

國際交流

Communicating & Connecting With the World



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

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



著眼全球 分頭並進

Global Focus, Multipronged Advances

參加國際旅展，推廣「2020 脊梁山脈旅遊年」及臺灣特色旅遊活動

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

兩岸合作辦理第10屆臺灣江蘇交流燈會

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

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

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

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

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



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



維持熱度 穩健布局

Maintaining Momentum,
Soundly Developing

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

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

強化辦理宣傳活動

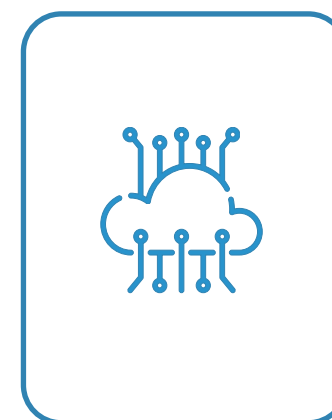
Strengthening Promotional Activities

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

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

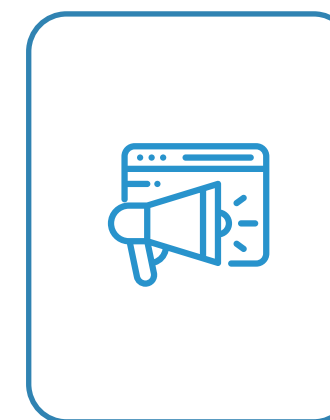


109 年強化辦理的宣傳活動
Enhancing Promotional Activities in 2020



500

場行銷推廣活動
marketing promotions



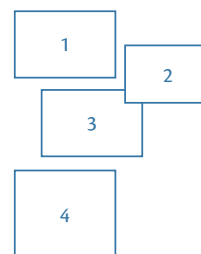
20

個 OTA 合作案
OTA cooperation projects



70

項文宣紀念品
promotional souvenir items



1. 印度業者參與臺灣館手機 APP 互動活動
1. Indian companies take part in an interactive mobile app activity at the Taiwan Pavilion
2. 參加第 26 屆泰國國際旅展
2. The Tourism Bureau participated in the 26th Thai International Travel Fair
3. 參加 2020 年菲律賓 ITE 旅展，與菲律賓市場臺灣觀光代言人加比賈西亞 (Gabbi Garcia) 共同宣傳來臺旅遊
3. The Tourism Bureau participated in TTE 2020 in the Philippines. Celebrity Gabbi Garcia jointly promoted travel to Taiwan at the event as Taiwan's tourism spokesperson in the Philippines
4. 第 10 屆臺灣江蘇燈會臺灣燈區
5. The Taiwan Lantern Area at the 10th Jiangsu-Taiwan Lantern Festival



