



2021

中華民國110年

*Annual Report on Tourism 2021 Taiwan,
Republic of China*

台灣觀光年報

Taiwan

THE HEART OF ASIA

交通部觀光局

Tourism Bureau, MOTC



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110 年重要施政成果

Major Policy Achievements in 2021

觀光產業是國家的重要策略性產業，為落實「Taiwan Tourism 2030 臺灣觀光政策白皮書」之「觀光立國」願景，推動「Tourism 2025- 臺灣觀光邁向 2025 方案 (110-114 年)」，因應疫情發展調整策略布局為「前期 - 先持續提振國旅、後期 - 再布局衝刺國際」，並透過「打造魅力景點、整備主題旅遊、優化產業環境、推展數位體驗、廣拓觀光客源」5 大策略及 24 項執行措施，強化觀光環境及服務品質，落實觀光產業永續發展。110-111 年度以「提升國民旅遊品質、促進產業疫後轉型」為優先推動重點，為疫後發展國際觀光做好準備，行銷臺灣為安全旅遊目的地。

Tourism is an important strategic industry in Taiwan. The Taiwan Tourism 2025 Campaign (2021-2025) was launched to realize the vision of a "tourism-based country" under the Taiwan Tourism 2030: Taiwan Tourism Policy White Paper. This strategic layout was adjusted in response to COVID-19 to "continue stimulating domestic tourism in the early stage and ramping up international travel in the later stage." It also adopted a five-prong strategy of "creating attractive destinations, preparing theme tours, optimizing the industrial environment, promoting digital experiences, and expanding tourist sources," along with 24 implementation measures to strengthen the tourism environment and service quality and develop the tourism industry sustainably. In 2021-2022, the Tourism Bureau's promotional focus will prioritize "improving the quality of domestic tourism and promoting post-COVID industry transformation" as preparation for developing international tourism after the pandemic and marketing Taiwan as a safe travel destination.

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大策略
Strategies

+

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項執行措施
Implementation Measures

串聯分區旅遊特色 打造國際魅力據點

Connecting Regional Tourism Features to Create International Attractions

推動「觀光前瞻建設計畫 (110-114 年)」，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，規劃 5 年建設 24 處亮點工程，以「觀光前瞻」之角度，打造 6 大國際魅力景區旅遊景點特色，串聯地方區域旅遊帶，促進觀光產業之永續發展。

推動「觀光前瞻區域旅遊品牌」，提升全臺各縣市景點遊憩服務品質。持續推動「體驗觀光地方旅遊環境營造計畫 (108-112 年)」，110 年協助縣市政府改善 48 處觀光景點，協助地方發展整體區域觀光，開創疫後旅遊新契機。



Under the five-year Forward-looking Tourism Development Plan (2021-2025), the Northeast Coast, North Coast and Guanyinshan, Sun Moon Lake, Alishan, East Coast, and Penghu national scenic areas administrations are developing 24 spotlight projects oriented to "forward-looking tourism." The plan aims to create six major scenic attractions with unique international appeal, as well as link these resources into regional tourism belts and promote sustainable tourism development.

The Tourism Bureau is also promoting "Forward-looking Regional Tourism Brands" to improve the quality of recreational services at scenic sites in counties and cities throughout Taiwan. In addition, the bureau continued to promote the "Plan for the Development of Local Travel Environments for Experiential Tourism (2019-2023)." In 2021, it supported county and city governments to improve 48 tourist attractions and assisted local governments with overall regional tourism development to create new opportunities for post-COVID tourism.

「向海致敬」－潔淨海洋、建構海岸友善服務設施

"Salute to the Seas": Cleaning the Coast and Creating Friendly Coastal Service Facilities

為推動行政院提出「向海致敬」政策，觀光局統籌各濱海國家風景區管理處針對遊憩據點海岸及未登錄地海岸以「定時清、專人巡、緊急清、分級清」4 大方向執行，讓「政府政策、守護海洋、海岸沿岸清潔」得以落實。110 年累計清理垃圾量 7,409.6 公噸，清理 8,467 公里海岸線。另整合 CIQS，將濱灣碼頭做為友善外籍遊艇 CIQS 服務窗口，便利外籍遊艇、帆船進出大鵬灣。

To promote the Executive Yuan's "Salute to the Seas" policy, the Tourism Bureau coordinated planning for coastal national scenic area administrations to implement "scheduled cleanups, specialist patrols, emergency cleanups, and tiered cleanups" at scenic spot and unregistered coastal areas to realize "government policy, ocean guardianship, and clean coasts." Cleanup activities in 2021 removed 7,409.6 mt of trash and cleaned 8,467 km of coastline. Customs, immigration, quarantine and security (CIQS) services were also integrated to create a convenient service window at Bay Marina Pier to facilitate foreign yacht and sailboat traffic in and out of Dapeng Bay.



110 年 10 月 30 日 與民間合作辦理淺水灣淨灘

The Tourism Bureau partnered with the private sector to clean up the beaches at Qianshui Bay on October 30, 2021.

整備多元主題旅遊 推廣深度優質遊程

Preparing Multi-themed Tours to Promote In-depth, High-quality Itineraries

積極推廣生態（親山、親海、地質、賞花鳥蝶）、文化（民俗節慶、原民、部落、客庄、博物館、小鎮）、美食（溫泉美食、米其林、夜市）及樂活（溫泉、自行車、馬拉松、鐵道、綠古道）等多元主題旅遊，強化遊程包裝及行銷宣傳。

The Tourism Bureau promoted tours under the themes of ecology (mountain, sea, and geology, as well as flower, bird, and butterfly appreciation), culture (folk festivals, indigenous peoples, indigenous and Hakka villages, museums, and small towns), cuisine (hot spring cuisine, Michelin star cuisine, and night markets) and LOHAS (hot spring, bicycling, marathons, railways, and green historic trails). It also strengthened tour itinerary packaging, marketing, and promotion.



推廣自行車旅遊，營造臺灣低碳旅遊風潮



配合環島自行車道升級暨多元路線整合推動計畫，進行路線優化改善，完成多元自行車路線 849.3 公里軟硬體設施優化工作，鼓勵旅行社結合相關產業提出自行車旅遊及創意主題優質遊程，110 年辦理 16 條多元自行車路線及 30 條優質遊程，並推出臺灣自行車日及 3 大類型 38 項活動。配合多元行銷宣傳活動，產業結盟 782 家，逾 3.1 萬人次參與臺灣自行車節系列活動，觀光產值達 1.2 億元。

於 110 年 4 月辦理「自行車友善旅宿人氣票選活動」行銷宣傳自行車友善旅宿，並輔導 870 家以上業者加入自行車友善旅宿，民眾可於「臺灣旅宿網」及「臺灣自行車旅遊網」之「自行車友善旅宿專區」查詢相關資訊。

辦理「小鎮護照 3.0 及自行車旅遊行銷宣傳」，編製「百大經典小鎮護照」，並以電子集章活動及波段行銷宣傳臺灣小鎮特色景點及自行車旅遊，110 年活動網站計 195 萬 8,788 人次瀏覽；電子集章計 2 萬 5,264 次參與。

推動部落觀光，協助原民部落建立觀光品牌、發掘部落特色產品

定期召開「交通部觀光局原住民族地區觀光推動會」相關會議，持續協助原住民部落建立觀光品牌、發掘部落特色產品和建立行銷管道、培訓部落專業導覽人員、包裝行銷部落特色節慶及民俗活動為旅遊產品，並結合相關部會資源包裝為特色遊程，增加遊客停留部落時間。跨部會共同辦理 110 年臺灣部落觀光嘉年華活動，展現部落觀光旅遊路線、特色商品、手作體驗，並首推戶外市集，邀請遊客到部落旅遊。

擴大「2020–2021 年臺灣觀光雙年曆」品牌行銷，帶動地方觀光

持續滾動推廣「2020-2021 年臺灣觀光雙年曆」，包含全國級及國際級活動計 101 項，整合在地的優勢資源，透過開發「亮點旅遊產品」、推動「大型活動產業化」及持續提升活動品質與內涵，成為帶動周邊經濟效益的動能，整體遊客數已逾 4,600 萬人次，經濟效益達 365 億元。另滾動檢討遴選出「2022-2023 年臺灣觀光雙年曆」43 項國際級活動及 60 項全國級活動，共計 103 項，塑造特色集客並增加重遊旅客，以活動帶動觀光，結合地方加強城市行銷，並鼓勵旅行業包裝遊程商品，推展跨夜旅遊，以增加遊客停留天數及產值，活絡國人國內旅遊，使觀光產業持續穩健發展。

Promoting Bicycle Tourism, Creating a Low-carbon Travel Trend in Taiwan

In conjunction with the Island-Round Cycling Routes Upgrading and Route Integration Promotion Plan, the Tourism Bureau optimized and improved cycling routes. Services and facilities were enhanced along 849.3 km of various types of cycling routes. The bureau encouraged travel agencies to partner with related industries to introduce bicycle tours and creative high-quality itineraries. In 2021, 16 cycling routes and 30 high-quality itineraries were arranged. The bureau also launched Taiwan Bike Day, with 38 activities in three categories. Various coordinated marketing and publicity activities were arranged, 782 businesses joined industry alliances, and more than 31,000 people participated in the Taiwan Cycling Festival activities, generating NT\$120 million in tourism revenue.

In April 2021, the Tourism Bureau arranged a "Bicycle Friendly Accommodations Popularity Vote" to market and promote bicycle-friendly accommodations. It also helped more than 870 businesses to develop bicycle-friendly accommodations. Related information can be accessed on the "Bicycle Friendly Accommodations" page of the Taiwan Stay and Taiwan Bike websites.

The Tourism Bureau carried out the "Small Town Passport 3.0 and Bicycle Tour Marketing and Promotion" activity, published the "Top-100 Classic Town Passport," and arranged digital stamp-collection activities and waveband marketing and promotions for small town attractions and bicycle tours in Taiwan. In 2021, the activity website attracted 1,958,788 views and 25,264 people participated in the digital stamp collection event.

Promoting Indigenous Tours, Supporting Indigenous Tourism Brands, and Discovering Specialty Indigenous Products

The Tourism Bureau regularly convened the Council for the Promotion of Tourism in Indigenous Areas to continue assisting indigenous villages in establishing tourism brands, discover indigenous specialty products, establish marketing channels, train professional indigenous guides, and package and market tour products incorporating indigenous festivals and folk activities. The bureau also integrated the resources of related ministries and departments to package specialty tours and extend visitor stays at indigenous villages. Several agencies jointly held the 2021 Taiwan Indigenous Tourism Carnival showcasing indigenous tourism routes, distinctive products, and DIY experiences. The carnival for the first time featured an outdoor fair and invited visitors to indigenous villages for tourism.

Expanding Marketing of the 2020-2021 Taiwan Tourism Biannual Calendar Brand to Drive Local Tourism

The Tourism Bureau continued to promote the "2020-2021 Taiwan Tourism Biannual Calendar" on a rolling basis, including 101 national and international-class events incorporating local specialties and resources. The promotion stimulated peripheral economic benefits through the development of "spotlight travel products," promotion of "large-scale industry-based events," and continuous improvements to activity quality and content. The events attracted more than 46 million visitors and generated NT\$36.5 billion in economic benefits. The Tourism Bureau also conducted a rolling review and selection of 103 activities for the 2022-2023 Taiwan Tourism Biannual Calendar, including 43 international-class events and 60 national-level events. These activities aimed to create unique visitor attractions and increase repeat visits to drive tourism. The bureau partnered with local governments to strengthen city marketing. It also encouraged travel agencies to package tour products and promote overnight travel to lengthen visitor stays, increase revenue, invigorate domestic travel, and sustain tourism development.

結合觀光圈推廣在地特色旅遊，深化旅遊商品

結合觀光圈推廣區域旅遊品牌及金質遊程，以區域性概念，打造一區一品牌，結合生態、文化、美食、樂活及都會旅遊主題元素深化旅遊商品，推出限定遊程，捲動沿線相關產業觀光收益。並輔導中華民國旅行業品質保障協會推出「生態」、「文化」、「美食」、「海灣」、「山脈」、「自行車」、「鐵道」等 21 條金質遊程，透過旅展、媒體、社群平臺等加強行銷，推廣國內旅遊。

Integrating Tourism Circles to Promote Distinctive Local Tourism and In-depth Tourism Products

Tourism circles were integrated to promote regional tourism brands and Gold Tour routes based on regional concepts to create a unique brand for each area. The tours combine ecology, culture, cuisine, and LOHAS travel themes into in-depth tourism products. Limited tours were introduced, generating snowball tourism revenue for related industries along tour routes. The Tourism Bureau helped the Travel Quality Assurance Association R.O.C. to introduce 21 Gold Tour routes with the themes of "ecology," "culture," "cuisine," "bays," "mountains," "bicycles," and "railways." It also strengthened marketing and promotion of domestic tourism through travel fairs and media and community platforms.



優化產業環境，穩固國旅品質

Optimizing the Industrial Environment to Bolster Domestic Tourism Quality

推動「促進旅行業發展方案」

透過旅行業公協會作為平臺，促進觀光服務品質提升及產業升級與服務轉型，110 年度因受疫情影響，自 110 年 8 月 17 日起甫開始受理申請案件，共申請 5 件，計補助約新臺幣 (以下同)1,268 萬元。

Travel Industry Development Promotion Plan

Travel industry associations provided a platform to boost tourism service quality, industry upgrading, and service transformation. In 2021, subsidies were limited to NT\$1.268 million for five applicants since COVID delayed the application period to August 17 that year.

持續推廣「星級旅館」評鑑及「好客民宿」品牌標章認證制度

持續強化旅宿品牌形象，輔導旅宿業朝優質化精進，提高旅宿業之競爭力，110 年截至 12 月底止，計 403 家旅館取得星級旅館評鑑、1,168 家民宿通過好客民宿認證。

Ongoing Promotion of Star Hotel Ratings and Taiwan Hosts Brand Mark Certification System

The Tourism Bureau continued to strengthen hotel brand images and guide the hotel industry towards quality improvements to increase competitiveness in this sector. As of the end of 2021, there were 403 Star rated Hotels and 1,168 guest houses had obtained Taiwan Hosts certification.

打造友善、智慧住宿品質，獎勵旅宿業提升品質

補助旅館提供穆斯林旅客友善設施、無障礙客房及通用化設施、購置自助式入住櫃台，以及旅宿業硬體規劃更新支出、使用企業資源管理 (ERP) 或飯店管理系統 (PMS) 串接營運數據至旅宿網之系統導入費用，並獎勵星級旅館加入國內外或創新本土連鎖品牌。110 年 11 月 5 日新增觀光旅館及旅館業首次購置防疫門 (通道、艙) 及耐震能力初步評估補助。截至 110 年 12 月底總計受理約 990 件申請案，受理金額逾 2.15 億元。

Creating Friendly and Smart Accommodations, Incentivizing Hotels to Raise Quality

Subsidies were provided for the installation of Muslim-friendly facilities, accessible rooms, universal facilities, self-serve check-in counters, hardware updates, and fees for linking enterprise resource management (ERP) or hotel property management system (PMS) operational data to the Taiwan Stay website. In addition, incentives were provided for star hotels to join domestic, international, or innovative local chain brands. On November 5, 2021, the subsidies were extended to include the purchase of disinfection doors (channels/chambers) and preliminary assessments of earthquake resistance. Approximately 990 subsidies totaling more than NT\$215 million had been approved by the end of 2021.



協助旅館業者解決融資問題

修正發布「交通部觀光局振興觀光產業融資信用保證貸款及利息補貼作業要點」，協助擔保品不足之業者順利取得融資，截至 110 年，累計已有 1,225 家觀光產業申請貸款，融資貸款金額計新臺幣 97.8 億元。另輔導觀光產業取得獎勵觀光產業優惠貸款進行修繕或軟硬體升級，110 年累計 272 件，總額 125.3 億元，給予利息補貼 126 件，已撥付利息補貼為 3.29 億元。

鼓勵觀光遊樂業於疫情間優化軟硬體設施

透過優質化計畫補助業者投資新設施、設備更新、創新服務及數位硬體設施等事項，協助業者升級與轉型。109 至 110 年累計 23 家業者提出申請，補助總額 2 億 5,932 萬 2,487 元，帶動整體投資約 10 億元。

建立優質戶外教學環境與寓教於樂之形象

輔導並鼓勵業者利用園區及周邊資源，針對校外教學推出優質教案，強化安全、多元及彈性之主題樂園特性，建立優質戶外教學環境與寓教於樂之形象，持續吸引學校與家長前往觀光遊樂業學習旅遊，並於 110 年向教育部戶外教育推動會提案建置「戶外教育引導性參考指標」，以利業者提升戶外教育品質參考。

打造疫後安心遊園環境

協助 25 家業者完善防疫及建置數位無接觸式入園服務等軟硬體設施。

Financial Assistance to Hoteliers

The amended Directions for the Tourism Bureau, MOTC on Financing Credit Guarantees and Loans and Interest Subsidies for Revitalization of the Tourism Industry were promulgated to help businesses with insufficient collateral to secure financing. As of 2021, a total of 1,225 applications had been submitted for NT\$9.78 billion in loans and financing support. In addition, the Tourism Bureau assisted the tourism industry in obtaining preferential loans to incentivize renovations or software and hardware upgrades. In 2021, NT\$12.53 billion was approved in 272 cases, of which NT\$329 million in interest subsidies was granted in 126 cases.

Incentivizing Amusement Parks to Optimize Services and Facilities during COVID

Subsidies were provided through a Quality Enhancement Program for investment in new facilities, equipment renewal, innovative services, and digital hardware to support industry upgrading and transformation. In 2020-21, a total of 23 companies applied for NT\$259.32 million in subsidies, spurring investment of about NT\$1 billion.

Establishing a High-quality Outdoor Learning Environment and Edutainment Image

The Tourism Bureau assisted and incentivized theme park operators to introduce courses for off-campus learning activities, improve the safety, diversity, and flexibility of the parks and surrounding resources, and establish a high-quality outdoor learning environment and edutainment image to continue attracting schools and parents to amusement parks for educational travel. In 2011, the bureau presented a proposal to the Outdoor Education Promotion Committee of the the Ministry of Education to establish Leading Reference Indicators for Outdoor Education.

Creating a Safe Post-COVID Amusement Park Environment

The Tourism Bureau helped 25 businesses to improve COVID prevention measures and install digital contactless entry services and other services and facilities.

數位體驗再進化 營造沉浸式線上旅行 Advancing Digital Experiences and Creating Immersive Online Travel

數位觀光科技新體驗，虛實整合行銷臺灣

推動探索行動化、體驗立體化（AR、VR）等數位加值服務，透過 360VR 影片之沉浸感，行銷臺灣特色遊程、路線或景點，讓世界各國旅客能透過影片於旅遊臺灣前先行體驗，提升臺灣觀光宣傳效益，吸引國外民眾來臺旅遊。110 年完成「愛相隨」、「勇者之路」、「慢遊篇」、「環島一號線」與「自行車逍遙趣」等 5 部影片。另於東北角管理處福隆遊客中心，建置自行車旅遊 360VR 全景體驗互動專區，增進數位科技之觀光體驗，提升民眾騎乘自行車旅遊誘因。



Creating New Experiences through Digital Tourism Technology, Marketing Taiwan through Virtual and Real World Channels

The Tourism Bureau promoted and explored the use of mobile, 3D experience (AR and VR), and other digital value-added services. The bureau marketed Taiwan specialty tours, routes, and attractions through immersive, 360-degree surround videos to give international visitors a foretaste of Taiwan and enhance the effects of tourism promotions to attract foreign visitors to Taiwan. Five videos were produced in 2021, including "Love Follows," "The Road of the Brave" "Slow City," "Cycling Route No. 1," and "Cycling Fun." In addition, the Fulong Visitor Center of the Northeast and Yilan Coast National Scenic Area Administration created a 360-degree VR interactive cycling tour experience to enhance the tourism experience through digital technology and increase interest in cycling tours.

布局衝刺國際 多元廣拓客源 Developing International Markets to Diversify and Expand Visitor Sources

以「先恢復國際旅客來臺信心、再衝刺來臺旅客數量」 政策方向布局國際市場

主要宣傳對象為亞太區等鄰近國家，並在歐美長程線國家維持臺灣觀光聲量。除拍製主題宣傳影片、透過電視與網路通路廣告密集宣傳外，亦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。

持續投入新興媒體通路，利用網路新媒體社群平臺，與各市場網紅達人及異業共同合作，擴大線上宣傳；建置線上臺灣館，突破時間與空間限制，搭建國內外業者溝通交流平臺，動態宣傳疫後旅遊特色產品；與大型線上旅行社合作，藉由消費者行為及相關產業數據分析，強化自由行市場推廣，提升臺灣於線上旅遊消費平臺曝光度。



推動「臺帛安全旅行團」

配合中央流行疫情指揮中心於 110 年 3 月 17 日宣布開放臺灣及帛琉旅遊泡泡，恢復旅行業組團赴帛琉旅遊及接待帛琉來臺觀光團體入境，在兼顧防疫安全下，振興兩國之旅遊及經濟活動，首發團於 4 月 1 日出發前往帛琉。截至 5 月 8 日止臺帛旅遊泡泡旅客共計 287 人，後受疫情影響暫停航班，於 8 月 14 日起配合指揮中心重啟臺帛旅遊泡泡，截至 12 月底臺帛旅遊泡泡旅客達 2,407 人。

Promoting "Taiwan-Palau Safe Tour Groups"

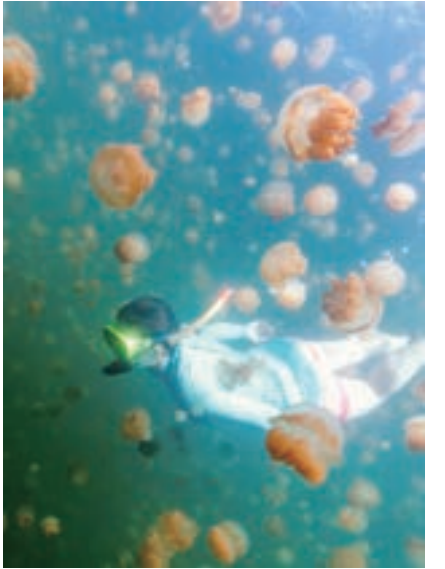
In conjunction with the opening of the Taiwan and Palau travel bubble announced by the Central Epidemic Command Center (CECC) on March 17, 2021, tour group travel resumed between Taiwan and Palau. The tours helped to revitalize travel and economic activity between the two countries, with due attention to COVID controls and safety measures. The first group departed for Palau on April 1. By May 8, a total of 287 visitors had participated in the Taiwan-Palau travel bubble. Flights were subsequently suspended due to COVID and resumed again on August 14 in step with the CECC's reopening of the Taiwan-Palau travel bubbles. As of the end of 2021, Taiwan-Palau travel bubble visitors numbered 2,407.

Developing International Markets Under the Policy Guidelines of "First Restoring Confidence to Visit Taiwan and then Increasing the Number of Visitors to Taiwan"

The Tourism Bureau focused promotions on visitors from the Asia-Pacific region and other nearby countries, as well as long-haul countries in Europe and the Americas to maintain Taiwan's tourism visibility. The bureau increased exposure to Taiwan tourism with themed promotional videos and intensive publicity through TV and online channels, as well as print, outdoor, public transit, and other traditional media channels.

The Tourism Bureau continued to invest in new media channels, expanding promotions through social media, internet celebrities in various markets, and cross-industry cooperation. The bureau launched the Time for Taiwan Virtual Exhibition as an anywhere, anytime communication and exchange platform for domestic and foreign companies and dynamic promotion of specialty post-COVID travel products. It also collaborated with major online travel sites to analyze consumer behavior and related industry data and strengthen marketing of independent travel and heighten exposure to Taiwan's online tourism consumer platforms.

線上臺灣館 Time for Taiwan Virtual Exhibition



局長序 Foreword



強化觀光產業競爭力、打造優質旅遊環境、展現在地產業優勢！

**「臺灣五好」
備戰疫後觀光旅遊潮！**

**Strengthening Tourism Competitiveness,
Creating a High-quality Tourism Environment,
and Highlighting the Advantages of Local Industry**

**Preparing for the post-COVID tourism boom with
"Taiwan's Five Advantages"**

新冠肺炎疫情肆虐全球，110 年隨著疫苗接種普及、國際疫情穩定，全球觀光旅遊首露曙光。面對疫情，109 年交通部觀光局啟動產業紓困及振興國內旅遊之各項措施，穩固產業能量。110 年在行政院五倍券挹注下，加碼推出國旅券，鼓勵觀光產業發揮創意與行銷、針對團體旅遊、主題旅遊提供補助，擴大五倍券旅遊消費使用效益，創造超過 216 億元觀光產值。



In 2021, the tourism industry began to see some light amid the world-ravaging COVID outbreak as widespread vaccinations began to bring the pandemic under control. In response to COVID, the Tourism Bureau of the Ministry of Transportation and Communications launched a series of measures in 2020 to revitalize and stabilize the tourism industry and domestic tourism. In 2021, the Domestic Travel Voucher program was launched to boost the benefits of the Executive Yuan's Quintuple Voucher stimulus program. The bureau encouraged creativity and marketing by the tourism industry, provided subsidies for group and theme tours, and expanded the use of the Quintuple Vouchers for tourism consumption. These efforts generated more than NT\$21.6 billion in tourism revenue.

後疫情時代是觀光產業調整體質的關鍵期，交通部觀光局遵照行政院政策，於疫情期間加速觀光軟、硬體整備工作，期待疫後展現臺灣觀光新面貌；另觀光局積極調整策略以疫後新常態旅遊布局，優先以發展數位轉型、疫後新產品及永續觀光等三大核心理念，並透過整備分區旅遊特色及提升景區品質、引導產業配合政策轉型開發主題旅遊產品、優化產業經營能力及培養專業職能、加強數位科技應用，並配合觀光圈之區域觀光發展，針對不同客群，定位各市場宣傳行銷策略，包裝優質行程，優先精準行銷國際目標市場，促進入境市場加速回溫，提升臺灣觀光整體服務品質及國際競爭力。

為符合世界趨勢，以兼顧臺灣經濟及防疫安全為前提，觀光局將持續落實行政院核定「Tourism 2025- 臺灣觀光邁向 2025 方案」，促進產業轉型、活絡國內旅遊市場，以「品質旅遊 軟硬兼備」創造「臺灣好魅力」、「政策引導 跨域整合」展現「臺灣好多元」、「轉型優化 鏈結產業」提升「臺灣好服務」、「數位應用 智慧行旅」便利「臺灣好暢遊」、「網路聲量 精準行銷」開創「臺灣好集客」展現臺灣五好新氣象，讓國旅品質脫胎換骨，國人愛上國內旅遊；展現在地特色，吸引國際旅客來臺，讓在地驕傲，世界知道。

本年報的出刊，期能展現 110 年我們投入觀光建設的努力及攜手觀光產業迎接疫後觀光的部署準備，將臺灣在地觀光特色及觀光產業創新能量，化為推展觀光新動能，從國旅升級先行，搶得迎接國際觀光旅遊先機。

張錫聰
Chang Shi-chung

交通部觀光局局長

Director General
of the Tourism Bureau, MOTC

The post-COVID era marks a critical juncture for fundamental adjustments in the tourism industry. In line with Executive Yuan policy, the Tourism Bureau has accelerated work to develop tourism services and facilities during the pandemic to prepare Taiwan's tourism industry to shine with a brand new look in the post-COVID era. It is also adjusting its strategy for the new normal in the post-COVID tourism sector, shifting priority to development in the three core conceptual areas: digital transformation, new post-COVID products, and sustainable tourism. We are readying regional tourism features and improving attraction quality, while also helping the industry to develop theme tourism products, optimize operations, and train professional talent. Furthermore, we are working to increase the use of digital technology, coordinate the regional development of tourism circles, position marketing strategies tailored to specific markets and visitor groups, package high-quality tours, prioritize precision marketing in international target markets, accelerate recovery of the inbound market, and enhance the overall service quality and international competitiveness of Taiwan tourism.

In addition, the Tourism Bureau continues to implement the Executive Yuan-approved Taiwan Tourism 2025 campaign in line with global trends and based on Taiwan's economy and COVID control and safety. The bureau is promoting industrial transformation, invigorating the domestic travel market, and highlighting a new outlook rooted in the "Taiwan's Five Advantages": 1) building "Taiwan's Abundant Charm" through high-quality tourism services and facilities, 2) showing "Taiwan's Broad Diversity" through policy-guided cross-domain integration; 3) upgrading "Taiwan's Excellent Service" through industry transformation, optimization, and linkages; 4) facilitating "Taiwan's Convenient Travel" through smart travel driven by digital applications; and 5) building "Taiwan's Strong Attraction" through precision marketing aimed at raising Taiwan's online visibility. These initiatives aim to transform the quality of domestic tourism and rekindle a local love affair with domestic travel. They also highlight Taiwan's unique local charms to attract international visitors and show the world our local pride.

With the publication of this annual report, we hope to present the joint efforts of the Tourism Bureau and tourism industry in 2021 to prepare Taiwan's tourism sector for the post-COVID era. The report showcases the ways that Taiwan's local tourism features and the creative energy of the tourism industry are driving new tourism momentum, first to elevate domestic tourism and then to seize opportunities in the international tourism market.

疫後觀光新模式

A New Post-COVID Tourism Model

在地旅遊，國旅先行

Prioritizing Local and Domestic Travel



109 年新冠肺炎疫情爆發以來，嚴重衝擊我國觀光產業，觀光局於疫情期間，全力配合政策執行觀光產業紓困、振興及推動防疫業務，持續整備國內旅遊環境資源，以國內旅遊為首，帶動各縣市政府及觀光相關產業推動在地旅遊，透過深度旅遊讓國內旅客重新認識臺灣、愛上臺灣。從國內旅遊出發，蓄積能量，並以臺灣防疫有成，強力宣傳臺灣為安心旅遊目的地，打造臺灣成為國際旅客疫後首選旅遊目的地。

Since 2020, Taiwan's tourism industry has been severely impacted by COVID. In response, the Tourism Bureau has fully coordinated with policies to rescue and revitalize the tourism industry, promote COVID prevention measures, and continue improving the domestic tourism environment and resources. County and city governments and tourism-related industries also have been promoting local tourism, including in-depth travel, to encourage domestic travelers to re-discover and fall in love with Taiwan.

打造防疫旅館國家隊 協助飯店轉型穩定經營

Creating a COVID Prevention Hotel National Team to Help Hotels Transform and Stabilize Operations

隨疫情逐漸擴大至全球，指揮中心陸續提升疫情警戒管制作為，為因應居家檢疫者或隔離者入住防疫旅館之需求，並顧及接受居家檢疫者或居家隔離者之權益及國內之防疫安全，補助地方政府相關經費加速防疫旅館設置。截至 110 年 12 月 31 日止，核定補助辦理防疫旅館相關經費計 36.33 億元，協助飯店業者轉型防疫旅館，穩定經營客源。

補助辦理防疫旅館相關經費
Hotels received subsidies to offset expenses related to conversion for COVID quarantining



36.33 億元
NT\$3.63 billion

The Central Epidemic Command Center (CECC) has progressively increased COVID alert levels and controls amid the worsening global pandemic. Subsidies were provided to help local governments accelerate the conversion of hotels to serve COVID quarantine functions to meet the needs of people quarantining at home and hotels, while also considering the rights and interests of quarantining people and domestic COVID prevention and safety. As of December 31, 2021, subsidies of NT\$3.63 billion had been approved to help hotels adapt facilities for COVID prevention and stabilize guest sources.

有效紓困 穩定觀光產業員工生計及人才供需

Stabilizing Tourism Employee Income and Talent Demand with Effective Bailouts

110 年 COVID-19 疫情持續延燒，受限國際邊境封鎖，旅行業者業務大幅度萎縮，110 年維持紓困 4.0 及 5.0 方案協助業者維持基本營運，使產業得以永續發展：補貼旅行業員工薪資及營運成本約 18.65 億元、補助業者因配合防疫政策停辦國民旅遊約計 1.36 億元。推動「導遊領隊及隨團服務人員生計補貼」方案，計 2 萬 5,020 人次受惠。

110 年 5 月 19 日 -7 月 26 日國內疫情提升至三級警戒，國內觀光遊樂業暫停營業，辦理「觀光遊樂業團體取消補貼」，核撥金額計 5,819 萬元。

另旅宿業受限於國際邊境封鎖與國民旅遊消費停滯致營運嚴重衰退，為協助業者維持基本營運，使產業得以永續發展，於 5 月至 7 月間辦理「觀光旅館業及旅館業員工薪資及營運成本補貼」，受補貼業者計 2,995 家、核撥金額逾 28.33 億元、辦理「民宿紓困補貼」，補貼 8,738 家、核撥金額約 4.37 億元；因持續國際邊境封鎖，110 年 9 月辦理「主要接待非本國籍旅客觀光旅館業及旅館業營運成本補貼」，計補貼 380 家、核撥金額約 3.79 億元。



The travel industry plunged in 2021 amid the continuing spread of COVID and border restrictions around the world. The 2021 Maintenance Relief 4.0 and 5.0 programs helped the industry maintain basic operations and develop sustainably. NT\$1.865 billion in subsidies were provided for the salaries of travel industry employees and operating costs. About NT\$136 million in subsidies were disbursed in conjunction with the suspension of domestic travel under Taiwan's COVID prevention policy. Subsidies for tour guides and tour service personnel benefitted 25,020 people.

From May 19 to July 26, 2021, Taiwan remained on Level 3 COVID alert and suspended domestic tourism and entertainment operations. NT\$58.19 million in subsidies were provided to the tourism and amusement park industries for the cost of canceled tour groups.

Hotel operations also fell sharply due to international border closures and declining demand from domestic tourism. From May to July, a total of 2,995 hotel operators received subsidies topping NT\$2.833 billion to offset operational costs; and 8,738 guest houses received about NT\$437 million in subsidies. Due to continued international border closures, 380 hotels mainly serving international visitors received about NT\$379 million in subsidies to cover operating costs in September 2021.

觀光遊樂業團體取消補貼
The tourism and amusement park industries received subsidies for the cost of canceled group tours.



5,819 萬元
NT\$58.19 million

有感振興 加速國內旅遊復甦

Revitalizing and Accelerating the Recovery of Domestic Tourism

延續安心旅遊熱潮，持續協助旅行業者轉型，獎勵旅行業於淡季包裝團體旅遊，109 年 12 月至 110 年 1 月辦理「冬季平日團體獎勵專案」，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，為國旅市場保溫，計投入 2 億 5,173 萬元經費，帶動約 39 萬人次出遊，直接間接觀光效益達 24.97 億元。



To sustain the safe travel boom, the Tourism Bureau continued to support the transformation of the travel industry and incentivize travel agencies to offer package group tours during the off-season. In addition, it implemented the Winter Weekday Group Travel Incentive Program from December 2020 to January 2021. It also partnered with local governments to promote winter group travel and encourage counties and cities to subsidize group travel according to local characteristics. The joint subsidies aimed to attract more tour group visits to support the domestic travel market. A total of NT\$251.73 million was provided, stimulating about 390,000 trips generating direct and indirect tourism benefits of NT\$2.497 billion.



引導觀光產業數位轉型 推動智慧觀光

Guiding the Digital Transformation of the Tourism Industry and Promoting Smart Tourism

因應疫情減少接觸等防疫政策，辦理紓困振興補助改以線上申請方式，讓業者了解線上化作業模式，有效降低人力成本及紙本往來之程序；又以數位方式發行國旅券，從領券、核銷、撥款皆於線上作業，使業者了解數位化之便捷性，以利成為觀光局推動數位轉型之契機。

輔導旅行業與在地產業合作，透過旅行社或 OTA 旅遊平臺盤整在地資源及輔導產業多元行銷，強化電子商務實作技能，提升在地產業數位行銷能力，規劃符合在地需求及強調在地特色之旅遊產品，並以區域性個體概念，打造一區一品牌，結合生態、文化、美食、樂活及都會旅遊等主題元素，推出限定遊程，捲動沿線相關產業，增加觀光人潮及產值。



The Tourism Bureau introduced an online system to handle applications for relief subsidies in a contact-free format consistent with COVID control policies. The system reduces the labor cost and paperwork involved in the application process. It also handles verification and disbursement functions online, increasing convenience and providing an opportunity to promote digital transformation.

The Tourism Bureau supported cooperation between the travel agencies and local industries, consolidation of local resources through travel agencies or OTA platforms, assistance with diversified marketing of the industry, strengthening of practical ecommerce skills, enhancement of the digital marketing capabilities of local industries, and planning of travel products meeting local needs and emphasizing local characteristics. It also promoted the launch of limited tour itineraries under a "one area, one brand" concept highlighting regional characteristics and the themes of ecology, culture, food, entertainment, and urban tourism to increase visitor numbers and revenue in related local industries.



引導旅行社轉型 包裝創新優質旅遊產品

Helping Travel Agencies Transform and Package Innovative, High-Quality Tourism Products

110 年 10 月 13 日起實施「獎勵旅行業推廣特色旅遊」方案，訂定「獎勵旅行業推廣特色團體旅遊實施要點」，鼓勵旅行業結合各部會提供之景點場域，開發創新優質產品，出團日至 110 年 12 月底止，已同意補助 2,179 家、2 萬 5,665 團、總金額約 5 億 1,294 萬元，帶動觀光產值達 39 億元。

Helping Travel Agencies Transform and Package Innovative, High-Quality Tourism Products The Tourism Bureau implemented a Program to Incentivize Travel Agencies to Promote Specialty Tours from October 13, 2021, and drafted the Directions for Incentivizing Travel Agency Promotion of Specialty Group Tours to encourage travel agencies to develop innovative and high-quality travel products integrating attractions arranged by various ministries. About NT\$512.94 million in related subsidies were approved as of the end of December 2021, benefitting 2,179 companies and 25,665 groups, spurring NT\$3.9 billion in tourism revenue.



