employees, align skills with industry needs, reduce the gap between education, training, and application, and increase hotel employee workplace productivity. Freely downloadable from the Ministry of Labor's Integrated Competency and Application Platform (iCAP), the benchmarks help hotel-related companies, schools, and training institutions to master and properly apply key training points to achieve the long-term goal of building up hotel industry talent and enhancing the international competitiveness of Taiwan's hotel industry.



Subsidy amount

320 million

109 年完成建置 3 項旅館業職能基準 Three functional benchmarks for the hotel industry were established in 2020.



旅宿電商運營人員 Hotel E-Commerce Staff



活動指導員 **Activity Instructors**



行銷業務專員 Marketing Specialists

觀光遊樂業

Tourist Amusement Enterprises

經營現況 Current Status

109 年領有觀光遊樂業執照營業中業者總計 25 家,屬重大 投資案之觀光遊樂業者計 22 家,非重大投資案之觀光遊樂 業者 3 家。

In 2020, Taiwan had 25 licensed and operational tourist amusement enterprises, of which 22 were classified as major investment projects and three were classified as minor investment projects.

領有觀光遊樂業執照營業中業者經營狀況 Operating Status of Licensed and Operational Tourist Amusement Enterprises

> ■ 重大投資案業者 (109 年) ■ Major Investment Projects (2020)

> > [22]

家數 No. of Enterprise 多元歡樂的主題樂園(109 年督考前五名:麗寶樂園、劍湖山世界、遠雄海洋公園、六福村主題遊樂園、九族文化村)Theme parks offering a diversity of amusements (Top-Five in the 2020 Assessment: Lihpao Land, Janfusun Fancyworld, Farglory Ocean Park, Leofoo Village Theme Park, and Formosan Aboriginal Culture Village)









■ 非重大投資案業者 (109 年) ■ Minor Investment Projects (2020)

家數 No. of Enterprises

籌設査核

Park Establishment Inspections

強化觀光遊樂業興辦事業開發期程管控與計畫審查,以確保 觀光遊樂業具觀光競爭力。

Strengthened control and planning review for the establishment and development of new amusement enterprises to ensure the tourism competitiveness of such businesses.



經營管理 Operations and Management

加強觀光遊樂業安全管理機制:

- 依觀光遊樂業管理規則,加強行政監督,保障消費者權益。
- 落實三級管理機制、確保消費者權益、強化地方主管機關之參與。
- 109 年督導考核競賽 (共 25 家參與)

Strengthened safety management mechanisms for amusement enterprises:

- Strengthened administrative supervision to protect consumer rights in accordance with the Regulation for the Management of Tourist Amusement Enterprises.
- Implemented a three-level management mechanism to protect consumer rights and strengthen the participation of local authorities.
- 2020 Supervision and Evaluation Competition (25 companies participated)



109 年觀光遊樂業督導考核競賽實地考核 Assessment for the 2020 Amusement Park Inspections and Supervision Competition

督導考核競賽 Supervision and Evaluation Competition

13特優
Outstanding

慢等 Excellent

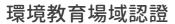
- 麗寶樂園
- ziiipao zaiia
- 劍湖山世界 Janfusun Fancyworld
- 遠雄海洋公園 Farglory Ocean Park
- ↑福村主題遊樂園 Leofoo Village Theme Park
- Leoloo village III
- 九族文化村 Formosan Aboriginal Culture Village
- 杉林溪森林生態渡假園區 Shanlinxi Forest Recreation Area
- 小人國主題樂園 Window on China Theme Park
- 義大世界 E-Da World

- 西湖渡假村 West Lake Resortopia
- 頑皮世界
- Leopard King Safari Zoo
- 小叮噹科學主題樂園 Little Ding-Dong Science Theme Park
- 尖山埤江南渡假村 Jianshanpi Jiangnan Resort
- 表雅渡假村 Atayal Resort

- 小墾丁渡假村 Kentington Reso
- 東勢林場遊樂區 Dongshi Forest Garden
- 野柳海洋世界 Yehliu Ocean World
- ₩ 綠舞莊園日式主題遊樂區 Dancewoods Hotels & Resorts
- 香格里拉樂園 Shangrila Paradise
- 台東原生應用植物園 Yuan Sen Applied Botanical Garden
- 怡園渡假村 YiYuan Resorts
- 雲仙樂園 Yun-Hsien Park

輔導驗證 Certification Assistance





Environmental education venue certification

- 雲仙樂園
- Yun Hsien Holiday Resort
- 小人國主題樂園
- Window on China Theme Park
- 小叮噹科學主題樂園 Little Ding-Dong Science Theme Park
- 西湖渡假村 West Lake Resortopia
- 東勢林場遊樂區 Dongshi Forest Garden

- 九族文化村 Formosan Aboriginal Culture Village
- 杉林溪森林生態渡假園區 Shanlinxi Forest Recreation Area
- 劍湖山世界
- Janfusun Fancyworld
- 尖山埤江南渡假村 Jianshanpi Jiangnan Resort
- 怡園渡假村 YiYuan Resorts



回教餐廳認證

Halal restaurant certification

- 六福村主題遊樂園 Leofoo Village Theme Park
- 西湖渡假村 West Lake Resortopia
- 麗寶樂園 Lihpao Resort

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九族文化村 Formosan Aboriginal Culture Village



- 劍湖山世界 Janfusun Fancyworld
- 尖山埤江南渡假村 Jianshanpi Jiangnan Resort
- 怡園渡假村 Yiyuan Resort





從業人員訓練 Industry Training

輔導觀光遊樂業提升服務品質及建置優質遊樂環境,辦理 2 場相關產業發展及專業訓練。

對象

Target Group

目標

Objective

Assistance was provided to the amusement park industry to improve service quality and build a high-quality amusement environment. Two courses on industry development and professional training were arranged.