東北亞市場 Northeast Asia market

日本市場 Japan market

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

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

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

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



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



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



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



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



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

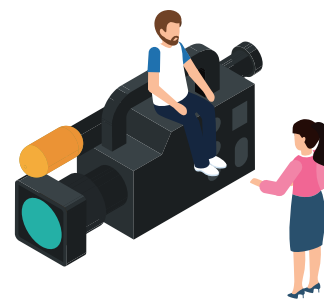
韓國市場 South Korea market

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

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



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

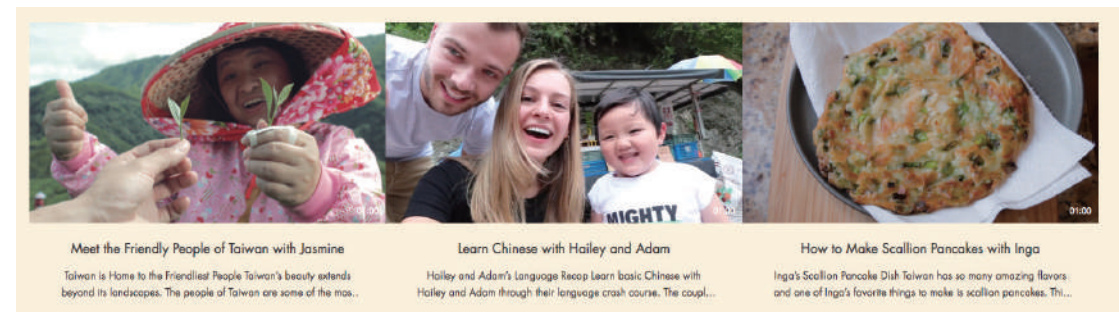


歐美市場 Europe and the Americas market



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

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



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



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



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

東南亞市場 Southeast Asia market



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

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



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

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

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

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

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





大中華市場 Greater China Market

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

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

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

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

推動國際雙邊交流合作 Promoting International Bilateral Exchange and Cooperation

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

• 日本：疫情期間陸續與日本三重縣、香川縣、岐阜縣、山口縣等地方政府首長進行線上對談，就未來邊境開放後之合作交流等交換意見。

• 越南：於 8 月 26 日與越南國家旅遊總局進行雙邊視訊會議，除分享雙方疫情狀況及對觀光業紓困振興相關政策外，並對疫後加強雙方聯合行銷、美食交流及在官網互為宣傳，達成擴大合作共識。

• 韓國：疫情期間持續與組團社辦理線上交流會議，掌握組團社動態，並為疫後復甦預為準備。

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

• Japan : During the pandemic, the Tourism Bureau held online meetings with government heads in Japan's Mie, Kagawa, Gifu, and Yamaguchi prefectures to discuss future cooperation and exchanges after borders reopen.

• Vietnam : The Tourism Bureau held a bilateral video conference with the Vietnam National Administration of Tourism on August 26. The two sides discussed their COVID-19 status and policies, as well as policies related to tourism industry relief and promotion. They reached a consensus on expanding cooperation after the epidemic to strengthen joint marketing, food-related exchanges, and website cross-promotion.

• Korea : The Tourism Bureau continued to arrange online meetings with travel agents during the pandemic to understand agency trends and prepare for the post-pandemic recovery.



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



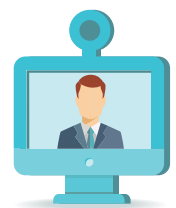
香港旅展 Hong Kong International Travel Expo



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



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



臺灣美食 接軌國際

Bringing Taiwanese Cuisine to the World

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

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

因應全球新冠肺炎疫情影響，《臺北 | 臺中米其林指南 2020》係少數於疫情期間可舉辦實體發布會的城市，109 年 8 月 24 日於臺中國家歌劇院辦理《臺北 | 臺中米其林指南 2020》媒體發布會。「雙城指南」使臺灣在世界美食地圖上的地位具有說服力，讓世界看見臺灣美食。

Cuisine is a vital part of Taiwan's international tourist promotions and a powerful attraction for visitors from around the world. The Michelin Guide is the world's most influential bible on fine dining. Since 2018, the Tourism Bureau has cooperated with Michelin to publish the Michelin Guide Taipei 2018 and bring Taiwanese cuisine to the international stage. After years of effort, planning, and promotion, Taipei was finally recognized by Michelin's professional appraisal on November 14, 2019, making it the 31st city with its own Michelin Guide. In 2020, the Michelin Guide Taipei was expanded to include Taichung, Taiwan's second largest city.

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



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



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

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



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



製作主題旅遊年國際宣傳影片

Production of International Promotional Videos for Tourism Theme Years

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

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



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



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

臺灣觀光 國際肯定 International Accolades for Taiwan Tourism

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

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

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



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



2020 美國 Summit Creative Awards - 戶外廣告類銀獎
The Silver Award for Outdoor Advertising in the 2020 US Summit Creative Awards

紐約 Muse 創意大獎戶外廣告類銀獎
Silver Award for Outdoor Advertising in New York's MUSE Advertising Awards

2020 義大利 A_Design Award _ Competition- 廣告類銀獎
Silver Award in Advertising in the 2020 "A" Design Award and Competition

掌握國際市場脈動 提高臺灣觀光聲量

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



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

「2020 台北國際旅展」臺灣觀光形象館開幕
Opening of the Taiwan Tourism Image Pavilion
at the 2020 Taipei International Travel Fair