加強基礎設施 為疫後國際觀光做準備

Strengthening Infrastructure for Post-COVID International Tourism

因應嚴重特殊傳染性肺炎疫情對溫泉產業造成之衝擊，促進國內溫泉產業復甦與振興，協助縣市政府辦理 6 處溫泉區遊憩設施品質改善，為疫後觀光旅遊市場做好整備工作。

補助觀光遊樂業投資新設施、設備重置、獎勵創新服務及數位提升補助總額計 2 億 5,932 萬 2,487 元，帶動整體投資約 10 億元。

補助旅館業設置穆斯林旅客友善設施、無障礙客房及住宿業硬體規劃更新之相關品質提升項目，受理 990 件申請案。



To promote the recovery and revitalization of Taiwan's COVID-impacted hot spring industry, the Tourism Bureau helped county and city governments to improve the quality of recreational facilities at six hot spring areas and prepare for the post-COVID tourism market.

Subsidies totaling NT\$259,322,487 were provided to the amusement park industry to invest in new facilities and equipment, as well as to incentivize innovative services and digital upgrades, spurring about NT\$1 billion in new investment.

Subsidies were also made available to the hotel industry for quality improvement projects related to creating Muslim-friendly facilities, barrier-free rooms, and planning and updating hotel facilities. A total of 990 subsidy applications were received.



結合觀光圈 串聯地方食、宿、遊、購、行

Integrating Tourism Circles with Local Cuisine, Lodging, Tours, Shopping, and Travel



由東北角暨宜蘭海岸國家風景區管理處、參山國家風景區管理處、日月潭國家風景區管理處、阿里山國家風景區管理處、雲嘉南濱海國家風景區管理處、西拉雅國家風景區管理處及大鵬灣國家風景區管理處等 7 個國家風景區管理處，組成 10 個觀光圈平臺，以跨域整合資源共享方式，輔導店家開發在地特色商品，邀請產業夥伴參與 166 場產品推介會、共識會議、媒介交流會等活動凝聚共識，協助 84 家業者完成空間氛圍營造，提升 84 個商品包裝。另引導業者盤點自我資源，打造在地特色遊程，推出 517 條特色遊程上架，吸引 257 人返鄉就業，創造 8 億 6,730 萬元觀光產值。



The Northeast and Yilan Coast, Tri-Mountain, Sun Moon Lake, Alishan, Southwest Coast, Siraya, and Dapeng Bay national scenic area administrations formed 10 tourism circles as platforms to integrate cross-domain resource sharing and guiding business owners in developing distinctive local products. Industry partners were invited to participate in 166 product launches, conferences, and matchmaker exchanges to build consensus. Assistance was also provided to 84 businesses to improve store ambiance and upgrade 84 product packaging. Assistance was also provided in resource inventories and development of local specialty tours. These programs produced 517 specialty tours, encouraged 257 people to return to their hometowns for employment, and created NT\$867.3 million in tourism revenue.



竹竹苗觀光圈辦理產業座談會
Industry symposiums were held for the Hsinchu County, Hsinchu City, and Miaoli Tourism Circles.

加碼推出國旅券 放大五倍券使用效益

Amplifying the Benefits of the Quintuple Voucher Program with Domestic Travel Vouchers

配合行政院振興五倍券政策，推動「國旅券」措施吸引民眾購買旅遊商品，增加觀光產業之營收，加速國內觀光旅遊市場復甦，並與振興五倍券產生相乘效果，擴大整體振興措施效益。國旅券發行 240 萬份，每份面額 1,000 元，計有 1,353 萬 4,165 人登記抽籤，共抽出 241 萬 4,992 份，為各部會所推出之加碼券中登記人數最多，最受歡迎之加碼券。

In conjunction with the Executive Yuan's Quintuple Stimulus Voucher policy, the Tourism Bureau promoted the Domestic Travel Voucher program to encourage public consumption of tourism products, increase tourism industry revenue, accelerate the recovery of the domestic travel market, and achieve a multiplier effects for the benefits of the Quintuple Voucher stimulus program. A total of 2.4 million NT\$1,000 Domestic Travel Vouchers were issued through a lottery system that attracted 13,534,165 participants, making it the most popular of the five stimulus voucher programs.



2021 國旅券記者會 Press conference for the 2021 Domestic Travel Voucher program

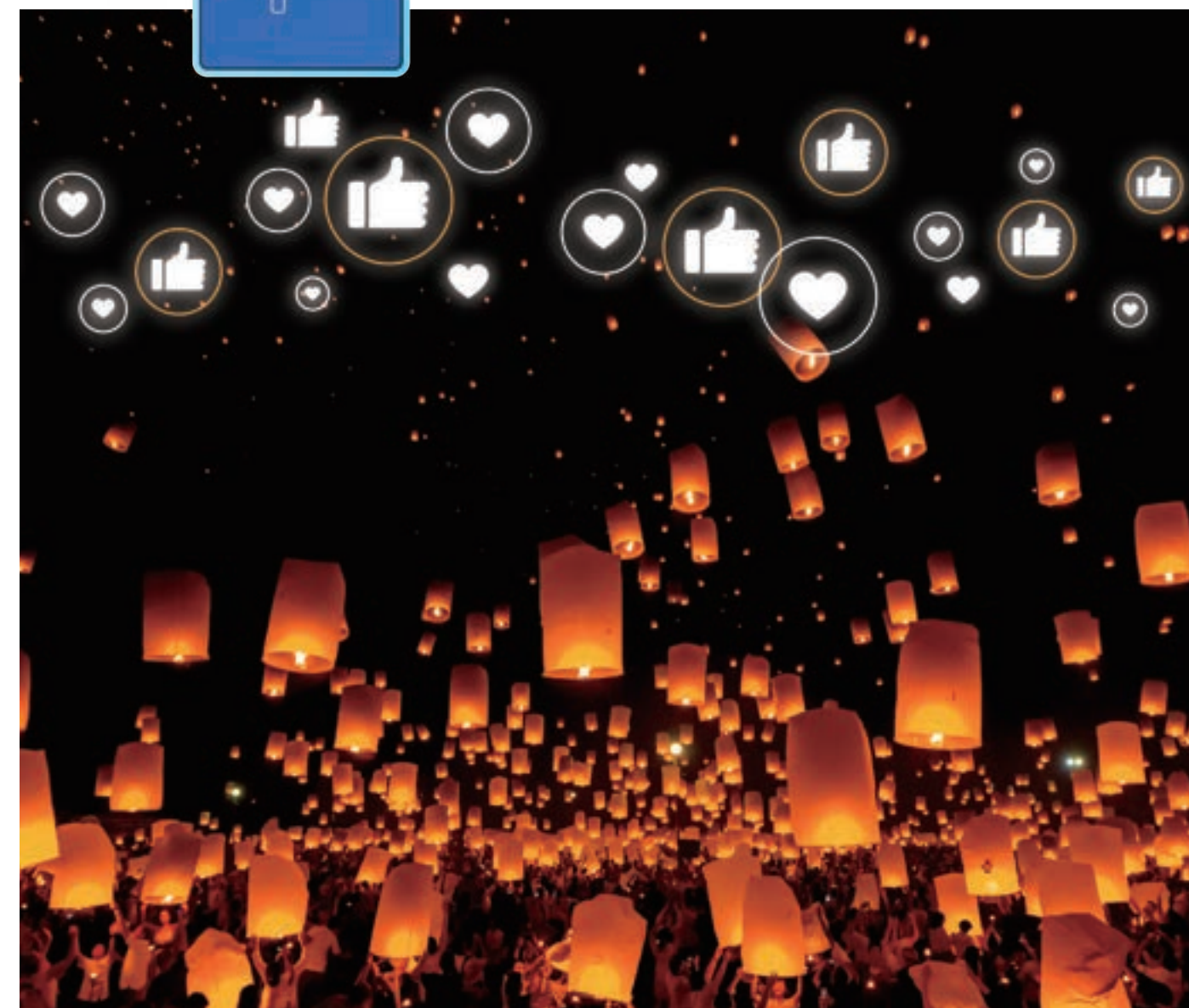
虛實整合 維持臺灣觀光熱度

Promoting Taiwan Tourism through Virtual and In-Person Channels

因應世界各國當地疫情，持續於各目標市場辦理各類型宣傳活動，加強辦理線上宣傳，如參加線上旅展、線上推廣會、KOL 直播分享會及遠距特色體驗等；實體活動則配合各目標市場防疫規定，推出與當地臺灣店家合作之促銷活動，110 年計辦理 998 場次活動，積極維持臺灣觀光在國際上熱度。



The Tourism Bureau continued to arrange international promotional activities in line with COVID prevention measures in target markets. The bureau strengthened online promotions, including participation in online travel exhibitions, promotional conferences, influencer livestreams, and remote featured experiences. In-person activities were adapted to the COVID regulations in various target markets, including promotional activities arranged in cooperation with local Taiwanese businesses. A total of 998 events were organized in 2021 to maintain the global popularity of Taiwan tourism.



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Annual Report on Digital Experience Tourism

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旅遊市場

Travel Market

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 implemented border controls. Taiwan's tourism industry has also faced challenges due to border closures and ongoing industrial transformation.

臺灣旅遊市場

Taiwan Travel Market



110 年國人國內旅遊重要指標統計表 Major Indices of Domestic Travel in 2021

項目 Items	110 年 2021		109 年 2020		110 年與 109 年比較 2021 versus 2020	
國人國內旅遊比率 Domestic travel rate	83.8%		88.4%		▼ 4.6 個百分點 (pp) Down 4.6 percentage points	
平均每人旅遊次數 Average number of trips per person	5.96 次 5.96 trips		6.74 次 6.74 trips		▼ 0.78 次/trips	
國人國內旅遊總旅次 Total number of domestic travels by citizens	126,027,000 旅次 126,027,000 trips		142,970,000 旅次 142,970,000 trips		▼ 11.85%	
平均旅遊天數 Average number of days per travel	1.45 天 1.45 days		1.54 天 1.54 days		▼ 0.09 天 Down 0.09 days	
假日旅遊比率 Travel taken during holidays and weekends	69.2%		65.6%		▲ 3.6 個百分點 Up 3.6 percentage points	
旅遊整體滿意度 Overall satisfaction level	99.1%		98.7%		▲ 0.4 個百分點 (※) Up 0.4 percentage points	
每人每次平均旅遊支出 Average expenditure per person per travel	新臺幣 2,061 元 NT\$2,061	73.55 美元 US\$73.55	新臺幣 2,433 元 NT\$2,433	82.26 美元 US\$82.26	NT\$ ▼ 15.29%	US\$ ▼ 10.59%
國人國內旅遊總支出 Total expenditure on domestic travel	新臺幣 2,597 億元 NT\$259.7 billion	92.67 億美元 US\$9.267 billion	新臺幣 3,478 億元 NT\$347.8 billion	117.59 億美元 US\$11.759 billion	NT\$ ▼ 25.33%	US\$ ▼ 21.19%

註：• 本表調查對象為年滿 12 歲以上國民。
• (※) 符號表示在 5% 顯著水準下，經 t 檢定後無顯著差異。
• 國內旅遊比率係指國民全年至少曾在國內旅遊 1 次者的占比。

• Data for this table was compiled from a survey of Taiwan nationals aged 12 and over.
• The (※) symbol indicates that the significance level was under 5% and shown by t-test to not be a significant difference.
• The domestic tourism ratio refers to the ratio of Taiwan nationals who made at least one domestic trip during the year.

主要觀光遊憩據點遊客到訪概況

Visitor Trends at Major Tourism Attractions

為比較主要觀光遊憩據點統計各類型遊憩據點（109 年計有 316 處，110 年計有 323 處）遊客人次消長，爰將 110 年新增刪除之據點排除，共計有 313 處相同據點。110 年較 109 年遊客人次消長，據點正成長 30 處、283 處負成長。

109 年及 110 年主要觀光遊憩據點人次皆受新冠疫情影響呈現下降趨勢，綜觀各類型主要觀光遊憩據點發現 110 年較 109 年各類型據點人次皆為負成長，下滑趨勢約在 15%~39% 之間。

110 年各月與 109 年同期比較，2 月份遇春節假期與 109 年遊客人數差異不大，同年 3、4 月因疫情趨緩遊客人次皆高於 109 年同期人次，惟自 5 月 19 日至 7 月 26 日疫情又起全國第三級警戒，後續雖有 5 倍券及國旅券振興等相關措施，各觀光據點遊客人次仍未恢復至 109 年同期水平，全年遊憩據點遊客人次較 109 年衰退。

13 個國家級風景特定區共計 70 個據點，其中正成長共計 4 處，負成長共計 66 處。13 個國家風景區 110 年僅大鵬灣國家風景區呈現正成長 (44.03%)，主要係因小琉球遊憩區因其統計方法調整，正成長 148.78%。其中衰退高於五成者為澎湖國家風景區 -56.26%、馬祖國家風景區 -56.44%、東北角暨宜蘭海岸國家風景區 -50.07%，皆因疫情、交通航班減班、活動延期等影響所致。

To compare statistics for principal scenic spots and changes in visitor numbers at various types of scenic sites (316 sites in 2020 and 323 sites in 2021), sites added or deleted in 2021 were excluded, resulting in 313 sites that are the same in both years. In 2021, the number of visitors increased at 30 sites and fell at 283 sites compared to 2020.

In 2020 and 2021, the number of visitors to principal scenic sites trended down due to COVID, with visitor numbers at all types of destinations falling between 15% to 39% in 2021 relative to the year before.

Comparing 2021 and 2020 by month, Lunar New Year holiday travel in February 2021 was not substantially different from the same period in 2020. In March and April 2021, COVID slowed visitor numbers more relative to the same period in 2020. From May 19 to July 26, Taiwan upgraded to a Level 3 alert due to a resurgence of COVID. Despite a fivefold increase in the issuance of coupons, domestic travel vouchers, and other revitalization measures, the number of visitors to various scenic spots failed to recover to the year earlier level. The total number of visitors to scenic spots also fell for the entire year compared to 2020.

Among 70 scenic spots at Taiwan's 13 national scenic areas, visitor numbers grew at four sites and fell at 66 sites. Dapeng Bay National Scenic Area was the only one of the 13 national scenic area to post positive growth (44.03%) in 2021, due mainly to a 148.78% increase at the Xiaoliuqiu Recreation Area resulting from adjustments to statistical methods. Scenic areas with more than 50% declines included Penghu National Scenic Area (-56.26%), Matsu National Scenic Area (-56.44%), and Northeast and Yilan Coast National Scenic Area (-50.07%), all due to COVID-related reductions in bus and flight service and event delays.

類型 Type	總據點數(個) Total base	與上年 1 月 - 12 月相比 YoY (Jan-Dec)			
		遊客人次增加之據點 Sites with More Visits		遊客人次減少之據點 Sites with Fewer Visits	
		數目(個) Total base	占比 %	數目(個) Total base	占比 %
 國家公園 National Parks	39	5	12.82	34	87.18
 國家風景區 National Scenic Areas	70	4	5.63	66	94.37
 直轄市及縣(市)級風景 特定區 Designated scenic areas at the municipal or county (city) level	17	2	11.76	15	88.24
 森林遊樂區 Forest Recreation Areas	19	0	-	19	100.00
 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
 博物館 Museums	39	5	12.82	34	87.18
 宗教場所 Religious Sites	10	0	-	10	100.00
 其他 Other	105	12	11.43	93	88.57
 總計 Total	313	30	9.55	283	90.45

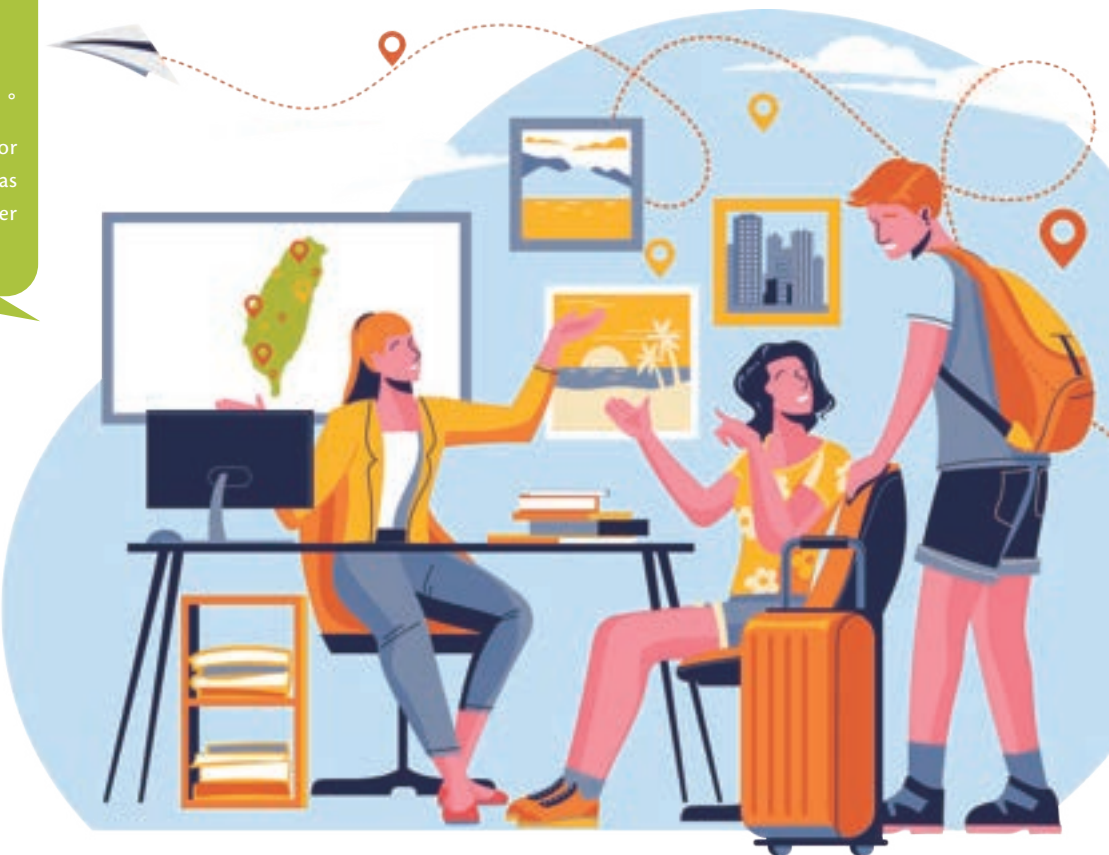
備註：由於各年度遊憩據點皆有增刪，110 年度新增據點將不列入與 109 年度比較。

Note: Due to the addition and removal of tourism and recreation attractions, no comparison to 2020 is provided for attractions added in 2021

110年

3、4 月因疫情趨緩，
遊客人次皆高於 109 年同期人次。

The COVID-induced slowing of visitor numbers in March and April 2021 was greater than that in the year-earlier period.





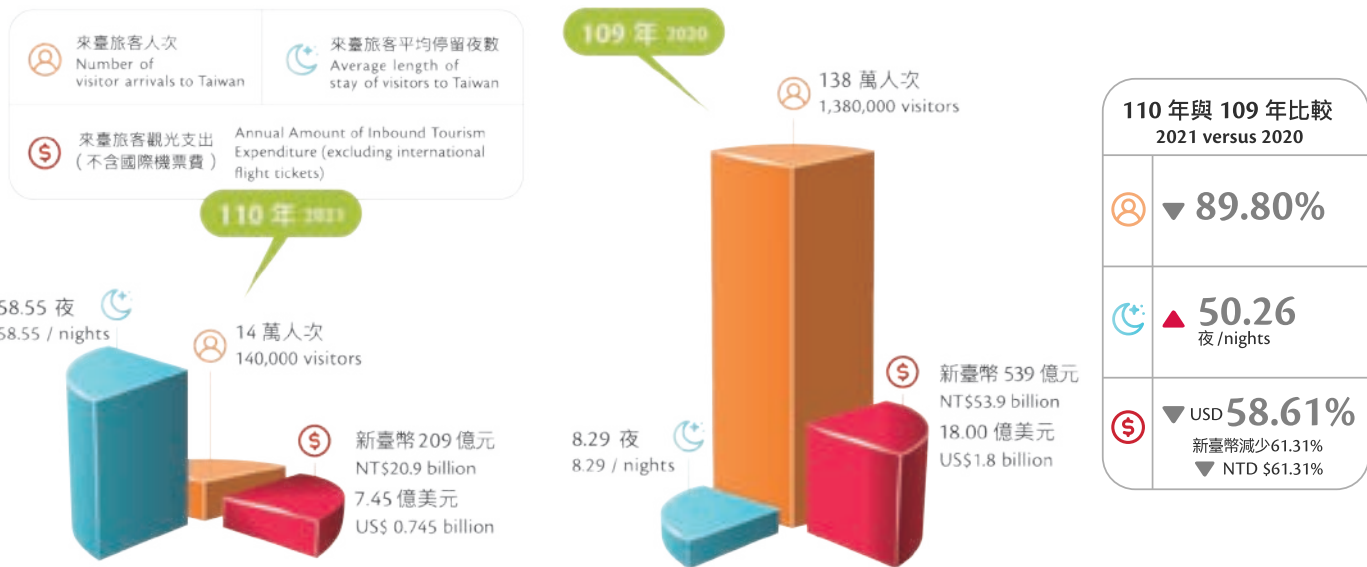
來臺旅遊市場 Inbound Travel Market

110年來臺旅客 14 萬 479 人次，較 109 年減少 89.80%；國人出國 35 萬 9,977 人次，較 109 年減少 84.59%。

110 年全年來臺旅客，按旅客居住地分，以越南 2 萬 4,935 人次最多，占 17.75%；其次為印尼 1 萬 3,819 人次（占 9.84%）及中國大陸 1 萬 3,267 人次（占 9.44%）。依來臺目的分析，以「其他」11 萬 3,261 人次最多，占 80.62%，其次為「業務」1 萬 1,937 人次，占 8.50%；來臺旅客中有 34.62% 為女性，年齡則以 20-29 歲者最多，占 31.62%。

110 年來臺旅遊市場重要指標

Key Indicators of Taiwan's Inbound Travel Market in 2021



註：1.「來臺旅客人次」資料來源為內政部移民署。

2. 110 年「來臺旅客平均停留夜數」係由調查樣本計算而得，是以停留夜數 1 至 120 夜為計算基礎（因應防疫措施，入境需居家隔離 14 天及自主健康管理 7 天）；109 與 108 年「來臺旅客平均停留夜數」資料來源為內政部移民署，是以停留夜數 1 至 90 夜為計算基礎。

Note：1. "Number of inbound visitors to Taiwan" data from the National Immigration Agency, Ministry of the Interior.

2. The "average length of stay (nights) for all inbound visitors to Taiwan" in 2021 was calculated from a survey sample and based on lengths of stay (nights) from one to 120 nights (due to COVID restrictions, visitors were required to quarantine for 14 days after arrival and self-manage their health for 7 days).

In 2020 and 2019, the "average length of stay (nights) for all inbound visitors to Taiwan" was calculated by the National Immigration Agency based on stays (nights) of between one and 90 days.

國人出國觀光市場 Taiwan's Outbound Travel Market

110 年國人出國共計 35 萬 9,977 人次。依出國目的地分析，以前往亞洲地區為最多，計 23 萬 2,736 人次（占 64.65%），其次為美洲地區 11 萬 4,339 人次（占 31.76%）、歐洲地區 7,139 人次（占 1.98%）、大洋洲地區 4,833 人次（占 1.34%）。

依國家（地區）別分析，赴中國大陸 12 萬 8,637 人次為最多，其次依序為美國 10 萬 3,895 人次、日本 1 萬 4,049 人次、馬來西亞 1 萬 3,656 人次、香港 1 萬 2,692 人次。



In 2021, Taiwan received 140,479 inbound visitors, down 89.80% from 2021. The number of outbound travelers from Taiwan during the same period fell 84.59% to 359,977.

In 2021, Vietnam was the biggest source of inbound visitors to Taiwan, with 24,935 arrivals or 17.75% of the total. The next biggest source markets were Indonesia (13,819 visitors, 9.84%) and mainland China (13,267 visitors, 9.44%). Analyzed by travel purpose, "other" led with 113,261 visits (80.62% of the total), followed by "business" (11,937 visits, 8.50%). Among inbound visitors, females accounted for 34.62% of the total and 20-29 year olds were the largest age group (31.62%).

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，110 年計約為 100.12 億美元，占當年 GDP 百分比為 1.29%。

來臺旅客觀光支出 Inbound Tourism Expenditure

依據觀光局 110 年辦理之「110 年來臺旅客消費及動向調查」，110 年受新冠肺炎疫情影響，來臺旅客觀光支出約為 7.45 億美元，較 109 年減少 58.61%。

國人國內旅遊支出 Domestic Tourism Expenditure

依據觀光局辦理之「110 年臺灣旅遊狀況調查報告」，110 年 12 歲以上國人國內旅遊約為 1.26 億旅次，每人每次旅遊平均支出約為 73.55 美元，平均旅遊天數約為 1.45 天，推估國人國內旅遊總支出約為 92.67 億美元，較 109 年減少 21.19%。

全球旅遊市場 The Global Travel Market

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

觀光旅遊業 GDP 在 2020 年相較疫情前下降 49.1% 並損失近 4.5 兆美元，2021 年相較 2020 年上升 30.7%，2022 年則預估將上升 31.7%。美洲引領復甦，2021 年觀光旅遊業 GDP 較 2020 年上升 36.8%，其次為亞太地區，觀光旅遊業 GDP 上升 36.3%。非洲（27.7%）、中東（27.1%）和歐洲（23.9%）緊跟其後（WTTC）。

2021 年國際旅客數增長 4%、2021 年入境旅客較疫情前（2019 年）下降 72%，2021 年觀光旅遊業的經濟貢獻（以觀光旅遊業國內生產總額衡量）估計約為 1.9 兆美元，高於 2020 年的 1.6 兆美元，但仍遠低於 2019 年疫情前的 3.5 兆美元（UNWTO）。

2021 年全球旅遊總人次（含國內旅遊人次和國際旅遊人次，下同）和全球旅遊總收入（含國內旅遊收入和國際旅遊收入，下同）恢復至疫情前的不足 60%。具體而言，2021 年全球旅遊總人次達到 66.0 億人次，全球旅遊總收入達到 3.3 兆美元，分別恢復至 2019 年的 53.7% 和 55.9%（WTCTF）。



Combined tourism spending in Taiwan by inbound visitors and locals was an estimated US\$10.012 billion in 2021, accounting for 1.29% of GDP that year.

According to the Tourism Bureau's 2021 Survey of Taiwanese Tourist Consumption and Trends, spending by inbound tourists in Taiwan totaled US\$745 million in 2021, down 58.61% from 2020 due to COVID-19.

According to the Tourism Bureau's 2021 Survey Report on Tourism in Taiwan, citizens aged 12 and above made approximately 126 million domestic trips in 2021 and spent an average of US\$73.55 per person per visit. The average length of such visits was 1.45 days. Based on these numbers, it is estimated that domestic tourism expenditures totaled about US\$9.267 billion in 2021, down 21.19% from 2020.



The contribution of tourism and travel to gross domestic product (GDP) in 2020 fell by 49.1%, or nearly US\$4.5 trillion, compared with the pre-COVID level. In 2021, revenue in the sector rose by 30.7%, with an additional 31.7% gain forecast in 2022. The Americas led the recovery, with revenue rising by 36.8% in 2021 compared to 2020, followed closely by the Asia-Pacific region (up 36.3%), Africa (27.7%), the Middle East (27.1%), and Europe (23.9%) (WTTC).

In 2021, the number of international travelers increased by 4%, but remained 72% below the pre-COVID level of inbound travelers (2019). The economic contribution of the tourism and travel industry in 2021 (contribution to GDP) was estimated at about US\$1.9 trillion, higher than the US\$1.6 trillion in 2020, but still below the US\$3.5 trillion level in 2019 before COVID (UNWTO).

Global traveler volume and revenue (including domestic and international travel) in 2021 recovered to less than 60% of the pre-COVID levels at 6.60 billion trips (53.7% of the 2019 level) and US\$3.3 trillion (55.9%), respectively (WTCTF).



區域 Region	年旅客 (百萬人次) Visits (Millions)		同期成長率 (%) YoY Increase (%)	
	2020	2021	2020	2021
全球 Global	400	415	-72.7	3.8
已開發經濟體 Developed economies	215	218	-72.3	1.2
新興經濟體 Emerging economies	185	197	-73.1	6.8
歐洲 Europe	235.7	279.8	-68.4	18.7
北歐 Northern Europe	21.7	15.1	-74.0	-30.3
西歐 Western Europe	79.8	71.7	-61.1	-10.2
中 / 東歐 Central / Eastern Europe	46.0	54.5	-70.0	18.4
南歐 / 地中海地區 Southern Europe / Mediterranean Region	88.2	138.5	-71.0	57.1
亞太地區 Asia-Pacific	59.4	20.9	-83.5	-64.8
東北亞 Northeast Asia	20.3	11.3	-88.1	-44.3
東南亞 Southeast Asia	25.4	3.3	-81.7	-87.0
南太平洋地區 South Pacific	3.7	0.7	-79.0	-81.4
南亞 South Asia	10.0	5.6	-70.5	-43.8
美洲 The Americas	69.9	81.9	-68.1	17.2
北美 North America	46.7	54.8	-68.2	17.3
加勒比海地區 Caribbean	10.3	16.7	-61.0	62.8
中美 Central America	3.1	4.8	-71.6	53.7
南美 South America	9.8	5.7	-72.2	-42.4
非洲 Africa	15.9	17.9	-76.8	12.4
北非 North Africa	5.5	6.1	-78.4	10.4
次撒哈拉地區 Sub-Saharan region	10.4	11.8	-75.9	13.5
中東 Middle East	19.0	14.5	-72.8	-23.7

Source: Volume 20, Issue 1, Updated January 2022, UNWTO World Tourism Barometer.



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

受新冠疫情影响，2021 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 2021 due to COVID-19.

2021 年亞洲各觀光市場入境旅客人次 Number of Inbound Visitors for Major Asian Tourism Markets in 2021

入境 Arrivals 入境成長 Increasing arrivals 入境下降 Declining arrivals



資料來源：日本國際觀光振興機構、香港旅遊發展局、韓國觀光公社、新加坡旅遊局、馬來西亞觀光局
Sources: Japan National Tourist Organization, Hong Kong Tourism Board, Korea Tourism Organization, Singapore Tourism Bureau, Malaysia Tourism Promotion Board



自行車低碳旅遊 深度體驗在地文化

Diving into Local Culture with Low-Carbon Bicycle Tourism

觀光局以環島路網為主幹路網，結合國家風景區地方性較具特色之自行車路線，整合優化完成 16 條多元自行車路線，依路線特色分成濱海型（北海岸路線、黃金山海線、雲嘉南濱海線－台江、東海岸路線）、河岸型（宜蘭濱海蘭陽平原線、大鵬灣路線）、田園型（花東縱谷－田園風光路線、西拉雅－菱波官田線、雲嘉南濱海線－嘉義糖鐵、卦山三鐵線）、環山型（河瀾曼波線、花東縱谷－森林溫泉線、獅頭山線、日月潭線）、山岳線（茂林路線－高雄山城）及離島型（澎湖路線－菊島）等六大類型，鼓勵旅客自行車為旅遊交通工具，體驗自行車旅遊的樂趣，藉以帶動低碳旅行風潮。攜手「LINE 旅遊」，透過自行車旅遊年主題頁整合旅遊資訊，結合闖關任務及金頭腦抽好禮，即時推播自行車旅遊活動及自行車網紅線上直播，推廣邀請大家體驗 16 條自行車路線。110 年 12 月 25 日於新竹縣峨眉湖畔舉辦「2022 臺灣新騎跡多元自行車道發布會」，邀請民眾一起玩騎 16 條多元自行車路線，發掘在地經典好食、溫馨好宿、亮點好遊、精彩好購。

辦理推廣自行車多元化遊程，鼓勵旅行業結合小鎮、部落秘境、山林探索及文化藝術等元素，串聯在地產業，打造具臺灣特色之自行車遊程，徵選出 30 條多元化遊程，於 110 年 5 月 5 日臺灣自行車日辦理宣傳活動，並於國際旅展及自行車旅遊官網中揭露遊程相關訊息。



16 條自行車道發布會活動 News conference for the 16 Bicycle Routes

The Tourism Bureau linked and improved 16 bicycle routes based on Taiwan's island-wide road network. The routes are integrated with the distinctive local features of national scenic areas and span a range of types, including coastal routes (North Coast, Golden Mountain and Sea Route, Southwest Coast Route-Taijiang Section, and East Coast Route), riverside routes (Yilan Coast Lanyang Plain Route and Dapeng Bay Route), countryside routes (East Rift Valley-Idyllic Route, Siraya-Lingpo Guantian Route, and Southwest Coast Route-Chiayi Sugar Factory and Guashan Santie Route), mountain loop routes (Huanlan Mambo Route, East Rift Valley-Forest Hot Spring Route, Shitou Mountain Route, Sun Moon Lake Route), mountain routes (Maolin Route-Kaohsiung Hillside Towns) and outlying island routes (Penghu Route). The bureau seeks to encourage people to enjoy the pleasure of traveling by bicycle and support low-carbon transportation. In cooperation with LINE Travel, the Tourism Bureau also integrated travel information on the Year of Bicycle Tourism theme page, including checkpoint tasks and prize giveaways. The system provides real-time push notifications on bicycle travel activities, live streams of celebrity cyclists, and promotions inviting people to experience the 16 bicycles routes. On December 25, 2021, the Tourism Bureau held the 2022 Go Bike Taiwan news conference at Emei Lake in Hsinchu County. The public was invited to discover the distinctive local food, hotels, attractions, and shopping opportunities while cycling on the 16 bicycles routes.

The Tourism Bureau promoted bicycle tours and encouraged travel agents to create bicycle tours integrating locally distinctive elements, such as small towns, indigenous villages, mountain forests, culture, and art with local industries. A total of 30 such tours were submitted for selection. The bureau also arranged promotions for Taiwan Bike Day (May 5, 2021) and distributed information on cycling tours at international travel fairs and through bicycle tourism websites.

整合優化完成 **16** 條多元自行車路線



Sixteen bicycle routes of various types were linked and improved.



16 條多元自行車路線－田園風光線（玉富自行車道）
16 Bicycle Routes: Countryside Route (Yufu Bikeway)

在地旅遊

Local Tourism

新冠肺炎全球肆虐，疫情給臺灣一個提升國民旅遊品質的轉機，也考驗疫後能否繼續吸引以往愛出國的國人留在臺灣旅遊消費，掌握後疫情時代旅遊趨勢，臺灣觀光積極轉型，為聚焦國內觀光市場活絡與優化，以推廣精緻、在地、創新、多元，具深度與高品質的臺灣旅遊，彰顯地方特色亮點為中心思考，藉著市場驅動性發展，重視體驗與發掘在地魅力的精緻旅遊方向前進，透過區域概念推廣在地旅遊，打造全臺各具特色的區域性旅遊目的地，持續加溫國旅市場並準備國際市場開放。

COVID has handed Taiwan an opportunity to improve the quality of domestic tourism. It also tests Taiwan's ability to convince its globetrotting citizens to continue spending on domestic travel after the pandemic. Adapting to post-COVID travel trends, the Tourism Bureau shifted focus to invigorating and optimizing the domestic travel market by promoting refined, local, innovative, diverse, in-depth, and high-quality tourism resources highlighting distinctive local features. Through market-driven development, the bureau advanced refined tourism with an emphasis on experiences and discovery of local charm. It also promoted local travel based on regional concepts and created distinctive regional travel destinations throughout Taiwan to continue building interest in domestic travel and prepare for the reopening of borders to international visitors.

觀光特色活動 帶動在地旅遊風潮

Spurring Local Travel through Special Tourism Events

2021 台灣燈會

2021 Taiwan Lantern Festival



「2021 台灣燈會」轉型以「台灣燈會 全台祈福」為題，讓燈藝作品在臺灣各地展出，副燈「竹鵲松風迎春曦」在日月潭國家風景區車埕貯木池登場，「犢站金榜」及「懷舊時光燈區」於雲嘉南濱海國家風景區北門遊客中心亮相。另外「迎賓門」於參山國家風景區八卦山生態遊客中心展出，「動物星光燈區」、「傳藝風華燈區」則移展金門，成為台灣燈會歷史上第一次離島燈展，透過燈區移展，讓國人在疫情下仍能感受燈會的設計美學與感動。

The Taiwan Lantern Festival took a new turn in 2021. Under the theme "Taiwan Lantern Festival: Blessing Taiwan," lantern displays were arranged at venues throughout Taiwan. Secondary lantern displays included the lanterns "Light Coming: Vitality Beyond Crisp Winter" at Checheng's Zhumu Pond at the Sun Moon Lake National Scenic Area; and the "Golden Calf" and Nostalgic Lantern Area at the Beimen Visitor Center in the Southwest Coast National Scenic Area. The lantern "Welcome Gate" was displayed at Baguashan Ecological Visitor Center in the Tri-Mountain National Scenic Area. The Animal Starlight and Passing Down Skills lantern area moved to Kinmen, marking the first outlying island lantern display in the history of the Taiwan Lantern Festival. The relocation of lantern areas throughout Taiwan enabled the public to enjoy the art and feeling of the Lantern Festival during COVID.