109/8/31 - 109/9/1

研習 / 課程名稱 Workshop/Course Title

觀光遊樂業優質化教育訓練

Education and Training to Upgrade the Quality of **Tourist Amusement Enterprises**



中高階管理人才

智慧科技應用

Middle and upper management



全齡化園區通用設計 Universal design for all ageing parks

Application of smart technology





觀光遊樂業優質化教育訓練 Education and Training on Upgrading the Quality of Amusement Enterprises

旅遊產業 OTA 發展及強化數位轉型

Developing Tourism OTAs and Strengthening Digital Transformation



旅行業數位化

Travel Agency Digitalization

透過「旅行業數位能力與需求調查」,了解旅行業者對於數位 化之認知及推動建議,奠基於調查成果,積極輔導旅行業公協 會辦理數位轉型教育訓練包含多媒體行銷、線上旅遊模式、數 據決策,掌握消費趨勢,並持續推廣業者數位經營模式及導入 企業資源管理 (ERP) 系統,使業者進入系統管理思維及了解 API 串接之便利性,同時優化旅客購買及服務享受之快捷性,展現 數位化及效率化。

旅宿業數位化 Hotel Digitalization

「臺灣旅宿網」新增線上訂房功能,由業者依其營業、行銷規劃選擇開通訂房,提供消費者於查詢合法旅宿時,即可立即訂房之功能選項,以提供予旅宿業者行銷之多方面管道。截至109年底,已開通訂房功能家數1,556家、可訂房源數5萬0,891間、售出房間數4,671間、總訂房金額逾新臺幣1,364萬元。未來將持續鼓勵旅宿業者開通訂房功能,輔導中小型旅宿業者使用數位訂房功能、提升業者數位能力,減輕業主經營行銷成本壓力,提升國際競爭力。

為鼓勵旅宿業者智慧化經營、強化旅宿業數位能力,提升整體旅宿品質,獎勵旅宿業提升數位化,如:補助業者導入企業資源管理(ERP)、飯店管理系統(PMS)串接觀光局數位系統上傳營運數據至旅宿網。截至109年底,共計受理補助45件。



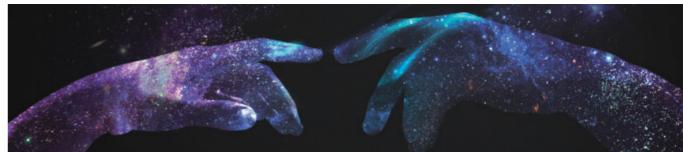
臺灣旅宿網 TaiwanStay Website

A Travel Agency Digital Literacy and Demand Survey was conducted to understand digital awareness among travel agencies and promote input. The survey results provided a basis for guidance to travel industry associations in areas such as 1) education and training in digital transformation, including multimedia marketing; 2) online travel modes, 3) data decisions, 4) mastering consumer trends, 5) ongoing promotion of digital business models, and 6) adoption of enterprise resource management (ERP) systems to help agencies adopt system management concepts, understand the convenience of Application Programming Interface (API) connections, and provide visitors with a fast and efficient digital purchasing and service experience.

Online room-booking functions were added to the TaiwanStay website to provide hotel operators with reservation system options based on their business and marketing plans. The site enables consumers to quickly book rooms at licensed hotels and provides new channels for hotel marketing. As of the end of 2020, a total of 50,891 rooms at 1,556 hotels were available for reservation through the site. The site has handled 4,671 room bookings with a total reservation amount of more than NT\$13.64 million. The Tourism Bureau will continue to encourage the development of hotel room reservation functions, help small and medium-sized hotel operators to adopt digital room booking functions, upgrade hotel digital literacy, and lighten hotel operation and marketing costs to enhance international competitiveness.

Incentives were provided to encourage the hotel industry to operate smartly, strengthen digital capabilities, and improve overall quality through enhanced digital operations. For example, the industry received subsidies to adopt ERP and link hotel property management systems (PMS) with the Tourism Bureau's TaiwanStay website to upload operations data. A total of 45 such subsidies were granted as of the end of 2020.





觀光遊樂業數位化

Amusement Park Digitalization

積極推動觀光遊樂業轉型升級,藉由觀光遊樂業優質化計畫, 輔導觀光遊樂業升級數位軟硬體設施,包含建置 VR 虛擬實境 及 AR 擴增實境等相關互動數位化遊樂設施、導入 ERP 系統、 電子支付、智慧入園及排隊系統、全園區 WIFI、數位化電子顯 示系統等,以提升服務品質,並結合高科技,發展智慧園區, 提供遊客全新的遊樂體驗及更便利友善的旅遊環境。 The Tourism Bureau promoted the transformation and upgrading of the amusement park industry under the Amusement Park Optimization Plan. Amusement parks received guidance in upgrading digital services and facilities, including developing virtual reality (VR), augmented reality (AR), and other interactive digital amusement facilities; introducing ERP, electronic payment, smart admission and queuing systems, park-wide Wi-Fi, and digital electronic display systems to improve service quality; and integrating high technology for smart park development to provide visitors new amusement experiences and a more convenient and friendly travel environment.



觀光遊樂業數位轉型 Digital Transformation of the Amusement Park Industry



觀光遊樂業停車場電子閘門 Amusement Park Electronic Parking Lot Gates



觀光遊樂業智慧入園系統 Amusement Park Smart Admission Systems



觀光遊樂業導入多元行動支付系統
Diverse Mobile payment Systems Introduced at Amusement Parks

運轉 Operation

觀光資訊科技服務運用 Implementation of Tech-based Services

旅遊資訊服務 Travel Information Services

國際門戶第一線

Front-line services at international gateways

提供多語文諮詢服務,並陳列多樣文宣品供遊客洽取。

Provided consulting services in various languages and displayed a variety of promotional materials for visitors.

臺灣觀光資訊網

Taiwan Tourist Information Website

臺灣觀光資訊網 (https://www.taiwan.net.tw/) 作為國家觀光入口網站,透過網路及行動裝置整合空間位置相關資訊,精準掌握使用者的位置,進而提供適地性(Location Based Service,LBS)旅遊情報、周邊交通場站、景點、活動、旅遊服務中心(含借問站)等旅遊便捷化服務,具有中、英、日、韓、德、法、俄、西、馬來語、越南、印尼及泰文等 12 種語言版本,並提供適合行動裝置瀏覽之RWD網頁。

The Taiwan Tourist Information Website (https://www.taiwan.net.tw/) is a national tourism portal using online and mobile spatial location information to pinpoint user location and deliver location-based tourism information on visitor sites, festivals, dining, shopping, accommodation, travel guides, and recommended tours. The site is available in 12 languages, including Chinese, English, Japanese, Korean, German, French, Russian, Spanish, Malay, Vietnamese, Indonesian, and Thai. It also incorporates responsive web design to enable browsing on mobile devices.

iTravel (web 版) 行動導覽服務 iTravel (web version) Mobile Guide Service

推出具 8 種語言(中、英、日、韓、印尼、越南、泰文及馬來語)之全新行動應用服務(https://itravel. taiwan. net. tw),兼具原有觀光網站查詢便利性及適地性服務(Location Based Service)功能,提供國內外遊客建議旅程、小鎮漫遊、景點、美食、住宿、節慶活動等相關資訊,系統亦提供公共運輸、自行開車、自行車及步行等建議方案,便利國內外旅客在臺灣旅遊時選擇前往景點之方式。

Released the "iTravel" mobile app (https://itravel.taiwan.net.tw) in eight languages (Chinese, English, Japanese, Korean, Indonesian, Vietnamese, Thai, and Malay). The app combines the convenience of tourism website searches with location-based services. It provides domestic and foreign visitors with tour suggestions and information on small town travel, attractions, cuisine, accommodations, and festivals. The system also suggests public transportation, self-driving, bicycle, and walking to help domestic and foreign visitors select the best way to visit attractions in Taiwan.







