



▷ 觀光署改制週年，開啟永續觀光新紀元

Tourism Administration Anniversary – Ushering in a New Era of Sustainable Tourism

交通部觀光署於 112 年 9 月正式改制掛牌，113 年 9 月 15 日迎來觀光局改制為觀光署改制一週年，觀光署於集思交通部國際會議中心，舉辦《2024 台灣永續觀光高峰論壇》，並設有《榮耀台灣·觀光永續·連結世界》主題成果風華展，呈現臺灣觀光的過去、現在及未來，從觀光局到觀光署，一棒接一棒，棒棒皆精采，藉此凝結國內外觀光業者及民眾，齊心攜手為臺灣觀光新發展共同努力。

The Tourism Administration was officially inaugurated in September 2023. On September 15, 2024, it celebrated the first anniversary of its transformation from the Tourism Bureau. To mark the occasion, the Administration hosted the 2024 Taiwan Sustainable Tourism Summit Forum at the GIS MOTC Convention Center, alongside the themed exhibition “Glorious Taiwan: Sustainable Tourism, Connecting with the World.” The exhibition highlighted the past, present, and future of Taiwan’s tourism. From the Tourism Bureau to the Tourism Administration, the baton has been passed with excellence at every stage, bringing together industry leaders and the public, both at home and abroad, to join hands in shaping a new era for Taiwan’s tourism.



台灣永續觀光高峰論壇
Taiwan Sustainable Tourism Summit Forum

▷ 轉化挑戰為機會，穩勢前進「拓客源，拚產值」

Turning Challenges into Opportunities: Expanding Visitor Sources and Boosting Economic Value

因應疫後國際觀光趨勢及轉變，依據「Tourism2025- 臺灣觀光邁向 2025 方案」，推動臺灣觀光朝「永續韌性 X 數位創新」雙軸轉型發展，以邁向 2030 永續觀光發展為目標。同時，配合政策執行「疫後強化經濟與社會韌性及全民共享經濟成果」（加速擴大吸引國際觀光客方案、觀光景點公共運輸接駁）、重要觀光、前瞻等景點建設計畫及「0403 花蓮震災觀光振興方案」，並遵照行政院 113 年 5 月 30 日院會通過「拓展觀光亮點，帶動兆元產業」施政方向，融入永續韌性及數位創新之發展主軸，擴大吸引國際旅客來臺。

In response to international tourism trends and changes after the pandemic, Taiwan is advancing along the twin pillars of “Sustainability, Resilience, and Digital Innovation,” as outlined in the “Tourism 2025 – Toward 2025” program, with the aim of achieving sustainable tourism development by 2030. This effort is aligned with national policies such as the Special Act for Enhancing Economic and Social Resilience and Public Sharing of Economic Achievement in the Post-pandemic Era (including measures to accelerate the attraction of international tourists and improve public transportation to tourist sites), developing key and forward-looking tourist attractions, and advancing the 0403 Hualien Earthquake Tourism Revitalization Plan. Furthermore, in line with the Executive Yuan’s directive passed on May 30, 2024, to “enhance tourism highlights and drive a trillion-dollar industry,” the strategy integrates sustainability, resilience, and digital innovation as key principles to further attract international visitors to Taiwan.



來臺旅遊市場穩定回溫，較 112 年成長逾 21%

Inbound Tourism Rebounds Over 21% on Steady Recovery

113 年來臺旅遊市場，全年來台旅客逾 785 萬 7,686 人次，較 112 年同期（648 萬 6,951 人次）成長 21.13% 持續穩定成長。日本、港澳及韓國市場均逾百萬人次規模；歐美市場恢復良好，尤以美國較疫前成長 7.64%，表現亮眼，來臺旅遊市場穩定回溫。

In 2024, Taiwan welcomed 7,857,686 inbound visitors, up 21.13% from 2023 (6,486,951), showing steady and sustained growth. The Japan, Hong Kong–Macau, and South Korea markets each exceeded one million visitors. The European and American markets also recovered strongly, with the US market performing particularly well—up 7.64% compared to pre-pandemic levels—showing a solid recovery of inbound tourism.