上圖：副燈「犢站金榜」於雲嘉南濱海國家風景區北門遊客中心亮相
Top: The secondary lantern "Golden Calf" was displayed at Beimen Visitor Center in the Southwest Coast National Scenic Area.

下圖：副燈「竹鵲松風迎春曦」在日月潭國家風景區車埕貯木池登場
Bottom: The secondary lantern "Light Coming: Vitality Beyond Crisp Winter" was displayed at Checheng's Zhumu Pond at the Sun Moon Lake National Scenic Area.

2021 臺灣自行車節

2021 Taiwan Cycling Festival



「臺灣自行車節」系列活動自 99 年開辦以來，成功將交通建設的創新成果轉換成觀光旅遊的新資源，並形塑臺灣為國際級自行車休閒旅遊天堂。110 年「自行車登山王挑戰」吸引國外 46 位、國內 248 位自行車好手參與，將花東地區壯闊的海景與太魯閣峽谷等自然資源行銷至世界各國。10 月 30 日辦理「2021 日月潭 Come! Bikeday 花火音樂嘉年華」，藉由一年一度的音樂饗宴及自行車系列活動，帶動在地旅遊熱潮。

Since its inception in 2010, the Taiwan Cycling Festival has transformed innovative transportation developments into new tourism resources and turned Taiwan into a world-class destination for bicycle tourism. The 2021 Taiwan KOM Challenge attracted 46 international and 248 domestic cyclists and presented to the world Taiwan's natural beauty, from the magnificent seascapes of Eastern Taiwan to Taroko Gorge. The annual Sun Moon Lake Cycling, Music, and Fireworks Festival, held on October 30, 2021, spurred a local tourism boom with a musical feast and series of bicycle activities.



「2021 日月潭 Come! Bikeday 花火音樂嘉年華」
單車主題日啟動儀式 Opening ceremony for the 2021 Sun Moon Lake Come! Bikeday Cycling, Music, and Fireworks Festival



2021 臺灣自行車節系列活動 - 臺灣自行車登山王挑戰
2021 Taiwan Bicycle Festival-Taiwan KOM Challenge



「東海岸大地藝術節」 Taiwan East Coast Land Arts Festival

「東海岸大地藝術節」從 104 年首辦迄今，活動包含藝術家駐地創作大型戶外作品、藝術市集、音樂會等，受到許多遊客喜愛，廣獲各界好評，「2021 東海岸大地藝術節」以《海歌山和》為主題，邀請了長年在東海岸生活創作 6 位藝術家，分別在花蓮鹽寮（花蓮遊客中心）、臺東石雨傘、成功海濱公園及加路蘭等景區進行駐地創作，以更細緻深入的觀點來引領遊客進入東臺灣的藝文美學天地。9 月 22 日線上直播「月光·海音樂會」，創造超過 1.6 萬次的觀看數。

Held annually since 2015, the Taiwan East Coast Land Arts Festival features large-scale outdoor work by artists-in-residence, art fairs, concerts, and other activities that have earned wide praise for this popular event. Under the theme of "Song of the Sea and Mountains," the 2021 festival invited six artists long active in the East Coast area to create works of art in Yanliao, Hualien (Hualien Visitor Center), Shiyusan in Taitung, the Chenggong Seashore Park, Jialulan, and other scenic areas. With exquisite skill and vision, these artists treated visitors to a world of art and culture in Eastern Taiwan. The Moonlight Sea Concerts was live-streamed to an online audience of more than 16,000 people on September 22.

線上直播大地藝術節月光·海音樂會
The Moonlight Sea Concerts was live-streamed during the Taiwan East Coast Land Arts Festival.



2021-2022 臺灣好湯 － 健康 40°C 的幸福

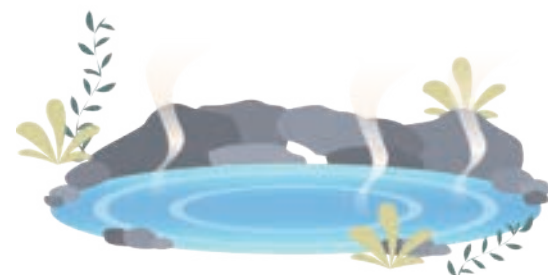
Promotion of Top 2021-2022 Taiwan Top-10
Hot Spring Destinations – 40 Degrees of Serenity

2021-2022 臺灣好湯，延續「臺灣好湯 - 健康 40°C 的幸福」主軸，以「跟著溫泉暖旅行」為主題，結合全臺 19 個溫泉區整合超過 400 家以上的合法溫泉旅宿業者，舉辦「2021-2022 臺灣好湯」，邀請國際知名設計師沙布喇安德烈、針織女王潘怡良，以及曾參與柏林時裝週、紐約時裝週的設計師群們，將全臺灣各特色溫泉區域的特色轉化，以 19 組時尚浴衣道出 19 個溫泉故事，打造各溫泉區獨一無二專屬浴衣，展現獨一無二的溫泉暖時尚。活動結合振興五倍券及國旅券使用，帶動臺灣秋冬溫泉旅行熱潮，鼓勵國人攜家帶眷到全臺各地泡湯、吃當季美食，活絡在地消費。

透過「寶島洗遊記 - 暖心溫泉小巴」邀請各地溫泉達人與網紅主持人，搭配觀光局代言人喔熊組長出任務，前進全臺溫泉區拍透透及玩透透，以「類電視影集」方式，固定時段於好湯 FB 推播，呈現臺灣溫泉幸福的、友誼的、愛情的、療癒的及時光的特色，以暖心、暖胃、暖人情等方式挖掘及推動各區溫泉的暖故事。

The 2021-2022 Taiwan Top-10 Hot Springs event again centered on the "40 Degrees of Serenity" campaign. Under the theme of "Warm Travels with Hot Springs," the event brought together over 400 businesses in 19 hot spring areas around Taiwan. Internationally renowned designer Sabra Andre, "Knitting Queen" Gioia Pan, and designers previously featured at the Berlin Fashion Week and New York Fashion Week transformed the unique features and stories of 19 hot spring areas around Taiwan into a distinctive collection of 19 bathrobes showcasing a unique hot spring fashion. Integrated with the Quintuple Stimulus Voucher and Domestic Travel Voucher programs, the event encouraged locals to visit hot spring destinations throughout Taiwan for bathing and seasonal cuisine to invigorate local spending during the fall and winter seasons.

Hot spring experts and celebrity internet hosts from around the world were invited to join Tourism Bureau spokesperson OhBear on the Mission: Hot Spring Minibus tour of hot spring areas around Taiwan for photos and fun. The event was broadcast through push notifications on Facebook in a pseudo-TV series style, presenting the fun, friendly, heart-warming, healing, and fashionable qualities and stories of Taiwan's hot springs areas.



400↑

家以上合法溫泉旅宿業者共同舉辦
More than 400 licensed hot spring hotels
participated in the Taiwan Top-10 Hot
Springs activity



2021-2022 臺灣好湯：啟動儀式大合照
Group photo at the opening ceremony for Taiwan Top-10 Hot Springs

2021 百大經典小鎮護照 體驗小鎮在地特色

2021 Top-100 Classic Town Passport: Experiencing Local Charm

臺灣百大小鎮各有各的特色，有山城美景、客庄風情、國際慢城，還有自行車小鎮，配合 2021 自行車旅遊年行銷主軸，辦理「2021 百大經典小鎮護照」宣傳活動，製發 2 萬本「2021 百大經典小鎮護照」及電子集章、3 場網路及「與喔熊騎環島」實體活動 1 場，串聯各管理處轄內之小鎮及自行車路線辦理快閃活動及媒體宣傳捲動遊客至百大小鎮旅遊。活動網站吸引 195 萬 8,788 人次瀏覽，相關影片於網紅頻道播出觸及逾 10 萬人次。

Each of Taiwan's top-100 towns has its own distinctive character, from scenic hillsides and traditional Hakka towns to international slow travel and cycling towns. In conjunction with the 2021 Year of Bicycle Tourism marketing focus, the Tourism Bureau handed out 20,000 Top-100 Classic Town Passports for this year's event, along with a digital stamp collection app, three online events, and an in-person "Cycle Taiwan with OhBear" activity. The event linked towns and bicycle routes in various national scenic areas and arranged flash mob and media promotions to attract visitors to 100 towns. The mobile website for the event attracted 1,958,788 views and related videos garnered more 100,000 views through the channels of online influencers.



與喔熊騎環島 Cycle Taiwan with Oh Bear



百大經典小鎮護照封面 Top-100 Classic Town Passport cover



臺灣觀光雙年曆活動扶植計畫

Taiwan Tourism Biannual Calendar Activity Development Plan

輔導地方政府或民間團體辦理「嘉義市國際管樂活動品質提升計畫」、「2021 雲林國際偶戲節」、「2021 大甲媽祖國際文化節」、「2021 苗栗烤龍系列活動」、「2021 三義木雕藝術節謝列活動」、「2021 新北歡樂耶誕城」、「2021 臺北燈節」、「2021 草嶺古道芒花季」、「2021 觀音觀鷹樂活行腳系列活動」、「2021 臺灣茂林紫蝶幽谷雙年賞蝶季」、「2021 阿里山神木下婚禮活動」、「阿里山四季茶旅活動」等 12 項活動，辦理品質提升事項計 68 項。

The Tourism Bureau assisted local governments and private organizations in arranging 12 events, including: The Chiayi City International Wind Music Activities Quality Improvement Plan, 2021 Yunlin International Puppet Festival, 2021 Taichung City Mazu International Festival, 2021 Miaoli Bombing the Dragon Activity, 2021 Sanyi Wood Carving Festival, 2021 Christmasland in New Taipei City, 2021 Taipei Lantern Festival, 2021 Sword Grass Season on the Caoling Historic Trail, 2021 Hawk-Watching on Guanyinshan — Guanyin LOHAS Walking Activity, 2021 Taiwan Maolin Purple Butterfly Valley Biennial Butterfly Beauty Festival, 2021 Wedding under the Divine Tree of Alishan, and Alishan Tea Festival in Four Seasons. It also completed 68 quality improvements.



2021 草嶺古道活動 2021 Caoling Historic Trail Activity



2021 臺灣觀光雙年曆 - 臺北燈節
2021 Taiwan Tourism Biannual Calendar: Taipei Lantern Festival



2021 觀音觀鷹媒體踩線 2021 Hawk-Watching on Guanyinshan FAM tour

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

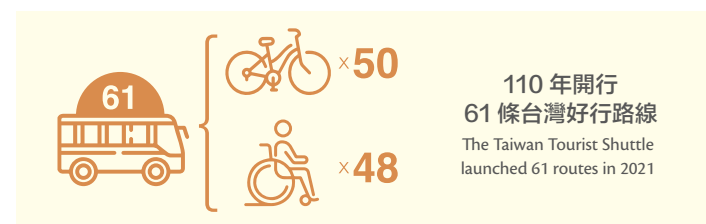
友善、便利的智慧旅遊為臺灣發展觀光的重要目標之一，觀光局多年來努力推動多項友善便捷旅遊措施，積極推出「台灣好行」、「台灣觀巴」、「台灣好玩卡」及「旅遊服務體系」等品牌，打造優質旅運環境。

「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。為督導提供優良服務，每年辦理各路線滿意度評比，並表揚績優單位。

110 年輔導 20 個縣市政府及 9 個國家風景區管理處，開行 61 條台灣好行路線，含 48 條無障礙路線、50 條可攜自行車（一般型、折疊式或可拆式）服務，全年累吸引近計約 266 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捷、友善的景點接駁服務，並提供超過 160 款食、宿、遊、購、行不同組合優惠套票，讓旅客盡情感受臺灣的獨特魅力。

另於台灣好行提供 E 化導覽設備及多語到站播報系統、並於「台灣好行旅遊服務網」站彙整各路線無障礙班次資訊及無障礙服務多元預約管道，開設「自行車旅遊」專區，提供各路線可攜自行車、沿線自行車道及租賃站點等資訊，同時提供行車動態資訊查詢以利行程規劃等加值服務。



「台灣好行」英語短片行銷宣傳自行車道發布會活動
News conference for the Taiwan Tourist Shuttle's English cycling route promotional short video

Friendly, convenient, and smart travel is an important part of the tourism development goals in Taiwan. To this end, the Tourism Bureau has promoted a number of measures over the years, including the introduction of the Taiwan Tourist Shuttle, Taiwan Tour Bus, Taiwan Pass, and i-center tourism information systems and other brands to create a top-notch travel environment.



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. To supervise the provision of excellent service, the Tourism Bureau conducts a satisfaction assessment of each route every year and commends outstanding units.

In 2021, assistance was provided to 20 county and city governments and nine national scenic area administrations in launching 61 Taiwan Tourist Shuttle routes, including 48 accessible routes and 50 routes with bicycle carry-on service (for general, folding, and dismantlable bicycles) service, with a total accumulated ridership of nearly 2.66 million passengers over the year. The shuttles provide domestic and foreign travelers direct and convenient round-trip service between major public transportation hubs and popular scenic sites. They also offer more than 160 special package tickets combining travel with dining, lodging, touring, shopping, and travel so travelers can experience Taiwan's unique charm.

The Taiwan Tourist Shuttle introduced a digital guide service and multilingual station broadcast system. The shuttle website also provides information on accessible route schedules and a channel for requesting accessible services. The website added a "Bicycle Tour" section with information on routes with bicycle carry-on service, cycling routes, bicycle rental shops, and other information. The shuttles also provide dynamic information searches during travel to facilitate trip planning, among other value-added services.



「台灣好行」無障礙服務
Accessible services offered by the Taiwan Tourist Shuttle

「台灣觀巴」 Taiwan Tour Bus

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。

110 年「台灣觀巴」轉型深度旅遊，因應國旅市場需求，創新規劃主題性深度體驗行程，計 25 家旅行社，營運 6 大主題（養生療癒主題 23 條、人文古蹟計 11 條、網紅打卡計 24 條、話題性活動計 8 條、部落文化體驗計 4 條及秘境探訪計 20 條），90 條路線（半日遊 11 條、1 日遊 60 條及 2 日遊 19 條），藉由行程主題化、結合觀光圈資源，納入當地特色美食及體驗活動等方式，帶領遊客深化在地體驗。



台灣觀巴多元深度旅遊路線
Taiwan Tour Bus offers a wide range of in-depth tours



「台灣觀巴」提供便捷的導覽旅遊服務
Taiwan Tour Bus provides convenient guided tour services



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 the ultimate in convenience.

In 2021, the Taiwan Tour Bus shifted focus to in-depth travel to meet domestic tourism demand. In cooperation with 25 travel agencies, the service planned innovative experience tours with six major themes: health and healing (23 routes), culture and history (11 routes) internet celebrity check-in (24 routes), hot topic events (eight routes), indigenous cultural (four routes), and secret getaways (20 routes), as well as 11 half-day tours, 60 one-day tours, and 19 two-day tours. The themed itineraries are integrated with tourism circle resources, including local cuisine, activities, and other methods to let visitors deeply experience local culture.



台灣觀巴多元深度旅遊路線
Taiwan Tour Bus offers a wide range of in-depth tours



「台灣好玩卡」Taiwan Pass

110 年不受 COVID-19 疫情影響，縣市政府持續深耕維運、銷售台灣好玩卡相關經典及深耕旅遊產品，奠基後疫情時代產品包裝及銷售軟實力，計完成 20 萬 9,404 筆交易筆數，銷售金額達 8,188 萬 5,233 元。

In 2021, county and city governments continued, despite COVID, to develop, maintain, operate, and market classic and in-depth tourism products through the Taiwan Pass system, providing a soft power foundation for post-COVID product packaging and sales. The system handled a total of 209,404 transactions, with sales amounting to NT\$81,885,233.

2021 台灣好玩卡銷售額
Taiwan Pass Sales in 2021

2021 NT\$
81,885,233



台灣好玩卡 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。

依區位特性及服務性質，各提供不同服務，第 1 層級設置於國際機場，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，觀光局以產業跨域合作機制，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設置「借問站」服務，以提供當地旅遊資訊及諮詢服務，截至 110 年度為止，全臺已建置 645 處借問站。

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.

Information service centers provide various services according to local characteristics and service type. They include three Level 1 Tourism Bureau managed tourist service centers located at the Taoyuan, Kaohsiung, and Songshan international airports; 55 Level 2 visitor information centers located at major domestic transportation hubs such as train stations, HSR stations, airports, and MRT stations, or managed by local governments with assistance from the Tourism Bureau; and 60 Level 3 visitor centers located at major visitor sites in national scenic areas or managed by administrations under the Tourism Bureau.

Moreover, to create a high-quality and friendly tourism environment and promote Taiwan's warm tradition of hospitality, the Tourism Bureau formed cross-industry partnerships to help county and city governments and national scenic area administrations to select and guide the establishment of information stations by the private and public sectors to provide local travel information and consulting services.



達文西瓜藝文館電子摺頁 E-brochure for the Da Vinci Watermelon Cultural Studio



110 年度為止，全臺已建置 **645** 處借問站
There were 645 information stations in Taiwan
at the end of 2021



屏東 - 竹田茶行借問站
Zhutian Tea Shop Information Center in Pingtung



中臺灣好玩卡 Taichung Taiwan Pass



中台灣好玩卡產品宣傳 Central Taiwan Pass product promotion



臺東好玩卡 Taitung Taiwan Pass



2021 臺灣國際熱氣球嘉年華 2021 Taiwan International Balloon Festival



高屏澎好玩卡 K.P.P. Taiwan Pass



北北基好玩卡 T.N.K. region Taiwan Pass



宜蘭好玩卡 Yilan Taiwan Pass



臺南好玩卡 Tainan Taiwan Pass

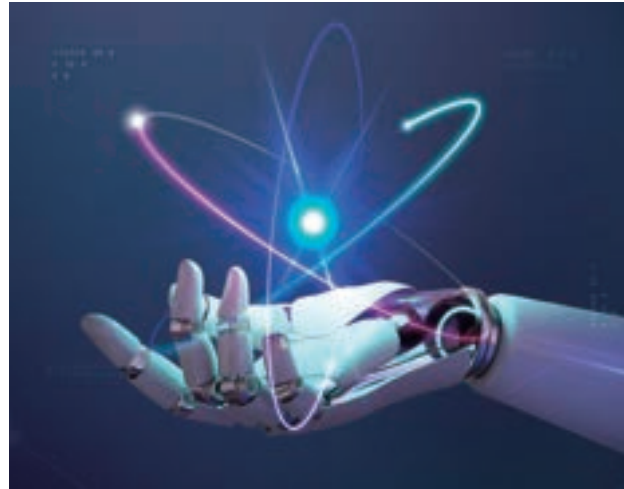
專注數位科技應用提升觀光資訊服務

Enhancing Tourism Information Services with Digital Technology



後疫情時代，加強數位科技應用如線上體驗與網站功能優化為觀光局推展觀光重要政策方向之一，讓國內外旅客可依據個人需求隨時取得需要的資訊，便利的遊程規劃及觀光體驗。

The Tourism Bureau plans to further apply technology in the post-COVID period, including optimizing online experiences and website functions as a major policy direction in tourism promotion. These initiatives aim to give domestic and foreign visitors convenient 24-7 access to needed information, tour planning, and tourism experiences.



數位觀光體驗立體化

3D E-tourism Experiences

推動探索行動化、體驗立體化 (AR、VR) 等數位加值服務，製作臺灣觀光 VR 虛擬實境 360 全景影像，以自行車旅遊為題結合 16 條多元路線呈現，完成「勇者之路」、「愛相隨」、「慢遊篇」及「環島一號線」及「自行車逍遙趣」等 5 部影片，並於官網、YouTube 及自行車總入口網露出行銷，同時授權管理處、縣市政府及自行車相關產業使用及剪輯拍攝完成之影片。

另於管理處建置體驗場域，採用「舊草嶺環狀線自行車道」影片露出宣傳。並於各大旅展、自行車旅遊宣傳活動等場合提供現場體驗。另與越南等國計 35 家健身中心 700 處分店合作行銷推廣，透過飛輪教室穿戴設備，觀看 360 全景影片，體驗臺灣自行車旅遊騎乘樂趣。

科技產業會報 360VR 體驗
Using technology to present 360-degree VR experiences



The Tourism Bureau promoted and explored mobile 3D experiences (augmented reality and virtual reality) and other digital value-added services. It produced 360-degree panoramic videos of tourism attractions in Taiwan using virtual reality (VR) technology. Among them were five videos presenting the 16 Bicycle Routes: "The Road of the Brave," "Love Follows," "Slow City" and "Cycling Route No. 1," and "Cycling Fun." The routes were also marketed through websites, YouTube, and bicycles portals. In addition, the Tourism Bureau authorized scenic area administrations, county and city governments, and bicycle-related industries to use the clips in videos.

In addition, a promotional video for the Old Caoling Loop Bike Path was featured at experience areas set up by the national scenic area administration. In-person bicycle tour promotions were arranged at major travel shows and other venues. The bureau also collaborated with 35 fitness centers in Vietnam to present 360-degree panoramic videos of Taiwan bicycle tours through wearables in exercise bicycle rooms at the centers' 700 branches.

導入全新網站科技服務，提升使用者體驗

Introducing New Website Technology Services to Improve User Experience

擴充「臺灣觀光資訊網」LBS 定位及智慧玩樂地圖功能，即時提供民眾所在地周邊景點、停車場、旅宿、借問站、捷運等適地性實用的周邊旅遊資訊，友善民眾線上搜尋服務；另依據個人瀏覽紀錄及行為模式進行 SPS 行銷，主動提供使用者喜好的旅遊資訊，提升旅遊服務搜尋體驗感受。



LBS 定位推薦周邊旅遊資訊
LBS positioning is used to recommend nearby travel information



透過智慧玩樂地圖民眾可輕鬆完成「行前」規劃及「行中」查找
The smart play map makes it easy for users to do pre-departure planning and search for information on the go

The Tourism Bureau expanded the location-based service positioning and smart play map functions of the Taiwan Tourist Information Website to provide the public with practical, real-time travel information on nearby attractions, parking lots, accommodations, information stations, MRT service, and other resources through a user-friendly online search service. The site also used SPS marketing based on user browsing history and behavior models to proactively provide users with useful travel information and enhance the travel service search experience.



建置 SPS 功能，主動提供使用者可能感興趣之景點
SPS functions are used to proactively recommend attractions of potential interest to users

觀光大數據平臺數據運用，洞悉觀光旅遊輪廓

Gaining Tourism Insights through Big Data



觀光大數據平臺畫面 Screenshot from the Tourism Big Data platform



建立大數據平臺及數據交換標準格式，透過資料介接及購買電信數據，彙整觀光相關數據資料，並利用來臺旅客及國人手機行動訊號位置，取得每日旅客到訪及過夜留宿縣市（鄉鎮行政區）人天（夜）數、移動區域、縣市等訊息，掌握每月旅客喜愛旅遊及留宿縣市的變化及相關趨勢數據。另定期依需求滾動檢討，持續增加介接外部數據資料，提升大數據平臺效益。

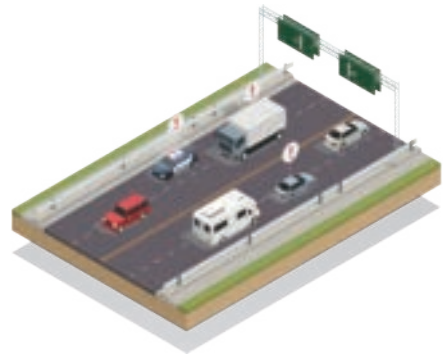
The Tourism Bureau established a big data platform and data exchange standard format to integrate tourism related data through data interfaces and purchases of telecommunications data. It is also using mobile phone signal location data to collect information on daily traveler visits and number of overnight person/day stays by county and city (township administrative areas), and movement by area, county, and city. This data enables the bureau to track monthly changes and trending popular counties and cities for overnight stays. The bureau also regularly conducts rolling reviews according to demand and continues to increase interfacing with external data to enhance the benefits of its big data platform.

景區智慧化，導入人車流預警系統

Introducing Smart Traffic Flow Early Warning Systems at Scenic Areas

於國家風景區熱門景區建置人車流預警管理系統，透過人車流管理數位化蒐集 13 處國家風景區熱門據點停車場及人流異動即時資訊，進行即時人潮、人流通報，掌握連續假期觀光景點交通壅塞情形。

The Tourism Bureau installed early warning management systems for people and traffic flows at popular scenic spots in 13 national scenic areas to collect real-time information on parking lot usage and people flow in those areas. The data is used to provide real-time notifications on crowd levels and traffic flows and track traffic congestion at visitor sites during holidays.



阿里山管理處人車流管理平臺
Alishan National Scenic Area Administration traffic management platform

優化觀光資料，鼓勵民眾下載運用

Optimizing and Encouraging the Use of Tourism Information

彙整全臺觀光景點、活動、住宿、餐飲、步道、自行車道等觀光資料，並透過政府資料開放平台供民眾下載使用，GIS 基礎資料開放筆數逾 2 萬 7,000 筆，且下載次數逾 10 萬次，並獲選 110 年政府資料開放優質標章暨深化應用獎勵之資料開放人氣獎。

The Tourism Bureau collects data on visitor sites, events, accommodations, food, trails, bikeways, and other tourism information for Taiwan. This data is made available for public use through the government's open data platform. More than 27,000 basic GIS data files are available and have been downloaded over 100,000 times. In 2021, the service earned the excellence mark for government open data and popularity award for deepening application of open data.



觀光多媒體開放資料平臺搜尋頁面
Search page for the multimedia tourism open data platform



影像開放資料應用揭露
Usage disclosure for open data images

新媒體虛實整合，行銷臺灣

Marketing Taiwan through Integrated New Online and Traditional Media

強化社群媒體經營，透過 Facebook、Line、Instagram 等管道，提供即時之旅遊資訊，吸引民眾參與旅遊話題，增進社群使用者的黏著性，並透過網紅的旅遊經驗分享，搭配實體遊程活動，帶動各地體驗觀光。

The Tourism Bureau stepped up social media operations through Facebook, Line, Instagram, and other channels to provide real-time travel information, attract engagement in travel topics, and increase the stickiness of community users. It also partnered with online influencers to share their travel experience in conjunction with real-world tour activities to spur experiential tourism.

結合新社群媒體「LINE 旅遊」宣傳合作

The Tourism Bureau formed a promotional partnership with new social media channel LINE Travel.





資源推展

Resource Promotion



奠基於既有觀光資源及管理機制，透過特色加值服務計畫協助地方政府從設立、管理、認證、輔導等面向打造國際觀光景點，為疫後觀光做好準備，讓臺灣各地景點及產業特色邁向國際化、專業化及品牌化發展。

Drawing upon existing tourism resources and management mechanisms, the Tourism Bureau assisted local governments under the Specialty Value-added Service Plan to create international tourist attractions, including in the areas of establishment, management, certification and guidance. These initiatives serve as preparation for post-COVID tourism and support the internationalization, specialization, and brand development of Taiwan's scenic attractions and industry features.

六大魅力景區

Six Attractive Scenic Areas



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，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。

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 as well as confirm development hubs and improvement goals. They were also asked to promote e-commerce and improved people/traffic flow management to create attractions with world-class charm. These initiatives align with the Executive Yuan's Salute to the Mountains and Salute to the Seas policies, the spirit of the Executive Yuan's promotion of forward-looking infrastructure, as well as tourism industry health checks and efforts to inventory resources.

目標 Objectives

選定東北角、北觀、日月潭、阿里山、東海岸及澎湖等 6 處國家風景區管理處，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。

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 as well as confirm development hubs and improvement goals. In addition, they were asked to promote e-commerce and people/traffic flow management to create attractions with world-class charm. These efforts are supported by tourism industry health checks and programs to inventory resources.



東北角暨宜蘭海岸國家風景區
Northeast and Yilan Coast National Scenic Area

沙丘藝域 Sand Dune Art Area

以淡蘭古道、舊草嶺隧道、壯圍沙丘為主軸，透過原生地景、藝文及生態之加值，找回壯圍海岸最美麗的沙丘地景，並重現四百年前的福爾摩沙，110-111 年度優先辦理「福隆海濱遊憩廊帶營造」及「沙丘鐵馬廊道沿線風貌營造」等亮點工程。

• Focused primarily on the Danlan Historic Trail, Old Caoling Tunnel and Zhuangwei Sand areas, this project aims to add value to natural landscapes, art, culture, and ecology, as well as restore Zhuangwei's picturesque coasts and sand dune landscapes and reproduce the Formosa of four centuries ago. A priority in 2021-22 has been placed on establishing the Fulong Beach Recreation Corridor, Coastal Style Sand Dune Bicycle Corridor and other spotlight projects.



沙丘藝域：福隆海濱遊憩廊帶營造工程
Sand Dune Art Area: Fulong Beach Recreation Corridor Construction Project





北海岸及觀音山國家風景區
North Coast & Guanyinshan National Scenic Area

大野柳計畫 Greater Yeliu Project

以野柳為核心，並以自行車動線為骨幹，串接皇冠北海岸沿線珍珠亮點，推動一柳（野柳地質公園）、四灣（翡翠灣、中角灣、白沙灣、淺水灣）大野柳計畫，110-111 年度優先辦理「野柳地質公園第三區秘境風貌營造」及「白沙灣遊憩區展示場域建構工程 (A 棟)」等亮點工程。

- This project is centered on the Yeliu area, with bicycle routes serving as the main conduits linking highlight attractions along the Crown North Coast Route. These attractions include Yehliu Geopark, Green Bay, Zhongjiao Bay, Baishawan and Qianshui Bay. In 2021-22, priority has been placed on establishing a "secret garden" ambiance at Yehliu Geopark District 3, construction of a display area (Building A) at the Baishawan Recreation Area, and other spotlight projects.



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

山中明珠 - 日月潭 3.0

Pearl in the Mountains - Sun Moon Lake 3.0

以日月潭為主體，並結合周邊 3 條旅遊之線（埔里、信義、集集水里），並配合不同交通型式運具之搭配，及日月潭水域船舶智慧升級，提升景區遊憩設施服務品質，改善重要旅遊據點交通及景觀，塑造友善旅遊環境，以打造「山中明珠 - 日月潭 3.0」為目標，110-111 年度優先辦理「信義鄉地利地區遊客旅遊資訊站空間改善」及「朝霧碼頭暨遊客服務設施提升」等亮點工程。

- Focused on Sun Moon Lake, this project integrates three surrounding tourist routes (Puli, Xinyi and Jiji-Shuili) and various transport modes, and also entails smart upgrades to boat services at Sun Moon Lake. The objective is to improve the service quality of recreational facilities and transportation in the scenic area and landscapes at major scenic sites. The objective is to create a more visitor-friendly environment and promote a "Pearl in the Mountains: Sun Moon Lake 3.0" concept. Priorities in 2021-22 include improving the Dili Village Visitor Information Station in Xinyi Township and the Chaowu Wharf and related Tourist Service Facilities.



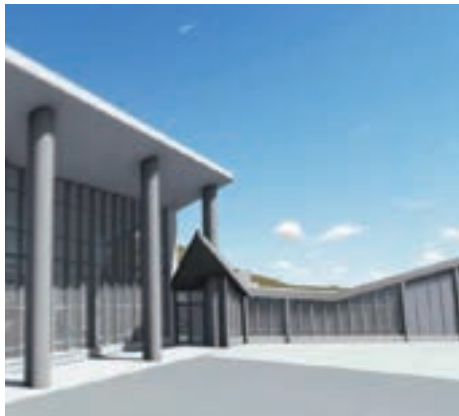
阿里山國家風景區
Alishan National Scenic Area

阿里山星動計畫

Polaris

以「精緻、深度、小眾」旅遊作為觀光發展主軸，搭配轄區範圍內之特色產業及觀光資源，配合各區不同產業或觀光資源，擬定「6 大主題 1 次滿足」，使遊客體驗嶄新的阿里山，並計畫開發為北半球最閃亮的觀光旅遊地區。阿里山觀光品牌更加國際化，110-111 年度優先辦理「龍美轉運及旅遊服務設施新建工程 (二期)」及「奮起湖山城風貌營造工程」等亮點工程。

- Focusing on the development of quality, in-depth, and niche tourism, this program aligns with the scenic area's specialty industries and tourism resources. It works to integrate industry and tourism resources in each district, creating new experiences for visitors to Alishan under six themes. The program aims to develop Alishan into one of the northern hemisphere's premier tourist destinations, as well as further internationalize Alishan's tourism brand. Priority projects in 2021-22 include the Longmei Transit Station, Phase II of the Tourism Service Facilities Construction Project and the Fenqihu Mountain Town Scenic Construction Project.



大野柳計畫：白沙灣遊憩區展示場域建構工程
Greater Yeliu Project: Baishawan Recreation Area
- Exhibition Area Construction



山中明珠：地利地區遊客旅遊資訊站改善工程
Pearl in the Mountains: Dili Tourist Information Station
Improvement Project



阿里山星動計畫：龍美轉運及旅遊服務設施新建工程 (二期)
Polaris: Longmei Transit Station and Tourism Service
Facilities Construction Project (Phase II)



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

探索東海岸・天堂島嶼

Explore the East Coast : Paradise Island

結合水域遊憩、南島文化、大地藝術與小鎮漫遊等元素推動產業轉型、人才升級、友善環境，公私合力共同打造國際級東海岸天堂島嶼，110-111 年度優先辦理「綠島多元主題旅遊設施優化工程」及「東海岸海洋環境教室多功能服務設施升級工程」等亮點工程。

- This project seeks to create a world-class East Coast Paradise Island that combines elements such as water recreation, Austronesian culture, landscape art and small town excursions. The project includes the promotion of industry transformation, talent development, and creating a visitor-friendly environment through private/public partnerships. Priority projects in 2021-22 include the Green Island Multi-Theme Visitor Facilities Optimization Project and the East Coast Multifunctional Marine Environment Classroom Service Facility Upgrading.



澎湖國家風景區
Penghu National Scenic Area

黃金海岸 Gold Coast

以鯨魚洞、奎壁山地質公園、串連隘門、林投、山水黃金沙灘打造新「澎湖黃金海岸」國際型魅力景區，110-111 年度優先辦理「鯉鯉灣珊瑚海休憩區」及「璀璨明珠悠活休憩點」等亮點工程。

- This project aims to create a new "Penghu Gold Coast" with world-class scenic attractions, including Whale Cave and Kuibishan Geopark, as well as linkage of the beaches of Aimen, Lintou, and Shanshui. Priority projects in 2021-22 include the Yuli Bay Coral Sea Recreation Area and Bright Pearl Rest Spot.



探索東海岸・天堂島嶼：渚橋海洋遊憩基地新建工程
Explore the East Coast - Paradise Island: Zhuqiao Marine
Recreation Base Construction Project



黃金海岸：鯉鯉灣珊瑚海休憩區工程
Gold Coast: Yuli Bay Coral Sea Recreation Area Project



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



Northeast and Yilan Coast National Scenic Area

南雅奇岩 Nanya Rock Formations



鼻頭角聽濤營區
Tingtao Camp at Bitou Cape



規劃建設 Planning and Construction

- 改善鹽寮福隆遊憩區周邊環境景觀，辦理舊草嶺自行車道周邊設施整修、鹽寮海濱公園休憩區改善等工程，整合周遭環境景觀及親子友善設施，型塑福隆遊憩區為輕旅、親子、漫遊的海灣亮點。
- 優化遊客中心展示空間、等候空間及其服務性能，辦理大里遊客中心展示空間改善、龜山島遊客中心及周邊環境改善等工程，提升遊憩區樞紐據點基礎設施之服務品質，並導入視覺、聽覺不便者友善設施及性別平等公廁等硬體服務，構築山線與海線旅遊之起始立基點，整合山海間遊憩點成為旅遊廊帶。

- Completed environmental/landscape improvements in the Yanliao and Fulong recreation areas, renovated facilities along the Old Caoling Bikeway, improved the rest area at the Yanliao Beach Park, and integrated environmental/landscape and family-friendly facilities to facilitate bay excursions, family trips, and slow travel at the Fulong Recreation Area.
- Improved exhibition spaces, waiting areas and service capacity at the Dali and Guishan Island Visitor Centers; improved service quality at recreation areas; installed facilities for the hearing and visually impaired, as well as gender-neutral public restrooms and other facilities; and constructed a starting point for mountain and coastal travel, integrating mountain and sea recreation spots into a travel corridor.



經營管理 Operations and Management

- 鼻頭角聽濤營區榮獲「2021 國家卓越建築獎」最佳環境文化類最高榮譽「卓越獎」。
- 淡蘭古道手作故事榮獲 2021 年 ITB 柏林旅展永續故事 - 文化社區類第三名。
- 110 年 3 月 9 日為東亞第一處取得「綠色旅遊目的地金獎認證」(Green Destinations Gold Award) (2020 至 2022 年) 之旅遊目的地。
- 連續 6 年 (105 ~ 110 年) 取得百大綠色旅遊地獲獎殊榮。
- Tingtao Camp at Bitou Cape won the top "Excellence Award" for Best Environmental Culture in the 2021 FIABCI-Taiwan Real Estate Excellence Awards.
- Danlan Historic Trail's "Hand-made Story" won third place for Sustainable Story: Cultural Community at the 2021 ITB.

- On March 9, 2021, became East Asia's first travel destination to win the Green Destinations Gold Award (2020-2022).
- The Northeast and Yilan Coast scenic area was voted one of the Top 100 Destinations by Green Destinations for the sixth consecutive year (2016-2021).