建置「臺灣觀光資訊資料庫」

Establishment of the Taiwan Tourism Information Database

建置影音多媒體資料庫,彙整國家風景區精彩影音資料,並自 110 年起彙整采風翦影網站、國際宣傳影音資料及 360 影片,及 彙整中央部會、各縣市政府及觀光局國家風景區管理處提供之觀 光資料,以免費、免申請、開放格式原則,提供超過 27,000 筆 GIS 基礎資料,包含景點、餐飲、旅館民宿、活動、步道、自行 車道等觀光資料,供一般民眾加值應用。

i-center 旅遊服務體系 i-center Travel Service System

為提供旅遊資訊與專業諮詢服務,營造友善便利之旅遊環境。持續拓展「i-center 旅遊服務體系」4層級據點,全臺共設置 118據點,含國際機場3處、旅遊服務中心55處、遊客中心60處。

i-center 拓展據點數 (109 年)



遊客中心

借問站 Information Stations

輔導在地特產店、民宿飯店、旅行社、觀光工廠、博物館以及派出所等單位,發揮「相借問」的臺式熱情,除提供免費 wifi 及中、英、日文版行動網站,方便各國自由行旅客下載借問站周邊散步地圖外,同時整合當地交通資訊查詢入口和旅遊 APP,成為在地旅遊資訊平臺,提供在地化旅遊資訊及簡易諮詢服務。109年設置逾610 處借問站。

The Tourism Bureau established a multimedia database with high-quality audiovisual resources on national scenic areas. Since 2021, the database has collected website video clips, audiovisual materials for international promotions, and 360 videos. It has also integrated tourism information provided by central government agencies, county and city governments, and national scenic area administrations under the Tourism Bureau to make over 27,000 tourism-related geographic information system (GIS) records freely available to the industry in an open format without need for application. The records include data on attractions, restaurants, hotels and guesthouses, events, trails, and other tourism information that can be used by the public to develop value-added applications.

The i-Center Travel Service System provides travel information and professional consulting services to create a friendly and convenient travel environment. The Tourism Bureau continued to expand service points at four levels. There are 118 i-center service locations throughout Taiwan, including three international airport centers, 55 visitor information centers, and 60 visitor centers.

借問站 E 化執行成果 - 情定基隆電子摺頁 Information Stations digitalization achievements: The "Fall in Love with Keelung" e-brochure



Information Stations help local specialty product stores/factories, guesthouses, travel agencies, museums, police stations, and other units to provide localized travel information and basic consulting services rooted in the Taiwanese "Ask me" spirit of hospitality. The stations offer free Wi-Fi and Chinese/English/Japanese language mobile websites so that independent travelers from other countries can conveniently download walking maps for attractions in the vicinity. They also integrate local transportation information through search portals and travel apps to create local travel information platforms and provide localized travel information and basic consulting services. More than 610 Information Stations had been established by the end of 2020.

旅遊科技加值應用 Travel Tech Value-Added Applications

舉辦「科技觀光得塔推進賽」

Holding the Tourism Innovation and Tech Awards

集結具備強大資料蒐集、服務開發能力與創意想法能量的團隊,與觀光產業、政府單位共同腦力激盪,解決疫情時代之觀光痛點、發想優化服務,創作多元臺灣旅遊體驗作品,並於競賽過程達到臺灣觀光之國際宣傳效益,以刺激國際旅客來臺、提升旅遊體驗創新服務。共計吸引 15 國家,超過 196 件作品參加。

決賽暨頒獎典禮於12月6日於世貿一館「台北資訊月」進行, 首度設立「交通部觀光局科技觀光體驗館」,以突破觀光想 像方式展出決賽團隊作品及科技應用成果,可以看見臺灣在 科技觀光的創新及創意,也讓臺灣旅遊服務更多元,於後疫 情時代帶出觀光數位轉型之契機。

科技觀光得塔推進賽 Tourism Innovation and Tech Awards



副總統啟動光雕互動牆

The Vice President inaugurates an interactive light sculpture wall



The Tourism Innovation and Tech Awards were held to bring together teams with powerful data collection and service development capabilities, as well as creative energy, and partner them with tourism industry and government units to develop brainstorming solutions to issues such as epidemic-related problems, service optimization, and creating diverse travel experiences in Taiwan. The competition process also generated international promotion benefits and attracted international travelers to Taiwan through enhanced travel experiences and innovative services. More than 196 entries were submitted by teams from 15 countries.

The final round of the competition and award ceremony were held on December 6th during Taipei Information Technology Month at Hall 1 of the Taipei World Trade Center. This was the first IT Month to feature a Tourism Bureau Travel Tech Experience Pavilion. The display showcased the efforts (such as technology applications) of teams making it to the finals, highlighting Taiwan's innovative and creative tourism technology, and creating opportunities to further diversify Taiwan's tourism services through digital transformation in the post-pandemic era.



建置觀光大數據平臺

Establishing a Tourism Big Data Platform

透過資料介接彙整觀光相關數據資料,善用大數據分析掌握 參與特色活動人員、族群特性及輪廓、行為偏好等,產出有 益政策規劃、產業轉型、精準行銷或旅遊服務提升之參考, 並定期依需求滾動檢討,持續增加外部數據資料,提升大數 據平臺效益。 The Tourism Bureau is collecting a variety of tourism-related data for big data analysis of participation in special activities looking at categories such as nationality and behavioral preferences. The findings will serve as a reference in policy planning, industrial transformation, precision marketing, and improvement of tourism services. The Bureau will also regularly conduct rolling reviews as required and continue to add external data to increase the benefits of the big data platform.