升級觀光新品牌、開拓國際宣傳據點

Upgrading Taiwan's Tourism Brand and Expanding International Promotion Bases

— 靈活運用，觀光新品牌：113 年 5 月 6 日推出台灣觀光新品牌 3.0—「TAIWAN-Waves of Wonder」（台灣魅力·驚喜無限），於各市場強力播送形象廣告，形塑臺灣觀光形象；同年第 4 季推出全新國際宣傳影片，搭配觀光品牌 3.0 於我國主要引客市場具有影響力之媒體（如英國 BBC 電視、美國 CNN 電視等主流媒體、紐約時報廣場戶外螢幕及數位媒體如 Netflix、Google、Youtube 等）強力放送；日本、韓國及馬來西亞（穆斯林）、印尼、泰國、菲律賓市場推出全新年度觀光代言人，分別為知名日本影帝妻夫木聰、韓團 Super Junior 成員圭賢、馬來西亞女星娜比拉·拉扎利 (Nabila Razali)、印尼人氣巨星咪卡·譚巴勇 (Mikha Tambayoung Mahenra)、泰國當紅實力派演員提拉德 (Teeradetch Metawarayut)、菲律賓當紅明星加比加西亞 (Gabbi Garcia) 與卡里爾拉莫斯 (Khalil Ramos)，以捲動臺灣觀光話題，魅力行銷臺灣，衝刺來臺觀光人數。

— 開拓國際新據點，持續開發新市場：113 年陸續成立雅加達、孟買、巴黎、溫哥華、馬尼拉 TTIC（台灣觀光服務分處），並規劃逐步增加包括雪梨、阿姆斯特丹、西雅圖等 TTIC，培養未來客源。

— Flexible promotion under a new tourism brand: On May 6, 2024, the Tourism Administration launched the Tourism Brand 3.0: TAIWAN-Waves of Wonder. Image advertisements were broadcast intensively in various city markets to promote Taiwan’s tourism image. In Q4 2024, a new international promotional video was released, pairing the 3.0 brand with influential media channels in major source markets (including BBC in the UK, CNN in the US, outdoor screens in New York’s Times Square, and digital platforms such as Netflix, Google, and YouTube). New annual tourism ambassadors were also introduced in the Japan, Korea, Malaysia (Muslim), Indonesia, Thailand, and Philippines markets, featuring prominent stars such as Japanese actor Satoshi Tsumabuki, South Korean Kyuhyun of Super Junior, Malaysian actress Nabila Razali, Indonesian superstar Mikha Tambayoung Mahenra, Thai actor Teeradetch Metawarayut, and Philippine celebrities Gabbi Garcia and Khalil Ramo. These campaigns and representatives generated buzz about Taiwan tourism to drive visitor growth.

— Expanding Taiwan’s international presence and further developing new markets: In 2024, the Tourism Administration successively established Taiwan Tourism Information Center (TTIC) offices in Jakarta, Mumbai, Paris, Vancouver, and Manila. It also drew up plans to progressively add TTICs in Sydney, Amsterdam, Seattle, and other cities to develop future source markets.



113 年新增台灣觀光服務分處 (TTIC)
Taiwan Tourism Information Centers (TTICs)
Established in 2024



113 年台灣觀光新品牌 3.0 全新國際宣傳影片
Launch of Taiwan Tourism Brand 3.0 and New International Promotional Videos in 2024

– 推動「入境觀光振興計畫」擴大引客：以「T2025 方案 - 廣拓觀光客源計畫」持續推動境外企業來臺獎勵旅遊，113 年度共申請 165 團（計約 14,881 人次），另為吸引國際旅客離島觀光，113 年 11 月 12 日修訂「推動境外包機旅客來臺獎助要點」，降低離島包機獎助門檻，推動郵輪觀光，整合高雄、臺中等 6 大郵輪港口岸上觀光資源，出版全新郵輪手冊及摺頁，另持續推動「境外郵輪來臺獎助」及「空海聯營（Fly-Cruise）旅遊獎助」，就國際郵輪彎靠及母港航線皆有獎助，其中境外郵輪獎助，113 年度共有 9 航次申請，已恢復疫前（108 年）同期約 7 成，並於 113 年 7 月 10 日修正發布「推動來臺空海聯營旅遊獎助要點」，將國內旅行業納入獎助對象並簡化申請流程。

– 「加速擴大吸引國際觀光客方案」五路齊開具體吸客：加強宣傳「加速擴大吸引國際觀光客方案」，112 年 5 月起辦理促進自由行旅客來臺措施及加速團客來臺措施。113 年度自由行旅客來臺消費金抽獎活動，逾 461 萬人次登錄；團客獎助申請逾 2.4 萬團，參團人數逾 43 萬人。藉由「參加各市場海外旅展」、「辦理講座 / 推廣會」、「數位影音媒體廣告」、「OOH 戶外廣告」及「KOL 邀訪及社群行銷」等五路齊開措施具體吸客。