2020-2022 綠色旅遊目的地金獎認證
2020-2022 Green Destinations Gold Award



宣傳推廣 Advertising and Promotion

- 110 年 11 月 6 日至 28 日辦理第 20 屆的「草嶺古道芒花季活動」，推出進擊版 2.0「振興券」，吸引民眾到東北角地區旅遊消費，提升周邊產業業績，增加觀光收益！
- 110 年 11 月 19 日舉辦第三屆「2021 壯圍沙丘地景藝術節」，本次活動新增《豐登向榮》、《奔逸絕塵》、《倚繩分魚》、《怡然詩心》、《生生之德》、《龜山朝日》等 6 組大型藝術作品，以「沙丘藝域」為主題，利用壯圍在地知名農特產品與豐富的生態景觀為創意發想進行創作，藉由藝術節活動，點亮壯圍特色地景與農漁產業的人文風貌。
- 110 年 12 月 31 日結合大東北角觀光圈產業辦理「2021-2022 東北角產業跨年迎新—虎躍 111」活動，產業並推出「新年走春開優惠」專案等一系列活動，藉由系列活動揮別疫情，快樂迎接虎年到來！

- Held the 20th Sword Grass Season activity on the Caoling Historic Trail from November 6-28, 2021. Launched the Strike 2.0 Stimulus Voucher to attract visitors to the Northeast Coast area for tourism consumption, improve the performance of surrounding industries, and increase tourism revenue.
- Held the 2021 Zhuangwei Sand Dune Land and Open Air Art Festival on November 19, 2021. The event introduced six major artwork groups: "Glorious Harvest," "Racing Ahead," "Pulling Together, Sharing the Catch," "Joy of the Poetic Heart," "Virtue of Life," and "Sunrise over Turtle Mountain." Under the theme "Dune Arts," the displays were inspired by Zhuangwei's well-known agricultural specialty products and rich ecological landscape. The festival highlighted Zhuangwei's unique cultural style, from its landscapes to its agricultural and fishing industries.
- Industries in the Greater Northeast Coast Tourism Circle held the "2021-22 Northeast Coast Industry Welcoming the Year of the Tiger in 2022" activity on December 31, 2021. Businesses also launched a "Spring Forward in the New Year" promotion and other activities to bid COVID farewell and welcome the Year of the Tiger.

2021 壯圍沙丘地景藝術節
2021 Zhuangwei Sand Dune Land and Open Air Art Festival





東部海岸國家風景區



East Coast National Scenic Area

石梯坪 Shitiping



規劃建設 Planning and Construction

- 辦理東海岸海陸域生態調查計畫、綠島陸域生態調查評析計畫、都蘭鼻整體規劃暨興辦事業計畫、成功地區水域遊憩活動場域規劃案、智慧監控安全與數據監測管理整體規劃案、探索東海岸亮點規劃暨品牌營造計畫、探索東海岸產業聯盟暨產業升級建構計畫、東海岸部落觀光品質提升及行銷計畫案、東海岸部落旅遊資訊站及旅宿環境優化案及東部海岸部落永續觀光培力暨示範計畫案等，從生態調查、場域優化、產業升級、永續發展等面向，做為未來景觀規劃與景區發展推動方向之依據。
- 完成小野柳通用環境改善、八拱橋安全維護設施改善及大港口自行車友善服務設施改善等 11 件工程重點工程，改善遊憩服務設施。



部落海人家旅宿環境優化
Tribal Sea Homestay Environmental Improvement Plan

- Carried out a series of projects designed to support ecological surveys, site optimization, industrial upgrading, and sustainable development in landscape planning and development of scenic spots. These projects included 1) the East Coast Sea and Land Area Ecological Survey Plan, 2) the Green Island Land Area Ecological Survey and Analysis Plan, 3) the Dulanbi General Planning and Operations Plan, 4) the Chenggong Area Water Recreation Activities Site Plan, 5) the Smart Monitoring Security and Data Monitoring Management Master Plan, 6) the Explore Highlights of the East Coast Plan and Brand Building Plan, 7) the Explore the East Coast Industry Alliance and Industrial Upgrading Development Plan, 8) the East Coast Indigenous Tourism Quality Improvement and Marketing Plan, 9) the East Coast Indigenous Tourism Information Station and Hotel Environment Improvement Plan and 10) the East Coast Sustainable Indigenous Tourism Development and Demonstration Plan.
- Completed 11 key projects to improve recreational services and facilities, including 1) general environmental improvements at Xiaoyeliu, 2) safety maintenance and facilities improvement at the Sanxiantai Arch Bridge and 3) improvements to the bicycle-friendly service facilities at Dagangkou.



八仙洞遊客中心通用環境及設施改善工程
Baxian Cave Visitor Center General Environment and Facilities Improvement Plan



經營管理 Operations and Management

- 與花蓮縣及臺東縣等 6 鄉鎮公所合作，110 年動員 1 萬 5,760 人次，清理一般垃圾 129.9 公噸、資源垃圾 65.11 公噸及漂流木 1,206.2 公噸。
- 推出「月光下·夜訪小野柳」、「成功小鎮漁村風情之旅」、「綠島過山古道尋寶趣」、「花現東海岸」及「夜探三仙台」等生態遊程。
- 完成都歷處本部人車流與智慧公廁系統，建置智慧安全監控服務網，利用人工智慧演算推估景區暨周邊交通人流及車流資訊、完善公廁管理。
- 東海岸全年度行銷影片《My Own Private Road》獲 2021 美國休士頓影展（WorldFest Houston International Film and Video Festival）「旅遊類」金獎。
- 「探索東海岸」直播間規劃及節目企劃獲觀光局 110 年度創新創意點子王競賽獲創意王第二名。
- 獲內政部 109 年度 TGOS 加值應用及加盟單位績效評獎活動獲列 TGOS 流通服務獎。



宣傳推廣 Advertising and Promotion

- 推出「馬到成功 168 自行車遊程」新型態旅遊，以馬亨亨大道至成功鎮比西里岸，串聯 11 線景點、活動及產業。
- 利用官網等多元社群平臺，於都歷遊客中心、三仙台、加路蘭、石梯坪、長虹橋、大石鼻山、綠島南寮等 7 處建置全臺首創高解析 2K、4K 即時動態影像設備；另辦理 1 場次線上直播大地藝術節月光·海音樂會。
- 以「探索東海岸」為行銷核心，透過「雙濱生活趣」、「成功人事」、「東河大風吹」、「富岡港港好」及「部落海派聯盟運作小組」等區域觀光圈交流，串接整體觀光廊道與遊憩區。
- 110 年 10 月 29 至 31 日於華山藝文創園區辦理觀光局 2021 年臺灣部落觀光成果嘉年華，以「歡迎來作部落客」為主題，展現臺灣 16 族的部落風貌及文化藝術風采，總計 2 萬 500 人參加。



觀光圈產業聯盟 - 「富岡港港好」
Tourism Circle Industry Alliance: Fugang Harbor, Just Right!

- Cooperated with six township offices in Hualien County and Taitung County in 2021 to mobilize 15,760 people to clean up 129.9 mt of trash, 65.11 mt of resource waste, and 1,206.2 mt of driftwood.
- Released the following ecotours: 1) Under the Moonlight: A Nighttime Expedition to Xiaoyeliu, 2) Tour of the Fishing Village in Chenggong Township, 3) Treasure Hunting on the Green Island Historic Mountain Trail, 4) Floral Discoveries on the East Coast and 5) Night Exploration in Sanxiantai.
- Completed the East Coast National Scenic Area Administration Headquarters Traffic Flow and Smart Public Restroom System; established the Smart Safety Monitoring Service Network; calculated and estimated traffic flow and traffic information at scenic spots and surrounding areas with artificial intelligence; and improved public restroom management.
- The East Coast's annual marketing video, "My Own Private Road," won the Gold Award in the travel category of the 2021 WorldFest Houston International Film and Video Festival.
- The "Explore the East Coast" live-stream plan and programming plan won second place in the Tourism Bureau's 2021 Creative Idea King Competition.
- Won the TGOS Circulation Service Award in the Ministry of the Interior's 2020 TGOS Value-Added Application and Affiliate Contribution Awards.

- Launched the innovative Mahengheng to Chenggong 168K Bicycle Tour linking attractions, activities, and industries from Mahengheng Boulevard to Pisilian, Chenggong Township along Provincial Highway 11.
- Installed high-resolution 2K and 4K livestream video equipment at the Douli Tourist Center, Sanxiantai, Jialulan, Shitiping, Changhong Bridge, Dashibi Hill, and Nanliao on Green Island to livestream over the Tourism Bureau website and social media platforms. Live-streamed the Taiwan East Coast Land Arts Festival and Moonlight Sea Concerts.
- Connected tourism corridors and recreation areas under the "Explore the East Coast" marketing theme and through exchanges among the Shuangbin, Chenggong, Donghe, Fugang Harbor, and Tribe Alliance Operation Team regional tourism circles.
- The Tourism Bureau's 2021 Taiwan Indigenous Tourism Festival was held from October 29-31, 2021, at the Huashan 1914 Creative Park. Under the theme "Welcome to the Tribe," the festival showcased the features, culture, and art of Taiwan's 16 indigenous tribes, attracting 20,500 participants.



花東縱谷國家風景區



East Rift Valley National Scenic Area

鯉魚潭 Liyu Lake



規劃建設 Planning and Construction

- 新建鯉魚潭潭北景觀廁所，建立與景觀融合之地景式廁所，並興建潭北水岸步道串連既有步道路線，優化轄內國際景點觀光遊憩環境品質。
- 改善林榮休憩區、鳳林國際慢城及鶴岡遊客中心環境設施，優化轄內景點觀光遊憩環境品質，持續打造慢活悠閒、環境友善之觀光遊憩場域，創造地方旅遊特色，帶動產業持續發展。
- 協助花蓮原住民地區（樂合哈拉灣、卓溪地區）、臺東原住民地區（延平地區）環境設施改善，推廣原住民族文化及在地特色。
- 配合交通部環島自行車道升級暨多元路線整合推動計畫，持續優化雙鐵旅遊設施品質，增加遊憩多元性及提升遊客騎乘之安全與舒適性。
- Constructed landscape-integrated public restrooms at the north end of Liyu Lake, linked the waterfront trail at the north side of the lake to the existing trail network, and enhanced the tourism and recreational environment quality of international attractions at the scenic area.
- Improved environmental facilities at the Linrong Rest Area, Fenglin International Slow City, and Hegang Visitor Center; improved the tourism and recreational environment quality at scenic area attractions; continued to create recreation areas for slow-travel and environmentally-friendly tourism; and created local tourism features to drive industry development.
- Assisted indigenous areas in Hualien (Halawan and Zhuoxi), Taitung (Yanping) to improve environmental facilities and promote indigenous culture and local features.
- Continued to improve the quality of rail travel facilities, increase recreational diversity, and enhance visitor riding safety and comfort in conjunction with the MOTC Island-Round Bike Path Upgrading and Route Integration Promotion Plan.



玉富自行車道改善工程
Yufu Bikeway Improvement Plan



鯉魚潭水岸步道改善工程
Liyu Lake Waterfront Trail Improvement Plan



經營管理 Operations and Management

- 舉辦鯉魚潭水域活動救生演練暨防疫宣導，於所轄遊憩據點，持續投保公共意外責任險，並依巡查計畫定期執行巡檢任務、設置警告牌示及警戒線，強化遊客安全服務。
- 持續推動環境教育課程，辦理「鳥類大觀園」及「戀戀民俗植物」等志工培訓課程，提升志工環境倫理及增加遊憩體驗品質。
- 推動「公廁服務品質提升計畫」，積極辦理硬體設施修繕、優化及人員講習培訓輔導講座，提升轄管公廁服務品質。
- 榮獲行政院第4屆「政府服務獎」社會關懷服務類獎項。

- Arranged water activity lifesaving drills and COVID prevention measures at Liyu Lake, renewed public liability insurance in scenic area sites, conducted regular planned inspection tasks, and installed warning signs and cordons to enhance visitor safety.
- Continued to promote environmental education courses, arranged volunteer training courses on bird watching and folk plants, strengthened volunteer environmental ethics, and raised the quality of recreational experiences.
- Promoted the Public Restroom Service Quality Improvement Plan; repaired facilities; improved and customized workshops, training, guidance, and seminars; and improved the quality of public restroom services in the scenic area.
- Won the Social Outreach Award in the 4th Executive Yuan Government Service Awards.



2021 縱谷原遊會 - 部落食樂園
2021 East Rift Valley Festival - Tribal Food Paradise



宣傳推廣 Advertising and Promotion

- 結合地區產業，辦理「2021 鯉魚潭賞螢季 - 趣看火金姑」、「2021-2022 臺灣好湯」、「2021 縱谷原遊會 - 部落食樂園」等主題活動，帶動花東地區觀光發展。
- 建立部落觀光品牌《縱谷原遊會 - 餐桌上的部落旅行》，推出「稻田腳印餐桌」、「森林杵音餐桌」、「紅糯米田野餐桌」及「獵人野食餐桌」、「小米鞦韆餐桌」等部落遊程，持續深耕發掘亮點部落。
- Integrated local industries in support of several themed activities to spur tourism development in the Hualien-Taitung area, including the "2021 Liyu Lake Firefly Festival," the "2021-22 Taiwan Top-10 Hot Springs" event, and the "2021 East Rift Valley Festival-Tribal Food Paradise" activity.
- Established the tribal tourism brand "East Rift Valley Festival-Dining Table Tribal Tour," and introduced several indigenous tours to further cultivate and highlight indigenous tribes, including "Dining in the Rice Fields," "Dining to Pestle Music in the Forest," "Red Rice Dining Table in the Field," "Hunter's Picnic Table," and "Swinging in the Millet Fields Dining Table."



2021 鯉魚潭賞螢活動：螢火蟲出沒
2021 Liyu Lake Firefly Festival



澎湖國家風景區



Penghu National Scenic Area

風櫃洞 Fongguei Cave



規劃建設 Planning and Construction

- 籌劃澎湖黃金海岸休憩設施，打造親水、慢活、綠能休憩優質環境及設施，提高服務效能籌劃林投隘門沙灘遊憩服務區工程 - 新建公廁、更衣室等設施；鯤鯉灣珊瑚海休憩區工程 - 改善停車場、休憩服務設施；璀璨明珠悠活休憩點統包工程 - 新設地景藝術打卡、涼亭等休憩服務設施。
- 營造「澎湖黃金海岸旅遊線」，規劃於各景點打造親水、慢活、綠能休憩優質環境及設施（七美規劃設置停車場、休憩服務設施，打造成為澎湖指標遊憩線，鯤鯉灣為重點浮潛戲水區；隘門沙灘串聯林投沙灘規劃公廁、更衣室等設施更新，打造具國際級濱海沙灘景觀；澎南地區串聯山水沙灘、嵵裡沙灘及風櫃洞，透過規劃地景藝術打卡點、新設涼亭等設施營造璀璨明珠悠活休憩點；東海地區透過規劃設立東海遊客中心服務設施持續推展地質生態及賞鷗旅遊等），期望形塑旅遊之新意境、新話題及新亮點。
- 完成白沙自行車道設施改善工程、池西岩瀑據點改善工程、北寮遊憩區服務設施改善工程，以生態工法，結合地景藝術施作，提升休憩安全環境及品質。



林投隘門沙灘遊憩服務區工程
Lintou Aimen Beach Recreation
Service Area Project

- Planned recreational facilities on the Penghu Gold Coast; created high quality environments and facilities for water activities, slow travel, and green energy leisure activities; improved service efficiency; planned the construction of public restrooms, locker rooms, and other facilities at the Aimen Beach Recreation Service Area; improved parking lots and leisure facilities under the Yuli Bay Coral Sea Recreation Area Project; established landscape art check-in areas, a rest pavilion, and other leisure service facilities under the Bright Pearl Rest Area Turnkey Project.
- Conducted several efforts, including 1) created the Penghu Gold Coast Tour Route; 2) planned the development of high quality environments and facilities for water activities, slow travel, and green energy leisure activities at various attractions, including planning for the construction of a parking lot and rest facilities in Qimei to turn Penghu into a benchmark recreation route and Yuli Bay into a key area for snorkeling and water fun; 3) planned updates to public restrooms, locker rooms, and other facilities from Aimen Beach to Lintou Beach to create world-class coastal beach landscapes; 4) planned landscape art check-in points, new pavilions, and other facilities to create a Bright Pearl Leisure Area from Pengnan to Shanshui Beach, Shili Beach, and the Fongguei Cave; and 5) continued to promote geological, ecological, and gull-viewing tourism through the planning and establishment of service facilities at the Donghai Visitor Center in the Donghai area to create a new tourism ambiance, as well as topics and highlights.
- Completed improvements to facilities along the Baisha Bicycle Route, Chixi Rock Waterfall, and service facilities at the Beiliao Recreation Area; and integrated landscape art through green building and enhanced leisure safety and quality.



經營管理 Operations and Management

- 辦理浮潛指導員、水上摩托車、SUP 教練安全教育訓練講習，計 171 名取得 C 級教練證照。
- 結合其他機關、社區、學校及企業共同辦理「花嶼東山岩坡海岸」、「姑婆嶼淨灘清新潔淨宣示行動」、「北寮赤嶼海岸淨灘減塑活動」等 5 場淨灘活動，計有 488 人次參與，清理 3.8 公噸垃圾量。
- 辦理北海遊客中心浮動碼頭船席位、後寮遊客中心餐廳賣店及部分空間、赤崁碼頭船席位、七美人塚遊憩服務設施攤位、七美大獅龍埕遊憩區攤位等 5 項出租營運案，促進民間投資。
- 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。
- 增設小門地質探索館中、英、日、韓等四國語言之線上解說導覽系統及旅遊導覽摺頁、孖砲堡地下坑道開放及安全等服務設施改善，提升整體加乘價值。
- 全面建構澎湖自行車旅行最佳環境，包含導引指標牌 161 面，補給站指標牌 40 面，導覽圖 7 面及景點資訊指引牌誌。



宣傳推廣 Advertising and Promotion

- 辦理「澎湖秋瘋季 -2021 澎湖林投牽罟趣」、「澎湖跳島 101K 線上自行車」、「澎湖跳島 - 西遊記」創意服務體驗、「2021 吉貝石滬環境教育課程 - 手滬海洋」、「星空導覽 ~ 菊島星空下的故事書」及「望安白子綠蠟龜標本揭展」等系列性活動並結合媒體行銷擴大宣導效益。
- 辦理向海致敬維護海岸計畫，協調當地鄉市公所合作，建立「定期清」、「立即清」及「緊急清」的清理機制共計動員 8,123 人次、清理廢棄物 1,070.23 公噸、清理海岸總長 1,354.58 公里。



澎湖黃金海岸旅遊線 - 鯤鯉灣浮潛
Penghu Gold Coast Tour Route: Snorkeling at Yuli Bay

- Arranged education and training workshops for snorkeling instructors and jet skiing and SUP instruction safety. A total of 171 participants obtained Class C instructor's licenses.
- Cooperated with other agencies, communities, schools, and companies to jointly arrange five beach cleaning activities, including the Huayu Dongshan Yanpo Beach and Gupo Islet Beach-Cleaning Campaign, and the Beiliao Chiyu Coastal Cleanup and Plastic Reduction Campaign. The campaigns attracted 488 participants and cleared 3.8 mt of garbage.
- Activities to promote private investment included the following: 1) new leased operations of floating boat slips at the North Sea Visitor Center, 2) restaurant and retail space at the Houliiao Visitor Center, 3) boat slips at Chikan Wharf, 4) recreational service and facility stalls at the Tomb of the Seven Beauties, and 5) stalls at the Longcheng Recreation Area in Dashi, Qimei.
- Conducted studies on "Promotion of Environmental Education at the Jibei Stone Weirs and "Planning and Implementation of Marine Safety Education Activities." Promoted education on water recreation safety and other topics to enhance visitor safety and environmental protection awareness.
- Introduced an online interpretive guide system and travel guide brochures in Chinese, English, Japanese and Korean at the Xiaomen Geological Exploration Hall. Improved opening and safety service facilities at the Twin Gun Fort Underground Tunnel.
- Comprehensively improved the environment for bicycle travel in Penghu, including the installation of 161 guide signs, 40 supply station signs, seven guide maps, and information guide signs at scenic spots.

- We generated publicity for Penghu tourism by holding several activities in conjunction with the media, including 1) the Penghu Autumn Festival - 2021 Penghu Lintou Net Pulling Fun," 2) "Penghu Island Hopping - 101K Bike Online," 3) a "Penghu Island Hopping: Journey to the West" creative service experience, 4) "2021 Jibei Stone Weirs Environmental Education Course - Hand Weir Ocean," 5) "Star Tour - Storybook under the Stars of Penghu," and 6) Wangan Green Turtle Specimen Unveiling."
- Carried out the "Salute to the Seas Coastal Preservation Plan"; established regular, prompt, and emergency cleanup mechanisms in cooperation with local township and city offices; and mobilized 8,123 people to pick up 1,070.23 mt of trash and clean 1,354.58 kilometers of shoreline.



澎湖林投牽罟趣
Lintou Net Pulling Fun in Penghu



馬祖國家風景區



Matsu National Scenic Area

牛角聚落 Niujiiao Village



規劃建設 Planning and Construction

- 辦理馬祖國際暗空公園推動計畫案、馬祖地質公園深耕及經營管理計畫案、馬祖地區目的地意象與遊客行為意向調查暨遊客人次推估委託案、馬管處行政中心、地質中心故事館用地規劃、初步設計及都市計畫變更委託技術服務案及馬祖地區觀光聯盟啟動計畫案等，落實永續發展再生觀光理念。
- 110 年 3 月 28 日「南竿環境教育學堂」正式揭牌，辦理一系列環境教育課程，持續落實環境教育並提升旅遊品質。
- 持續辦理「莒光山海一家 - 海館興建工程」案，打造在地建築特色之亮點。
- 辦理「110 年南竿大漢據點周邊景觀改善工程二期」案，設置無障礙平臺，建置北海坑道至大漢據點之觀海步道，將南竿遊客中心、北海坑道及大漢據點從三點一線串聯成三點一環之旅遊動線，增加遊憩服務品質、提升遊客旅遊體驗。



微光馬祖系列活動
Glimmers in Matsu

- Implemented several efforts to support sustainable tourism, including the 1) "Matsu International Dark Sky Parks Promotion Plan"; 2) "Matsu Geopark In-depth Cultivation, Operation, and Management Plan"; 3) "Commissioned Survey of Matsu's Destination Image, Visitor Behavior and Intentions, and Estimate of Visitor Numbers"; 4) "Matsu National Scenic Area Administration Administrative Center"; 5) "Geological Center Story House Land Use Plan"; 6) "Commissioned Technical Services for Preliminary Design and Urban Planning Changes" and 7) the "Matsu Area Tourism Alliance Launch Plan."
- Inaugurated the Nangan Environmental Education School on March 28, 2021 to arrange a series of environmental education courses, continue to implement environmental education, and upgrade travel quality.
- Continued the Juguang Mountain and Sea Villa construction project to create distinctive local architecture spotlights.
- Carried out Phase II of the 2021 Nangan Dahan Stronghold Landscape Improvement Project. This included installing accessible platforms, building the Sea View Trail from the Beihai Tunnel to the Dahan Stronghold to link the Nangan Visitor Center, Beihai Tunnel, and Dahan Stronghold in a loop route to increase the quality of recreational services and enhance visitors' travel experiences.



馬祖向海致敬小旅行
Salute to the Seas Outing in Matsu



經營管理 Operations and Management

- 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、海鮮食安講座、水域遊憩安全宣導及急救訓練等活動，提升旅客安全服務。
- 配合行政院向海致敬政策，辦理 408 場海岸清潔、淨灘及環境教育活動，總計清理 470 公里海岸線、動員逾 6 千人次及清運 532 公噸海漂垃圾。
- 舉辦「向海致敬 - 馬祖秋冬季淨灘小旅行」，吸引 320 人次參與淨灘活動，清出 6.64 公噸海漂垃圾。
- 號召在地軍民及學校師生在四鄉五島辦理植樹節活動、辦理各景區植栽綠美化案，全年度共計種植喬木 221 棵、灌木 3,342 株。



宣傳推廣 Advertising and Promotion

- 於北竿鄉舉辦 110 年元旦迎晨曦升旗典禮暨健行活動。
- 辦理國際視訊會議，與日本山口縣美禰市政府、連江縣政府及連江縣地質公園協會互相交流地質公園與聯合國 SDGS 17 項永續發展目標辦理情形。
- 辦理「2021 馬祖旅遊微光系列活動」，結合健康樂活的單車騎行、文化創意市集、在地美食饗宴，帶領民眾慢遊離島風情、活絡當地產業觀光，計吸引 500 位遊客參與。
- 推廣全民騎自行車低碳旅遊，辦理「2021 馬祖好卡躍 - 跳島自行車慢遊活動」，規劃專業車友之挑戰組及休閒組乙條單車體驗路線，暢覽戰地與自然風光，當日計有 100 位遊客參與。
- 辦理「體驗觀光·點亮村落」活動，發放 1,888 份 500 元面額「消費券紅包」及 1 萬張優惠商家酷卡集章抽獎券，鼓勵遊客至馬祖旅遊，為馬祖地區創造至少 200 萬元以上之觀光產值。

- Carried out joint tourism safety promotions, annual fire drills, motorcycle traffic safety workshops, seafood food safety seminars, water recreation safety promotions, first aid training, and other activities to enhance visitor safety services.
- In conjunction with the Executive Yuan's Salute to the Seas policy, carried out 408 coast cleaning, beach cleaning, and environmental education activities. A total of 532 mt of trash was removed from 470 km of coastline by over 6,000 participants.
- Arranged the Salute to the Seas Matsu Fall and Winter Beach Cleaning Outing. A total of 320 participants removed 6.64 mt of ocean-borne trash from beaches.
- Local military personnel, civilians, school teachers, and students from four townships and five islands were invited to participate in Arbor Day activities. A total of 221 trees and 3,342 bushes were planted over the year to enhance the greenery and beauty of various scenic sites.

- Held the 2021 New Year's Day Flag Raising Ceremony and Hike in Beigan Township.
- Arranged an international video conference joined by the municipal government of Mine City in Japan, the Lienchiang County government, and the Lienchiang County Geopark Association for exchanges on the role of geoparks in fulfilling the UN's 17 Sustainable Development Goals.
- Held the 2021 "Glimmers in Matsu" travel activity, bringing together healthy bicycle riding, cultural and creative markets, and local food to promote slow travel in Taiwan's outlying islands and invigorate local industries and tourism. The activity attracted 500 visitors.
- The 2021 "Have Fun in Matsu: Island-hopping by Bike" activity was held to promote low-carbon bicycle tourism. The activity planned two cycling routes: one for professional cyclists in the challenge group and one for casual riders. The routes passed through battlefield and natural scenic areas. A total of 100 visitors participated.
- Held the "Experiential Tourism: Brightening up the Village" activity and issued 1,888 NT\$500 stimulus voucher red envelopes and 10,000 stamp collection cards for sweepstakes entry to attract visitors to Matsu. The campaign generated more than NT\$2 million in tourism revenue for the Matsu area.



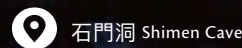
馬祖地質公園與日本美禰市視訊交流會議
Video conference between Matsu Geopark and Mine City, Japan



北海岸及觀音山國家風景區



North Coast and Guanyinshan National Scenic Area



石門洞 Shimen Cave



規劃建設 Planning and Construction

- 完成金山中角灣遊客中心周邊景觀設施改善、萬金自行車道周邊景觀改善、基隆和平島公園通用步道暨景觀改善等 3 處工程，包含通用設施 3 處。
- 完成白沙灣遊憩據點設施改善 (C 棟)、觀音山周邊既有設施改善、雙灣自行車道改善等 3 處工程，包含通用設施 2 處。
- Completed landscaping and facilities improvement in the vicinity of the Jinshan Zhongjiao Bay Visitor Center, landscaping improvements along the Wanli-Jinshan Bike Path, and general trail and scenic improvements at Heping Island Park in Keelung, including three general facilities.
- Improved facilities at Baishawan (Building C), Guanyin Mountain and the Two Bays Bikeway, including two general facilities.



白沙灣遊憩據點設施改善 (C 棟)
Scenic site facilities improvements in Baishawan (Building C)

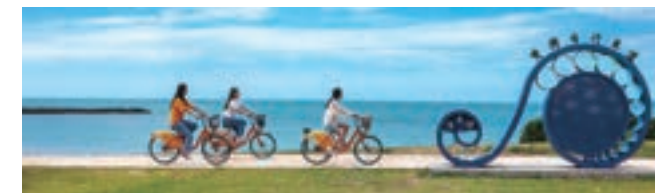


和平島掀風潮系列活動
Heping Island Sian Hong Tiau activity



經營管理 Operations and Management

- 2021 年 1 月 11 日野柳地質公園成為新北市第 1 座，全國第 7 座以文資法公告指定的地質公園。
- 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。
- 辦理「2020 野柳石光」活動，於岩壁播放之「野柳異想樂園」動畫榮獲 2021 德國柏林旅展 (ITB) 觀光多媒體金城門獎 (The Golden City Gate : Tourism Multimedia Award) 生態旅遊類 (Eco Tourism) 五顆星首獎。
- 基隆和平島公園暨停車場委託營運移轉案榮獲第 19 屆民間參與公共建設金擘獎「政府團隊獎」。
- 基隆和平島公園榮獲「2021 第九屆臺灣景觀大獎」風景遊憩類「傑出獎」。
- 推行「台灣好行 -716 皇冠北海岸線」榮獲交通部觀光局 110 年度台灣好行服務品質優化評比一般類型之推動單位第一名。
- 白沙灣行政中心、跳石停車場、白沙灣遊客中心、觀音山遊客中心榮獲 110 年度新北市公廁金質獎。
- 「中角灣遊客中心 (中角灣衝浪基地)」榮獲中國土木工程學會「110 年工程環境與美化獎」工程美化與景觀類佳作。
- 持續推動我愛淨灘、淨山活動，110 年度線上申請淨灘 1 萬 9,988 人次、委託清除海漂物 2,489 公噸。



淺水灣雙灣自行車道
Qianshui Bay Two Bays Bikeway



宣傳推廣 Advertising and Promotion

- 辦理「2021 觀音觀鷹樂活行腳系列活動」、「2021 金山萬里溫泉美食行銷推廣」、「和平島掀風潮系列活動」、「2021 臺灣自行車節—極點慢旅」、「自行車遊程金質獎徵選」、「體驗觀光·點亮村落」遊程推廣等行銷活動。
- 與地方合辦「金山甘藷季」、「三芝茭白筍節」等活動。
- 配合「2021 自行車旅遊年」行銷推廣北海岸「雙灣自行車道」、「灣塔自行車道」、「萬金自行車道」及基隆「外木山自行車道」。
- 辦理「熱門據點人車流及旅遊服務數位化」及「北海岸旅遊廊帶建構計畫」，輔導觀光圈相關食、宿、遊、購、行業者，提供即時影像、人車流警示、停車場資訊等，營造「皇冠海岸觀光圈」特色亮點成果。

- On January 11, 2021, Yehliu Geopark became New Taipei City's first and Taiwan's seventh geopark to be designated under the Cultural Heritage Preservation Act.
- Operate-Transfer (OT) and leasing projects were continued, including at the Yehliu Geopark and surrounding parking lots and Heping Island Park to generate government revenue and increase the self-funding capabilities of these areas.
- Held the 2020 Yehliu Night Tours activity. The "Yehliu Wonderland" rock wall animation presentation won the Five-star Award for Eco Tourism in the 2021 ITB Berlin Golden City Gate: Tourism Multimedia Award.
- The Heping Island Park and parking lot OT project in Keelung won the Government Team Award in the 19th Eminent Contribution Awards for Public-Private Investment Programs (PPIP).
- Heping Island Park in Keelung won the Excellence Award for Scenic Recreation in the 2021 Taiwan Landscape Award.
- The Taiwan Tourist Shuttle's 716 Crown North Coast Route won first place for promotional units in the general category of the Tourism Bureau's 2021 Taiwan Tourist Shuttle Service Quality Optimization Evaluation.
- The Baishawan Administrative Center, Tiaoshi parking lot, Baishawan Visitor Center, and Guanyinshan Visitor Center won the 2021 New Taipei City Public Restroom Gold Award.
- The Zhongjiao Bay Visitor Center (Zhongjiao Bay surfing area) won in the Excellent Engineering Beautification and Landscape Work category of the Chinese Institute of Civil and Hydraulic Engineering's 2021 Engineering Environment and Landscaping Award.
- Continued to promote beach and mountain clean-up activities. In 2021, 19,988 people applied online to participate in beach-cleaning and cleared away 2,489 mt of sea drift waste.

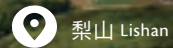
- Conducted several marketing and tour promotion activities, including the "2021 Hawk Watching activity on Guanyinshan—Guanyin LOHAS Walking Activity Series," "2021 Jinshan and Wanli Hot Spring Cuisine Marketing and Promotion," "Heping Island Sian Hong Tiau Activity Series," "2021 Taiwan Cycling Festival: Light up Taiwan, Bicycle Tour Gold Award Contest," and "Experiential Tourism: Brightening up the Village."
- Held the Jinshan Sweet Potato Festival, Sanzhi Water Bamboo Festival, and other activities with local partners.
- Marketed and promoted the North Coast's Two Bays, Wanta, Wanli-Jinshan, and Keelung's Waimushan bikeways in conjunction with the 2021 Year of Bicycle Tourism.
- Introduced digital traffic flow and travel services at popular destinations; carried out the North Coast Travel Corridor Establishment Plan, assisted food, lodging, tour, shopping, and travel related businesses in tourism circles, provided live video, traffic warnings, and parking lot information to create "distinctive spot" achievements in the Crown Coast Tourism Circle.



參山國家風景區



Tri-Mountain National Scenic Area



梨山 Lishan



規劃建設 Planning and Construction

- 完成獅頭山風景區遊憩設施活化改善「峨眉湖環湖步道旅遊環境改善工程（至真段第3期）」、「南庄鄉向天湖周邊步道及公共服務設施改善工程」；梨山風景區提升旅遊環境品質「梨山風景區公廁整修工程」；八卦山風景區打造多元遊憩體驗「松柏嶺遊客中心建築物外觀改善工程」、「八卦山風景區 110 年度植栽綠美化工程」等 11 項觀光遊憩設施。
- Completed 11 tourism and recreational facility plans. These included two projects to revitalize and improve recreational facilities in the Shitoushan Scenic Area: 1) the Emei Lake Huanhu Trail Tourism Environment Improvement Plan (Phase 3, Zhizhen Section) and 2) the Nanzhuang Township Xiangtian Lake Surrounding Trail and Public Service Facilities Improvement Plan. We also implemented the "Public Restroom Renovation at Lishan Scenic Area Plan to upgrade the tourism environment quality at Lishan Scenic Area," the Songbailing Visitor Center Building Appearance Improvement Plan, and the Bagua Mountain Scenic Area 2021 Green Beautification Plan, which created a variety of recreational experiences at the Bagua Mountain Scenic Area.



