

## ※ **Tourism Initiatives for 2021:**

1. Promote the "Taiwan Tourism 2025" plan. Implement 24 plans within 5 major strategies, namely: a) create attractive venues, b) develop themed tourism, c) optimize the industrial environment, d) promote digital experiences and e) expand sources of inbound tourism. Strengthen the tourism industry to prepare for post-pandemic tourism.
2. Also, in response to Covid-19 we are implementing a) a "Relief and Revitalization Plan" for the tourism industry, and b) tourism elements of the "Forward-Looking Infrastructure Development Plan." These efforts are focused on strengthening the tourism industry and helping it overcome current challenges.

## ※ **Five Key Government Strategies in 2021**

- ◎ **Create attractive venues:** a) evaluate Taiwan's overall tourism resources, b) identify local attractions and incorporate these into efforts to promote regional tourism, c) improve core tourist attractions in national scenic areas, and d) rebuild local recreational facilities to create an environment of high-quality tourism.
- ◎ **Prepare themed tours:** This includes: a) organize themed tours, b) develop special-themed tourism products, c) match local tourism strengths to themed tours, and d) promote Taiwanese festivals and in-depth experience tourism. Also, we will focus on promoting the "Year of Bicycle Tourism", including a) optimize the bicycle road network around the island, b) plan for internationalization and localization, c) develop 16 diverse bicycle routes, d) promote bicycle-friendly accommodations, and e) promote special tours and activities to support the development of the bicycle tourism industry. In general, we look to promote local and low-carbon tourism experiences and in-depth tourism in over 100 of Taiwan's small towns.
- ◎ **Optimize the industrial environment:** This includes: a) enhance the innovative services and transformation of the tourism industry, b) upgrade the digitalization and

branding of the industrial business environment, and c) actively train the development of professional tourism talent.

◎ **Promote the digital experience:** This includes a) work to integrate tourism information technology, b) build a tourism big data platform to provide comprehensive tourism digital experience services, c) strengthen the “I-center” branding effort and business model to facilitate visits by free independent travelers (FIT) market in Taiwan and d) strengthen an innovative service approach while promoting the development of the digital economy.

◎ **Expand sources of inbound tourists:** Operating in tandem with the guidance of the Central Epidemic Command Center, we endeavor to evaluate the international “unblocking” situation and follow a strategy of "maintain the temperature before unblocking, and quickly increase the temperature after unblocking." The latter includes being flexible and using targeted promotion efforts. During the pandemic, our main promotion approach is online publicity. Post-pandemic, our priority will be to apply targeted promotion to key markets that are within 4-hours travel time from Taiwan, particularly in the Asia-Pacific region. At the same time, good promotional ties will be maintained with markets that are more distant, such as Europe and the United States.