拍攝臺灣觀光虛擬實境影像 Capturing Taiwan Tourism in VR



新媒體虛實整合行銷臺灣

Integrated Marketing of Taiwan through New Media

透過社群媒體經營強化網友忠誠度,目前已建置 Facebook、Line、Instagram 等管道,提供網友即時之旅遊資訊,吸引網友參與旅遊話題,加強社群使用者強大的黏著性,並透過網紅的旅遊經驗分享,搭配實體遊程活動,提升線上網友看見觀光品牌、認識在地觀光資源。109 年更攜手 LINE 旅遊,透過 LINE 即時推播臺灣山脈遊程資訊,打造 7 條適合新手的親山路線、5 條挑戰者的專業路線,以及闖關任務及金頭腦抽好禮,邀請大家走進山林,深度認識這片美麗的土地。

運用 360 全景影像拍攝技術結合文化、美食、主題旅遊年等主題,透過 3D VR 影片之沉浸感,打造觀光旅遊體驗場域,藉此行銷臺灣特色遊程、路線或景點,提升臺灣觀光宣傳效益,並於國內外旅展、駐外辦事處、全臺各國家風景區行銷推廣使用,提升臺灣觀光宣傳效益,吸引國外民眾來臺旅遊。

The Tourism Bureau strengthened loyalty among online users through social media channels. Real-time tourism information was delivered through Facebook, Line, Instagram, and other online channels to attract participation in tourism themes and strengthen bonds with social network users. The Bureau also increased the visibility of Taiwan's tourism brand and resources through travel posts by internet celebrities and tour activities. In 2020, the Tourism Bureau partnered with LINE Travel to promote mountain tourism in Taiwan through LINE's push notification system. The Bureau created seven mountain routes for novices and five challenging routes for professionals, with checkpoints and prize drawings. The campaign invited travelers to visit Taiwan's mountain areas and experience their beauty in depth.

Videos were filmed with 360-degree panoramic technology to present Taiwan's culture, cuisine, theme tourism years, and other topics in immersive 3D virtual reality and create tourism experience areas. The videos supported the marketing of Taiwan specialty tours, routes, and attractions. They were also presented at domestic and international travel fairs, Taiwan's overseas offices, and national scenic area marketing and promotional events to increase the effectiveness of Taiwan's tourism promotions and attract international visitors to Taiwan.







日月潭 UHD 超高畫質環景影片 Ultra-high-definition 360-degree video of Sun Moon Lake

發展計畫 Development Plan



Tourism 2025 -臺灣觀光邁向 2025 方案 Taiwan Tourism 2025

為實現「觀光立國」之願景,及「觀光主流化」的施政理念,並落實「Tourism 2030臺灣觀光政策白皮書」之發展目標,打造臺灣成為「亞洲旅遊重要的目的地」。因應新冠肺炎(COVID-19)疫情之衝擊,優先以提升國民旅遊品質、促進疫後產業轉型為目標,後續配合全球疫情及國境管制之發展,漸次布局國際觀光市場,擦亮臺灣從防疫大國成為觀光大國的觀光品牌形象。

The Taiwan Tourism 2025 campaign was launched to realize the vision of a "tourism-based country," the policy concept of "mainstreaming tourism," and development goals under the "Tourism 2030: Taiwan Tourism Policy White Paper" to make Taiwan an "important tourism destination in Asia." In response to COVID-19, the campaign prioritized improving the quality of domestic tourism and promoting the post-pandemic transformation of the tourism industry. It also aimed to gradually develop international tourism markets in line with global pandemic-related border controls. One part of this effort is to highlight Taiwan's success at fighting the pandemic, which has helped create a positive image for the country and strengthened its position as a tourism power.

前期為「提升國民旅遊品質、促進產業疫後轉型」

Early Phase: Upgrading Domestic Tourism and Promoting the Post-Pandemic Transformation of the Tourism Industry

將透過「打造魅力景點、整備主題旅遊、優化產業環境、推展 數位體驗」等主要策略,穩固國民旅遊體質,作為後續推展國 際觀光的基礎。

打造魅力景點

Creating attractive destinations

配合行政院向山致敬、向海致敬、地方創生等上位政策,積極 盤點整體觀光資源,並運用觀光圈及產業聯盟,推展區域旅遊 品牌,營造地方性、異質性魅力景點,並完善景區公廁、指標 設施及通用、安心旅遊環境,提升整體旅遊品質。 The Tourism Bureau stabilized the domestic tourism market through a strategy focused on "creating attractive destinations, preparing theme tours, optimizing the industrial environment, and promoting digital experiences." This laid a foundation for follow-up promotion of international tourism.

In conjunction with the Executive Yuan's Tribute to the Mountains, Tribute to the Seas, local revitalization, and other high-level policies, the Tourism Bureau inventoried tourism resources, as well as promoted regional tourism brands and created local and heterogeneous attractions through tourism circles and industry alliances. It also improved scenic area restrooms and signage to create an accessible and safe travel environment and lift overall tourism quality.



整備主題旅游

Preparing Theme Tours

落實觀光主流化,擴大跨域及跨部門合作,開發精緻、深度、 在地、特色之多元主題旅遊產品,並推廣百大小鎮結合自行 車、鐵道、跳島、博物館等主題旅遊路線;同時,整合中央 及地方資源,開發在地特色之觀光活動,並推廣臺灣觀光雙 年曆,傳承國際標竿觀光活動經驗。

優化產業環境

Optimizing the Industry Environment

強化觀光產業疫後轉型能量,運用跨領域或跨技術之結合, 優化產業經營環境及管理機制,培養觀光產業數位能力,培 養專業觀光人力,提升產業服務品質,開創疫後轉型商機。

- 旅行業:促進旅行業轉型,輔導開發創新特色、深度體驗之 旅遊產品,強化跨領域整合,引導供應商服務優化,並導入 ERP、電子交易憑證等數位化經營,開創轉型商機。
- 旅宿業:協助旅宿業者硬體規劃更新,並導入 ERP、PMS、 自助式入住櫃檯等數位化經營及協助建立無障礙、穆斯林及友 善旅宿環境,並持續推動好客民宿遴選活動,辦理輔導訓練課程,整備國內旅宿業接待環境,優化產業軟硬體品質。
- 觀光遊樂業:輔導觀光遊樂業轉型,輔導結合戶外教學、樂 齡、穆斯林市場,營造特色品牌、導入通用設施及數位化系統 等。

推展數位體驗

Promoting Digital Experiences

善用數位科技導入觀光產業、旅遊場域及旅運服務,推展數位旅遊服務整合,提供自由行旅客即時、便利之數位觀光體驗及旅運服務;並強化數位體驗,推動探索行動化、體驗立體化(AR、VR)等數位加值服務,加強與數位媒體合作,擴大觀光數位行銷效益。

The Tourism Bureau took measures to mainstream tourism, expand cross-domain and interdepartmental cooperation, and develop refined, in-depth, local, and specialty tourism products. The Bureau promoted theme tour routes combining bicycling, railway travel, island hopping, museum visits, and other features in 100 towns. It also brought together central and local government resources to develop locally distinctive tourism activities and promote the biannual Taiwan tourism calendar and world-class tourism activities.