– 整合資源、擴大部會合作，加速觀光產業發展：由行政院副院長每月定期召開「研商促進國際觀光客來臺跨部會專案會議」，截至 113 年共召開 16 次會議，設定各目標市場人次，跨機關協力推動國際旅客來臺。設立「行政院觀光產業振興諮詢會議」由行政院副院長擔任召集人，透過「部會合作、專家參與、產業對話」，整合觀光資源，加速觀光產業發展。

– Attracting Visitors through the Inbound Tourism Revitalization Plan: Under the "Tourism 2025 – Broadening Tourism Source Markets Plan," incentives were provided for overseas companies to send tour groups to Taiwan, with 165 groups (approximately 14,881 visitors) applying in 2024. To encourage international visitors to explore Taiwan's outlying islands, on November 12, 2024, the Guidelines on Subsidies for International Charter Flights to Taiwan were revised to lower eligibility thresholds for island-bound charters. Cruise tourism promotion involved integrating shore excursion resources at six major cruise ports including Kaohsiung and Taichung, and publishing a new cruise guide and brochure. Subsidy programs for inbound cruises and "Fly-Cruise" packages continued, supporting both port-of-call visits and homeport itineraries. In 2024, nine cruise voyages applied for subsidies, recovering to about 70% of the pre-pandemic (2019) level. On July 10, 2024, the Fly-Cruise subsidy guidelines were revised to include domestic travel agencies as eligible applicants and simplify application procedures.

– Five-Pronged Approach to Accelerate International Visitor Growth: The Tourism Administration actively promoted the "Accelerated and Expanded Inbound Tourism Promotion Program" to boost both free independent traveler (FIT) and group arrivals starting in May 2023. In 2024, more than 4.61 million people participated in the FIT travel spending lottery campaign, while over 24,000 tour groups, totaling more than 430,000 members, applied for group travel subsidies. The five-pronged approach included participating in overseas travel fairs in target markets, hosting seminars and promotional events, running digital video advertisements, placing out-of-home (OOH) advertising, and inviting key opinion leaders (KOLs) to visit Taiwan as part of integrated social media marketing efforts.

– Integrating Resources and Expanding Inter-Agency Cooperation to Accelerate Tourism Development: The Vice Premier held monthly inter-ministerial Project Meetings on Promoting Tourism Travel to Taiwan, with 16 sessions held in 2024. Each meeting set target visitor numbers for specific markets and coordinated efforts across government agencies to attract international travelers. The Executive Yuan also established the Tourism Industry Revitalization Advisory Council, chaired by the Vice Premier. These meetings fostered inter-ministerial collaboration, engaged experts, and encouraged industry dialogue to integrate tourism resources and accelerate the development of the tourism sector.



環島亮點捲動國旅，帶動地方產業發展

Island-Wide Highlights Spur Domestic Tourism and Boost Local Industries

推動觀光主題活動

– 推動 6 大標竿活動（「台灣燈會」、「台灣仲夏節」、「臺灣自行車旅遊節」、「台灣好湯－溫泉美食嘉年華」、「台灣美食展」及「東海岸月光·海音樂會」），吸引國內外旅客暢遊臺灣，並於 113 年 11 月起，攜手縣市政府及跨部會推出「台灣觀光 100 亮點」活動，持續捲動國旅市場。

– 推廣自行車旅遊，113 年 11 月 30 日環法自行車挑戰賽，吸引 2,500 位國際旅客來台比賽。

– 推動部落觀光，於 113 年 11 月 29 日至 12 月 1 日辦理 2024 臺灣部落觀光嘉年華活動，展現推動部落觀光成果，以及臺灣原住民 16 個族群各自獨特的人文風采。

推廣主題旅遊

– 樂齡品牌行銷：113 年辦理 5 場「鳳金遊程」教育訓練暨說明會總計 374 位旅行業者參與。另於 113 年 9 月舉辦媒體遊程體驗活動，提升品牌曝光度。

– 推動「臺灣觀光雙年曆」活動：遴選出國際級 40 項、全國級 68 項，共計 108 項活動，113 年總遊客數逾 8,469 萬人次，經濟效益達新臺幣 1,138 億元。