2021 賞鷹騎旅 2021 Hawk Watching Bicycle Tour



鷹揚八卦活動 Free Buzzard in Mt. Bagua activity



南庄花卉節 Nanzhuang Flower Festival



2021 山谷燈光節 2021 Festival of Lights



經營管理 Operations and Management

- 110 年取得管理處處本部、梨山文物陳列館及各遊客中心等 8 處安心場所認證。
- 完成轄內 17 座吊橋專業安全檢測及聯合巡檢，提升整體旅遊安全。
- 辦理 10 場次植樹及淨山、淨街活動。
- 辦理自行車友善旅宿產業輔導案，110 年輔導 42 家旅宿業者為自行車友善旅宿，提供車友及旅客更優質之旅遊品質。
- 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，110 年完成 22 處通用化旅遊據點，3 條無障礙旅遊路線。
- 推動公共投資建設自償性策略，辦理促參或設施出租委外經營，以及與地方政府合作建設，110 年計有 12 件設施辦理委外經營或出租，總收入效益達約有 907 萬元。



宣傳推廣 Advertising and Promotion

- 推動獅頭山「2021 南庄花卉節」；梨山「山谷燈光節」；八卦山「2021 鷹揚八卦賞鷹活動」。另辦理「2021 參山騎旅系列活動」及「食旅參山輕鬆購線上直播活動」、「觀光圈直播」等線上活動。
- 辦理南庄部落健行暨音樂會活動、梨山地景藝術節及參展交通部觀光局臺灣部落觀光嘉年華。
- 邀請旅行社包裝台灣觀巴新路線，新增「浪漫台三線、水色峨眉獅山 1 日遊」、「小鎮之美八卦山登高望遠 1 日遊」、「新竹不一樣、樂遊獅頭山一日遊」、「彰化必遊就愛八卦山一日遊」、「谷關溫泉·八仙山·藏山料理二日遊」等 5 條台灣觀巴套裝旅遊行程；另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、2021 鷹揚八卦生態旅遊、愛玩中彰-小鎮漫遊小旅行、2021 古道健走芬園好行、2021 參山自行車騎旅系列活動、2021 銅鑼鄉杭菊田野秋旅小旅行、南江農遊咖啡小旅行、彰化社頭樂活好單車產業體驗之旅體驗觀光小旅行等。
- 輔導 297 家業者分別辦理主題沙龍、社區亮點營造、導入電子優惠系統、設計美學元素等強化觀光圈行銷宣傳；另串連 100 家以上業者、規劃 74 條精選遊程，整體觀光產值達 8,861 萬元。
- 梨山地景藝術節行銷影片「我在梨山不離山 Between Mountains」榮獲麥哲倫獎 (Magellan Awards)「旅遊目的地—行銷影片」銀獎。

- Certified eight automated external defibrillator (AED) locations in 2021, including at the administration headquarters, Lishan Culture Museum and visitor centers.
- Completed professional safety inspections and joint inspections at 17 suspension bridges in the scenic area to enhance overall travel safety.
- Carried out 10 tree planting, mountain clean-up, and street cleaning activities.
- Implemented the bicycle-friendly hotel project. In 2021, assistance was provided to 42 hotels in developing bicycle-friendly accommodations to improve the travel quality for cyclists and visitors.
- Continued to promote accessible travel routes, improve accessible facilities, and coordinate integration of private sector resources to provide accessible accommodation and dining spaces. In 2021, a total of 22 accessible tourism sites and three accessible travel routes were completed.
- Promoted investment in public construction through self-funding strategies; promoted private participation in public infrastructure projects or leased and outsourced facility operations; and cooperated with local government construction. In 2021, operations of 12 facilities were outsourced or leased, generating about NT\$9.07 million in benefits.
- Promoted the 2021 Nanzhuang Flower Festival in Shitou Mountain; Festival of Lights in Lishan; and 2021 Free Buzzard in Mt. Bagua hawk watching activity. Online activities arranged over the year included the 2021 Tri-Mountain Bicycle Travel Activity, Tri-Mountain Food Travel Easy Shop Live Stream Activity, and Tourism Circle Live Stream.
- Carried out the Nanzhuang Tribe Hike and Concert activity and Lishan Land and Open Air Art Festival, and exhibited at the Taiwan Indigenous Tourism Festival held by the Tourism Bureau.
- Invited travel agencies to package new Taiwan Tour Bus routes. Five new routes were introduced: the Romantic Highway 3 and Emei Shishan Lake Tour (1-day); the Small Town Charm Bagua Mountain Vista Tour (1-day); the Distinctive Hsinchu Shitou Mountain Tour (1-day); the Changhua Bagua Mountain Tour (1-day); and the Guguan Hot Springs, Baxian Mountain, and Cangshan Cuisine Tour (2-days). Other experiential tours arranged included the Lion's Head Mountain Scenic Area Firefly Watching Tour, Nanzhuang Flower Festival Tour, Guguan Area Songhe and Lileng Indigenous Experience Tour, 2021 Free Buzzard in Mt. Bagua Ecotour, Fun in Taichung and Changhua: Small Town Ramble Tour, 2021 Historic Trail Hike in Fenyuan, 2021 Tri-Mountain Cycling Activity Series, 2021 Tongluo Township Chrysanthemum Field Autumn Tour, Nanjiang Farm and Coffee Tour, and Changhua Shetou LOHAS Bicycle Industry Experience Tour.
- Provided guidance to 297 businesses in developing theme salons and community spotlights, adopting electronic discount systems, and designing aesthetic elements to strengthen tourism circle marketing and promotion. More than 100 businesses jointly planned 74 feature tours, generating NT\$88.61 million in tourism revenue.
- The Lishan Land and Open Air Art Festival promotional video "Between Mountains" won the Silver Award for Destination Marketing- Promotional Video in the Magellan Awards.



日月潭國家風景區



Sun Moon Lake National Scenic Area

向山眺望平臺 Xiangshan Viewing Platform



規劃建設 Planning and Construction

- 建構無障礙通用旅遊環境，辦理車埕停車場整建工程、九龍口至文武廟年梯自行車步道整修工程、集集遊憩區景觀設施改善工程。
- 完善碼頭服務設施，辦理碼頭充電設施擴充工程、船舶上架檢修場周邊公共設施工程、碼頭及水域公共設施整修工程。
- 提升旅遊環境品質，辦理日月及水社污水廠改善工程、金龍山遊憩區整體營造、向山遊客中心多媒體視聽室改善工程、木茶房設施修繕工程、看見拉魯平臺、水蛙頭休憩平臺整建工程。

- Established a barrier-free general tourism environment, renovated the Checheng parking lot, renovated the bicycle trail from Jiulongkou to Wenwu Temple, and improved landscape facilities in the Jiji Recreation Area.
- Improved wharf service facilities, expanded wharf charging facilities, developed public dry dock facilities, and renovated wharf and water public facilities.
- Improved the quality of the tourism environment. This included conducting 1) the Sun Moon and Shuishe Sewage Works Improvement Project, 2) overall development of the Jinlong Mountain Recreation Area, 3) the Xiangshan Visitor Center Multimedia Room Improvement Project (including renovations to the teahouse facilities), and 5) improvements to the Lalu Viewing Platform and Shuiwatou Trail.



日月潭星光螢火季
Sun Moon Lake Firefly Season



日月潭櫻花季
Sun Moon Lake Cherry Blossom Festival



經營管理 Operations and Management

- 推動日月潭載客船舶電動化政策，自 101 年起累計有 22 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、多元電子支付及電動車、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。
- 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。



宣傳推廣 Advertising and Promotion

- 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。
- 辦理日月潭櫻花季、日月潭星光螢火季、日月潭 Come! Bikeday 花火音樂嘉年華暨自行車嘉年華、日月潭四季自行車認證活動及跨年活動。
- Indigenous tourism: The scenic area formed the first "Indigenous Fragrance Industry Chain" and assisted indigenous development of products related to the maqaw plant (Litsea cubeba), including fragrances, perfumes, tours, DIY courses, and cultural/creative products.
- Held several events, including 1) the Sun Moon Lake Cherry Blossom Festival; 2) the Sun Moon Lake Firefly Season; 3) Sun Moon Lake Cycling, Music & Fireworks Festival; 4) the Sun Moon Lake Four Seasons GoBike Taiwan Certification, and 5) New Year's Eve events.

- Continued to promote the Sun Moon Lake passenger boat electrification policy. Since 2012, a total of 22 boats have been electrified to create a low-carbon, green lake.
- Creating a "low-carbon, smart tourism" travel environment: 1) Integrated the Taiwan Tourist Shuttle, gondola, yachts, lake tour buses, bicycles, and other transportation modes; 2) promoted the Sun-Moon-Lake eTicket Platform; 3) work to expand e-payment options, and 4) promoted electrification of vehicles, installation of boat charging stations, and other services and facilities to promote various low-carbon forms of transportation on Sun Moon Lake tour routes.
- Continued to supervise private planning, participation and development of follow-up operations related to the Sun Moon Lake Formosan Aboriginal Culture Village gondola system. Provided guidance for the Checheng Wood Museum operate-transfer project operations.



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



水蛙頭休憩平臺
Shuiwatou Trail



阿里山國家風景區



Alishan National Scenic Area

阿里山茶園 Tea farms in Alishan



規劃建設 Planning and Construction

- 營造阿里山入口門戶及台 18 線旅遊路廊，完成觸口行政暨遊客中心既有管線暨內部裝修改善、奮起湖地區奮起步道及周邊環境改善、奮起湖地區杉林步道及周邊環境改善、半天岩風景區周邊旅遊服務設施改善、阿里山轄內公厕改善等工程。
- 完成逐鹿文化展演中心及鄒市集新建、觀音瀑布遊憩設施改善、鄒族南三部落遊憩設施改善、樂野部落友友湖步道遊憩設施、太和地區油車寮步道及振興宮周邊遊憩設施、梅山鄉龍眼村龍興宮觀光廁所改善、太和觀日峰稜線步道改善等工程。
- 辦理觀光前瞻建設計畫-魅力旅遊據點營造-國際魅力景區-阿里山 POLARIS 星動計畫，執行龍美轉運及旅遊服務設施新建（二期）、奮起湖山城風貌營造、隙頂二延平步道觀光環境優化、隙頂及鞍頂地區觀光環境優化等工程。
- 阿里山觸口遊客中心勇奪 2021MUSE DESIGN AWARDS 室內設計類-銀獎。
- Established the Alishan entrance portal and Provincial Highway 18 Travel Corridor; completed improvements to piping and interior decoration at the Chukou Administration and Visitor Center; improved the Fenqi Trail, Cedar Forest Trail, and their surrounding environments in the Fenqihu area; improved travel service facilities surrounding the Bantianyan Scenic Area; and improved public restrooms in Alishan.
- Conducted several activities, including 1) completed construction of the Zhulu Cultural Exhibition and Performance Center and Tsou Market; 2) made improvements to the recreational facilities at Guanyin Waterfall, the three southern Tsou villages of Shanmei, Xinmei and Chashan, Youyou Lake Trail in Leye, the Youcheliao Trail and Zhenxing Temple area in Taihe; 3) improved the public restrooms at Longyan Village's Longxing Temple, Meishan Township, and the Guanri Peak Ridge Trail in Taihe.
- Activities included the following: 1) implemented the Forward-Looking Tourism Development Plan-Attractive Visitor Destination Development-International Charm Scenic Area-Polaris: Alishan Action Plan; 2) constructed transfer and travel service facilities in Longmei (Phase 2); 3) developed the hillside town ambiance in Fenqihu; and 4) optimized the tourism environment along the Eryanping Trail and in the Xiding and Anding areas.
- The Chukou Visitor Center in Alishan won the Silver Award for Interior Design in the 2021 Muse Design Awards.



西北廊道遊憩系統太和地區油車寮步道及振興宮周邊遊憩設施工程
Northwest Corridor Recreational System Recreational Facilities Development in the area of the Youcheliao Trail and the Zhenxing Temple in Taihe Project



生態主題旅遊：林業鐵路山洞外滿天飛舞綠精靈
Ecotourism: The verdure of nature outside a tunnel along the Alishan Forest Railway



經營管理 Operations and Management

- 執行 110 年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 1,691 人次；推動「台灣好行－阿里山線」及「台灣好行－瑞里線（自 110 年 11 月開始營運，假日行駛）」，串聯嘉義高鐵、臺鐵、林鐵及奮起湖、阿里山森林遊樂區、西北廊道地區等無縫隙接駁旅遊服務，讓遊客旅行阿里山更方便。110 年搭乘人數：阿里山線-A 線（高鐵嘉義站-阿里山）2 萬 3,862 人次、阿里山線-B 線（臺鐵嘉義站-阿里山）9 萬 7,015 人次、瑞里線（臺鐵嘉義站-瑞太資訊站）571 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。
- 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，並於觸口及文峰等 2 處遊客中心及里佳資訊站持續設置 AED，強化觀光旅遊地區緊急後送計畫，提升遊客安全。
- 推出三套環境教育課程，計 702 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 20 人。



宣傳推廣 Advertising and Promotion

- 阿里山國家風景區管理處成立 20 週年。
- 辦理「阿里山歲時生活節」、「2021 星光下婚禮～紫藤花下的浪漫」、「2021 神木下婚禮」、「2021 阿里山四季茶旅系列活動」、「2021 阿里山咖啡旅遊推廣案計畫」、「110 年阿里山部落觀光行銷案」、「110 年部落鄉年慶」、「2021 年阿里山日出印象音樂會」、「櫻花季、螢火蟲季、紫藤花季、黃頭鷺季活動等行銷推廣活動。
- 持續執行「大阿里山觀光圈」、「235 區域觀光圈」及「大草嶺觀光圈」等三大觀光圈推動計畫，結合各區商圈、特色產業、豐富人文底蘊及自然生態資源，以及茶、咖啡、鐵道、原民、生態、浪漫等六大主題元素，推出深度體驗旅遊行程及亮點創意活動，活絡三大觀光圈觀光亮點，提升能見度！110 年進行觀光圈食、宿、遊、購、行店家輔導約 600 家；三大觀光圈共計上架 109 條遊程，套票販售數量共計約 8 萬 9,000 套，累積來訪遊客人次約 11 萬人次，創造遊程觀光產值達 2 億 6,000 萬元。



- Conducted many activities, including 1) implemented the 2021 Lunar New Year holiday traffic diversion plan; 2) arranged free shuttle services between Shizhuo and Fenqihu, providing transportation to 1,691 passengers; 3) promoted the Taiwan Tourist Shuttle's Alishan and Ruili Lines (providing holiday service since November 2021); 4) linked the Chiayi High Speed Rail, Taiwan Railway, Forest Railway, Fenqihu, Alishan Forest Recreation Area, and Northwest Corridor to provide seamless travel services and enhance the convenience of visitor travel in Alishan. Regarding this latter effort, in 2021 the Alishan Route-A Line (THSR Chiayi Station-Alishan) served 23,862 riders, the Alishan Route-B Line (Chiayi Railway Station-Alishan) served 97,015 riders, and the Ruili Route (Taiwan Railway Chiayi Station-Ruitai Information Station) served 571 riders. 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.
- Other activities included 1) installed public facilities management and maintenance systems; 2) selected eight potentially dangerous locations for the establishment of new safety management mechanisms; 3) carried out emergency response disaster prevention and rescue, joint investigations, suspension bridge repair and other operations; 4) continued to install AED facilities, including at the visitor centers in Chukou and Wenfeng and the Lijia Information Station; and 5) strengthened tourism area emergency evacuation planning, and upgraded visitor safety.
- Introduced three environmental education courses joined by 702 participants; and promoted training courses on mountain tourism to train 20 environmental education volunteer teachers.

- 20th Anniversary of the Alishan National Scenic Area Administration.
- Held several marketing and promotional activities, including 1) the Alishan Seasons of Life Festival, 2) the 2021 Alishan Starlight Weddings under the Wisteria Blossoms, 3) the 2021 Wedding Under the Sacred Tree, 4) the 2021 Alishan Four Seasons Tea Festival, 5) the 2021 Alishan Coffee Tourism Promotion Project, 6) the 2021 Alishan Indigenous Tourism Marketing Project, 7) the 2021 Tsou Annual Celebration, 8) the 2021 Alishan Sunrise Impression Concert, 9) Cherry Blossom Season, 10) Firefly Season, 11) Wisteria Blossom Season, and 12) Cattle Egret Season.
- Continued to implement promotional plans for the Great Alishan Tourism Circle, 235 Regional Tourism Circle, and Greater Caoling Tourism Circle; integrated the shopping areas, distinctive industries, rich cultural heritage, and natural ecology of various areas to introduce in-depth experiential travel itineraries and highlight creative activities under the six themes of tea, coffee, railways, indigenous communities, ecology, and romance and invigorate and enhance the visibility of attractions in the three tourism circles. In 2021, guidance was provided to about 600 food, lodging, touring, shopping, and travel businesses in the tourism circles. The three tourism circles introduced 109 tours and sold about 89,000 package tours attracting about 110,000 people and generating NT\$260 million in tourism revenue.

浪漫主題旅遊：阿里山瑞里紫藤花季浪漫婚拍
Romantic Tourism: A wedding photo shoot amid a romantic wisteria bloom in Ruili, Alishan



雲嘉南濱海國家風景區



Southwest Coast National Scenic Area



井仔腳瓦盤鹽田 Jingzijiao Tile-Paved Salt Field



規劃建設 Planning and Construction

- 辦理 2021 台灣燈會 - 副燈「犢站金榜」及「懷舊時光燈區」及 2021 綠汕帆影馬沙溝新春地景燈會，與觀光圈業者合作，推出各項優惠及活動，帶動臺南濱海地區地方觀光，串聯雲嘉南台 61 線周邊景點，吸引遊客到訪，北門、將軍及七股地區景點遊客人數較 109 年同期成長約 5 成。
- 完成海景公園通用環境改善、遊客中心前廣場景觀大道暨周邊環境改善、井仔腳哨所整修工程及將軍區馬沙溝地景廣場設施營造工程，營造地方特色景點，提升環境品質，提高遊客再訪率及停留時間。
- 嘉義縣布袋鎮海景公園（高跟鞋教堂）裝置藝術「龍宮」及「風之晶」，分別榮獲 2021 德國柏林地景藝術設計獎銀獎及 2021 美國繆思設計獎銀獎。
- 臺南市北門區井仔腳瓦盤鹽田入選「2021 Top 100 Sustainable Stories 世界百大永續故事」。

- Activities included: 1) arranged for the secondary lantern "Prosperity in the Year of the Cow" and the Nostalgic Lantern Area at the 2021 Taiwan Lantern Festival and the 2021 Mashagou Lunar New Year Landscape Lantern Festival; 2) collaborated with tourism circle businesses to introduce various promotions and activities to spur local tourism in the coastal areas of Taiwan; and 3) linked attractions in Yunlin County, Chiayi City, Chiayi County, and Tainan City around Provincial Highway 61, increasing visitor numbers to the Beimen, Jiangjun, and Qigu areas by about 50% over the same period in 2020.
- Activities included: 1) completed general environmental improvements at Ocean View Park; 2) improvements to the visitor center front plaza landscape avenue and surrounding environment; 3) renovations to the Jingzaijiao outpost, and construction of landscape plaza facilities at Mashagou in Jiangjun District to create locally distinctive scenic sites, improve environmental quality, and increase the number of repeat visitors and visitor lengths of stay.
- The "Dragon Palace" and "Wind Crystal" installation artworks won the silver awards in the 2021 Berlin Landscape Art Design Awards and 2021 Muse Design Awards, respectively.
- The Jingzijiao Tile-Paved Salt Field in Beimen District, Tainan City was selected as one of the 2021 Top 100 Sustainable Stories.

一見雙雕藝術季漂流木
Driftwood at the Salt and Sand Sculpture Art Festival



經營管理 Operations and Management

- 推廣雲嘉濱海觀光線「養嘉湖口幸福公車」；推出雲嘉南濱海觀光圈「鹹味浪潮」品牌，透過專家駐村輔導、國際工作坊、選物計畫等系列品牌建構行銷宣傳課程及活動，輔導業者強化產品包裝及行銷，推出「鹹良好物」系列商品，並於同年 9 月辦理成果品牌行銷成果記者會，與日本仙台松島 DMO 株式會社簽署合作備忘錄並締結姊妹觀光圈。
- 辦理臺中、臺北觀光圈媒合交流會，並於臺北場媒合會發表「鹽工便當」品牌，共計 5 家業者參與，另取得「鹽工便當」中華民國第 35 類與 43 類商標註冊，目前已有「甘苦人」、「海中央」品牌。
- 輔導 15 處轄區業者取得穆斯林友善觀光場域（MFE）認證，提升穆斯林遊客友善旅遊環境。
- 「西濱快線」獲 110 年度台灣好行路線評比作業優等。



宣傳推廣 Advertising and Promotion

- 臺南市北門區井仔腳瓦盤鹽田榮獲 2021 亞太旅行會 (PATA)「行銷類 - 旅遊攝影」金獎。
- 積極推廣社群網路行銷，Facebook 粉絲團達 22 萬 8,000 人次。
- 於臺 61 線景點辦理「2021 一見雙雕藝術季」、「Light up Taiwan 極點慢旅 - 極西點國聖港燈塔暨雲嘉南濱海經典小鎮自行車慢遊」、「臺灣國際觀鳥馬拉松」等行銷活動。



與日本仙台松島 DMO 株式會社簽署合作備忘錄
A memorandum of cooperation was signed with Japan's Sendai-Matsushima DMO Corporation

- Promoted the Yunlin-Chiayi Coast Happiness Bus on the Southwest Coast Tourism Route; launched the Southwest Coast Tourism Circle's "Savory Southwest" brand; arranged expert on-site counseling, international workshops, and material selection plans, and other brand building and marketing promotion courses and activities to help businesses strengthen product packaging and marketing; and released the "Savory Goodness" series of products. In September the same year, a press conference was held to highlight achievements in brand marketing. A memorandum of cooperation was signed with Japan's Sendai-Matsushima DMO Corporation and the two sides formed sister tourism circle ties.
- Arranged a matchmaking and exchange meeting between tourism circles in Taichung and Taipei. The "Salt Worker Bento" brand was released at the Taipei matchmaking event, attended by five companies. The "Salt Worker Bento" brand obtained ROC Class 35 and Class 43 trademark registrations, along with the existing "Gakujen" and "Central Sea" brands.
- Assistance was provided to 15 businesses in the scenic area to obtain Muslim Friendly Environment (MFE) certification to enhance the Muslim-friendly tourism environment.
- The West Coast Express earned an Outstanding Ranking in the 2021 Taiwan Tourist Shuttle Route Evaluation.

- The Jingzijiao Tile-Paved Salt Field in Beimen District, Tainan City won the 2021 Pacific Asia Travel Association (PATA) Gold Award for Travel Photograph.
- Promoted social network marketing, attracting 228,000 visits to its Facebook fan group.
- Arranged marketing activities for attractions along Provincial Highway 61, including 1) the 2021 Salt and Sand Sculpture Art Festival, 2) Light up Taiwan-West Point Guosheng Port Lighthouse and Southwest Coast Classic Town Bicycle Slow Travel activity, and 3) the Taiwan International Birdathon.



Light up Taiwan 極點慢旅 - 極西點國聖港燈塔暨雲嘉南濱海經典小鎮自行車慢遊
The Light up Taiwan-West Point Guosheng Port Lighthouse and Southwest Coast Classic Town Bicycle Slow Travel activity



西拉雅國家風景區



Siraya National Scenic Area

二寮看日出 Sunrise at Erliao



規劃建設 Planning and Construction

- 完成「嶺頂公園」及「嶺頂旅遊資訊站」服務設施提升工程，優化室內外空間服務機能及環境品質，營造明亮視覺感受，提供優質的旅遊服務。
- 完成「菱波官田線」自行車路網建置，串連八田與一紀念園區、官田遊客中心、葫蘆埤自然公園、水雉自然生態園區等周邊景點，為交通部「自行車路網建設計畫」第 1 條完成之路線，建構低碳永續之旅遊環境。
- 完成「二寮觀日平臺優化工程」，於二寮觀日平臺南側增設無障礙坡道及無障礙盥洗室，提供到訪旅客舒適友善的旅遊體驗。
- Completed service facility upgrades at Lingding Park and the Lingding Travel Information Station; and optimized indoor and outdoor service functions and environmental quality to create a bright visual experience and provide high-quality travel services.
- Established the Lingpo Guantian Route bicycle network, linking the Yoichi Hatta Memorial Park, Guantian Visitor Center, Hulupi Nature Park, Jacana Conservation Park, and other nearby attractions to create a low-carbon sustainable tourism environment. This is the first cycling route to be completed under MOTC's Bicycle Network Development Project.
- Completed the Erliao Sunrise Platform Optimization Project, including the addition of accessible ramps and restrooms at the south side of the platform to provide a comfortable and friendly travel experience for visitors.



嶺頂資訊站 Lingding Information Station



經營管理 Operations and Management

- 針對春節、和平紀念日、清明節等連續假期之交通疏運，建立群組通報機制，以維持交通秩序。
- 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

- 成立「大西拉雅觀光圈聯盟」，以跨域合作和異業結盟精神，邀集嘉義、臺南 132 家食、宿、遊、購、行業者參與，整合產業資源，積極促進區域觀光之服務分工、資訊共享、產品升級及團隊行銷，提供到訪遊客更優質的旅遊體驗。
- 辦理「童趣嬉遊記」、「西拉雅吃冰節-食字路口」、「二寮曙光雲海音樂會-最低海拔」、「關子嶺火王爺祭」、「西拉雅部落工藝體驗」、「西拉雅玩水酷」、「西拉雅 Chill 嗨嗨草地市集」、「西拉雅趣飛車」、「西拉雅文化特展」、「體驗觀光·點亮村落-埔天同慶全民瘋大埔」等活動，將產業品牌融入活動，其中「體驗觀光·點亮村落-埔天同慶全民瘋大埔」為 110 年交通部觀光局創新點子王競賽-第 1 名創意王，110 年轄區到訪遊客達 224 萬人次，創造約新臺幣 38.15 億元觀光產值。
- 協助轄區內 5 家旅館取得馬來西亞伊斯蘭大學所發放的穆斯林友善旅館 (Muslim Friendly Hotel Rating System) 認證；官田遊客中心、中埔遊客中心、南化遊客中心取得穆斯林友善場域 (Muslim Friendly Environment, MFE) 認證，嶺頂公園、臨時辦公室廁所、梅嶺資訊站公廁等 8 處設置計 20 個淨下設施，於中埔遊客中心設置祈禱室，還有玉井有間冰舖的芒果冰也取得清真美食的推薦。另於官網設置「穆斯林友善旅遊」單元網頁，彙整相關旅遊資訊，積極營造穆斯林接待環境。

- Implemented traffic alleviation measures during the Lunar New Year, Peace Memorial Day, Tomb Sweeping Day, and other holidays, and established a group notification mechanism to maintain traffic order.
- Established a cleaning personnel group notification mechanism and regularly inspected and maintained fire safety equipment. Seven locations at the scenic area were certified as AED Safe Places.

- Established the Greater Siraya Tourism Circle Alliance in the spirit of inter-regional cooperation and cross-industry alliance. A total of 123 food, lodging, tour, shopping, and travel businesses in Chiayi and Tainan were invited to join the alliance to integrate industry resources, promote specialization in regional tourism services, share information, upgrade products and team marketing, and provide a superior travel experience for visitors.
- Activities held included: Family Fun Travel activity, Siraya Ice Festival-Culinary Crossroads, Erliao Dawn Cloud Formation Concert-Minimum Altitude, Guanziling God of Fire Festival, Siraya Indigenous Craft Experience, Siraya Water Fun activity, Siraya Chill Out Meadow Market, Siraya Go CreCar, Siraya Cultural Exhibition, and Experiential Tourism-Brightening up the Village. The events incorporated industry brands, including Experiential Tourism-Brightening up the Village, which won first place in the 2021 Tourism Bureau Innovation Idea King Competition. In 2021, the events attracted 2,240,000 visitors and generated about NT\$3.815 billion in tourism revenue.
- Assisted five scenic area hotels to become certified under the International Islamic University of Malaysia's Muslim Friendly Hotel Rating System. The Guantian Visitor Center, Zhongpu Visitor Center, and Nanhua Visitor Center obtained Muslim Friendly Environment (MFE) certification. Eight locations, including Lingding Park, the Provisional Office Restroom, and public restrooms at Meiling Information Station installed 20 washing facilities. Zhongpu Visitor Center installed a prayer room, and mango ice shops in Yujing obtained halal food recommendations. The scenic area website added a "Muslim-Friendly Travel" page with travel information to create a Muslim-friendly visitor environment.



菱波官田自行車道
Lingpo - Guantian Bikeway



西拉雅部落工藝體驗
Siraya Indigenous Craft Experience



茂林國家風景區



Maolin National Scenic Area

聖貝祭 Miatungusu Festival



規劃建設 Planning and Construction

- 全區遊憩資源及規劃服務，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」、「十八羅漢山及復興環保公園景觀綠美化工程」、「瑪家鄉舊筏灣步道改善及周邊環境綠美化工程」及「不老步道改善及多納部落景觀設施整修綠美化工程」等 6 件工程規劃設計。



禮納里遊客中心廣場圖騰鳥瞰
Bird's eye view of the totem at the Linali Visitor Center plaza

- Recreational resource and planning services throughout the scenic area were developed, including completion of 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, Shiba Luoshan and Fuxing Environmental Protection Park Landscape Greening Project, Majia Township Old Fawan Trail Improvement and Surrounding Greening and Beautification Project, and Bulao Trail Improvement and Duona Village Landscape Facilities Renovation and Greening Project.



南島族群婚禮
Austronesian wedding



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工作」、「新威森林公園環境清潔維護工作」等 3 項經營管理工作。
- 辦理「屏東縣瑪家鄉涼山露營遊憩區民間參與擴(整)建營運移轉 ROT 案」、「屏東縣三地門鄉賽嘉樂園露營區民間參與營運移轉 ROT 案」、「高雄市六龜區十八羅漢山服務區營運移轉 OT 案」等 3 件促參案，以及「土壠灣遊客活動服務區辦公室出租經營管理」、「寶來遊客服務區出租經營管理」、「新威森林公園遊憩空間出租經營管理」、「霧臺休閒服務設施出租經營與管理」、「茂林遊客中心出租經營管理」、「賽嘉起飛場休憩空間出租經營管理」等 6 件出租案。
- 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 12 處觀光環境美化改善及部落觀光環境營造計畫。

- Administered the National Scenic Area Facility Repair Project and Open Contract for Disaster Repair and Emergency Rescue, Study and Analysis of the Status of the Purple Crow Butterfly and Habitat Preservation Work, and Xinwei Forest Park Environmental Cleaning Work.
- Implemented PPIP projects, including the Liangshan Camping Site in Majia Township, Pingtung County Renovate-Operate-Transfer (ROT) Project, Pingtung County Sandimen Township Saijia Recreational Park Camping Site ROT Project, Shiba Luohan Mountain Service Area OT Project in Liugui District, Kaohsiung City; and leasing, operation, and management of the Tulong Bay Visitor Activity Service Area Office, Baolai Visitor Service Area, Xinwei Forest Park Recreation Space, Wutai Recreational Service Facilities, Maolin Visitor Center, and Saijia Air Field Rest Area.
- Carried out tourism environment improvements and indigenous tourism environmental development at 12 administered areas, including the Northern Pingtung System (Sandimen, Majia, and Wutai) and Laonong System (Liugui, Taoyuan, and Maolin).



宣傳推廣 Advertising and Promotion

- 辦理「110 年茂林國家風景區原住民族地區觀光推動(山那邊的市集)活動」、「2021-2022 山城花語溫泉季」、「2021-2022 高雄茂林紫蝶幽谷雙年賞蝶季」、「2021 南島族群婚禮系列活動—百合花的誓約」等系列活動。
- 協同辦理「2021 斜坡上的藝術節」、「六龜觀光藝文季」、「思奈以筏灣系列活動」、「2021 臺北國際旅展(ITF) — 國家風景區自行車主題館」、「2021 臺灣部落觀光嘉年華」及「2021 高雄市旅行公會國際旅展」等活動。
- 禮納里遊客中心廣場地景藝術創作，獲美國 MUSE 設計獎 — 景觀設計類銀獎。

- Organized the 2021 Maolin National Scenic Area Indigenous Area Tourism Promotion (Market on the Mountain Side), 2021-2022 Mountain City Flower Spring Season, 2021-2022 Kaohsiung Maolin Purple Butterfly Valley Biennial Butterfly Beauty Festival, the 2021 Austronesian Ethnic Wedding Series—Vows with the Lilies, and other activities.
- Co-organized the 2021 Kacalisayan Art Festival, Liugui Tourism Art and Cultural Season, Senai Sepayuan activity, 2021 Taipei International Travel Fair (ITF): National Scenic Area Bicycle Pavilion, 2021 Taiwan Indigenous Tourism Festival, and 2021 Kaohsiung International Travel Fair.
- Landscape artwork at the Linali Visitor Center won the Silver Award for Landscape Design in the Muse Design Awards.



神山瀑布步道
Shenshan Waterfall Trail



大鵬灣國家風景區



Dapeng Bay National Scenic Area

小琉球 Xiaoliuqiu



規劃建設 Planning and Construction

- 完成灣域水環境改善及旅遊服務設施機能提升，包括大鵬灣潮口航道及灣域浚渫、灣域截導流改善委託調查及設計規劃後續改善與淨化水質工作、蚵殼島周邊環境營造、濱灣碼頭候船中心服務設施改善、濱灣碼頭整體遊憩環境營造、濕地公園大鵬灣 CIS 指標示牌設置服務設施改善工程、管理處候車亭環境整體改善與台 17 線客運候車區進行整合服務、小瀾湖遊客中心遊憩點改善營造親水環境及植栽美學。
- 優化遊客休憩環境及服務，完成鵬村濕地公園亮點藝術造物手及餐飲服務引入、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。
- 辦理琉球風景區整體旅遊環境營造，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、「琉」行之道賞景步道優化工程。

- Completed improvements to the water environment and upgraded tourism service facilities in the bay area, including Dapeng Bay estuary channel and bay dredging; commissioned a survey of bay area diversion improvements and design planning for follow-up improvements and water purification work; developed the surrounding environment at Oyster Shell Island; improved service facilities at Dapeng Bay Marina Ferry Terminal; developed the recreational environment at the Dapeng Bay Marina Pier; completed the Dapeng Bay Wetland Park CIS Sign Installation and Service Facilities Improvement Project; made improvements to bus shelter environments at the Scenic Area Administration; integrated services at passenger bus waiting areas on Provincial Highway 17; and improved and developed water environment and greenery at the Small Lagoon Visitor Center recreation site.
- Optimized visitor recreation environment and services; completed spotlight artworks and introduced restaurant services at the Pengcun Wetland Park; improved the accessible design at Dapeng Bay; conducted greenbelt planting and landscaping at Dapeng Bay; and optimized parking spaces around the Cross-Sea Bridge and Bay Marina Pier.
- Developed the travel environment in the Lioqu Scenic Area, and completed a sand recreation area under the Salute to the Seas water facility program, as well as beach restoration, sea view resort facility reduction and aesthetic improvement, and optimization of scenic trails.

2021 大鵬灣帆船生活節 2021 Dapeng Bay Sailing Life Festival



經營管理 Operations and Management

- 辦理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。
- 提升環境教育品質，優化大鵬灣濕地環境場域，110 年度舉辦大鵬灣濕地群環境教育課程共 29 梯次，合計 1107 人次參與，提高國人友善環境保育觀念。
- 推動「觀光旅遊」與「環境保護」良性永續，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、餐具租借及雨衣疏著用等環保活動，推動島上減塑理念；建置潮間帶人數電子看板，管制潮間帶人數，保護潮間帶生態環境。



宣傳推廣 Advertising and Promotion

- 成立屏東觀光圈：整合屏東食、宿、遊、購、行觀光資源，以「行銷先行」、「輔導並進」為推動原則，達到提升觀光服務軟硬體品質及風格形塑目標，建構產業互補的優勢，以拓展客源及效益。
- 辦理各類觀光遊憩活動：大鵬灣帆船生活節、cruising 300 自行車挑戰賽系列活動、第六屆海灘貨幣愛龜活動、2021 大鵬灣鐵人三項系列賽、大鵬灣 BIKE TOUR 35 騎車趣、青洲沙灘派對暖心音樂會等。
- 因應小琉球日漸增多的觀光人潮，持續行銷推廣琉球風景區生態旅遊環境，除推動「琉」行之道分流遊客外，並配合環境保護政策，推動生態保育及環境減塑理念，型塑小琉球為生態觀光島嶼。
- 執行 2021 臺北國際夏季暨秋季聯合旅展、2021 臺北國際旅展 (ITF)、2021 高雄旅展行銷宣傳。

- Implemented the leasing, operation, and management of facilities at Dapeng Bay Marina and Qingzhou Coastal Recreation Area to provide visitors with quality dining, leisure, sightseeing, night lake tours, water sports, and tourism information services and invigorate service capacity in the area.
- Improved the quality of environmental education and optimized the Dapeng Bay wetland environment. In 2011, a total of 29 Dapeng Bay Wetlands Environmental Education Courses were held, with a total of 1,107 participants, to improve awareness of conservation concepts.
- Promoted positive sustainability in tourism and environmental protection; produced a video to promote turtle watching rules for the Xiaoliuqiu Shuttle Boat; continued to partner with local governments to promote plastic-free islands, water fountain maps, Xiaoliuqiu Love for Turtles Beach Cleaning, tableware rental and raincoat reuse, and other environmental activities to promote plastic reduction concepts on the island; and installed electronic signs indicating the number of people in the intertidal zone to facilitate crowd management and protect the tidal flat ecology.

- Established the Pingtung Tourism Circle, integrating food, lodging, tours, shopping, and travel resources in Pingtung. Promotions were rooted in the principle of "marketing first" and "advancing with guidance" to enhance the quality of tourism services and facilities, create a distinctive style, and establish complementary industry advantages to expand customer sources and benefits.
- Arranged tourism and recreational activities, including the Dapeng Bay Sailing Life Festival, Cruising 300 cycling challenge, Sixth Beach Money Turtle Protection activity, 2021 Dapeng Bay Ironman Triathlon, Dapeng Bay Bike Day 35 Cycling Fun, and Qingzhou Beach Party Concert.
- Marketed and promoted the Lioqu Scenic Area with a continued focus on the eco-tourism environment in response to the steady increase in visitor numbers to Xiaoliuqiu. In addition to promoting visitor diversion routes, the scenic area advocated environmental protection and plastic reduction principles to turn Xiaoliuqiu into an ecotourism island.
- Arranged marketing and promotions at the 2021 Taipei International Summer and Fall Travel Expo, 2021 Taipei International Travel Fair, and 2021 Kaohsiung International Travel Fair.