The Tourism Bureau integrated disciplines and technologies from different fields to optimize the industry environment, upgrade management mechanisms, foster digital literacy, enhance overall skill levels, and improve service quality. The focus of these efforts is to strengthen capabilities and stimulate innovation as the tourism sector emerges from the challenges of the current pandemic.

- Travel Agencies: In order to promote transformation within the travel agency sector, the Tourism Bureau helped travel agents develop new innovative tourism products that offer distinctive and in-depth experiences to travelers. This included enhanced cross-domain integration and assisting suppliers in optimizing their services. We also introduced concepts and trends such as Enterprise Resource Planning (ERP), electronic transaction certification, and other digital operations to help businesses transform themselves and create new opportunities.
- Hotels: The Tourism Bureau provided guidance to the hotel industry in facilities planning, upgrading and the implementation of ERP, Performance Management Systems (PMS), self-serve check-in counters, and other digital operations. The Bureau also assisted hotels in the development of accessible and Muslim-friendly accommodation environments. The Taiwan Hosts selection activity was continued with guidance on training courses, preparation of the domestic hotel reception environment, and the optimizing of industry services and facilities.
- Amusement Parks: Guidance was provided to the amusement park industry in several areas. This included support in transforming operations, creating distinctive brands, integrating outdoor learning, active aging programs, attracting larger numbers of Muslim guests, and introducing accessible facilities as well as new digital systems.

The Tourism Bureau encouraged the adoption of digital technologies in the travel and tourism sectors, the integration of digital travel services, and the development of real-time, convenient digital tourism experiences and travel services for independent travelers. The Bureau also endeavored to assist in areas such as strengthening digital experiences, developing mobile exploration concepts, augmented/virtual reality (AR/VR), and other digital value-added services. We also encouraged closer cooperation with digital media to expand the benefits of digital tourism marketing.

將透過「廣拓觀光客源」策略漸次布局,精準開拓客源,並擦 亮臺灣觀光品牌形象。

The Tourism Bureau deployed a strategy for target expansion of international visitor source markets and enhancing Taiwan's tourism brand image.

廣拓觀光客源

Expanding visitor source markets

視疫情發展之變化漸次調整宣傳步調,疫情解封後,優先復甦來臺旅客人次為目標,再衝刺穩定成長。重點包含精準開拓國際市場客源,爭取高消費目標客群,並強化區域觀光行銷效能 及國際行銷夥伴關係。 The Tourism Bureau will prioritize the recovery of the inbound visitor market followed by an emphasis on steady growth after COVID-19 restrictions are lifted. Promotions will be adjusted according to the pandemic situation. Focal points include targeted marketing aimed at attracting international visitors with relatively high consumption patterns, as well as enhancing regional tourism marketing and the development of international marketing partnerships.



推動觀光局改制觀光署

Reorganizing the Tourism Bureau as the Tourism Administration

觀光局主司觀光資源開發、觀光產業管理、國際觀光行銷、國民旅遊推廣等業務,轄管業務多元且龐大,因應我國觀光產業轉型及觀光多元發展等挑戰,現行觀光局組織架構及人力實不堪負荷。為能健全觀光組織功能,兼負政策擬定與執行,以全面整合觀光資源,厚植國民旅遊基礎及開拓國際市場。及落實「Taiwan Tourism 2030 - 臺灣觀光政策白皮書」揭示「觀光局改制為觀光署」之政策方向,並為實現「觀光立國」願景及「觀光主流化」的施政理念,並促進中央與地方各級政府在施政上協助我國發展觀光,故持續推動觀光局改制觀光署。

為配合永續觀光發展趨勢,用更高格局的前瞻思維,強化資源整合、產業發展、區域觀光、數位觀光等方向發展,觀光局重新檢討調整原觀光署組織法草案內容,並於 109 年 9 月 26 日陳報觀光署組織法草案至交通部,再由交通部於同年 10 月 30 日重行函送行政院審議,展現對發展觀光的決心與重視;同時觀光局另成立「交通部籌設觀光署諮詢小組」,以協調跨機關事項並凝聚各方共識,強化資源整合效果。



The Tourism Bureau is in charge of tourism resource development, management of the tourism industry, international tourism marketing, and domestic tourism promotion. In addition to these diverse and farreaching tasks, it faces the challenge of transforming and diversifying Taiwan's tourism industry. Accomplishing these tasks successfully is an increasingly difficult challenge given the limits inherent in the Bureau's current organizational structure and manpower level. The government has therefore continued to promote the restructuring of the Tourism Bureau into a new Tourism Administration in order to strengthen its tourism-related organizational functions and to enhance its capabilities in areas such as formulating and implementing policies geared toward integrating tourism resources, strengthening the base of domestic tourism, and expanding inbound international tourism markets. This reorganization aligns with the policy course outlined in the Taiwan Tourism 2030—Taiwan Tourism Policy White Paper, which includes the goal of achieving the vision of a "tourism-based country" and the policy concept of "mainstreaming tourism." The White Paper also recommends increased central and local government policy support for tourism

In line with the trend toward sustainable tourism, the Tourism Bureau will adopt higher-level, forward-looking thinking to strengthen resource integration, industrial development, regional tourism, e-tourism, and other developmental directions. It reviewed and then amended the draft Tourism Administration Organic Law, and then submitted this to the Ministry of Transportation & Communications (MOTC) on September 26, 2020. The MOTC presented the draft law to the Executive Yuan for deliberation on October 30th of that year to demonstrate its determination and its emphasis on tourism development. The Tourism Bureau also established an "MOTC Advisory Group for Planning the Establishment of the Tourism Administration" to coordinate inter-agency affairs, build consensus, and strengthen resource integration.