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

特色活動，推動觀光亮點

Promoting Taiwan at Major Events

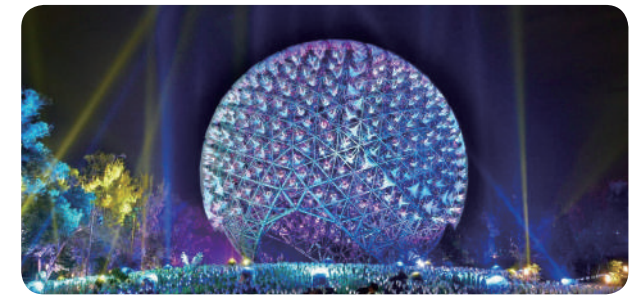
2020 台灣燈會

2020 Taiwan Lantern Festival

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

本次燈會與往年不同之處，除不以生肖作主燈外，還有許多項創新，例如主燈首創以生態永續藝術方式呈現，可穿越性與民眾近距離互動；結合開燈臺背板 LED 螢幕融入主燈秀動畫；採互動五感新體驗為各燈區規劃，活動廣受各界好評，雖受新冠肺炎疫情影響，仍備妥各項防疫措施，為賞燈民眾打造安全的賞燈環境，使燈會活動總參觀人次達 1,182 萬人次。

2020 台灣燈會主燈－森生守護 光之樹
Main Theme Lantern of the 2020 Taiwan Lantern Festival:
Guardian of the Forest—Tree of Light



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

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

2020 台灣燈會開燈儀式
Lantern lighting ceremony at the 2020 Taiwan Lantern Festival



東海岸大地藝術季

Taiwan East Coast Land Arts Festival

「東海岸大地藝術節」從 104 年首辦迄今，廣獲各界好評，深受大家喜愛，109 年第六屆「東海岸大地藝術節」，以「邊界聚合」作為主題，活動包含「藝術家駐地創作」、「月光·海音樂會」、「開放藝術工作室」「創藝市集」項目，透過駐地藝術家藝術創作將在地文化的根基與生活脈動，呈現給國內外旅客。除了靜態藝術品展覽之外，也以「邊界浪遊」為主題辦理 9 場次的音樂會，吸引近 4 萬 5 千名遊客參與，更搭配「創藝市集」、「開放藝術工作室」等不同主題活動，以更細緻深入的觀點來引領遊客進入東台灣的藝文美學天地。「東海岸大地藝術節暨月光·海音樂會」同時也獲得「2020 第八屆台灣景觀大獎」「特殊主題類」傑出獎殊榮。

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

駐地創作 - 李賓至 Lua Rivera 《轉變》
"Transition" by artists-in-residence Lee Kuei-Chih and Lua Rivera



Trashion 海洋時尚秀創藝設計競賽
Trashion Ocean Fashion Show and Creative Design Competition

2020 - 2021 台灣好湯 — 台灣好湯 - 健康 40°C 的幸福

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



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

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

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

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



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



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



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

優質旅運 友善便捷

Creating a High-Quality, Friendly, and Convenient Travel Environment

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

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

「台灣好行」景點接駁旅遊公車系統 “Taiwan Tourist Shuttle” tour bus service to scenic spots

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

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

- **服務加值**
車上提供 E 化導覽設備及多語到站播報系統，提升無障礙公車服務比例，提供行車動態資訊查詢以利行程規劃。
- **載客人次**
服務路線 60 條，全年累計約 372 萬人次。
- **優惠套組**
提供超過 140 款食、宿、遊、購、行不同組合優惠套票。
- **行銷宣傳**
製作中、英、日、韓語版摺頁文宣、不定期推出電子票證搭乘台灣好行半價優惠活動，並結合路線周邊商家優惠行銷推廣。
- **品質稽核**
辦理各路線滿意度評比，並表揚績優單位。



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

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



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

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

- **Value-added service**
The shuttles are equipped with e-guide systems and announce station stops in multiple languages. The ratio of accessible buses is being increased, and enhanced bus movement information is helping to facilitate trip planning.
- **Ridership**
Taiwan Tour Bus served 3.72 million passengers on 60 routes.
- **Special offers**
More than 140 package tours were provided that included special offers for dining, accommodations, recreation, shopping and travel.
- **Marketing and promotion**
Guides and Chinese, English, and Japanese brochures, and Chinese, English, Japanese, and Korean posters were produced and issued. Half-price Taiwan Tour Bus e-tickets are occasionally offered, and preferential marketing and promotion deals from businesses in areas served by the shuttle routes were also issued and combined with special promotion offers.
- **Quality control**
Tour package assessments by experts and scholars and workshops for industry personnel were arranged.