推動「台灣觀光 100 亮點」

結合第 1 屆「觀光亮點獎」獲獎成果，自 113 年 11 月起至 114 年 10 月攜手 22 個地方政府推動「台灣觀光 100 亮點」，鼓勵旅客每月逛亮點、遊活動、享優惠，暢玩全臺一整年，帶動地方觀光產業發展。



交通部觀光署串連 22 個縣市共同推動台灣觀光 100 亮點
The Tourism Administration partnered with 22 counties and cities to promote the 100 Tourism Spotlights of Taiwan

2024 部落觀光嘉年華署長與自行車選手合照
The director-general of the Tourism Administration pictured with cyclists at the 2024 Indigenous Tourism Festival



臺灣觀光雙年曆活動總遊客數逾 8,469 萬人次
Over 84.69 million visitors attended Taiwan Tourism Calendar Events

Promoting Thematic Tourism Events

– Six flagship events were promoted—the Taiwan Lantern Festival, Solar Festival in Taiwan, Taiwan Cycling Festival, Taiwan Hot Spring Fine-Cuisine Festival, Taiwan Culinary Exhibition, and East Coast Moonlit Sea Concert—to attract domestic and international visitors to Taiwan. In November 2024, the Taiwan Tourism 100 Spotlights campaign was launched in partnership with local governments and other ministries to continue driving the domestic tourism market.

– Bicycle tourism was promoted through events such as the Tour de France Challenge in Taiwan on November 30, 2024, which attracted 2,500 international participants.

– Indigenous tourism was promoted through the 2024 Taiwan Indigenous Tourism Festival, held from November 29 to December 1, 2024. The festival showcased achievements in developing indigenous tourism and highlighted the cultural uniqueness of Taiwan's 16 indigenous peoples.

Promoting Themed Tourism

– Senior-friendly tourism branding and promotion: In 2024, five "Golden Years" training and briefing sessions were held, with a total of 374 travel industry participants. A media familiarization tour in September 2024 further enhanced brand exposure.

– The Taiwan Tourism Events Calendar featured 108 selected events (40 international-level and 68 national-level). In 2024, total attendance exceeded 84.69 million visits, generating NT\$113.8 billion in economic benefits.

Promoting the "100 Tourism Spotlights of Taiwan"

Building on the success of the first Tourism Spotlights Award, the 100 Tourism Spotlights of Taiwan" campaign will be carried out from November 2024 to October 2025 in partnership with 22 local governments. Visitors are encouraged to explore spotlight attractions, join events, and enjoy promotions each month, fostering year-round tourism and boosting local industries.



自由行旅客來臺消費金抽獎活動，
逾 461 萬人次登錄
Over 4.61 million visitors registered for the FIT travel spending lottery campaign

推動郵輪觀光，整合高雄、臺中等 6 大郵輪港口岸上觀光
Promoting cruise tourism and integrating shore excursion resources at six major ports including Kaohsiung and Taichung



便捷旅運服務，暢遊台灣好便利

Convenient Transport Services for Seamless Travel in Taiwan

－執行「觀光景點公共運輸接駁方案」，包含「台灣好行優化服務」及「觀光路廊在地有腳接駁服務」，透過票價半價優惠、增開班次、新增運輸場站至景點及景點間串遊路線、景點招呼站牌融入景點特色等面向，全面提升台灣好行營運品質，透過台灣觀巴 2 人同行 1 人免費，提供民眾優惠便利旅遊服務。

－台灣好行優化服務：113 年度台灣好行搭乘 565 萬人次，較 112 年成長 22.4%。

－觀光路廊在地有腳接駁服務：自 112 年 7 月 1 日至 12 月 31 日及 113 年 3 月 1 日至 12 月 31 日，輔導業者推出不分平假日台灣觀巴 2 人成行 1 人免費優惠活動，113 年度台灣觀巴搭乘人數逾 11.5 萬人，較 112 年成長 133%。

－Implementation of the Public Transport Shuttle Program for Tourist Attractions included enhancements to the Taiwan Tourist Shuttle and local shuttle services along tourism corridors. Half-price fares, increased service frequency, new stops at and between attractions, and themed stop signage improved service quality. In addition, the Taiwan Tour Bus offered a "2-for-1" travel promotion, improving travel affordability and convenience.



－Enhancement of the Taiwan Tourist Shuttle service: In 2024, ridership reached 5.65 million passengers, a 22.4% increase over 2023.

