

迎戰 Covid-19—開啟疫後觀光新模式

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



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

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



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

超前部署 協防有成 Successful Early Deployment in Epidemic Prevention Work :

• 暫停組團 防堵疫情

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

• 設置防疫旅館 維護國內防疫安全

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

• 落實景區防疫措施 確保旅客安全

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

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



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

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

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

• Establishing quarantine hotels for public safety

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

• Implementing epidemic prevention measures at scenic areas to ensure visitor safety

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

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



「3 原則」紓困 產業有感 The Three Principles of Industry Financial Support

為協助觀光產業解決疫情帶來之營運衝擊，觀光局依行政院指示以「寬一點」、「快一點」、「方便一點」等三原則推動紓困方案。

- 召開旅行業紓困座談會傾聽業者的聲音，了解產業現況及受疫情影響情形，全力協助業者紓困，推出「旅行業者營運及薪資費用補助方案」、「導遊領隊及隨團人員生計補貼方案」，營運補貼部分計 3,022 家業者取得補助、薪資費用共補助 2,097 家，維持業者基本營運使產業得以永續發展；另推動「導遊、領隊及國民旅遊隨團服務人員生計費用補貼」，協助受疫情影響工作之導遊、領隊暨隨團人員計 1 萬 9,079 人次，減輕其生計壓力。

- 為協助住宿業度過難關，推動「觀光旅館業及旅館業必要營運費用補貼」，共協助業者 3,050 家，補貼計新臺幣 14 億 6,411 萬元，「協助民宿紓困補貼」共協助業者 8,271 家，補貼新臺幣 4 億 6,575 萬元，為維持住宿業員工生計，避免衍生裁員、失業等問題，推出「觀光旅館業及旅館業員工薪資補貼」，2.0 方案共協助業者 2,366 家，計新臺幣 26 億 4,937 萬元，3.0 方案共協助業者 382 家，計新臺幣 8 億 5,678 萬元。

- 因應 COVID-19 (新冠肺炎) 疫情影響，推動觀光遊樂業紓困及振興方案，觀光遊樂業人才培訓部分，計核定 40 案、培訓 5,006 人，核撥新臺幣 5,287 萬元；觀光遊樂業營運費用補貼計核撥 24 家共新臺幣 480 萬元；觀光遊樂業員工薪資補貼共核撥新臺幣 1 億 352 萬元；觀光遊樂業團體訂單取消補貼則核撥 23 家共新臺幣 1 億 548 萬元。

- 同時，透過人才培訓計畫，於疫情期間厚植觀光產業從業人員相關技能，共計辦理 926 案，完成培訓 12 萬 218 人，並輔導業者轉型經營國民旅遊，創新旅遊產品，例如由雄獅旅遊推出全球第一艘復航的國際郵輪之「跳島遊程」，帶動跳島國旅新熱潮。




觀光局全力動員加快紓困審查
The Tourism Bureau fully mobilized to accelerate its financial support review

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

- A symposium on travel industry relief was held to sound out industry insiders, understand the current status and impact of COVID-19 on the industry, and maximize efforts to provide industry relief. The Tourism Bureau launched the Travel Industry Operation and Salary Subsidy Program and Livelihood Subsidy Program for Tour Leaders and Accompanying Personnel. The programs provided operating subsidies to 3,022 companies and salary subsidies to 2,097 companies to maintain basic industry operations and sustainable industry development. The Bureau also promoted a Livelihood Subsidy Program for Tour Guides, Tour Leaders, and Accompanying Personnel to reduce cost-of-living pressure on 19,079 tour guides, leaders, and accompanying personnel affected by the pandemic.

- To help the hotel industry weather the pandemic, the Tourism Bureau promoted a Subsidy for the Necessary Operating Expenses of Tourism Hotels and General Hotels. Subsidies of more than NT\$1.46 billion were provided to 3,050 hotel operators and over NT\$406.57 million in subsidies was provided to 8,271 homestay operators to maintain staff salaries and prevent layoffs and un-employment. The Subsidy Program for the Tourist Hotel and General Hotel Industry Employee Salaries provided subsidies totaling approximately NT\$2.65 billion to 2,366 companies in version 2.0 of the program and NT\$856.78 million to 382 companies in version 3.0.

- The Tourism Bureau promoted a COVID-19-related support and revitalization plan for the amusement park industry. Subsidies under the program included NT\$52.87 million for 40 training programs benefiting 5,006 amusement park employees; NT\$48 million in amusement park operating expense support to 24 amusement parks; NT\$35.2 million for amusement park employee salary support; and NT\$54.8 million to 23 amusement park operators for group order cancellations.

- Training programs were arranged for tourism employees during the pandemic to assist in skill development. A total of 926 training sessions were provided to 120,218 people. The program also provided guidance to the industry in transforming and developing domestic tourism operations and in creating new and innovative travel products. For example, Lion Travel spurred a new island boom in domestic island-hopping tourism with the launch of its "Island Hopping Tour." This was the first new cruise package to be released since the start of the pandemic.