YEAR OF MOUNT

2021自行車旅遊年



2021 Year of Bicycle Tourism _



觀光局 110 年推動「自行車旅遊年」,依據交通部「環島自行車道升級暨多元路線整合推動計畫」,與交通部相關單位共同合作,透過「騎乘環境優質化」、「旅遊體驗特色化」、「行銷宣傳多元化」,全面整備並推動自行車旅遊。

騎乘環境優質化 Improving the Quality of the Cycling Environment

109年已完成環島路網優化 297.2 公里及 7 條多元自行車路線 273 公里, 110年就環島自行車路網及 16 條多元路線持續進行 騎乘環境優化與建置,以提升整體自行車騎乘環境品質。另觀 光局結合旅宿業者推廣「自行車友善旅宿」,解決遊客人車住 宿問題。

The Tourism Bureau promoted the Taiwan Year of Bicycle Tourism annual tourism theme in 2021. According to the MOTC's Island-Round Bike Path Upgrading and Route Integration Promotion Plan, the Bureau collaborated with MOTC-related units to comprehensively prepare and promote bicycle tourism by "improving the quality of the cycling environment," "creating specialty travel experiences," and "diversifying marketing and promotion."

In 2020, improvements were completed to the 297.2-kilometer island-round cycling route network and seven cycling routes with a total length of 273 kilometers. In 2021, environmental optimization and construction will continue on the island-round bikeway network and 16 other cycling routes to enhance overall the quality of the cycling environment. In addition, the Tourism Bureau cooperated with hotel promotions of "bicycle-friendly accommodations" to resolve the problem of accommodations for people with bicycles.



旅遊體驗特色化 Creating Specialty Travel Experiences

遊程上架販售

Tour Sales

110 年推出自行車多元化遊程徵選活動,公告 30 條優質旅遊行程上架販售。觀光局國家風景區管理處舉辦自行車活動,配合16 條多元自行車路線,結合旅行社共同銷售旅遊行程,提供遊客深度體驗。

舉辦亮點活動

Holding Spotlight Events

110 年預計辦理國際亮點、特色路線及各界參與等 3 大類 54 項活動,融入離島體驗、運動競技、親子共遊、產業市集、休閒樂活、身障騎遊等元素,活動類型多元有趣。

In 2021, the Tourism Bureau held a contest to select diversified bicycle tours and announced 30 high-quality tours for promotional activities. National scenic area administrations under the Bureau held bicycling activities and partnered with travel agencies to market tours featuring 16 diverse bicycles routes to provide in-depth experiences for visitors.

In 2021, the Tourism Bureau plans to hold 54 events in the categories of International Spotlights, Specialty Routes, and Universal Participation. The events will be integrated with outlying island experiences, sports, family travel, industry fairs, leisure, handicapped cycling, and other elements to create a variety of interesting activities.

行銷宣傳多元化 Diversified Marketing and Promotion

透過拍攝宣傳影片、大型行銷活動、網路及實體行銷活動等多元方式,捲動全民參與自行車旅遊,包含:拍攝國際宣傳影片、自行車旅遊360度 VR 影片及辦理自行車小鎮打卡集章,透過百大經典小鎮護照、電子集章活動、網路與實體活動,吸引遊客至百大小鎮及特色自行車道漫遊。

The Tourism Bureau will film promotional videos and arrange large-scale marketing campaigns and online and real-world marketing activities to encourage widespread participation in bicycle tours. Activities include filming international promotional videos and 360-degree VR videos on bicycle touring. In addition, special stamp and passport activities will be arranged for themes such as small town cycling tours, the Top-100 Classic Town Passport, e-stamp collection activities, and online and real-world activities to attract visitors to 100 small towns and featured cycling routes.

附銀 Appendixes



1月 January

1月7日 January 7	「點亮臺灣・讓小鎮山城發光」記者會 "Light up Taiwan—Let the Small Towns Shine" press conference
1月16日-1月19日 January 16-January 19	參加「第 26 屆泰國國際旅展」 Participated in the 26th Thai International Travel Fair
1月17日 January 17	「2020 脊梁山脈旅遊年」記者會 2020 Year of Mountain Tourism press conference
1月18日 January 18	第 10 屆 2020 臺灣江蘇交流燈會開燈 2020 Taiwan-Jiangsu Exchange Lantern Festival lantern lighting
1月22日 January 22	成立 COVID-19 防疫緊急應變小組 Established the COVID-19 Emergency Response Team
1月31日-2月1日 January 31-February 1	參加「印度商業暨豪華旅遊展(BLTM)」 Participated in India's Business and Luxury Travel Mart (BLTM)

	2 月 February
2月3日-2月5日 February 3-February 5	參加「孟買 OTM 國際出境旅展」 Participated in the Outbound Travel Mart (OTM), Mumbai
2月6日 February 6	中央流行疫情指揮中心公告禁止國際郵輪靠港停泊 The CECC announced suspension of international cruise ship stops
2月7日-2月9日 February 7 — February 9	參加「2020 年菲律賓 TTE 旅展」 Participated in the 2020 Travel Tour Expo (TTE) in the Philippines
2月8日-2月23日 February 8-February 23	2020 台灣燈會 (臺中) 2020 Taiwan Lantern Festival (Taichung)
2月13日 February13	行政院核定「觀光產業紓困方案」、「觀光產業復甦及振興方案」及「觀光升級 及轉型前瞻計畫」 The Executive Yuan approved the Tourism Industry Relief Plan, Tourism Industry Recovery and Revitalization Plan, and Forward-Looking Plan for Tourism Upgrading and Transformation
2月18日 February 18	訂頒「郵輪國外旅遊定型化契約範本」及應記載及不得記載事項 Drafted and promulgated the Standard Form Model Contract for Overseas Cruise Travel and items to be recorded and not to be recorded
2 月 20 日 February 20	辦理嚴重特殊急性肺炎疫情紓困措施 Carried out COVID-19 relief measures
2月21日 February 21	實施「補助旅行業配合防疫政策停止出入團衍生作業成本」方案 Implemented the program for Subsidies to the Travel Industry for Operation Costs Incurred from Suspension of Inbound and Outbound Tour Groups in Conjunction with Epidemic Prevention Policy
2月21日 February 21	實施「協助受重大疫情影響觀光相關產業轉型培訓」方案 Implemented the program for Assistance on Training in Transformation of Tourism-related Industries Heavily Impacted by the Epidemic