2021 LAVA 大鵬灣鐵人賽事
2021 LAVA Dapeng Bay Iron Man competition



大鵬灣遊客中心周邊遊憩環境營造工程
Dapeng Bay Visitor Center Recreational Environment Development Project

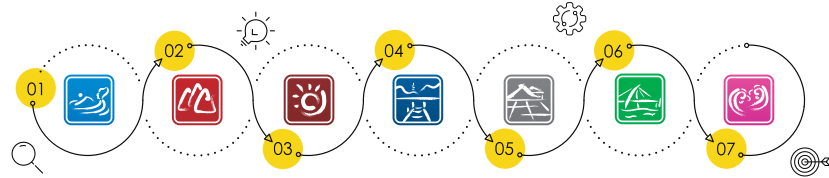


區域觀光 Regional Tourism

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



東北角暨宜蘭海岸國家風景區
Northeast and Yilan Coast National Scenic Area

自成立「大東北角觀光圈」之後，陸續執行多項觀光圈推廣計畫，包括成立「大東北角觀光圈」顧問團及青年軍，深耕經營產業夥伴關係；透過盤點與整合大東北角觀光圈食、宿、遊、購、行之資源，與旅行業者結合，包裝規劃具地方特色及具備國際行銷魅力之旅遊產品，以「鯨螢桐鐵息四季遊」五大主題為行銷主軸，共計規劃 145 條二日遊主題遊程；以「Life Style」的展現為題，製作 1 支總體宣傳影片《春日。暖陽》及 3 支主題宣傳影片《海岸山城：新生活態度》、《平原村落：傳承與繼業》、《繽紛台 2 線：縱情山海線》，共同型塑大東北角觀光圈在地生活氛圍；透過大東北角各鄉鎮特色旅遊主題型塑，找出潛力產業打造觀光體驗亮點，截至目前累計型塑 45 家業者，其中新北市計 16 家、宜蘭縣計 29 家。

Several tourism circle promotion plans have been successively implemented since the establishment of the Greater Northeast Coast Tourism Circle. They include the following: 1) establishment of the Greater Northeast Coast Tourism Circle Advisory Group and Youth Team to deeply cultivate business and industry partnerships; 2) inventorying of food, lodging, tour, shopping, and travel resources in the Greater Northeast Coast Tourism Circle and integration of these resources by travel agencies into 145 locally-distinctive two-day tour packages with international marketing appeal and marketed under the five seasonal themes of whale watching, firefly viewing, tung blossoms, and railway travel; 3) production of promotional videos under the theme of "Life Style," including "Spring Warmth," "Coastal Hillside Towns: A New Way of Life," "Villages of the Plains: Heritage and Succession," "Colorful Highway 2: Mountain and Coastal Indulgence" to promote the ambiance of local life in the Greater Northeast Coast Tourism Circle; and 4) development of unique travel themes for the townships in the Greater Northeast Coast area to discover potential industries and create tourism experience spotlights. To date, the tourism circles have given shape to 45 businesses, including 16 in New Taipei City and 29 in Yilan County.



雞母嶺「水 T 藝術節」- 帶領遊客體驗歷史與人文風味的百年地景
The Jimulung T-shirt Art Festivals in Rice Terraces invited visitors to experience a historical and cultural century-old landscape



參山國家風景區
Tri-Mountain National Scenic Area

參山管理處持續推動中彰觀光圈「食旅中彰城鄉同框」品牌形象，串連各部會、地方政府及觀光公協會共同辦理 10 場次推廣活動，如「迴遊阿罩霧巡迴觀光巴士」、「探索夢號遊輪靠岸臺中港推廣中彰觀光活動」、「中彰午茶生活節」、「一機在手 Easy Travel」、「愛玩中彰 - 小鎮旅展漫遊 Chill」等，串連 100 家以上業者、規劃 37 條精選遊程、觀光產值達 6,149 萬元。另針對竹竹苗觀光圈「好客竹竹苗」品牌主軸，依不同產業性質辦理輔導：如輔導成員提案、辦理寫作工作坊、輔導產業導入設計美學元素、輔導社區亮點營造等，總計辦理工作坊計 22 場次、共輔導 123 家業者，並辦理大型媒合會，計 21 間竹竹苗觀光產業設攤、58 間旅行社，170 餘人與會，同時規劃 37 條精選遊程、觀光產值達 2,712 萬元。



The Tri-Mountain National Scenic Area Administration continued to promote the brand image of Taichung and Changhua as a destination for urban and rural food travel. Various ministries, local governments, and tourism associations jointly held 10 promotional activities, including 1) the Wu Feng Touring Tour Bus, 2) promotion of tourism activities in Taichung and Changhua related to Explorer Dream cruise ship docking at Taichung Harbor, 3) the Taichung-Changhua Afternoon Tea Life Festival, 4) the Easy Travel mobile app, and 5) Fun in Taichung-Changhua-Small Town Travel Fair. Over 100 businesses jointly planned 37 high-quality tours, generating tourism revenue of NT\$61.49 million. In addition, guidance was provided to various industries in the Hsinchu City, Hsinchu County, and the Miaoli Tourism Circle under the "Hsinchu and Miaoli Hospitality" brand, including guidance on member proposals, arrangement of writing workshops, guidance on industry adoption of design elements, and guidance to communities in developing highlights. A total of 122 workshop sessions were arranged and guidance was provided to 123 businesses. A large-scale matchmaking event was also arranged, attracting 22 industry exhibitors from the Hsinchu and Miaoli areas, 58 travel agencies, and over 170 participants. A total of 37 high-quality tours were planned, generating tourism revenue of NT\$27.12 million.

中彰午茶生活節工作坊
Taichung-Changhua Afternoon Tea Life Festival workshop



阿里山國家風景區
Alishan National Scenic Area

阿里山管理處 110 年持續執行「大阿里山觀光圈」、「235 區域觀光圈」及「大草嶺觀光圈」等三大觀光圈推動計畫，透過深入在地觀光產業之輔導，共同行銷推廣區域觀光發展，結合各區商圈、特色產業、豐富人文底蘊及自然生態資源，以及茶、咖啡、鐵道、原民、生態、浪漫等六大主題元素，推出深度體驗旅遊行程及亮點創意活動，如：在嘉珍美行銷推廣、嘉義市單車之旅、台 18 經典遊程推廣、235 咖啡旅遊建構等皆具在地獨特性之行銷活動，活絡三大觀光圈觀光亮點，提升能見度！110 年進行觀光圈食、宿、遊、購、行店家輔導約 600 家；三大觀光圈共計上架 109 條遊程，套票販售數量共計約 8 萬 9,000 套，累積來訪遊客人次約 11 萬人，創造遊程觀光產值共計約 2 億 6,000 萬元。



The Alishan National Scenic Area Administration continued to implement promotional plans for the Great Alishan Tourism Circle, 235 Regional Tourism Circle, and Greater Caoling Tourism Circle in 2021. Through industry guidance on in-depth local tourism and joint marketing and promotion, the shopping areas, unique industries, rich cultural heritage, and natural ecology of various areas were integrated to create in-depth experiential travel itineraries and highlight creative activities under the six themes of tea, coffee, railways, indigenous communities, ecology, and romance. This included the Beautiful Chiayi marketing and promotion campaign, bicycle touring in Chiayi City, promotion of classic tours along Provincial Highway 18, development of 235 coffee tours, and other marketing activities highlighting local features to invigorate tourism highlights and upgrade visibility in the three tourism circles. In 2021, guidance was provided to about 600 food, lodging, tour, shopping, and travel businesses in the tourism circles. The three tourism circles added 109 tour itineraries and sold about 89,000 package tours attracting about 110,000 people and generating NT\$260 million in tourism revenue.

「阿里山 EASY GO」中秋限定禮盒
The "Alishan EASY GO" Mid-autumn Festival limited edition gift box



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

依據觀光圈內各種優勢及地方生活圈特色，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，110年期間，並將觀光圈CIS識別規範設計完成，亦輔導四大特色區域各自設計其品牌識別。同時，於15個鄉鎮市各自評選出觀光亮點，蒐羅8種優勢旅遊主題，並經由9次密切交流的踩線、媒合會與座談會，開發出由21家旅行社聯賣的「日月繁星」主題旅遊假期品牌，旗下並已發行4條團體旅遊商品。此外，觀光圈並召開4場次交流座談會、2場次國際推介會，輔導8家公協會提案爭取觀光局補助執行計畫，於計畫中辦理21種不同旅遊體驗，總計33場次之遊程及節慶活動，並結合管理處跨年、元旦觀日、賞櫻、賞螢、自行車旅遊等活動主題，吸引實際旅遊人次達6萬9,742人，產生1.6億之旅遊產值。



Guidance was provided to steadily develop tourism circles in four distinctive areas based on the strengths of each tourism circle and local living sphere and in consideration of balanced regional development, including Zhongxing Cultural and Creative, Heart of Taiwan Area, Jiji Branch Line, and Taiji Splendor Land. In 2021, designs of the CIS identification specifications for tourism circles were completed and guidance was provided to the four distinctive areas in brand design. Moreover, 15 townships and cities selected tourism highlights for integration into eight competitive travel themes. Nine FAM tours, matchmaking events, and symposiums were arranged to develop "Sun and Moon Stars" branded theme tours jointly marketed by 21 travel agencies, as well as four affiliated high-quality group tour products. In addition, the tourism circles held four symposiums and two international promotion meetings. Guidance was provided to eight associations on proposals for implementation plans to seek Tourism Bureau subsidies. Under the plan, 21 different travel experiences and 33 tours and festivals were arranged and integrated with the administration's New Year's Eve and New Year's Day sunrise, cherry blossom, and firefly watching activities, bicycle tours, and other theme activities. These events attracted 69,742 visitors and generated NT\$160 million in tourism revenue.

日月潭觀光圈 - 觀光圈跨越轄區和行政區藩籬合辦二水跑水節
Sun Moon Lake Tourism Circles: Tourism circles across scenic areas and administrative areas came together to jointly hold the Ershui Water Marathon



雲嘉南濱海國家風景區
Southwest Coast National Scenic Area

110年持續推動及辦理「雲嘉南濱海觀光圈啟動行銷案」、「雲嘉南濱海觀光圈能力培訓及經營發展方針執行案」、「2021雲嘉南濱海觀光圈品牌建構及行銷宣傳案」及「地景藝術美食產業深度旅遊輔導案」等案件，辦理旅行業者至雲嘉南濱海觀光圈踩線行程6場次，先後引進旅行業計150家，旅行業媒合交流會3場次，觀光圈參加業者近80家，參加旅行業業者計220家，線上工作坊2場次，參加人數計115名，1場國際大型講座，觀光圈參加業者30家，參加旅行業、OTA及會展產業業者計50家、4場次駐村工作坊，建立「鹹味浪潮」品牌，徵選觀光圈產業好物共21家，輔導10家廠商改良產品包裝及銷售流程。辦理2場次線上共修課程、1場國際大型講座、1場駐地講師分享、於華山舉辦鹹味快閃市集，計17家觀光圈業者參加，當日參加民眾逾千人，並同時辦理品牌成果發表記者會，與日本仙台松島DMO、三賢旅行社簽署合作備忘錄締結姊妹觀光圈、發表品牌「鹽工便當」及「鹹味浪潮」品牌。



Ongoing promotion and implementation in 2021 included 1) the Southwest Coast Tourism Circle Establishment and Marketing Plan; 2) Southwest Coast Tourism Circle Skill Training and Business Development Policy Implementation Plan; 3) the 2021 Southwest Coast Tourism Circle Product Platform Establishment, Marketing, and Promotion Plan and 4) the Landscape Art and Food Industry In-depth Tourism Guidance Plan. Travel agencies were invited on FAM tours of six itineraries in the Southwest Coast Tourism Circle, attracting 150 participating agencies. Three travel industry matchmaking exchange meetings were held, joined by nearly 80 tourism circle businesses and 220 travel agencies. Two online workshops attracted 115 participants; a large-scale international seminar was joined by 30 tourism circles businesses and 50 companies in the travel agency, OTA, and MICE industries; four on-site village workshops were held; the "Savory Southwest" brand was established; a contest was held to select 21 high-quality tourism circle products; and ten companies received guidance on improving product packaging and sales processes. Two online joint courses, one large-scale international seminar, and a resident lecturer sharing session were also arranged. A savory snack pop-up market was held in Huashan, joined by 17 tourism circle businesses and over a thousand visitors. The same day, a press conference was held to highlight brand achievements, Japan's Sendai-Matsushima DMO signed a memorandum of cooperation with H.I.S. Taiwan on the formation of sister tourism circle ties, and the "Salt Worker Bento" and "Savory Southwest" brands were released.

華山特區鹹味快閃市集
A savory snack pop-up market at the Huashan 1914 Creative Park



大鵬灣國家風景區
Dapeng Bay National Scenic Area

「屏東觀光圈」於109年12月10日舉辦成立大會，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」，目前已完成資源盤點、4場數位行銷媒合會、3場媒體踩線、6場國際線上推廣、12場大師講座、13處示範店家輔導、逾60處營業點輔導數位轉型、100項旅遊商品上架OTA銷售等；亦積極與各OTA簽署合作備忘錄(MOU)，另外辦理3場跨區標竿學習，透過區塊鏈及商業模式，進行產業整合、行銷、輔導等措施，達到提升觀光服務軟硬體品質及風格形塑，其觀光產值結合交通、住宿、餐廳、體驗項目等總計超過1億1,661萬元。



The Pingtung Tourism Circle held its inaugural meeting on December 10, 2020. The group aims to promote smart tourism and digital transformation, as well as incorporate a blockchain business model to establish Industry Synergy Tourism Circles. The tourism circle has completed a resource inventory; held four digital marketing matchmaking events, three media Fam visits, six online international promotions, 12 master's lectures, 13 guidance sessions at demonstration stores; provided guidance on digital transition to 60 businesses; and added OTA sales for 100 tourism products. It has also signed memoranda of understanding (MOUs) with various OTAs; arranged three cross-district benchmark learning sessions; and incorporated blockchains in business models to advance industry integration, marketing, guidance and other measures. These initiatives have produced improvements in tourism service and facility quality and style. Tourism revenue in the transportation, accommodation, restaurant, and experience sectors totaled more than NT\$16.61 million.

屏東觀光圈線上成果發表會首日超過千人上線參與
The Pingtung Tourism Circle presented its online achievements, attracting more than 1,000 online participants on the first day



西拉雅國家風景區
Siraya National Scenic Area

「大西拉雅觀光圈聯盟」於110年1月25日成立，持續執行多項輔導計畫，已辦理1場主題講座、4堂培力課程及8堂工作坊課程，共計339人參與，透過工作坊輔導在地產業業者從現有基礎進行產業升級，並輔導13家業者進行客製化的產業風格形塑、6家主題標竿商品升級及17家觀光圈業者線上資訊建置，透過輔導計畫推動地區產業永續經營，建構觀光圈主題品牌商品。同時也串連觀光圈食、宿、遊、購、行結合多家旅行社上架38條主題旅遊，售出3,454人以上，並邀請名人郭彥均及土耳其網紅圖佳帶路拍攝「大西拉雅好FUN鬆」宣傳影片及出版《FUN遊大西拉雅旅遊書籍》。除遊程外，透過fb行銷抽獎活動、500元抵用券、遊程規劃及觀光圈FUN闖關集點抽獎活動串聯，共吸引1萬1,513人至觀光圈地區遊玩，創造1,632萬元觀光產值。

Since its establishment on January 25, 2021, the Greater Siraya Tourism Circle Alliance has implemented a number of guidance programs. It has held one theme lecture, four training courses, and eight workshops, attracting 339 participants. Through the workshops, the group has helped local industries to upgrade operations. It has also provided guidance on customizing industrial styles for 13 businesses; upgraded theme benchmark products for six businesses, and established online information portals for 17 tourism circle businesses. The group arranged counseling programs to promote sustainable local industry operations and establish tourism circle theme brand goods. In addition, the group integrated food, lodging, touring, shopping, and travel businesses in the tourism circle for travel agencies to create 38 new theme tours that attracted 3,454 sales. Celebrity Anthony Kwok and Turkish internet celebrity Tolga were featured in the "Greater Siraya: Good Fun!" promotional video and the "Greater Siraya Fun Travel Guide." Apart from tours, the tourism circle organized a Facebook marketing sweepstakes, NT\$500 coupons, tour planning, and sweepstakes-linked FUN checkpoints in the tourism circle. These events attracted 11,513 visitors to the tourism circles and generated NT\$16.32 million in tourism revenue.



遊程體驗活動 - 小小咖啡師夏令營
Tourism experience activities: Little Barista Summer Camp



觀光資源政策與法案推動

Promotion of Tourism Resource Policies and Laws

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申請設置露營場，初步達成「非都市土地管制規則」第6條附表1「各種使用地容許使用項目及許可使用細目表」修正共識，於農牧用地及林業用地新增容許使用項目「露營相關設施」，並明訂需依循之法令、設施規模規範及排除區位等相關附帶條件。



A Campsite Inventory Information Platform for Campground Authorities was established to provide information on legal campgrounds and promote safe camping activities.

To assist campsite operators in applying for campground establishment, a preliminary consensus was reached to amend the List of Permitted Land Uses and Detailed Schedule of Permitted Uses under Appendix 1, Article 6 of the Regulations on Non-urban Land Use Control to allow "camping facilities" on farming, grazing, and forestry lands, as well as provisos stipulating the laws to be followed, rules on facility scale, and excluded locations.



各露營場權管機關盤點露營場資訊平臺
Campsite Inventory Information Platform for Campground Authorities

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，110 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。



12
家溫泉檢驗機關
gencies (institutions)

通過認可辦理溫泉泉質檢驗
Hot Spring Quality Inspection
Accreditation Approval





旅行業 Travel Agencies

經營現況 Current Status



	綜合旅行社 Consolidated		甲種旅行社 Class-A		乙種旅行社 Class-B		總計 Total	
年度 (Year)	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch
108 (2019)	142	458	2,730	377	273	2	3,145	837
109 (2020)	139	397	2,753	342	302	1	3,194	740
110 (2021)	138	376	2,762	300	326	1	3,226	677

單位：家數 Unit: No. of Travel Agencies



金質旅遊行程頒獎典禮 - 交通部部長王國材頒獎
Minister of Transportation and Communications Wang Kwo-tsai presents awards at the T.Q. Golden Award Ceremony



旅遊行程踩線 - 阿里山
Travel itinerary FAM tour: Alishan

優化產業環境 Optimizing the Industry Environment

為提振旅行業發展品牌，協助旅行業升級發展，增加市場競爭力，提升服務品質、強化旅遊安全、創新旅遊產品，依據「交通部觀光局補助辦理促進旅行業發展實施要點」辦理相關補助，惟因全國疫情第三級警戒期間暫緩受理，延至 110 年 8 月 17 日起受理申請，總計辦理完成 5 案，計補助約 1,268 萬元，其中有關產業升級與服務轉型類別計 4 案、市場開拓行銷計 1 案，活動總計共 1,931 位旅行業者參加。

In accordance with the Directions for the Tourism Bureau, MOTC on Subsidies to Assist the Promotion of Travel Agency Development, the Tourism Bureau arranged subsidies to boost travel agencies brand development and help agencies to upgrade, develop, increase market competitiveness, improve service quality, strengthen tourism safety, and develop new tourism products. However, the subsidy applications were postponed to August 17, 2021, during the Level 3 COVID alert period. Five applications were processed, with a total subsidy amount of about NT\$12.68 million. They included four applications related to industry upgrading, service transformation, and market development. A total of 1,931 travel operators applied for subsidies.

產業管理輔導 Industry Administration and Guidance



輔導中華民國旅行業品質保障協會辦理「2021 國內金質旅遊行程」選拔，強化國內旅遊品質，促進國內旅遊市場之提升及發展，選出 21 條國內多元整合性遊程，並透過旅展及媒介（含網路）加強行銷及推廣強化國內旅遊品質。

疫情期間消費行為模式改變，數位化行銷成為市場主流，為協助企業留住人才，辦理「觀光產業中高階人員數位應用及疫後管理課程訓練」，規劃數位應用類、疫後管理類等課程，以強化中高階人員數位趨勢概念，並運用於企業管理上，以保競爭優勢。

透過國旅市場精緻化、服務品質提升、數位化升級，配合旅客需求，客製化更具溫度的遊程，藉由數位旅遊平臺協助整合旅遊相關元件，並將防疫觀念加入服務的一部分，以無接觸、個性化、客製化為主軸，打造新興旅遊模式。



2021 國內金質旅遊行程頒獎典禮 2021 Domestic T.Q. Golden Tour Award Ceremony

The Tourism Bureau assisted the Travel Quality Assurance Association ROC in the selection of 2021 Domestic T.Q. Golden Award Tours to strengthen the quality of domestic tourism and promote the upgrading and development of the domestic tourism market. A total of 21 diverse and integrated domestic tours were selected to strengthen marketing and promotion through travel fairs and the media (including online channels) and improve domestic tourism quality.

With COVID changing the pattern of consumer behavior, digital marketing has become the market mainstream. To help companies retain talent, the Tourism Bureau arranged the Training Course on Digital Applications and Post-COVID Management for Mid-Level and Senior Tourism Industry Personnel. It also planned courses on digital applications and post-COVID management to strengthen awareness of digital trends among middle and high-level personnel and ways to apply them in business management to ensure competitive advantage.

The Tourism Bureau promoted the development of more customized and visitor-friendly tours through refinement of the domestic travel market, service quality improvements, and digital upgrading. Digital travel platforms were used to support integration of travel related elements and incorporate COVID prevention concepts in services to create a new contact-free, personalized, and customized travel mode.

參加活動旅行業者
Participating Travel Agencies
1,931 / 位 Personnel



落實旅遊安全管理 Implementing Travel Safety Management

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，如農曆春節、武陵農場櫻花季及連續假期，於主要觀光景點、國道休息站及路檢點，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，110 年度計稽查 695 團次。

另因應國內疫情日趨穩定，觀光局配合發布「旅行業辦理團體旅遊防疫管理措施」，使旅行業者於疫情警戒期間辦理團體旅遊方式有所依循，以維護旅客旅遊安全，穩固國旅品質。

The Tourism Bureau strengthened regulatory and promotional guidance to travel agencies in establishing travel safety concepts, as well as conducted inspections on implementation of travel safety rules. The bureau also continued to jointly inspect tour bus safety with the Directorate General of Highways, including during the Lunar New Year, Wuling Farm Cherry Blossom Season, and long-weekend holidays. Tour buses were stopped for checks and group audits at major tourist attractions, national highway rest stops, and road inspection points to implement tourism quality and safety management work. A total of 695 tour bus inspections were conducted in 2021.



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
Tour bus spot checks and group audits were conducted for tourism quality and safety management

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」，即時公告旅行業停業處分、廢止旅行業執照、自行停業及解散等情，保障消費者權益。

110 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 611 件，和解件數 379 件，和解率 62.03%。

The Tourism Bureau added a Consumer Protection page to its website to promptly announce travel agencies subject to disciplinary business suspension, license revocation, and discretionary business suspension and dissolution to protect consumer rights.

In 2021, the Tourism Bureau accepted and coordinated the handling of 611 consumer disputes (including travel disputes and appeals and guidance to members of the Travel Quality Assurance Association, ROC in the mediation of travel disputes and appeals), of which 379 cases were reconciled, representing 62.03% of the total.

觀光產業中高階人員數位應用及疫後管理課程訓練
Training Course on Digital Applications and Post-COVID Management for Mid-Level and Senior Tourism Industry Personnel



台中場 Taichung City



高雄場 Kaohsiung City



新北場 New Taipei City



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館管理作為，協助其提升旅館管理成效，110 年地方政府計稽查旅館 7,650 家次（含合法旅館 5,774 家次、非法旅館 233 家次及日租套房 1,643 家次）；110 年地方政府稽查民宿計 8,486 家次（含合法民宿 7,999 家次、非法民宿 487 家次）。

為提升旅館品質及建立「星級旅館」及「好客民宿」品牌形象，辦理相關評鑑及遴選活動。截至 110 年底止，有效星級旅館為 403 家；取得好客民宿標章之民宿共有 1,168 家。



110 年地方政府稽查民宿數

Number of Guest Houses Inspected
by Local Governments in 2021

8,486 家
No. of host



403 家
No. of Hotels



1168 家
No. of host

協助旅館品質提升 Assisting Quality Improvement in the Hotel Industry

為持續鼓勵旅館業打造友善、智慧服務空間及提升服務品質，提供國內外旅客優質住宿環境，本部觀光局推動「交通部觀光局獎勵旅館品質提升補助要點」，補助旅館提供穆斯林旅客友善設施、無障礙客房及通用化設施、購置自助式入住櫃台，以及補助旅館業硬體規劃更新支出及使用企業資源管理（ERP）或飯店管理系統（PMS）串接營運數據至旅宿網之系統導入費用，並獎勵星級旅館加入國內外或創新本土連鎖品牌。於 110 年 11 月新增第 8-1 點補助觀光旅館及旅館業首次購置防疫門（通道、艙）及 8-2 點耐震能力初步評估，截至 110 年總計受理約 990 件申請案，申請金額逾 2.15 億元。

於 110 年 7 月 22 日修正發布「交通部觀光局振興觀光產業融資信用保證貸款及利息補貼作業要點」，協助擔保品不足之業者順利取得融資，截至 110 年，累計 1,225 家觀光產業申請貸款，融資貸款金額計新臺幣 97.8 億元。協助觀光產業業者進行修繕或軟硬體升級部分，累計輔導 272 件觀光產業取得獎勵觀光產業優惠貸款，總額 125.3 億元，給予利息補貼 126 件，已撥付利息補貼為 3.29 億元。



272 件獎勵觀光產業優惠貸款
Number of preferential loans granted
to the tourism industry: 272



總額 125.3 億元
Total amount: NT\$12.53 billion

To continue encouraging the hotel industry to create a friendly and smart service space, improve service quality, and provide high-quality accommodations for domestic and international visitors, the Tourism Bureau promoted the Guidelines on Subsidies of the Tourism Bureau, MOTC to Incentivize Quality Improvements in the Hotel Industry. Under the guidelines, the bureau provided subsidies to hotels to create Muslim-friendly facilities, barrier-free guest rooms, and accessible facilities, purchase self-service check-in counters, hotel facilities planning and updating, and adoption of enterprise resource management (ERP) or property management systems (PMS) to link operational data to the TaiwanStay website. The bureau also provided incentives for star hotels to join domestic, international, and innovative local hotel chain brands. In November 2021, Point 8-1 was added to allow subsidies for initial purchases of sanitation doors (walk-through gates and chambers) by tourist hotels and general hotels; and Point 8-2 was added for initial assessments of earthquake resistance. As of 2021, the bureau handled about 990 applications for a total amount of more than NT\$215 million.

On July 22, 2021, the Tourism Bureau promulgated the amended the Directions for Tourism Bureau, MOTC Revitalization of Financing Credit, Guaranteed Loans, and Interest Subsidies for the Tourism Industry to help businesses with insufficient collateral to obtain financing. As of 2021, a total of 1,225 tourism businesses applied for NT\$9.78 billion in financing loans. The program helped tourism businesses to renovate or upgrade services and facilities. A total of 272 tourism businesses obtained preferential loans totaling NT\$12.53 billion. Additionally, 126 interest subsidies were provided, totaling NT\$329 million.



持續推動防疫旅館，協助都會區旅館轉型

Continuing to Promote COVID Quarantine Hotels and Assisting the Transformation of City Hotels

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持續推動防疫旅館，於 110 年 1 月 25 日、3 月 26 日、6 月 8 日、11 月 5 日、11 月 29 日修正發布「獎勵直轄市及縣（市）政府推動溫馨防疫旅宿實施要點」，加速防疫旅館設置，110 年度協助 30.3 萬人入住防疫旅館（含 109 年則累計入住達 41.4 萬人）。

因受新冠肺炎疫情影響，國境未開，部分都會區旅宿業者住房率明顯下降，而轉型防疫旅館之業者住房率穩定，觀光局並提供防疫旅宿補助，亦供都會區旅館轉型另一選擇，共同協助防疫任務。

To handle the rapid increase in the number of people under home quarantine or isolation, the Tourism Bureau, in conjunction with CECC, continued to promote the conversion of hotels for quarantine use. On January 25, March 26, June 8, November 5, and November 29, 2021, the bureau promulgated the amended Guidelines for Incentives by Municipal and County (City) Governments to Promote Quarantine Accommodations to accelerate the establishment of COVID quarantine hotels. In 2021, assistance was provided for 303,000 people to stay at COVID quarantine hotels (bringing the cumulative total since 2020 to 414,000 people).

Hotel occupancy rates plunged at some urban area hotels due to COVID-related border closings. However, operations remained steady at hotels offering quarantine rooms. The Tourism Bureau also provided subsidies for COVID quarantine hotels as another option for urban hotels to transform operations and contribute to the fight against COVID.

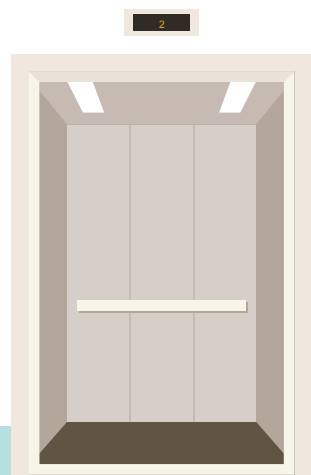


110 年度協助入住防疫旅館人數
Number of People Receiving Assistance to Quarantine
at Hotels in 2021

303,000 / passenger

109+110 年入住防疫旅館人數
Number of People Quarantining
at Hotels in 2020-2021

414,000 / passenger



推廣自行車友善旅宿

Promoting Bicycle-friendly Accommodations

為鼓勵國人騎乘自行車旅遊，並解決遊客人車住宿問題，結合旅宿業者推廣「自行車友善旅宿」，以強化自行車旅遊配套服務，於 110 年 4 月辦理「自行車友善旅宿人氣票選活動」，票選北、中、南、東及離島五區人氣旅宿，行銷宣傳自行車友善旅宿，為期 10 天的快閃票選活動，投票人次近 9 萬人，民眾熱烈響應！

輔導 870 家以上業者加入自行車友善旅宿，並已於「臺灣旅宿網」及「臺灣自行車旅遊網」揭露相關資訊，民眾可於「自行車友善旅宿專區」依縣市或 16 條主題路線查詢入住。

The Tourism Bureau brought together hotel operators to promote "bicycle-friendly accommodations" to encourage people to travel by bicycle, resolve the problem of hotel car parking, and strengthen bicycle tourism support services. In April 2021, the bureau held a vote to select popular bicycle-friendly accommodations in the northern, central, southern, eastern, and outlying island areas of Taiwan for marketing and promotion. The public enthusiastically participated in the 10-day flash vote, with nearly 90,000 votes cast.

With assistance from the Tourism Bureau, more than 870 hotels joined the bicycle-friendly accommodation network and provided relevant information on the TaiwanStay and Taiwan Bike websites. Accommodations can be searched by county, city, or the 16 themed cycling routes on the Bike-Friendly Accommodation page.

自行車友善旅宿人氣票選活動
Bicycle-Friendly Accommodations Popularity Vote

90,000
人次投票 / Votes Cast



交通部觀光局周廷彰副局長與自行車友善旅宿得獎業者合影
Tourism Bureau Deputy Director Chou Ting-chang with winners of the Bicycle-Friendly Accommodations Popularity Vote

觀光遊樂業 Tourist Amusement Enterprises



協助觀光遊樂業朝全齡友善及智慧園區發展，開發多元市場，加強無障礙設施、性別設施、特殊族群及銀髮族友善旅遊環境，以符合全齡顧客需求；增加各項體驗活動，引入住宿、商場等設施；配合智慧手機及程式運用提供客製化服務；透過分析大數據及應用，提供企業營運及行銷參考；打造疫後安心遊園環境，完善防疫及建置數位無接觸式入園服務等。

引導觀光遊樂業振興轉型，補助業者辦理投資新設施、設備更新、創新服務及數位硬體設施之優質化等事項，共計 23 家業者提出申請，觀光局補助核銷金額總計 2.59 億元，帶動業者投資經費約 10 億元。

輔導並鼓勵業者利用園區及周邊資源，針對校外教學推出優質教案，強化安全、多元及彈性之主題樂園特性，建立優質戶外教學環境與寓教於樂之形象，持續吸引學校與家長前往觀光遊樂業學習旅遊，於 110 年向教育部戶外教育推動會提案建置「戶外教育引導性參考指標」，以利業者提升戶外教育品質參考。

打造疫後安心遊園環境，加速數位化能力與整合行銷宣傳。協助 25 家業者完善防疫及建置數位無接觸式入園服務等軟硬體設施。



優質化計畫吸引投資總額
"Quality Enhancement Program"
Investment Amount
超過 10 / 億元
Over NT\$ 1 billion

The Tourism Bureau assisted the amusement park industry to develop all-age-friendly and smart parks, diversify markets, strengthen barrier-free facilities and gender facilities, and create a friendly tourism environment for special groups and seniors to meet the needs of customers of all ages; introduce experiential activities, accommodations, shopping areas, and other facilities; provide customized services with smartphones and apps; use big data analysis and applications as a reference for business operations and marketing; and create safe park environments for post-COVID travel, improve epidemic prevention measures, and establish digital contactless park entry services.

The Tourism Bureau assisted the revitalization and transformation of the amusement park industry with subsidies to help operators invest in new facilities, refurbish equipment, develop innovative services, and improve the quality of digital hardware and facilities. A total of 23 businesses applied for subsidies. The Tourism Bureau approved subsidies totaling NT\$259 million, spurring about NT\$1 billion in investment.

Businesses also received assistance and encouragement to use park and peripheral resources to provide high-quality lesson plans for off-campus teaching, strengthen security, leverage the diversity and flexibility of theme parks to create excellent outdoor teaching environments and an image of educational fun, and continue to attract schools and parents to visit amusement parks for educational trips. In 2021, the Tourism Bureau presented a proposal to the Outdoor Education Promotion Committee of the Ministry of Education for the establishment of "Leading Reference Indicators for Outdoor Education" as a reference to help businesses improve the quality of outdoor education.

To create a safe post-COVID park environment and accelerate digital capabilities and integrated marketing, the Tourism Bureau assisted 25 businesses with improvements to COVID prevention and installation of digital contactless entry services and other services and facilities.

配合振興五倍券及國旅券，整合觀光遊樂業者提出「樂園 1+1」及「千元大享包」等優惠措施，並與臺灣觀光遊樂區協會合作辦理「百萬現金加碼抽活動」行銷方案，獎項超過 1,800 份，刺激消費市場，增加使用效益。

依「觀光遊樂業管理規則」，會同地方主管機關於 110 年 5 月完成 25 家觀光遊樂業不定期檢查，暨依「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」，落實業者每季自主檢查，以及地方主管機關上半年定期檢查，並於 110 年 9 至 10 月辦理觀光遊樂業督導考核競賽，以落實三級管理機制，加強遊樂設施之安全與緊急應變機制。



振興五倍券及國旅券加碼抽活動
Value of prizes given away during promotion effort

1,800 / 份 awards ↑

100 / 萬 現金 NT\$ 1 million



配合國旅券主題樂園推出臺灣好樂園「樂園 1+1」、「千元大享包」及「大獎好禮抽」等活動
Amusement parks introduced the "Amusement Park 1+1," NT\$1,000 Gift Bag" and other preferential measures in conjunction with the Domestic Travel Voucher program



觀光遊樂業督察考核(戶外) Amusement Park Industry Inspection Assessment (Outdoor)



國際交流

Communicating & Connecting with the World

110 年全球疫情持續肆虐，觀光局及駐外辦事處於疫情間強化線上宣傳推廣，並配合目標市場防疫措施辦理實體推廣活動，爭取臺灣觀光在全球持續曝光。同時邀請業界共同開發適合外籍旅客的旅遊新行程，期在邊境開放後，讓全球旅客體驗更優質的服務。110 年全臺榮獲 16 項國際獎項，讓臺灣獨有文化風情繼續在國際發光，替臺灣爭取更多榮耀。

In 2021, with COVID still raging, the Tourism Bureau and its overseas offices strengthened online promotion and arranged in-person promotions in line with pandemic prevention measures in target markets to keep Taiwan's tourism brand in the international spotlight. Tourism operators were invited to jointly develop new itineraries to better serve global visitors after borders re-open. In 2021, Taiwan's unique cultural charms continued to shine on the global stage, bringing home 16 international awards and praise for Taiwan.



強化線上宣傳 爭取全球曝光

Strengthening Online Promotions to Heighten Global Exposure

We Are Ready 我們一直準備好

110 年第 1 季全球疫情仍嚴重，在臺灣疫情相對和緩的情況下，觀光局於 2 月推出「We Are Ready」中、英文版前導影片。影片以安心、安全為主軸，向國際旅客傳達臺灣已經做好準備，歡迎全世界的旅客來臺旅遊。

In early 2021, COVID continued to rage through the world. In Taiwan, however, the epidemic was relatively mild. In February 2021, the Tourism Bureau released a promotional video entitled "We Are Ready" in both Chinese and English. This film focused on the themes of peace of mind and safety, and carried the message that Taiwan is ready for international visitors and welcomes them.



We Are Ready 前導影片 We Are Ready Teaser Video

維持國際官方雙邊交流合作熱度

受邊境管制措施影響，持續以視訊會議方式推動國際官方雙邊交流，積極與日本及越南官方互動，推動疫後雙邊市場復甦及雙邊業者合作。

- 日本：繼 109 年與三重縣、香川縣、岐阜縣、山口縣等 4 縣知事視訊會談後，110 年 2 月 4 日、8 日分別與靜岡縣及青森縣知事透過視訊會議，研商雙方未來合作方向及交換意見。
- 越南：持續與越南國家旅遊總局交流，交換雙邊防疫政策及磋商合作會議事宜。原訂於 109 年舉辦的「第 9 屆臺越觀光合作會議」將再度延期至 111 年以實體會議方式召開，象徵迎接疫後雙邊市場新氣象。



青森視訊會談 - 臺日雙方互贈紀念品
Taiwan-Japan Aomori Video Conference: Participants from the two sides exchange souvenirs

Maintaining Momentum for Official International Exchanges and Cooperation

With COVID-related border controls still in effect, the Tourism Bureau continued to arrange bilateral video conference exchanges with other countries, including exchanges with Japanese and Vietnamese officials to promote post-pandemic market recovery and industry cooperation.

- Japan: Following on video conferences with the governors of Mie, Kagawa, Gifu, Yamaguchi and four other Japanese prefectures in 2020, the Tourism Bureau video conferenced with the governors of Shizuoka and Aomori on February 4 and 8, 2021, respectively, to discuss the future direction of bilateral cooperation and exchange views.
- Vietnam: The Tourism Bureau continued to hold exchanges with the Vietnam National Administration of Tourism on COVID prevention policies and consultations on cooperation meetings. The 9th Taiwan-Vietnam Tourism Cooperation Conference, originally scheduled to be held in 2020, was further delayed to be an in-person event in 2022 as a symbol of the new atmosphere of the two markets after COVID.