「台灣觀巴」系統 Taiwan Tour Bus system



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

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

- **服務加值**
導入中、英、日、韓語音導覽服務，提供免費無線網路。
- **優惠套組**
108 年至 109 年 6 月推出 83 條半日、1 日、2 日及環島遊之套裝行程、「Train-Bus 台灣觀巴旅遊護照」
- **載客人次**
共計載客約 5.3 萬人次 (國內旅客約 4.4 萬人次，占約 83%)，直接觀光收益超過 1.16 億元。
- **行銷宣傳**
製發手冊及中、英、日文版摺頁及媒體宣傳。另參加國內外旅展、辦理行銷宣傳活動。
- **品質稽核**
辦理套裝行程專家學者考評及從業人員講習。

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



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

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

- **Value-added service**
Chinese, English, Japanese, and Korean audio guide services and free wireless internet access were added.
- **Special offers**
Released 83 half-day, one-day, two-day, and island hopping tours and the Taiwan Tour Bus "Train-Bus Travel Passport" between 2019 and June 2020.
- **Ridership**
The Taiwan Tour Bus served about 53,000 passengers (including 44,000 domestic travelers accounting for 83% of the total) and directly generated more than NT\$116 million in tourism revenue.
- **Marketing and promotion**
Chinese, English, Japanese, and Korean promotional brochures, occasional stored value card promotions for half-price shuttle services, and preferential marketing and promotion deals from businesses in areas served by the shuttle routes.
- **Quality control**
Tour package assessments by experts and scholars and workshops for industry personnel were arranged.



台灣觀巴
Taiwan Tour Bus



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

「台灣好玩卡」 Taiwan Pass

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

In 2015, the Tourism Bureau issued the "Kaohsiung, Pingtung, and Penghu Pass" and "Yilan Pass" to provide a new simplified travel experience for FIT visitors to Taiwan. In 2016, the Bureau issued a "Central Taiwan" pass (covering Miaoli, Taichung, Changhua, Nantou, Yunlin, Chiayi County, and Chiayi City), a "Taitung" pass, and two non-municipality passes to expand the scope of the travel-friendly pass. In 2017, two new passes were issued, one for Tainan and one for the Taipei, New Taipei, and Keelung area. In 2018, regional cards were phased out and replaced by a more regionally-integrated approach. Counties and cities were invited to package products and participate in promotions to achieve the goal of cross-domain and diversified products. In 2019 and 2020, the focus shifted to the packaging and marketing of county and city "international classic tours" and "in-depth specialty tours." In 2020, the passes entailed 204,444 transactions totaling NT\$131,006,678.



台灣好玩卡 Taiwan Pass



高屏澎好玩卡 K.P.P. Taiwan Pass



宜蘭好玩卡 Yilan Taiwan Pass



中臺灣好玩卡 Taichung Taiwan Pass



臺東好玩卡 Taitung Taiwan Pass



臺南好玩卡 Tainan Taiwan Pass



北北基好玩卡 T.N.K. region Taiwan Pass



109 年臺東好玩卡 -2020 臺灣國際熱氣球嘉年華
2020 Tainan Pass: Taiwan International Balloon Festival

i-center 旅遊服務體系及借問站 i-center tourism service system and Information Station

為使國內外旅客能便捷取得各類觀光旅遊資訊，觀光局輔導地方政府於全國各地主要交通場站及國家風景區內重要遊憩據點建置「i」標誌之 i-center 旅遊服務體系。

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

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

借問站
INFORMATION
STATION

跟著喔熊到借問站

感受台式熱情 分享影片抽好禮

活動時間

即日起至2020年8月20日，將於8/24(一)公布幸運得獎者。

活動獎項

首獎：CENTURION百夫長29吋行李箱 / 1名
 貳獎：OSPREY輕量登山包 / 1名
 參獎：Staresso免插電便攜義式咖啡機 / 3名
 肆獎：多用途兩用伸縮戶外露營探照燈 / 5名
 伍獎：7-eleven 商品卡100元 / 10名

活動辦法

① 按讚「喔熊OhBear粉絲專頁」
 ② 本貼文按讚並公開分享本篇影片貼文
 ③ 標註2位好友並於貼文底下留言「在地人情味，問借問站最對味」，即可擁有抽獎資格。
 Ex: @王小明 @孫小美 在地人情味，問借問站最對味！

詳細活動辦法詳見活動網站

借問站官網

喔熊粉絲團

借問站配合脊梁山脈推廣活動執行成果 - 影片分享活動行銷宣傳
Results of Information Station promotions in conjunction with the Year of Mountain Range Tourism campaign: showing a promotional video

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

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

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



借問站 E 化執行成果
Results of Information Station digitalization