2月26日 Feb	ruary 26
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修正發布實施「交通部觀光局振興觀光產業融資信用保證要點」擴大適用範圍並 提供觀光產業貸款利息補貼

Promulgated and implemented the amended Directions for the Tourism Bureau, MOTC on Financing Credit Guarantees for Revitalization of the Tourism Industry to expand the scope of applications and provide loan interest subsidies for the tourism industry

2月21日 - 2月23日 February 21 - February 23

4月16日 April 16

參加「2020 印尼雅加達 Astindo 旅展」

Participated in the 2020 Astindo Travel Fair in Jakarta, Indonesia

3月 March

3月1日-4月30日 March 1-April 30	受理入境旅行業紓困申請 Processed applications for inbound travel industry relief
3月3日 March 3	訂定「交通部觀光局補助旅行業配合防疫政策停止出入團衍生作業成本實施要點」 Drafted the Directions for the Tourism Bureau, MOTC on Subsidies to the Travel Industry for Operation Costs Incurred from Suspension of Inbound and Outbound Tour Groups in Conjunction with Epidemic Prevention Policy
3月19日 March 19	配合中央流行疫情指揮中心限制非本國籍人士入境,旅行業實施暫停組團赴國外旅遊及接待來臺觀光團體入境 Travel agents suspended inbound and outbound group tours to and from Taiwan in conjunction with CECC restrictions on entry by non-citizens

4月 April

4月15日 April 15	訂定發布實施「交通部觀光局獎助直轄市及縣(市)政府推動溫馨防疫旅宿實施要點」 Drafted and implemented the Directions for Implementation of Tourism Bureau, MOTC Incentives to Municipality and County (City) Governments to Promote Friendly Epidemic-Safe Accommodations
4月16日 April 16	實施「補貼旅行業營運及薪資費用」方案 Implemented the Subsidies for Travel Industry Operation and Salary Expenses program
4月16日 April 16	實施「補貼導遊與領隊人員及國民旅遊隨團服務人員生計費用」方案 Implemented the Subsidies for the Living Costs of Tour Guides, Tour Leaders, and Domestic Tour Service Staff Program
4月16日 April 16	「交通部觀光局補助觀光遊樂業團體取消紓困實施要點」訂定發布,並自發布日起實施 Drafted and implemented the Directions for Implementation of Tourism Bureau, MOTC Subsidies to Amusement Parks for Group Cancellation Relief
4月16日 April 16	修正發布「振興觀光產業融資信用保證要點」,提高貸款額度及信用保證成數提高為 9 成以上 Amended and promulgated the Directions on Financing Credit Guarantees for Promotion of the Tourism Industry to increase loan amounts and lift the credit guarantee ratio to over 90%
4月16日 April 16	發布實施「交通部觀光局辦理觀光旅館業及旅館業員工薪資補貼要點」 Promulgated and implemented the Directions for Tourism Bureau, MOTC Subsidies to the Tourist Hotel and General Hotel Industry for Employee Salaries
4月16日 April 16	發布實施「交通部觀光局辦理觀光旅館業及旅館業必要營運負擔補貼作業執行要點」 Promulgated and implemented the Directions for Tourism Bureau, MOTC Subsidies to the Tourist Hotel and General Hotel Industry for Necessary Operations

發布實施「交通部觀光局協助民宿紓困補貼實施要點」

Promulgated and implemented the Directions for Tourism Bureau, MOTC Subsidies for Guesthouse Relief

5月 May

5月5日 May 5	「交通部觀光局補助觀光遊樂業優質化實施要點」修正發布,並自發布日起實施 Amended, promulgated the Directions for Tourism Bureau, MOTC Subsidies to Optimize the Amusement Park Industry, effective from the promulgation date
5月11日 May 11	「交通部觀光局辦理觀光遊樂業營運及薪資費用補助實施要點」訂定發布,並自發布日起實施 As Amended, promulgated the Directions for Tourism Bureau, MOTC Subsidies to the Amusement Park Industry for Operation and Salary Expenses, effective from the promulgation date
5月27日 May 27	啟動「第一階段防疫旅遊」 Launched the Phase 1 Pandemic-Safe Travel plan

6月 June

6月3日 June 3	世界自行車日 World Bicycle Day
6月6日 June 6	2020 紫斑蝶生態旅遊發展國際研討會 2020 International Conference on the Danaine Butterfly Ecotourism Development
6月18日 June 18	「交通部觀光局補助觀光遊樂業辦理未滿十九歲國民優惠入園活動實施要點」 訂定發布 Drafted and promulgated the Directions for Tourism Bureau, MOTC Subsidies to the Amusement Park Industry for Discounted Admission for Citizens under 19 Years Old
6月29日 June 29	宣布「國內跳島郵輪旅遊」政策 Announced the "Domestic Island-Hopping Cruise Travel" policy
6月30日 June 30	與日本三重縣知事進行視訊會談 Held a video conference with the governor of Mie Prefecture, Japan

7月 July

7月1日 July 1	推動「第二階段安心旅遊」 Promoted the Phase 2 Safe Travels plan
7月1日 July 1	實施「補貼旅行業薪資費用」方案 Implemented the Subsidies for Travel Industry Salary Expense program
7月1日 July 1	「安心國旅 - 致青春方案」(未滿 19 歲國民優惠入園活動)開始,至 109 年 8 月 31 日截止。 Launched the Safe Travels—Youth Program (discounted admission to amusement parks for citizens under 19 years old), effective to August 31, 2020.
7月1日 July1	安心旅遊方案 - 自由行旅客「台灣觀巴」優惠活動推出 Released the Safe Travels—Taiwan Tour Bus FIT travel promotion activity
7月10日 July 10	小鎮漫遊護照 2.0 發表會暨小鎮聯展 Held the Small Town Ramble Passport 2.0 release and Small Town Joint Exhibition
7月14日 July 14	2020 全球推廣行銷線上會議 2020 Global Promotion and Marketing Online Conference
7月21日 July 21	星級旅館卓越五星級標章頒發記者會 Press conference to award outstanding Five-Star Mark hotels