交通部觀光局張局長、台灣觀光協會葉會長
及靜岡川勝知事三方視訊會談
A video conference joined by Tourism Bureau Director-General Chang, Taiwan Visitors Association Chairwoman Yeh, and Shizuoka Governor Kawakatsu.

著眼全球 穩健布局

持續耕耘既有目標客源市場，加強線上行銷力道，並配合各目標市場國家防疫規定，逐步恢復實體推廣活動。受限疫情，新興市場如俄羅斯、中東、以色列及印度，以網路宣傳為主，持續曝光臺灣觀光形象。

東北亞市場 Northeast Asia Market

日本市場 Japan

繼 109 年推出線上「居家遊臺灣－臺灣通檢定」活動後，持續開發結合臺灣旅遊景點、美食、節慶文化、語言等知識的線上刮刮樂、翻牌、放天燈祈福等小遊戲及「臺灣的回憶」IG 投稿活動，讓目標客群在疫情間仍能不限時地參與互動，推升臺灣觀光知名度。針對業者辦理多場線上臺灣觀光說明會，增加臺、日業者交流機會，更新臺灣觀光資訊。

另積極與異業結盟，強化宣傳廣度，如與成田機場、日本航空合作「偽出國臺灣旅行」；與鼎泰豐全日本 22 家店舉辦「在日『饗』受臺灣味」活動；與捷安特全日本 10 家直營店推出「購車送聯名頭巾」優惠；與日本大型超商 NATURAL LAWSON 首都圈（東京、千葉、埼玉、神奈川）137 家店合作辦理臺灣 Fair，宣傳臺灣美食及臺日系品牌商品；與阪神電鐵及桃園捷運合作，透過臺灣觀光彩繪列車、募集臺灣旅遊照片、「臺日一起加油」等系列活動，創造臺灣觀光話題；與近鐵百貨合作，於著名商業地標「阿倍野海闊天空大廈」辦理「歡迎遊臺灣」主題月宣傳活動；舉辦「共學・共樂」旅遊文化小講座，向民眾宣傳臺灣優質生活態度與魅力旅遊資源。

2021 東京奧運於 7 月 23 日開幕，NHK 主播的「台湾です（這是臺灣）」成為日本時下流行語。觀光局駐日辦事處順勢與在日臺商－林家排骨合作推出「奧運應援加油套餐」，宣傳臺灣傳統炸排骨、香腸、滷肉飯、黑松沙士、蘋果西打等美食；在 NATURAL LAWSON 首都圈 140 家店鋪的臺灣茶專區推出「臺日友好一起加油」POP 廣告；並在東京開設「多彩多姿旅遊臺灣館」快閃店，店內販售多種臺灣水果製品、臺灣美食及文創商品，現場亦設置 AR 景點拍照區，為民眾營造「一秒到臺灣」的氛圍，全面提升臺灣知名度。



Steadily Developing Global Markets

The Tourism Bureau continued to cultivate existing visitor source markets, strengthen online marketing, and coordinate with COVID prevention rules in target markets to gradually resume in-person promotions. Due to COVID restrictions, the bureau continued to promote Taiwan's tourism image in Russia, the Middle East, Israel, India, and other emerging markets through online channels.



Following on the launch of the online "Travel Taiwan from Home: Taiwan Passes the Test" event in 2020, the Tourism Bureau arranged online scratch-off lotteries, card flip memory games, and lucky sky lantern releases combining knowledge of Taiwan's tourist attractions, food, festival culture, and language, as well as a "Taiwan Memories" Instagram photo submission activity. The promotions enabled interaction with target groups to promote Taiwan tourism despite COVID restrictions. The bureau also organized several online briefings to increase opportunities for interaction between Taiwanese and Japanese businesses and provide up-to-date information on Taiwan tourism.

In addition, the Tourism Bureau formed industry alliances to broaden promotions, including the "Travel Taiwan Virtually" campaign in partnership with Narita Airport and Japan Airlines; a "Taste of Taiwan in Japan" promotion with 22 Din Tai Fung restaurants in Japan; and a "Buy a Bike, Get a Free Co-branded Headscarf" promotion through 10 directly-operated Giant bicycle shops in Japan. The bureau also partnered with Japanese convenience store chain Natural Lawson to host Taiwan Fairs promoting Taiwanese cuisine and Taiwanese and Japanese brand products at 137 stores in metro areas (Tokyo, Chiba, Saitama, and Kanagawa). Hanshin Electric Railway and Taoyuan Mass Rapid Transit (MRT) cooperated to create Taiwan tourism topics through a series of activities such as trains painted with scenic sites in Taiwan, the collection of Taiwan travel photos, a "Taiwan and Japan Together" activity, and "Welcome to Taiwan" theme month promotional activities. The bureau also held the "Together Learn, Enjoy Together" mini lecture on tourism and culture to promote Taiwan's refined lifestyle and attractive tourism resources.

During the 2021 Tokyo Olympics, which opened on July 23, NHK anchors turned "This is Taiwan" into a Japanese buzzword. The Tourism Bureau's Japan office cooperated with Lin's Pork Ribs to launch the "Olympic Cheer Meal" at the Taiwanese chain's Japanese branches to promote traditional Taiwanese fried pork fillets, sausages, braised pork rice, Hey Song Sarsaparilla and apple cider, and other delicacies. The "Taiwan-Japan Friendship: Let's Go Together" POP promotion was featured at the Taiwan Tea Corner area of 140 metro-area Natural Lawson convenience stores. In addition, Taiwan fruit products, fine foods, and cultural-creative products were featured at the "Colorful Travel Taiwan Pavilion" pop-up store in Tokyo. The pavilion built buzz for Taiwan with an AR scenic photo area that invited visitors on a virtual trip to Taiwan.



與阪神電鐵及桃園捷運合辦「臺日一起加油」系列宣傳推廣活動
The Tourism Bureau partnered with Hanshin Electric Railway and Taoyuan MRT on the "Taiwan and Japan Together" promotion campaign.

東京奧運期間與臺灣美食業者合作應援加油餐
The Tourism Bureau launched the "Olympic Cheer Meal" promotion with a Taiwanese restaurant chain during the Tokyo Olympics

「多彩多姿旅遊臺灣館」快閃店
The "Colorful Travel Taiwan Pavilion" pop-up store

與成田機場、日本航空合作「偽出國臺灣旅行」
The "Travel Taiwan Virtually" campaign was held in partnership with Narita Airport and Japan Airlines

於日本大型連鎖超商
NATURAL LAWSON 販售臺灣茶
Taiwan tea is sold at major Japanese convenience store chain Natural Lawson



近鐵百貨「ようこそ台湾ワールドへ（歡迎遊臺灣）」週年慶活動－全館臺灣風裝飾
Taiwanese design was featured during the "Welcome to Taiwan" anniversary event at the Kintetsu Department Store

韓國市場 South Korea

延續 2019、2020 年韓國市場宣傳計畫，持續辦理線上講座系列活動、投放線上宣傳廣告及強化社群平臺宣傳，並募集在臺韓國大學生成立觀光記者團，以第一人視角觀察臺灣各地新常態生活，透過每月製作臺灣觀光報導素材，提供更貼合韓國民情的旅遊資訊，引起韓國旅客對臺興趣。邀請曾來臺觀光的知名網紅 BORA KIM，於其 Youtube「wannabe_bora」頻道聯合製作臺灣宣傳影片，推薦韓國旅客於邊境解封後首選來臺旅行，影片上線即吸引超過 25 萬次瀏覽量。配合 2021 自行車旅遊年，於漢江公園遊艇碼頭舉行宣傳推廣活動，邀請知名自行車 Youtuber 分享來臺騎行經驗，以 VR 提供民眾感受來臺騎行自行車，分享臺灣自行車旅遊路線與魅力。

與韓國 KBS 2 電視臺合作，於電視節目《新品上市便利餐廳》中介紹臺灣美景與各種美食；PK 賽由融入韓式創意的臺味滷肉飯料理獲勝，該料理除在韓國 CU 便利商店通路上架銷售、收益捐贈給當地弱勢團體外，料理包專門企業「Fresh Easy」也與其合作販售調理醬包，讓暫時無法來臺的韓國民眾重溫臺灣美食魅力。

針對業者部分，辦理 B2B 線上說明會及線上洽談會，邀請臺韓雙方業者線上商談，以利邊境開放後加速恢復韓國市場來臺旅客人次。



Building on promotions in 2019 and 2020, the Tourism Bureau continued to arrange online lectures and ads and strengthen social media promotions in the South Korean market. The bureau recruited Korean college students in Taiwan to form a tourism press corps to observe the new normal life in Taiwan from a first-person perspective. The group produced monthly reports with information on Taiwan tourism tailored to the Korean market to generate interest in visiting Taiwan. The Tourism Bureau invited Korean influencer Bora Kim to visit Taiwan and co-produce a promotional video for Taiwan on her YouTube channel "wannabe_bora." In a video that quickly attracted more than 250,000 views, Kim urged South Korean tourists to make Taiwan their first-choice travel destination after borders re-open. In conjunction with the 2021 Year of Bicycle Tourism theme, the Tourism Bureau arranged promotional activities at the Hangang Park Marina. Popular bicycle YouTubers were invited to share their cycling experience in Taiwan. Visitors were treated to a VR experience presenting the itineraries and charm of bicycle tourism in Taiwan.

The Tourism Bureau collaborated with Korea's KBS 2 TV station to introduce Taiwan's scenic charms and cuisine on the TV program "Stars' Top Recipe at Fun-Staurant." A Taiwanese braised pork rice dish with Korean touches won the PK competition and was sold through the Korean convenience store chain CU. The proceeds from sales were donated to local groups for the disadvantaged. In addition, meal kit distributor Fresh Easy sold Taiwan flavor condiment packs to provide a taste of Taiwan cuisine to Koreans temporarily unable to visit Taiwan.

Taiwanese and South Korean companies were invited to join online B2B online seminars and meetings to discuss ways to accelerate the recovery of Korean travel to Taiwan after borders re-open.



韓國「吃、喝、旅行」線上講座
The "Eat, Drink, Travel" online seminar in Korea

邀請韓國知名網紅 BORA KIM 於 Youtube「wannabe_bora」頻道聯合製作臺灣宣傳影片
Korean influencer Bora Kim promoted Taiwan in a video co-produced with the Tourism Bureau on her YouTube channel "wannabe_bora"



歐美市場 Europe and the Americas

歐美地區因疫情管制措施重創旅遊業，110 年持續以線上露出臺灣觀光品牌形象為重點，結合網紅達人與世界知名媒體合作行銷專案，以多元主題旅遊內容向不同年齡客群傳達臺灣美食、美景、獨特文化與豐富的人情味依舊，提高旅客對邊境管制措施解除後來臺旅遊興趣。

持續對當地旅遊業者辦理線上說明會及教育訓練，維繫臺灣觀光銷售通路。提供海外業者臺灣邊境解封及入境須知相關訊息，推動包裝疫後臺灣觀光行程，規劃疫後送客優惠措施，爭取國際旅客訪臺。

With COVID controls hammering the tourism industries in Europe and the US, the Tourism Bureau continued to promote Taiwan's tourism brand in the two markets through online channels in 2021. The bureau collaborated with online influencers and leading media channels to market Taiwan's cuisine and scenic charms, unique culture, and human touch through theme promotions tailored to visitors of different age groups to boost interest in visiting Taiwan after border controls are lifted.

The Tourism Bureau also continued to hold online workshops, education, and training for local tourism businesses to maintain Taiwan tourism sales channels. It provided overseas firms with information on the lifting of border controls and entry requirements in Taiwan, promoted post-COVID package tours to Taiwan, and planned preferential measures to attract international visitors to Taiwan after COVID.



與法國美食部落客 Bernard Laurance 合作，直播鹹酥雞及臺式滷肉飯手作教學，宣傳臺灣美食旅遊。
The Tourism Bureau collaborated with French food blogger Bernard Laurance to live-stream a program on cooking Taiwanese fried chicken and braised pork rice to promote food tourism to Taiwan



與法國美食部落客 Aux Fourneaux 合作，宣傳推播「親手作臺灣經典美食鳳梨酥」美食影片。
The Tourism Bureau teamed up with French food blogger Aux Fourneaux to produce a promotional video on making classic Taiwanese pineapple cake

東南亞市場 Southeast Asia

配合東南亞各國防疫措施，因應疫情變化，採「虛、實並行」行銷策略。透過線上通路加強行銷，維持臺灣觀光聲量，如與新加坡的「百萬網紅」塔米爾（Alyne Tamir）合作舉辦「一個網紅的誕生」（An Influencer is Born）微網紅招募活動，優勝者們將於邊境解封後親自造訪臺灣，並創作影片與新加坡民眾分享；因應馬來西亞興起單車運動風潮，邀請曾來臺發展的馬籍藝人、馬臺 2 地單車旅遊及攝影達人線上直播，分享來臺自行車環島、離島騎行、女性友善、客庄小鎮及雙北漫騎的美好經驗，吸引馬國車友疫後來臺體驗；與印尼前 JKT48 偶像團體歌手網紅 Cindy Gulla 合作推廣臺灣自行車旅遊及米其林美食旅遊，其 IG 影片與貼文觸及超過 65 萬人次。

逐步恢復辦理實體活動，如與馬來西亞鼎泰豐 5 家分店異業合作，在中秋節期間推出限定款臺灣味鳳梨酥，並配合馬來西亞華人中秋提燈習俗，舉辦「買鳳梨酥送小提燈」話題活動，藉以宣傳「台灣燈會」；與越南地區市占率最高的健身房系統「California Gym」合作，在 8 大主要城市 35 家分店強力播放「2021 年自行車旅遊年」主題宣傳影片，並邀請越南知名旅遊部落客及健身房會員參加 360 VR 影片體驗活動；恢復參加泰國國際旅展與馬來西亞 MATTA 旅展，藉由實體活動行銷臺灣觀光，維持市場熱度。

針對穆斯林客群，持續優化及提升穆斯林友善旅遊環境，本年計有 267 家餐廳、旅宿、休閒農場取得清真餐飲認證，野柳遊客中心、關渡自然公園、旅行社、導遊等亦陸續取得穆斯林友善場域（人員）認證。辦理 11 場穆斯林旅遊推廣活動，包含 6 場業者說明會、1 場業者媒合交流會、2 梯次在臺穆斯林素人網紅踩線考察行程、1 梯次地接旅行社踩線考察行程及 1 場穆斯林客群臺灣旅遊記憶網路徵文活動。

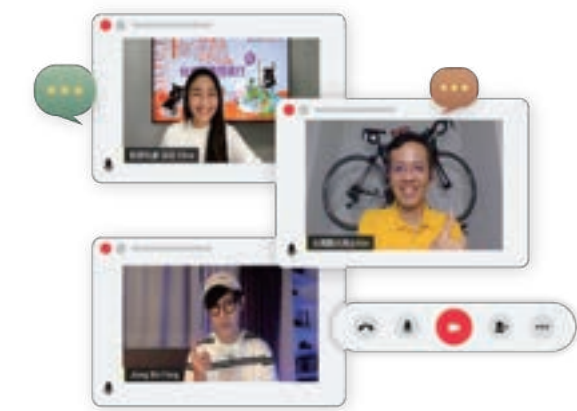


與馬來西亞鼎泰豐合作中秋促銷活動
The Tourism Bureau partnered with Din Tai Fung on Mid-autumn Festival promotions in Malaysia

In Southeast Asia, the Tourism Bureau adopted a "parallel virtual and in-person" marketing strategy in line with COVID prevention measures and developments in the region. The bureau strengthened online marketing to maintain the popularity of Taiwan's tourism, including a collaboration with Singapore's "Million Dollar Influencer" Alyne Tamir to produce the "An Influencer is Born" micro-influencer recruitment campaign. The winners were invited to visit Taiwan after border controls are lifted to film videos and share them with Singaporeans. In response to the growing popularity of cycling in Malaysia, the Tourism Bureau invited Malaysian artists who have developed in Taiwan, as well as Malaysian and Taiwanese cycling tour and photography gurus to live stream their experiences cycling around Taiwan and its outlying islands, female-friendly tours, visits to Hakka towns, and bike touring in Taipei and New Taipei to attract Malaysian cyclists to Taiwan after COVID. The bureau also cooperated with former JKT48 teen idol group singer Cindy Gulla to promote bicycle and Michelin restaurant tours in Taiwan. Instagram videos and posts for the campaign reached more than 650,000 people.

The Tourism Bureau gradually resumed in-person events, including cross-industry cooperation with five Din Tai Fung branches in Malaysia on a limited release Taiwan pineapple cake during the Mid-Autumn Festival period. In line with the Mid-autumn Festival lantern custom among Malaysian Chinese, hand lanterns were given away with the purchase of pineapple cakes to publicize Taiwan's Lantern Festival. The bureau also partnered with Vietnam's biggest workout chain, California Gym, to show "2021 Year of Bicycle Tourism" promotional videos at 35 of the chain's branches in eight major cities. Popular Vietnamese travel bloggers and gym members were invited to join a 360 VR movie experience activity. Taiwan also resumed participation in the Thai International Travel Fair and Malaysia's MATTA Fair, using in-person events to maintain market buzz for Taiwan tourism.

For Muslim visitors, the Tourism Bureau continued to optimize and enhance Taiwan's Muslim-friendly travel environment. A total of 267 restaurants, hotels, and recreational farms were Halal-certified this year. The Yeliu Visitor Center, the Guandu Nature Park, as well as various travel agencies and guides, successively obtained certification as Muslim friendly sites (personnel). The bureau arranged 11 Muslim tourism promotions, including six industry briefings, one industry matchmaking conference, a two-session FAM tour for amateur Muslim influencers in Taiwan, a one-session FAM tour for travel agencies, and an online contest asking Muslim visitors to share their memories of travel in Taiwan.

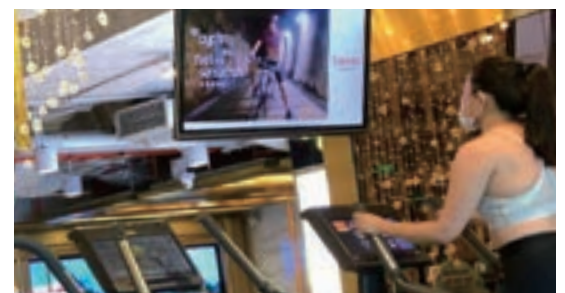
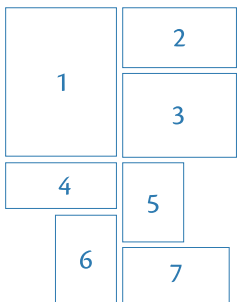
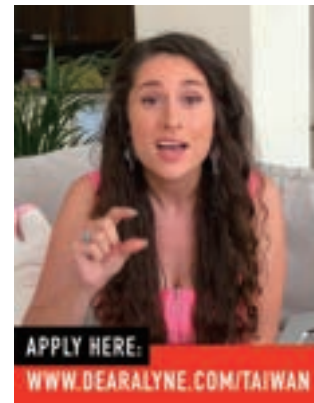


馬來西亞「2021 臺灣自行車旅遊年」線上直播分享會
ft. 方洞鑽、旅遊玩家雜誌
A livestream "2021 Taiwan Year of Bicycle Tourism" seminar in Malaysia featured Abin Fang and Travelmate Magazine.



1. 穆斯林客群臺灣旅遊記憶網路徵文活動
1.Muslim visitors shared memories of their travels in Taiwan during an online essay contest

2. 與印尼前 JKT48 偶像團體歌手 Cindy Gulla 合作推廣自行車與米其林美食旅遊
2.The Tourism Bureau collaborated with Indonesian singer and former JKT48 teen group member Cindy Gulla to jointly promote cycling and Michelin dining tourism in Taiwan



3. 越南 California Gym — 360VR 體驗臺灣自行車活動
3.Customers enjoy a 360-degree VR experience of Taiwan cycling at California Gym in Vietnam

4.2021 泰國旅展－喔熊組長推廣
4.OhBear Team Leader promotion at the 2021 Thai International Travel Fair

5. 新加坡「An Influencer Is Born」線上活動
5."An Influencer Is Born" online activity in Singapore

6.2021 馬來西亞 MATTA 旅展－臺灣館 DIY 區
6.The DIY area of the Taiwan Pavilion at the 2021 MATTA Travel Fair in Malaysia

7. 越南 California Gym — 播放「2021 臺灣自行車旅遊年」宣傳影片
7."2021 Taiwan Year of Bicycle Tourism" promotional videos were shown at California Gym in Vietnam

大中華市場 Greater China

大陸市場 Mainland China

在大陸市場嚴格的防疫措施下，以加強更新簡體版官方網站及社群媒體貼文內容為行銷主軸，持續與大陸自媒體合作發布自行車、美食、溫泉及鐵道等主題旅遊貼文，維持臺灣觀光在線聲量。

另透過參加大型國際交流展會，維繫與省市官方及組團社的交流，如於福州舉辦的「海峽兩岸經貿交易會」、於南京舉辦的「南京國際渡假休閒及房車博覽會」、於廈門舉辦的「海峽旅遊博覽會」；並首次與北京臺商合作參加「2021 年中國國際服務貿易交易會」。與臺灣貿易中心成都代表處及成都日商伊藤洋華堂百貨超市合辦「2021 寶島臺灣物產節」，並與廈門臺資欣葉餐廳及鼎泰豐合辦「臺灣美食週」，期透過臺灣好物及美食提高民眾對疫後來臺興趣；於廈門 74 號藝術倉庫舉辦「臺灣海洋攝影展」，展示臺灣獨特地質景觀、海洋生態、澎湖花火、馬祖藍眼淚等精美攝影作品，並辦理小型旅遊推廣會，讓參與民眾在疫情間仍能「雲遊」臺灣。

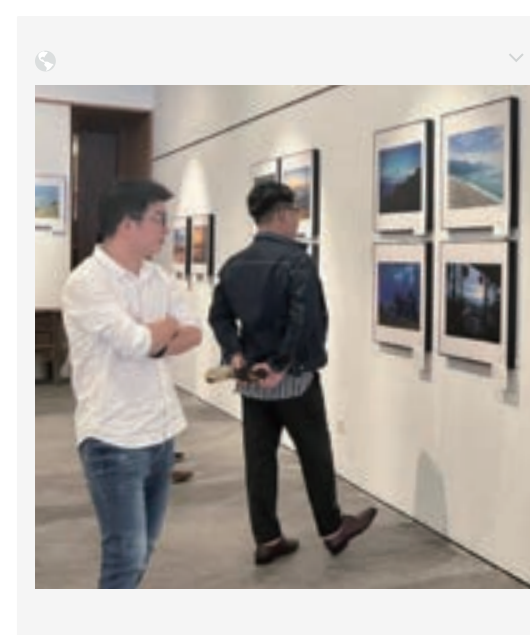
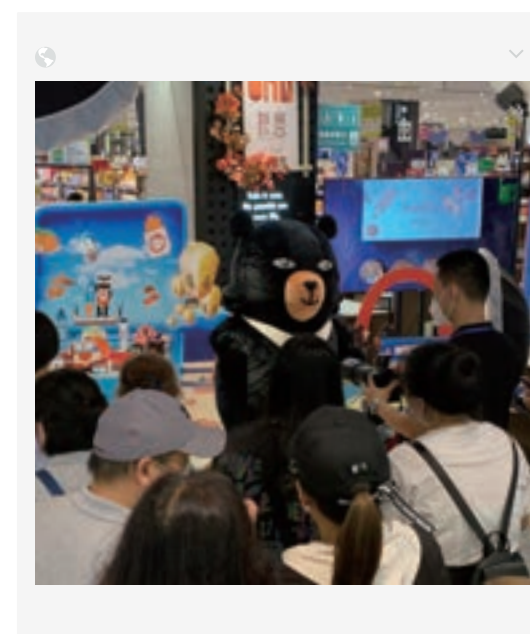
自 2010 年起每年舉辦的「臺灣江蘇交流燈會」，因受疫情影響及兩岸雙邊嚴格入境檢疫規定，遂決定停辦 1 年。

With mainland China still under tight COVID controls, the Tourism Bureau focused its marketing strategy there on improving and updating content on its simplified Chinese website and social media page. The bureau continued to cooperate with mainland media channels to publish posts on bicycle, food, hot spring, and railway travel and maintain online buzz for Taiwan tourism.

In addition to participating in major international exchanges and exhibitions, the Tourism Bureau maintained exchanges with provincial and municipal officials and organizations, including the Cross-Straits Fair for Economy and Trade in Fuzhou, the Nanjing International Holiday Leisure and Recreational Vehicle Expo in Nanjing, and the Cross-Strait Travel Fair in Xiamen. It also participated with Taiwanese companies in the 2021 China International Fair for Trade in Services (CIFTIS) in Beijing, marking its first appearance at the show. In addition, the bureau organized events to showcase Taiwan's cuisine and high-quality products, including the 2021 Taiwan Product Festival with the Chengdu Representative Office of the Taiwan Trade Center and Japanese supermarket chain Ito-Yokado in Chengdu; as well as Taiwan Food Week with the Xiamen branches of Taiwan's Shin Yeh Restaurant and Din Tai Fung. These promotions aimed to generate interest in visiting Taiwan after COVID. Other activities held by the bureau include the Taiwan Ocean Photography Exhibition at Warehouse 74 in Xiamen, featuring photos of Taiwan's unique geological landscapes, marine ecology, Penghu fireworks, Matsui's blue tears, and other attractions. The bureau also organized a small tourism promotion where participants could "wander" Taiwan during COVID.

The Tourism Bureau has held the Taiwan-Jiangsu Lantern Festival annually since 2010. However, it decided to pause the festival for a year due to COVID and strict cross-strait quarantine regulations.

迎虎生風，品味臺灣－廈門臺灣美食週
Savoring Taiwan in the Year of the Tiger: Xiamen-Taiwan Food Week



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- 1.2021 中國國際服務貿易交易會 - 臺灣館
1.Taiwan Pavilion at the 2021 China International Fair for Trade in Services
2. 海峽旅遊博覽會 - 騎行環島分享會
2.Cycling Taiwan symposium at the Cross-Strait Travel Fair
- 3.2021 年伊藤洋華堂寶島臺灣物產節
3.2021 Ito Yokado Taiwan Product Festival
4. 參加海峽旅遊博覽會
4.Cross-Strait Travel Fair
5. 於廈門 74 號藝術倉庫舉辦「臺灣海洋攝影展」
5.The Taiwan Ocean Photography Exhibition at Warehouse 74 in Xiamen



港澳市場 Hong Kong and Macau

香港地區受疫情影響小，除密集與香港組團社、OTA、網紅在線上宣傳台灣燈會、臺灣自行車旅遊、咖啡文化小旅行，與香港教育團體及臺校辦理多場線上遊學交流活動外，亦辦理多場異業合作實體活動。如與捷安特香港代理商－鎮洋兄弟單車 39 家分店共同宣傳來臺自行車旅遊；與中彰區域觀光聯盟在馬鞍山千色百貨合辦「臺中美食週」活動；與香港藝人傅珮嘉開設的臺式餐廳－「尚青商號」合作展出「臺灣懷舊柑仔店主題展」，搭配 Facebook 互動贈獎遊戲，讓民眾一解無法來臺之苦；與港商 Klook 線上旅行社在荃灣南豐紗廠合作「Taiwan Way 臺灣味市集」、在海港城商場舉辦「聖誕登機閣」活動；與 OLYMPUS、TripTaiwan 合辦「潛行臺灣－香港首個水底展覽」，創新的活動方式獲港民熱烈回響，活動當日吸引路透社採訪，並轉載至澳洲、星、馬、泰、日、美、加及土耳其等國網路新聞；與緻優遊旅行社及航空公司合作，在年末推出「喔熊組長行動辦公室」宣傳車，在全港人潮聚集處宣傳疫後來臺旅遊，並舉辦「偽墾丁音樂露天市集」，讓香港民眾體驗熱情南臺灣。此外，與香港商家合作設立 14 處臺灣觀光資訊站（借問站），讓香港民眾就近取得臺灣觀光文宣及資訊。

澳門市場受嚴格境管措施影響，以線上宣傳為主，於 7 月 9 日至 11 日參加「2021 澳門國際旅遊（產業）博覽會」，維持澳門旅客來臺觀光的熱度。

In Hong Kong, which was less affected by COVID, the Tourism Bureau intensively promoted the Taiwan Lantern Festival, Taiwan bicycle tours, and coffee culture excursions through online channels in cooperation with Hong Kong travel agencies, OTAs, and influencers. It organized several online exchange activities with Hong Kong education groups and Taiwanese schools. It also arranged in-person activities through cross-industry cooperation. For example, the bureau promoted bicycle tourism in Taiwan through 39 branches of Giant's Hong Kong agent Chung Yung Cycle Co. It also co-organized Taichung Food Week with the Zhongzhang Regional Tourism Alliance at the Ma'anshan Citistore. In collaboration with Hong Kong artist Maggie Fu's Taiwanese restaurant Shang Ching Co, it arranged the Taiwan Nostalgic Tangerine Shop Exhibition along with a Facebook interactive prize giveaway, providing a taste of Taiwan for people unable to visit Taiwan. Other promotions included the "Taiwan Way" fair held at The Mills in Tsuen Wan in cooperation with Hong Kong travel agency Klook, and Christmas Terminal at Harbour City Mall. The Tourism Bureau also collaborated with Olympus and TripTaiwan to hold "Underwater Taiwan: Hong Kong's First Underwater Exhibition." The innovative event was warmly received by Hong Kong residents. Reuters covered the event and reports were reprinted on online news sites in Australia, Singapore, Malaysia, Thailand, Japan, the US, Canada, Turkey, and other countries. At the end of the year, the Tourism Bureau teamed up with Von Travel Co and airlines to launch the "Oh Bear Team Leader Mobile Office" publicity vehicle to promote post-COVID Taiwan tourism at popular sites in Hong Kong. It also held a "Virtual Kenting Open Air Music Festival" to introduce Hong Kong residents to sunny southern Taiwan. In addition, 14 Taiwan tourism information kiosks were set up in cooperation with Hong Kong companies to provide literature and information on Taiwan tourism to the Hong Kong public.

The Tourism Bureau focused on online promotions in Macao, which remained under strict border controls. From July 9 to 11, the bureau participated in the 2021 Macao International Tourism (Industry) Expo to maintain Macao tourist interest in visiting Taiwan.



與尚青商號合作展出「插畫旅行遊臺灣」
The Tourism Bureau collaborated with Shang Ching Co on the "Illustrated Tour to Taiwan" exhibition

香港蘋果日報報導「臺灣懷舊柑仔店主題展」
Hong Kong Apple Daily report on the Taiwan Nostalgic Tangerine Shop Exhibition



喔熊組長行動辦公室宣傳車
The Oh Bear Team Leader Mobile Office publicity vehicle

1. 偽墾丁 3D 拍照牆
1.Virtual Kenting 3D Photo Wall

2. 潛行臺灣 - 香港首個水下展覽
2.Underwater Taiwan: Hong Kong's First Underwater Exhibition

3. 粉嶺禮賢會中學校園開放日－體驗臺灣夜市遊戲
3.Experience Taiwan Night Market Game during Open Campus Day at the Fanling Rhenish Church Secondary School

4. 與中彰區域觀光聯盟在馬鞍山千色百貨合辦「臺中美食週」活動
4."Taichung Food Week" co-organized with the Zhongzhang Regional Tourism Alliance at Ma'anshan Citistore

5. 遊學直播交流 - 港澳信義會明道小學 ft. 新北市深坑國小
5.Study Abroad Live Exchange: Hong Kong and Macau Lutheran Church Mingdao Primary School and Shengkeng Elementary School, New Taipei City

6.Klook 聖誕登機閣活動
6.Klook Christmas Terminal activity

7. 偽墾丁露天音樂市集－喔熊聖誕樹 DIY
7.Virtual Kenting Open Air Music Festival: Oh Bear Christmas Tree DIY

8. 參加「2021 澳門國際旅遊（產業）博覽會」
8.The Tourism Bureau participated in the 2021 Macao International Travel (Industry) Expo

線上臺灣館

以 B2B 功能為主、B2C 功能為輔的【Time for Taiwan 線上臺灣館】，集結中央及地方政府單位、觀光圈、公協會、各類觀光旅遊業者等近 200 家單位，突破疫情、時間、空間限制，於 110 年 9 月 1 日開館。利用館內會議室功能，安排線上活動，補足疫情期間無法親赴國外參加旅展或舉辦觀光推廣活動的能量，協助臺灣旅行業、旅宿業及相關業者與國外組團社連結洽商。駐外辦事處亦透過線上臺灣館辦理視訊會議與教育訓練，與國內觀光圈業者合作向國外組團社推介臺灣觀光資源，並透過視訊直播體驗景點活動，強化國外業者對臺灣觀光景點的印象。110 年計辦理 110 場產品宣傳活動、30 場線上說明會及 1 場大型線上交易會。

此外，展館以主題旅遊方式建置 12 個市場區，每個市場均依食、宿、遊、購、行分類，以當地語言提供符合各目標市場民眾偏好的觀光資訊。

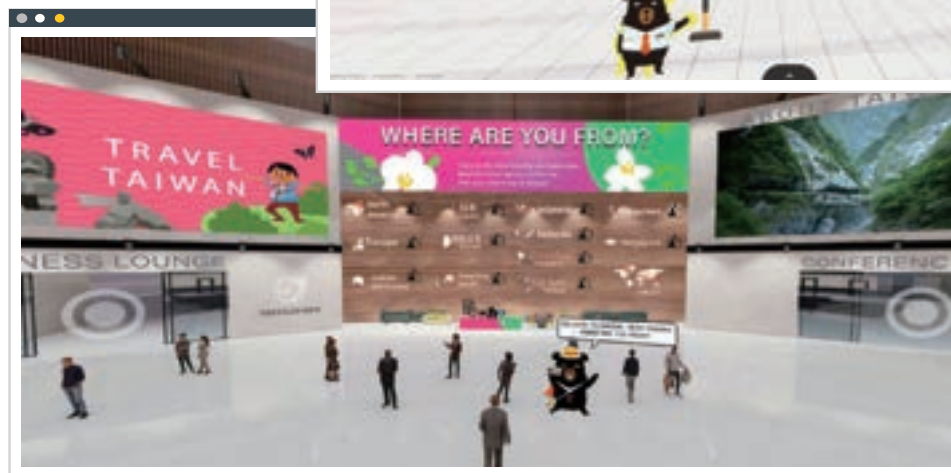


與參山觀光圈合作辦理港澳地區業者線上推介會
Online promotional meetings were arranged for Hong Kong and Macao industry insiders in collaboration with the Tri-Mountain Tourism Circle



Time for Taiwan

線上臺灣館－日本市場大廳
Time for Taiwan Virtual Exhibition
: Japanese Market Hall



線上臺灣館－場館一隅
View of the Time for Taiwan Virtual Exhibition

Time for Taiwan Virtual Exhibition

The "Time for Taiwan" online Taiwan pavilion brought together nearly 200 units, including central and local governments, tourism circles, associations, and tourism and travel companies in a display with a B2B emphasis along with B2C functions. Opening September 1, 2021, the pavilion provided an online alternative at a time of COVID restrictions, including an online conference room to generate momentum while in-person participation in travel exhibitions and tourism promotions is on hold. The pavilion helped Taiwan's travel, hotel, and related industries to connect and hold talks with foreign tour agencies. The pavilion also provided a channel for the overseas offices of the Tourism Bureau to arrange video conferences, online education and training courses, and facilitated cooperation with the domestic tourism industry to promote Taiwan tourism resources to foreign tour groups. Foreign companies could also experience Taiwan attractions and activities through live video broadcasts. In 2021, the pavilion featured 110 product promotions, 30 online briefing sessions, and one large-scale online trade fair.

In addition, the pavilion has 12 themed tourism market areas. Tourism information for each market in the categories of food, accommodations, tourism, shopping, and travel is available in various languages and tailored to the preferences of different visitor groups for each market.

國境開放超前部署 完善接待環境

Improving the Visitor Environment in Preparation for Border Re-openings



新行程考察開發

Inspection and Development of New Itineraries

透過盤點國家風景區管理處及各觀光圈觀光資源，邀請國內入境旅行業者參與新行程考察踩線活動，以鼓勵業者開發疫後創新旅遊產品。110 年計辦理北、中、南、東地區共 4 場考察，119 人次參與。考察結束前均辦理交流會議，為業者、觀光圈、地方政府間創造多方溝通平臺。熟悉國際旅客偏好的入境旅行業者對相關旅遊資源提供深度建議，以利地方政府或當地業者完善國內旅遊環境軟硬體設備，力求於疫後向國際旅客提供更多元、更深度、更高品質、更具特色的旅遊產品。

After inventorying the tourism resources of national scenic area administrations and tourism circles, the Tourism Bureau invited domestic inbound travel agents on inspection tours of new itineraries to help them develop innovative post-COVID tourism products. In 2021, a total of 119 people joined four inspection visits to northern, central, southern, and eastern Taiwan. Before the end of the visits, exchange meetings were held to provide a multi-party communication platform for the industry, tourism circles, and local governments. Inbound travel agents familiar with the preferences of international visitors provided in-depth advice on relevant tourism resources to assist local governments and local businesses improve the services and facilities of the domestic tourism environment and enhance the variety, depth, quality, and uniqueness of tourism products for international visitors.