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

- To lighten the operational burden on the tourism industry, the Tourism Bureau revised guidelines to allow travel and amusement park industries and homestay operators with business or tax registrations to apply for financial support, such as low-interest loans, assistance in paying interest expenses, and a credit guarantee ratio of more than 90% for new loans. As of the end of December 2020, tourism businesses had submitted 1,137 applications for about NT\$11.56 billion in interest subsidies on approximately NT\$8.75 billion in loans.



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



紓困座談
Relief forum



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



振興有效 活絡國旅市場 Invigorating domestic travel through revitalization measures:

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

「防疫踩線旅遊」建立國人出遊信心

Anti-Epidemic Travel: Building Public Confidence to Travel

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

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

- The Tourism Bureau launched the "Anti-Epidemic Travel" (Phase 1) program on May 27, 2020. The program kicked off with field inspections of anti-epidemic tour routes, industry peer feedback and exchanges, and input from local staff to help package and design higher quality travel products. The program also aimed to establish the most complete codes for anti-epidemic travel and create tourism options that would allow consumers to travel with confidence. The Bureau helped related associations promote high-quality, in-depth tours combining local culture and characteristics, as well as Taiwan specialty, local cultural experience, and adventure tours. It also assisted travel agencies in closely linking tour products with "Taiwan" and innovatively marketing local specialty products to create a foundation for in-depth and safe domestic travel.
- Familiarization (FAM) tours on anti-epidemic travel were arranged for the tourism, travel, and hot spring industries. Under the theme of "Stories of Taiwan," a total of 47 tours were arranged by 895 participating businesses to implement anti-epidemic tourism in a broad manner. Major domestic travel agencies followed up with the launch of 10 anti-epidemic tours.
- The Tourism Bureau organized an industry exchange on high-quality Taiwan Tour Bus tours. Ten high-quality benchmark itineraries were selected for anti-epidemic tours. Taiwan Tour Bus operators joined industry peers for exchanges and mutual learning. FAM tours for related businesses and the media were arranged to publicize the safety and quality of Taiwan Tour Bus tours, as well as three major safe travel initiatives. These included collecting contact information, capacity quotas, safety systems and disease-prevention measures. A total of 14 groups participated in the FAM tours and exchanges. These events facilitated cooperation and integration of Taiwan Tour Bus resources among related industry players to revitalize tourism development.

「安心旅遊」刺激產業轉型 加速國內旅遊市場復甦

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

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

- 109年上半年校外教學及畢業旅行受疫情取消，推動安心旅遊方案-觀光遊樂業優惠入園活動，透過價格誘因吸引親子共遊，增加在地消費，帶動周邊產業發展，達到復甦及振興旅遊市場之政策目標。活動推出獲熱烈迴響，共吸引未滿19歲國民計184萬人次入園，帶動393萬遊客入園，較108年同期入園成長85.56%；營業額為39億8,851萬元，較108年同期增54%，創歷年同期新高、逆勢成長。



安心旅遊-致青春方案
Safe Travels—Youth Program

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

- Off-campus teaching and graduation travel was canceled in the first half of 2020 due to COVID-19. The Tourism Bureau therefore promoted an amusement park admission discount activity under the Safe Travels Program. Price incentives were offered to attract family visits, increase local consumption, spur development of local industries, and achieve the policy goals of restoring and revitalizing the tourism market. This well-received activity attracted 1.84 million under-19 local visitors and 3.93 million visitors overall to amusement parks, up 85.56% from the same period in 2019. Amusement park revenues bucked trends to rise to a record high of approximately NT\$3.99 billion, up 54% from the same period in 2019.



安心旅遊懶人包
A Guide to Safe Travels

疫後觀光整備

Post-Epidemic Tourism Readiness

於 109 年 10 月 23 日、12 月 28 日邀請產官研專家學者就疫後臺灣觀光未來進行座談，並於 110 年 1 月 18 日、19 日舉辦「疫後觀光轉型論壇」，以觀光做為跨部會溝通協調並協力合作的平臺，積極展開「三觀」一觀光立國、觀光主流化及觀光圈各項工作。

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

保持國旅熱度 穩健布局國際 Maintaining Domestic Tourism and Soundly Developing Internationally :

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

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

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

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

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

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

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

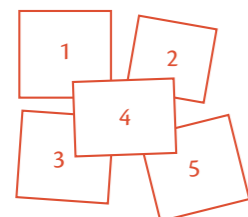
Following the launch of the Anti-Epidemic Travel and the Safe Travels programs, the Tourism Bureau drafted a tourism bubble plan to quickly restore inbound tourism and provide a safe travel environment to attract international tourists to Taiwan. The plan prioritized safety and was coordinated with the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



臺北國際旅展 Taipei International Travel Fair



YEAR OF MOUNTAIN



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

YEAR OF MOUNTAIN