8月 August

8月1日 August 1	龜山島開放觀光二十周年慶祝活動 Celebration for the 20th anniversary of the opening of Guishan Island for tourism
8月18日 August 18	與日本香川縣知事進行視訊會談 Video conference held with the governor of Kagawa Prefecture, Japan
8月19日 August 19	實施「補貼導遊及領隊人員生計費用」方案 Implemented the Tour Guide and Tour Leader Living Cost Subsidies program
8月19日 August 19	修正發布「交通部觀光局辦理觀光旅館業及旅館業員工薪資補貼要點」 Implemented the Directions for Tourism Bureau, MOTC Subsidies to the Tourist Hotel and General Hotel Industry for Employee Salaries
8月24日 August 24	《臺北 臺中米其林指南 2020》發布 2020 Michelin Guide Taipei and Taichung release
8月26日 August 26	與越南國家旅遊總局進行雙邊視訊會議 Bilateral video conference with the Vietnam National Tourism Administration
8月26日 August 26	小鎮遊戲趣 2.0 啟動記者會 Press conference to launch the Small Town Fun 2.0 activity

9月 September

9月2日 September 2	與日本岐阜縣知事進行視訊會談 Video conference with the governor of Gifu Prefecture, Japan
9月5日-12月20日 September 5-December 20	小鎮遊戲趣 2.0 系列演出活動 Small Town Fun 2.0 performance series
9月9日 September 9	2020 台灣永續觀光發展論壇 2020 Taiwan Sustainable Tourism Development Forum







10 月 October

2020-2021 台灣好湯全區啟動儀式暨 19 溫泉區聯合行銷活動 2020-2021 Taiwan Top-10 Hot Springs opening ceremony and joint marketing activity for 19 hot spring areas 修正發布施行「導遊人員管理規則」第 6 條、第 28 條及「旅行業管理規則」第 14 條、第 16 條 Promulgated and implemented the amended Articles 6 and 28 of the Regulations Governing Tour Guides and Articles 14 and 16 of the Regulations Governing the Administration of Travel Agencies 10 月 26 日 October 26 2020 台灣觀光年會 2020 Taiwan Tourism Annual Conference 参加「Tourism EXPO Japan 2020 — 沖繩 Resort 展」		
10月22日 October 22 14條、第16條 Promulgated and implemented the amended Articles 6 and 28 of the Regulations Governing Tour Guides and Articles 14 and 16 of the Regulations Governing the Administration of Travel Agencies 10月26日 October 26 2020 台灣觀光年會 2020 Taiwan Tourism Annual Conference 9加「Tourism EXPO Japan 2020 — 沖繩 Resort 展」 Participated in the Tourism EXPO Japan 2020—Okinawa Resort Show 10月30日 - 11月2日 委託台灣觀光協會辦理「2020台北國際旅展」	10 月 21 日 October 21	2020-2021 Taiwan Top-10 Hot Springs opening ceremony and joint marketing activity for 19 hot
10 月 26 日 October 26 2020 Taiwan Tourism Annual Conference 10 月 29 日 - 11 月 1 日 October 29 - November 1 参加「Tourism EXPO Japan 2020 — 沖繩 Resort 展」 Participated in the Tourism EXPO Japan 2020—Okinawa Resort Show 10 月 30 日 - 11 月 2 日 委託台灣觀光協會辦理「2020 台北國際旅展」	10 月 22 日 October 22	14 條、第 16 條 Promulgated and implemented the amended Articles 6 and 28 of the Regulations Governing Tour
October 29 — November 1 Participated in the Tourism EXPO Japan 2020—Okinawa Resort Show 10 月 30 日 — 11 月 2 日 委託台灣觀光協會辦理「2020 台北國際旅展」	10 月 26 日 October 26	
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11月 November

11月4日 November 4	與日本山口縣知事進行視訊會談 Video conference with the governor of Yamaguchi Prefecture, Japan
11月6日-11月8日 November 6-November 8	參加「澳門國際旅遊(產業)博覽會」(澳門旅展) Participated in the Macao International Travel (Industry) Expo (MITE)
11月20、24、27日 November 20、24、27	辦理「疫後國際觀光行銷產官學界協力推廣座談會」 Held the Symposium on Government, Business and Academia Cooperation to Promote Post-Pandemic International Tourism Marketing



12 月 December

12月1日 December 1	實施冬季平日團體旅遊補助及紓困 3.0 第四季員工薪資補貼方案 Implemented the Winter Weekday Group Travel Subsidy and Relief 3.0 Fourth Quarter Employee Salary Subsidy Program
12月3日 December 3	2030 台灣觀光策略發展大會 2030 Taiwan Tourism Strategic Development Conference
12月4日 December 4	臺灣經典小鎮 3.0 授證記者會 Taiwan Classic Town 3.0 Certification press conference
12 月 24 日 December 24	「台灣觀巴」優質路線評選及遊客滿意度調查分析作業案成果分享會 Presentation of the results of the Taiwan Tour Bus high-quality route selection and visitor satisfaction survey analysis
12月22日-12月30日 December 22 – December 30	協助日本 8 縣市駐臺人員辦理「台日友情・一同騎自行車環島」活動 Assisted Taiwan-based personnel from eight Japanese counties and cities to hold the "Taiwan- Japan Friendship—Cycling around the Island Together" activity



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交通部觀光局行政機關組織系統表

Organization of the Tourism Bureau



Alishan

交通部觀光局國家風景區管理處

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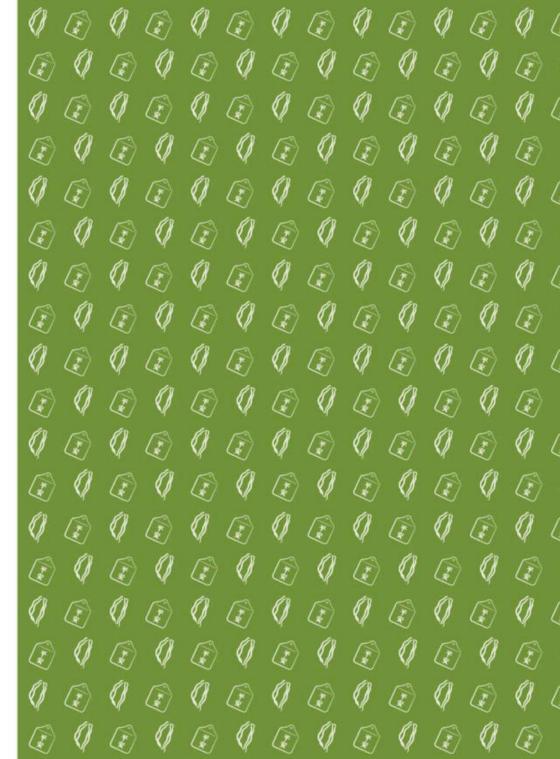


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