邀請入境旅行社業者參與新行程開發考察踩線行程
Inbound travel agencies were invited on FAM tours to see newly developed itineraries



110 年計辦理
北、中、南、東地區共 4 場考察
Four inspection visits were arranged in 2021, to northern, central, southern and eastern Taiwan

《2021 臺北－臺中米其林指南》展現強韌美食生命力

2021 Taipei-Taichung Michelin Guide Highlights the Vitality of Taiwanese Cuisine

自 107 年起，《米其林指南》在臺已邁入第 4 年，對於提升臺灣觀光旅遊及餐飲產業的競爭力有正面力量。臺灣餐飲業雖在疫情間承受非比尋常的衝擊，但各店家仍保持對餐飲的熱情，發揮創意，透過設計外帶、外送美食菜單，持續為民眾傳遞有溫度的美味，展現臺灣美食生命力及多元化風格。

《米其林指南》於 110 年 8 月 24 日在其 YOUTUBE 頻道及官方 Facebook 辦理線上發布會，公布 2021 年臺北及臺中的星級餐廳名單；並宣布次年的臺灣《米其林指南》將拓展至臺南、高雄，讓臺灣美食在世界美食地圖上的地位更具說服力。

In 2018, the Michelin Guide debuted its first Taiwan edition. In the four years since then, the guide has boosted the competitiveness of Taiwan's tourism and restaurant industries. Although restaurants in Taiwan suffered heavily under COVID, they remain passionate about the business and have creatively adapted with take-out and delivery food menus to continue serving diners with delicious fare, highlighting the vitality and diversity of Taiwan's culinary world.

The list of Michelin Guide star-rated restaurants in Taipei and Taichung in 2021 was announced at an online press conference on the guide's YouTube channel and official Facebook page on August 24, 2021. Michelin also announced that the Taiwan guide would be expanded to include Tainan and Kaohsiung, further consolidating Taiwan's place on the international culinary stage.

2021《米其林指南》頒獎典禮

左：臺灣米其林輪胎董事長毛行健、中：交通部部長王國材、右：觀光局局長張錫聰

2021 Michelin Guide Award Ceremony
Chairman of Taiwan Michelin Tire Jay Mao (left),
Minister of Transportation and Communications Wang Kwo-tsai (center),
and Tourism Bureau Director General Chang Shi-chung (right)

《米其林指南》新篇章儀式

左：觀光局局長張錫聰、中：交通部部長王國材、右：臺灣米其林輪胎董事長毛行健

Michelin Guide New Chapter Ceremony
Tourism Bureau Director General Chang Shi-chung (left),
Minister of Transportation and Communications Wang Kwo-tsai (center),
Chairman of Taiwan Michelin Tire Jay Mao (right)

米其林指南
THE
MICHELIN
GUIDE
2022

臺北 | Taipei
臺中 | Taichung
臺南 | Tainan
高雄 | Kaohsiung



參加 2021 臺北國際旅展

2021 Taipei International Travel Fair

參與由台灣觀光協會主辦的「2021 年台北國際旅展」，以「Staycation 宅旅遊」的概念設置臺灣館，傳達「疫後旅遊從家（臺灣）出發」。聚焦臺灣自然生態與人文生活，以六大觀光主題緊扣 Safety 安心旅遊、Healing 療癒行程、Playground 臺灣新（心）樂園出發，推薦臺灣獨一無二的體驗旅遊。

The Tourism Bureau participated in the 2021 Taipei International Travel Fair sponsored by the Taiwan Visitors Association. The bureau's "Staycation" themed Taiwan Pavilion promoted the idea that "post-COVID travel starts at home (Taiwan)." Displays focused on Taiwan's natural ecology and cultural life, and six major sightseeing themes connected to Safety, Healing, and Taiwan Playground to promote unique experiential tourism in Taiwan.





「2021 台北國際旅展」臺灣觀光形象館開幕
Opening of the Taiwan Tourism Image Pavilion
at the 2021 Taipei International Travel Fair



台灣多元魅力 屢獲國際讚揚
International Praise for Taiwan



獲獎類別 Award Category	頒獎單位 Awarding unit	獎項名稱 Award name	榮獲獎項 Awarded
 穆斯林接待環境 Muslim Visitor Environment	萬事達卡與新月評等 Mastercard and Crescent Ratings	2021 年「全球穆斯林旅遊指數 (GMTI)」，非伊斯蘭合作組織旅遊目的地 (Non-OIC Destinations) 2021 Global Muslim Travel Index (GMTI), Non-OIC Destinations	第 2 名：臺灣 Second Place: Taiwan
 城市行銷 (共 3 項) City Marketing (3 Awards)	Booking.com	2022 旅遊趨勢報告 - 「全球八大新興旅遊目的地」 2022 Travel Trends Report: Top Eight Trending Destinations in the World	臺中 Taichung
	孤獨星球 Lonely Planet	「2022 年全球最佳旅遊勝地」 (Best in Travel 2022) - 「十大最佳旅遊城市」 Best in Travel 2022: Top 10 Cities to Visit	第 2 名：臺北 Second Place: Taipei
	日本「夜景觀光 Convention Bureau」 Convention Bureau (Japan)	世界夜景峰會 - 世界 10 大「夜景遺產」 World Night View Summit: Top 10 "Night View Heritages" in the World	台灣燈會 Taiwan Lantern Festival
 永續觀光 (共 7 項) Sustainable Tourism (7 Awards)	國際綠色旅遊目的地基金會 Green Destinations Foundation	「2021 Top100 Sustainable Stories 世界百大永續故事」獎 2021 Top 100 Sustainable Stories Award	入選：「井仔腳瓦盤鹽田」 (雲嘉南國家風景區管理處) Nominated: Jingzijiao Tile-Paved Salt Field (Southwest Coast National Scenic Area Administration)
	亞太旅行協會 Pacific Asia Travel Association (PATA)	行銷類旅遊攝影獎 PATA Gold Awards 2021	金獎：「井仔腳瓦盤鹽田」 (雲嘉南國家風景區管理處) Gold Award: The sunset view of Jingzaijiao Tile-paved Salt Fields (Southwest Coast National Scenic Area Administration)
	綠色旅遊目的地基金會 Green Destination Foundation	全球百大綠色旅遊目的地認證 Top 100 Green Tourism Destinations in the World Certification	東北角暨宜蘭海岸國家風景區管理處 Northeast and Yilan Coast National Scenic Area Administration
			日月潭國家風景區管理處 Sun Moon Lake National Scenic Area Administration

	麥哲倫獎 Magellan Awards	旅遊目的地 - 行銷影片獎 Destination Marketing-Promotional Video Award	銀獎：「我在梨山不離山 Between Mountains」 (參山國家風景區管理處) Silver Award: Between Mountains (Tri-Mountain National Scenic Area Administration)
	Good Design Award	2021 年地域倡議與活動類大獎 2021 Regional Initiatives and Events Award	「一起米 86 縱谷原遊會 - 部落旅遊推廣計畫」 (花東縱谷國家風景區管理處) Alida 86 (Mipaliu) East Rift Valley Tribal Tourism Promotion Campaign
 設計 (共 4 項) Design (4 items in total)	美國繆思設計大獎 Muse Design Awards	2021「景觀設計類別」獎 2021 Landscape Design Award	銀獎：茂林國家風景區管理處 禮納里遊客中心 Silver Award: Linali Visitor Center, Maolin National Scenic Area Administration
		2021「室內設計類別」獎 2021 Interior Design Award	銀獎：阿里山國家風景區管理處 阿里山觸口遊客中心 Silver Award: Chukou Visitor Center, Alishan, Alishan National Scenic Area Administration
		獲「雕塑設計類別」銀獎 2021 Sculptural Design Award	銀獎：鵬村濕地 裝置藝術「造物手」 (大鵬灣國家風景區管理處) Silver Award: Pengcun Wetlands Installation Art "Creator" (Dapeng Bay National Scenic Area Administration)
	義大利 A'設計大獎 A'Design Award and Competition	義大利 A'設計大獎 A'Design Award and Competition	設計大獎：鵬村濕地 裝置藝術「造物手」 (大鵬灣國家風景區管理處) Pengcun Wetlands Installation Art "Creator" (Dapeng Bay National Scenic Area Administration)
 旅遊節目 (共 1 項) Travel Programs (1 Award)	泰利獎 The Telly Awards	第 42 屆 電視 - 旅遊節目獎 42nd Television-General-Travel/Tourism	銀獎：《Joseph Rosendo's Travelscope - 臺灣山脈 與小鎮旅遊第 2 集》 Silver Award: Joseph Rosendo's Travelscope-Taiwan Mountain Beauty, Villages & Cultures-Part 2



2021 PATA Gold Awards 線上大合照
Online Group Photo at the 2021 PATA Gold Awards



PATA 金獎作品：井仔腳瓦盤鹽田夕陽
Sunset at Jingzijiao Tile-Paved Salt Field, winner of the PATA Gold Award



願景 Vision

— 觀光發展新藍圖 —

疫後轉型 · 國旅先行、攜手迎接 · 臺灣五好

— New Blueprint for Tourism Development —

Post-COVID Transformation · Priority on Domestic Tourism, Welcome Hand-in-Hand · Five Good Things about Taiwan

觀光是驅動經濟發展的重要引擎，觀光局透過「Taiwan Tourism2030 臺灣觀光政策白皮書」規劃，以「觀光立國」為願景、「觀光主流化」之理念，輔以配合觀光局改制觀光署，確立觀光產業在國家社經發展政策之位階，以更高格局前瞻思維，配合永續觀光發展趨勢，強化資源整合、產業發展、區域觀光、數位觀光、國際觀光等方向發展，幫助觀光發展找到未來永續新方向。

臺灣觀光受疫情衝擊期間，觀光局以「疫後轉型、國旅先行」的策略布局，透過推動多項紓困及振興方案，與觀光業者共度難關，築底國旅市場發展及品質，並做為後續推展國際觀光的基礎。有鑑永續發展是 21 世紀全球性的重要議題，觀光局持續推動「Tourism 2025- 臺灣觀光邁向 2025 方案」，落實「打造魅力景點、整備主題旅遊、優化產業環境、推展數位體驗、廣拓觀光客源」5 大策略，以「持續提振國旅、布局衝刺國際」為目標，具體整備臺灣軟硬體實力，協助觀光業者升級轉型，提升產業營運及服務量能，積極邁向「臺灣五好」。

Tourism is an important engine of economic development. In line with the 2030 Taiwan Tourism Policy White Paper, the Tourism Bureau has outlined a vision rooted in the principles of a "tourism-based country" and "mainstreaming tourism." In coordination with the restructuring of the Tourism Bureau as the Tourism Administration, development of the tourism industry will happen at the higher and more forward-looking level of national social and economic development policy. It will also align with sustainable tourism development trends through strengthened resource integration, industrial development, and development of regional tourism, e-tourism, and international tourism to put tourism development on a sustainable new future path.

With Taiwan's tourism industry continuing to feel the impact of COVID, the Tourism Bureau laid out a strategy of "post-COVID transformation with a priority on domestic tourism." Several bailout and revitalization plans were launched to help tourism businesses overcome difficulties, lay the groundwork for domestic tourism market development and quality improvement, and provide a basis for follow-up promotion of international tourism. Sustainable development is an important global issue in the 21st century. The Tourism Bureau continued to promote the Taiwan Tourism 2025 campaign to implement a five-pronged strategy of "creating attractive destinations, preparing theme tours, optimizing the industrial environment, promoting digital experiences, and expanding tourist sources." These initiatives aim to "continue to lift domestic tourism and rally forces to tap the international market" by concretely strengthening services and facilities to help tourism businesses upgrade and transform, upgrade industry operations and service capacity, and press ahead on the "Five Good Things about Taiwan."



臺灣好魅力 – 打造魅力據點

Charming Taiwan – Creating an Attractive Destination

加速觀光景區建設，積極推動「觀光前瞻建設計畫」，打造 6 大國際魅力景區，並建設國家風景區重要觀光景點 56 處，同時，提升地方重要景區及廊帶之旅遊環境，讓臺灣處處充滿魅力。

The Tourism Bureau fast-tracked construction of tourist attractions and actively promoted the Forward-looking Tourism Development Plan, including the creation of six major international attractive scenic spots and 56 important tourist attractions at national scenic spots. The bureau also worked to improve the tourism environment at major local scenic spots and corridors to present Taiwan in its full charm.



臺灣好多元 – 整備主題旅遊

Diverse Taiwan – Preparing Theme Tourism

整合觀光圈資源，加強跨域合作，整合生態、文化、美食及樂活等 4 大主題，行銷各主題之亮點建設、活動、遊程，推廣臺灣旅遊體驗的多元精彩。

The Tourism Bureau integrated tourism resources, strengthened cross-regional cooperation, and integrated four major themes: ecology, culture, food, and LOHAS life. It also marketed highlights, activities, and tours for each theme and promoted the diverse and exciting experiences awaiting visitors to Taiwan.



生態
Ecology



文化
Culture



美食
Food

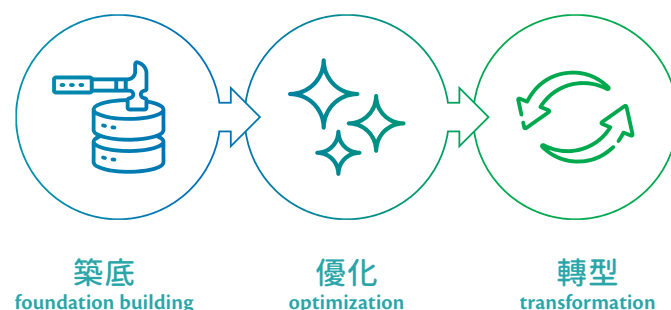


樂活
LOHAS

臺灣好服務 – 優化產業環境 Taiwan's Good Service – Optimizing the Industry Environment

從築底、優化到轉型三策略，落實防疫旅遊安全，提升觀光產業數位、創新、品牌經營能力，並部署疫後觀光人力，以精進產業服務質量，讓臺味服務感動旅人的心。

From the three strategies of foundation building, optimization, and transformation, the Tourism Bureau is implementing COVID prevention and travel safety, while improving the digital, innovation, and brand management capabilities of the tourism industry. It is also deploying post-COVID tourism manpower to improve the quality of industry services and touch the hearts of visitors with Taiwan-style service.



臺灣好暢遊 – 推展數位體驗 Good Travels in Taiwan – Promoting Digital Experiences

推動景區數位管理，導入熱門景區人流 / 車流管理機制，並推廣台灣好行數位服務，以及景區 AR、VR 體驗，以即時資訊提供完善旅遊服務及數位體驗，讓旅客便利暢遊臺灣。

The Tourism Bureau promoted digital management, adopted personnel flow and traffic management mechanisms in popular areas, Taiwan Tourist Shuttle digital services, AR and VR scenic site experiences, and real-time information to enhance travel services, digital experiences, and travel convenience in Taiwan.



臺灣好集客 – 廣拓觀光客源 Taiwan's Visitor Attraction – Expanding Visitor Sources

推廣國旅券及特色團遊，創造話題，鼓勵開發特色新遊程，拓展國內旅遊市場熱潮；同時，維持國際網路聲量、創新行銷，規劃於主要市場宣傳臺灣為國際旅客優先選擇之疫後安心旅遊目的地。2021-2022 年是發展國旅重要關鍵年，期待全球疫情逐步解封，鎖定重點入境市場，全力做好配套準備，吸引國際旅客來臺，與疫共存共舞，迎接觀光曙光。

The Tourism Bureau promoted domestic travel vouchers and specialty group tours to generate buzz and encourage the development of unique new itineraries and drive expansion of the domestic tourism market. The bureau maintained Taiwan's international online profile with innovative marketing, including plans to promote Taiwan in major markets as a safe, first-choice destination for international tourists after COVID. 2021 and 2022 are key years in the development of domestic travel. As COVID abates, the Tourism Bureau is targeting key inbound markets and fully supporting preparations to attract international tourists to Taiwan, welcoming a new dawn for tourism in coexistence with the epidemic.



附錄 Appendices



大事紀 Major Events

1 月 1 日 January 1	實施「補貼旅行業薪資費用」方案 (第 1 季) Implemented Subsidies for the Travel Industry Salary Expense program (Q1). 台灣好行旅遊服務網站改版上線 Published the updated Taiwan Tourist Shuttle travel service website.
1 月 8 日 January 8	辦理「迴遊・阿罩霧」假日觀光巡迴巴士啟動記者會 Held a press conference for the launch of the Wu Feng Touring holiday tour bus service.
1 月 18 日 – 1 月 19 日 January 18 – January 19	舉辦「2021 疫後觀光轉型論壇」 Held the 2021 Forum on Tourism Transformation after the Pandemic.
1 月 20 日 January 20	訂定發布「交通部觀光局推動合意短期使用旅館協助防疫獎勵要點」 Formulated and promulgated the Directions for the Tourism Bureau, MOTC's Incentives for Promotion of Short-term Use of Hotels to Assist in COVID Prevention.
1 月 25 日 January 25	修正發布「交通部觀光局獎勵直轄市及縣（市）政府推動溫馨防疫旅宿實施要點」，由觀光局獎勵各直轄市、縣（市）政府推動及鼓勵合法旅宿業者加入防疫旅宿行列，提供須居家檢疫者入住，降低社區感染風險 Amended and promulgated the Directions for Implementation of the Tourism Bureau, MOTC Incentives to Municipality and County (City) Governments to Promote Friendly Epidemic-Safe Accommodations. Under this program, the Tourism Bureau awards and assists municipal and county (city) governments to promote and encourage legal hotel operators to provide COVID-prevention accommodations for home-quarantined people to stay to reduce the risk of community infection.

2 月 February

2 月 1 日 – 2 月 22 日 February 1 – February 22	參加「2021Morris Murdock 虛擬線上旅展」 Participated in the 2021 Morris Murdock Virtual Travel Show.
2 月 4 日 February 4	與日本靜岡縣知事進行視訊會談 Held a video conference with the governor of Shizuoka, Japan.
2 月 8 日 February 8	與日本青森縣知事進行視訊會談 Held a video conference with the governor of Aomori, Japan.
2 月 11 日 – 2 月 12 日 February 11 – February 12	參加德國 FVW Medien 主辦「Virtual Counter Days」線上旅展 Participated in the Virtual Counter Days online travel exhibition held by Germany's FVW Medien.
2 月 24 日 February 24	舉辦「2021 觀光節頒獎典禮」 Held the 2021 Tourism Festival Awards Ceremony.

3 月 March

3 月 9 日 – 3 月 12 日 March 9 – March 12	參加「2021 柏林國際線上旅展」 Participated in the 2021 ITB Berlin NOW (Online).
3 月 17 日 March 17	宣布開放臺灣及帛琉旅遊泡泡 Announced the opening of the Taiwan and Palau travel bubbles.
3 月 26 日 March 26	修正發布「交通部觀光局獎勵直轄市及縣（市）政府推動溫馨防疫旅宿實施要點」 Amended and promulgated Directions for Implementation of the Tourism Bureau, MOTC Incentives to Municipality and County (City) Governments to Promote Friendly Epidemic-Safe Accommodations.

4 月 April

4 月 1 日 April 1	實施「補貼旅行業營運及薪資費用」方案 Implemented Subsidies for the Tourism Industry Operations and Salary Expenses program.
4 月 11 日 April 11	參加德國 Diamir 旅行社主辦「Digitale Reisemesse-Zuhause Weltweit」線上旅展 Participated in the online travel exhibition Digitale Reisemesse-Zuhause Weltweit hosted by the German travel agency Diamir.
4 月 12 日 – 4 月 21 日 April 12 – April 21	辦理「自行車友善旅宿人氣票選」活動，邀請全國民眾共同參與投票，選出臺灣北、中、南、東、離島地區最具人氣的自行車友善旅宿 Arranged a "Bicycle Friendly Accommodations Popularity Vote" activity, inviting the public to vote on their favorite bicycle-friendly hostels in the northern, central, southern, eastern, and outlying island areas of Taiwan.
4 月 19 日 April 19	修正發布「交通部觀光局獎勵旅宿業品質提升補助要點」，新增補助項目「首次購置防疫門（通道、艙）」及「建築物耐震能力初步評估」，以推動提升旅館品質並鼓勵旅宿業建構友善、智慧服務空間，提供國內外旅客優質住宿環境，達到提升旅館服務品質之目的 Amended and promulgated the Guidelines on Subsidies of the Tourism Bureau, MOTC to Incentivize Quality Improvements in the Hotel Industry. The guidelines added provisions to subsidize "initial purchases of sanitation doors (walk-through gates and chambers)" and "preliminary assessment of building seismic capacity" to promote hotel quality upgrading and encourage the hotel industry to establish a friendly, smart service space, provide domestic and international tourists with excellent accommodations, and achieve the goal of upgrading hotel service quality.
4 月 29 日 – 4 月 30 日 April 29 – April 30	參加德國 FVW Medien 主辦「Virtual Counter Days」春季線上旅展 Participated in the spring Virtual Counter Days online travel exhibition hosted by Germany's FVW Medien.

5 月 May

5 月 1 日 May 1	實施「補貼旅行業營運及薪資費用」方案 (5-7 月) Implemented Subsidies for the Tourism Industry Operations and Salary Expenses program (May-July).
5 月 5 日 May 5	辦理「臺灣自行車日」宣傳活動 Arranged promotional activities for Taiwan Bike Day.
5 月 8 日 May 8	2022 台灣燈會接燈儀式 2022 Taiwan Lantern Festival Lighting Ceremony
5 月 16 日 May 16	第 57 屆 APEC 觀光工作小組會議 APEC 57th Tourism Working Group Meeting
5 月 18 日 – 5 月 23 日 May 18 – May 23	參加「第 23 屆海峽兩岸經貿交易會」（福建 福州） Participated in the 23rd Cross-Strait Fair for Economy and Trade (in Fuzhou, Fujian Province).
5 月 20 日 May 20	開設「搭好行騎車趣」自行車旅遊專區 Set up a Cycling Tour section on the Taiwan Trip website. 公告旅行業自 110 年 5 月 15 日起全面延後辦理國內團體旅遊至 7 月 12 日止，並發布旅客參團及訂房解約退費處理之相關規定 Announced that travel agencies would comprehensively delay domestic group travel from May 15, 2021 to July 12; also announced provisions for tour group and hotel reservation refunds.
5 月 24 日 – 5 月 27 日 May 24 – May 27	參加「2021 冒險展覽：Catalyst-AAA 線上旅遊高峰會議小型旅展」 Participated in the 2021 Adventure Exhibition: Catalyst-AAA Online Travel Summit Small Travel Fair.

6 月 June

6 月 4 日 June 4	公告觀光產業紓困 4.0 各方案，並自 110 年 6 月 4 日起開始受理申請 Announced plans for Tourism Industry Relief 4.0 and began accepting applications on June 4, 2021.
6 月 4 日 – 6 月 5 日 June 4 – June 5	參加荷蘭「Vakantiebeurs 線上旅展」 Participated in the Dutch online travel fair Vakantiebeurs.
6 月 4 日 – 6 月 6 日 June 4 – June 6	參加「南京國際渡假休閒及房車博覽會」(江蘇 南京) Participated in CMT China Nanjing 2021 (in Nanjing, Jiangsu Province).
6 月 8 日 June 8	修正發布「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」 Amended and promulgated Directions for Implementation of the Tourism Bureau, MOTC Incentives to Municipality and County (City) Governments to Promote Friendly Epidemic-Safe Accommodations.
6 月 10 日 June 10	修正發布「交通部觀光局補助觀光遊樂業優質化實施要點」第 7 點規定 Amended and promulgated provisions in Item 7 of the Directions for the Tourism Bureau, MOTC Subsidies to Optimize the Amusement Park Industry.
6 月 11 日 June 11	實施「補助旅行社配合防疫政策暫時辦理國內旅遊」方案 實施「導遊領隊及隨團服務人員生計補貼方案」 實施「交通部觀光局辦理觀光旅館業及旅館業員工薪資及營運成本補貼要點」及「交通部觀光局辦理民宿營運補貼實施要點」 Implemented the "Subsidy Program for the Travel Industry to Temporarily Arrange Domestic Travel Consistent with COVID Prevention Policies". Implemented the "Subsidy Program for Tour Leader and Tour Service Personnel Livelihood". Implemented the "Guidelines on Subsidies of the Tourism Bureau, MOTC for Tourist Hotel and General Hotel Staff Salaries and Operating Costs" and "Guidelines on Subsidies of the Tourism Bureau, MOTC for Guest House Operating Costs".
6 月 17 日 – 6 月 20 日 June 17 – June 20	參加「第 17 屆海峽旅遊博覽會」(福建 廈門) Participated in the 17th Cross-Straits Travel Fair (in Xiamen, Fujian Province).
6 月 22 日 June 22	訂定發布「交通部觀光局補貼國民旅遊隨團服務人員生計費用實施要點」與「觀光旅館或旅館商業同業公會申請許可辦理禮券聯合連帶保證協定審查作業要點」 Drafted and announced the "Directions for Implementation of the Tourism Bureau, MOTC Subsidies for the Living Costs of Domestic Tour Service Staff" and "Directions for Examination of Applications by Tourist Hotel or General Hotel Business Associations for Permission to Arrange Agreements on Joint Guarantees for Vouchers".
6 月 23 日 June 23	修正發布「觀光旅館管理規則」第 22 條 Amended and promulgated Article 22 of the Regulations for the Administration of Tourist Hotels.
6 月 24 日 June 24	修正公布「交通部觀光局補貼觀光遊樂業團體取消紓困實施要點」第 2 點 Amended and promulgated Item 2 of the Directions for Implementation of the Tourism Bureau, MOTC Financial Relief for Amusement Park Visitor Group Cancellations".
6 月 24 日 – 6 月 27 日 June 24 – June 27	參加「第 36 屆首爾國際觀光博覽會」 Participated in the 36th Seoul International Travel Fair.

7 月 July

7 月 9 日 – 7 月 11 日 July 9 – July 11	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).
7 月 14 日 July 14	參加「線上旅遊冒險展」（洛杉磯辦事處） Participated in the International Travel & Vacations (Los Angeles office).

7 月 22 日 July 22	修正發布「交通部觀光局振興觀光產業融資信用保證貸款及利息補貼要點」 Amended and promulgated Directions for the Tourism Bureau, MOTC Financing Credit Guaranteed Loans and Interest Subsidies for the Tourism Industry.
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7 月 29 日 – 8 月 1 日 July 29 – August 1	參加「2021 香港國際旅遊展」 Participated in the 2021 International Travel Exhibition (ITE) in Hong Kong.
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8 月 August

8 月 1 日 August 1	台灣好行年度考核評鑑開始 Started the annual assessment of the Taiwan Tourist Shuttle service.
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8 月 17 日 August 17	開始受理「交通部觀光局補助辦理促進旅行業發展」方案 Launched the Tourism Bureau, MOTC Subsidies to Promote Tourism Industry Development program.
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8 月 24 日 August 24	《臺北 臺中米其林指南 2021》發布 2021 Michelin Guide Taipei and Taichung release
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8 月 31 日 – 9 月 1 日 August 31 – September 1	參加德國 FVW Medien 主辦「Virtual Counter Days 2021 Dream away-Long Haul」線上旅展 Participated in the online travel exhibition "Virtual Counter Days 2021 Dream Away-Long Haul" hosted by Germany's FVW Medien.
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9 月 September

9 月 1 日 September 1	線上臺灣館建置 Established the Time for the Taiwan Virtual Exhibition. 實施「補貼旅行社營運及薪資費用」方案 Implemented Subsidies for the Tourism Industry Operations and Salary Expenses program.
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9 月 2 日 – 9 月 7 日 September 2 – September 7	參加「2021 年中國國際服務貿易交易會」(北京) Participated in the 2021 China International Fair for Trade in Services (Beijing).
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9 月 3 日 – 9 月 4 日 September 3 – September 4	參加德國「2021 Holiday on Bike 自行車假期旅展」 Participated in Germany's "2021 Holiday on Bike" travel fair.
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9 月 10 日 September 10	實施「導遊領隊及隨團服務人員生計補貼方案」 Implemented the "Subsidy Program for Tour Leader and Tour Service Personnel Livelihood".
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9 月 11 日 – 9 月 12 日 September 11– September 12	參加「達拉斯旅遊暨冒險展」 Participated in the Dallas Travel & Adventure Show.
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9 月 15 日 September 15	第 58 屆 APEC 觀光工作小組會議 APEC 56th Tourism Working Group Meeting
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9 月 23 日 September 23	訂定發布「交通部觀光局辦理主要接待非本國籍旅客觀光旅館業及旅館業營運成本補貼要點」 Drafted and announced the Directions for the Tourism Bureau, MOTC Subsidies to Tourist Hotels and General Hotels Serving Non-National Visitors for Operational Costs.
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10 月 October

10 月 1 日 October 1	110 年台灣觀巴創新轉型路線上架 Launched innovative and transformed routes for the Taiwan Tour Bus service in 2021.
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10 月 12 日 October 12	【國旅券第 1 次抽出 60 萬幸運兒暨主題樂園及台灣觀巴加碼送】宣傳記者會 Held a press conference to promote the 600,000 lucky winners of the first-round domestic travel vouchers, as well as amusement park and Taiwan Tour Bus prize giveaways.
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10 月 13 日 October 13	實施「獎勵旅行業推廣特色旅遊」方案 Implemented the “Incentive Travel Industry Specialty Travel Promotion program”.
10 月 14 日 October 14	召開「研商疫後法規調適意見徵詢會」 Held the Consultation Meeting on Regulatory Adjustment after COVID.
10 月 23 日 – 10 月 24 日 October 23 – October 24	參加「2021 年灣區旅遊展」 Participated in the 2021 Bay Area Travel & Adventure Show.
10 月 29 日 – 10 月 31 日 October 29 – October 31	舉辦「2021 臺灣部落觀光成果嘉年華」 Held the 2021 Indigenous Tourism Achievement Carnival.

11 月 November

11 月 1 日 November 1	「國旅券」啟用 Inaugurated the Domestic Travel Voucher program.
11 月 1 日 – 11 月 3 日 November 1 – November 3	參加「2021WTM 倫敦旅展」 Participated in the WTM London 2021.
11 月 2 日 November 2	辦理國旅券好康加碼 GO 記者會 Held the Let's GO! Domestic Travel Voucher press conference.
11 月 4 日 – 11 月 7 日 November 4 – November 7	委託臺灣觀光協會辦理「2021 臺北國際旅展」 Entrusted the Taiwan Visitors Association to hold the 2021 Taipei International Travel Fair.
11 月 5 日 November 5	修正發布「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」 Amended and promulgated Directions for Implementation of the Tourism Bureau, MOTC Incentives to Municipality and County (City) Governments to Promote Friendly Epidemic-Safe Accommodations. 修正發布「交通部觀光局獎勵旅宿業品質提升補助要點」 Amended and promulgated Guidelines on Subsidies of the Tourism Bureau, MOTC to Incentivize Quality Improvements in the Hotel Industry.
11 月 8 日 – 11 月 11 日 November 8 – November 11	參加「美洲國際獎勵旅遊與會議展」 Participated in IMEX America.
11 月 9 日 November 9	開辦「觀光產業中高階人員數位應用及疫後管理課程訓練」 Launched the Training Course “Digital Applications and Post-COVID Management for Mid-Level and Senior Tourism Industry Personnel”.
11 月 12 日 November 12	舉辦「2021-2022 臺灣好湯」啟動儀式 Held the opening ceremony for 2021-2022 Taiwan Top-10 Hot Springs.
11 月 15 日 November 15	2022 台灣燈會主燈動土儀式 Groundbreaking ceremony for Main Theme Lantern at the 2022 Taiwan Lantern Festival.
11 月 19 日 – 11 月 21 日 November 19 – November 21	參加「2021 年馬來西亞 MATTA 旅展」 Participated in the MATTA Fair 2021.

11 月 29 日 November 29	修正發布「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」 Amended and promulgated Directions for Implementation of the Tourism Bureau, MOTC Incentives to Municipality and County (City) Governments to Promote Friendly Epidemic-Safe Accommodations.
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12 月 December

12 月 11 日 December 11	「2021 國內金質旅遊行程」頒獎典禮 Award ceremony for the 2021 Domestic T.Q. Golden Award
12 月 20 日 December 20	2022 台灣燈會主燈安座典禮 Blessing ceremony for the Main Theme Lantern at the 2022 Taiwan Lantern Festival
12 月 23 日 – 12 月 26 日 December 23 – December 26	參加「第 27 屆泰國國際旅展」 Participated in the 27th Thai International Travel Fair.
12 月 30 日 December 30	修正發布「交通部觀光局辦理國旅券實施作業要點」 Amended and promulgated Directions for Implementation of the Domestic Travel Voucher Program by the Tourism Bureau, MOTC. 修正發布「交通部觀光局獎勵旅行業推廣特色團體旅遊實施要點」 Amended and promulgated the Directions for Implementation by the Tourism Bureau, MOTC of Incentives for Tourism Industry Promotion of Specialty Group Tours.



交通部觀光局行政機關組織系統表

Organization of the Tourism Bureau



交通部觀光局國家風景區管理處

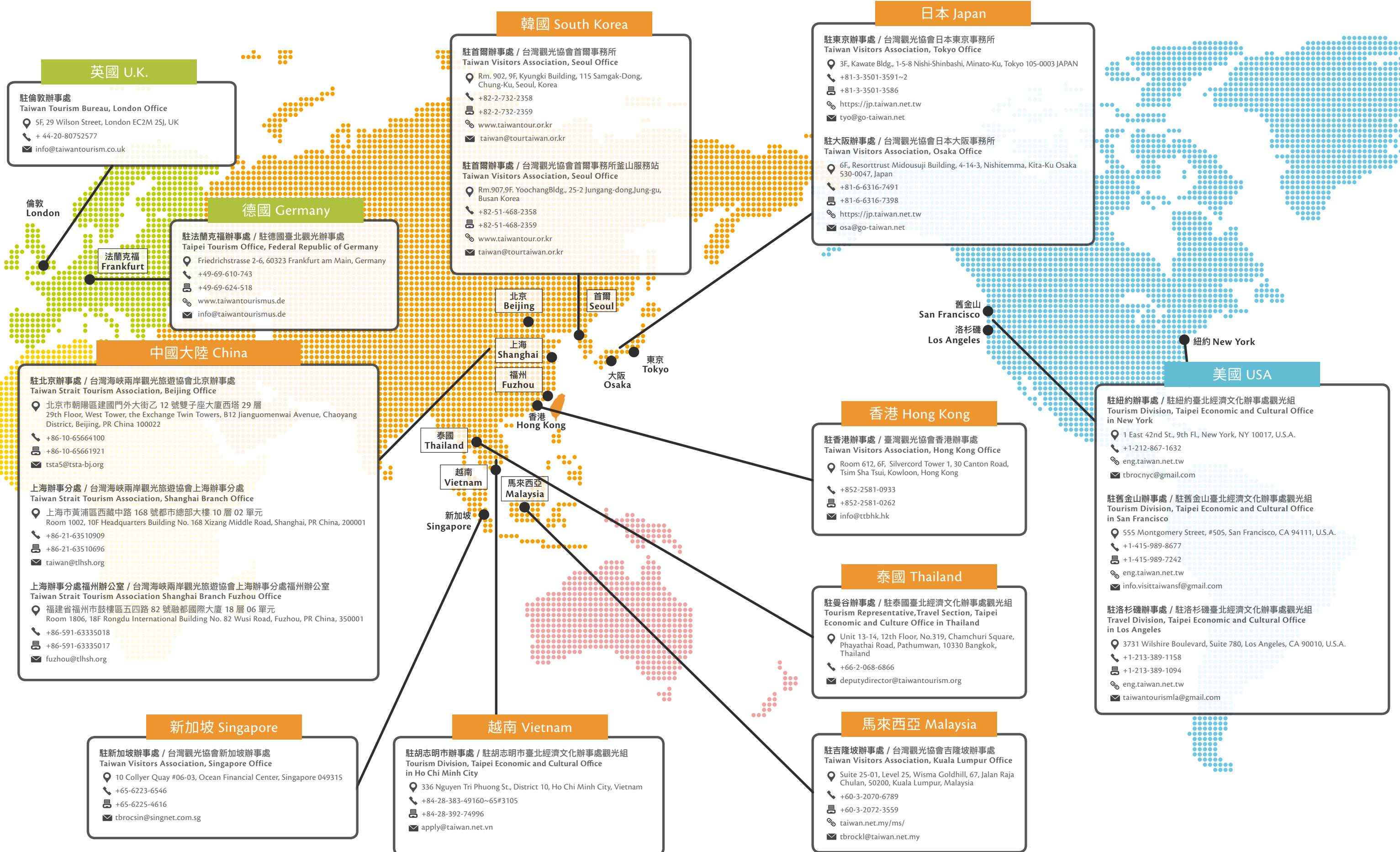
National Scenic Area Administrations



東北角暨宜蘭海岸國家風景區管理處 Northeast and Yilan Coast National Scenic Area Administration 228001 新北市貢寮區福隆里興隆街 36 號 No. 36, Xinglong St., Fulong Village, Gongliao Dist., New Taipei City 228001, Taiwan, R.O.C. +886 2-2499-1115 www.necoast-nsa.gov.tw	日月潭國家風景區管理處 Sun Moon Lake National Scenic Area Administration 555203 南投縣魚池鄉水社村中山路 599 號 No. 599, Zhongshan Rd., Yuchi Township, Nantou County 555203, Taiwan, R.O.C. +886 49-285-5668 www.sunmoonlake.gov.tw
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