－Local shuttle services along tourism corridors: From July 1 to December 31, 2023, and from March 1 to December 31, 2024, operators were encouraged to offer "2-for-1" tickets on the Taiwan Tour Bus year-round. In 2024, the service carried over 115,000 passengers, marking a 133% increase from 2023.



優化產業環境，輔導產業轉型

Optimizing the Tourism Industry Environment and Supporting Transformation

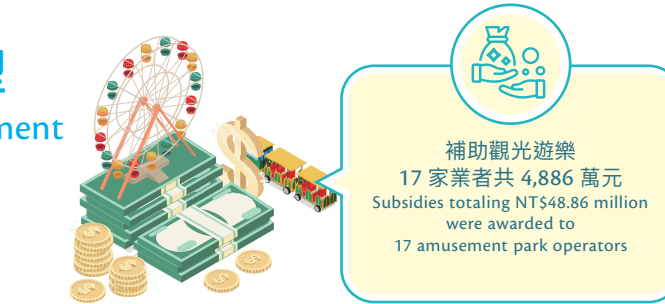
－於 113 年辦理 4 場次永續相關教育訓練及 2 場域企業參訪，共計 100 家旅行業者，320 人次參與，輔導旅行業永續經營。

－因應社會環境變遷，113 年 10 月 16 日修正發布「導遊人員管理規則」及「領隊人員管理規則」，113 年 12 月 27 日修正發布「旅行業管理規則」，調適現行法規與實務運作落差並保障消費者權益。

－推動「交通部觀光署獎勵旅宿業品質提升補助要點」，受理逾 1,409 件申請建置友善設施、導入智慧化設備或系統、推動永續發展等相關項目；113 年增訂補助旅宿業取得國內外永續、節能減碳及綠色環保等相關認證，鼓勵業者接軌國際永續趨勢。

－持續輔導觀光遊樂業朝創新服務、智慧園區、安心旅遊、全齡友善及綠色永續方向發展，113 年計核定 17 家業者申請，補助經費 4,886 萬元，帶動整體投資金額約 1.25 億元。

－In 2024, the Tourism Administration arranged four sustainability-related training sessions and two on-site corporate visits. During these events, 320 participants from 100 travel companies received guidance on sustainable business practices.



－In response to societal changes, the Regulations Governing Tour Guides and Regulations Governing Tour Managers were amended on October 16, 2024. The Regulations Governing the Administration of Travel Agencies were also revised on December 27, 2024, to bring rules in line with industry practices and protect consumer rights.

－The Tourism Administration implemented the Guidelines of the Tourism Administration, Ministry of Transportation and Communications for Subsidizing the Enhancement of Accommodation Quality. The administration received over 1,409 applications for related projects, such as installing accessible facilities, introducing smart technologies, and promoting sustainable development. In 2024, subsidies were expanded to cover domestic and international sustainability, energy-saving, carbon-reduction, and green certifications to encourage industry alignment with global trends.

－The administration continued to provide guidance to the amusement park sector in introducing innovative services, smart parks, safe tourism, age-friendly facilities, and green sustainability. In 2024, a total of 17 operators received subsidies totaling NT\$48.86 million, driving total investments of approximately NT\$125 million.



厚植產業人力質量，提升產業服務品質

Upgrading the Tourism Workforce to Improve Service Quality

－辦理觀光產業人才培訓，113 年度培訓旅行業經理人 407 人次、關鍵人才培訓 879 人次、觀光職能 e 學院 4,488 人次、稀少語別導遊評量輔導訓練 124 人次、導遊人員在職訓練 875 人次、導遊人員職前訓練 965 人次、領隊人員職前訓練 1,768 人次，共計 9,506 人次。

－辦理觀光旅館及旅館業中階經理人訓練課程，113 年規劃辦理 8 場次主題課程及 1 場專題課程，共計培訓 452 人次。

－跨部會就業媒合引才，輔導導遊與領隊協會辦理人才媒合，113 年辦理逾 104 場媒合會，逾 2,065 人次參加。

－辦理「補助旅宿業穩定接待國際旅客服務量能方案」，112 年 4 月 1 日至 113 年 9 月 30 日旅宿業者新增聘僱房務及清潔人員共計 2,811 人。



－In 2024, tourism workforce training programs trained 407 travel industry managers, 879 key personnel, 4,488 participants through the Tourism Career eLearning College, 124 tour guides in less common languages through evaluation and coaching, 875 tour guides through on-the-job training, 965 tour guides in pre-employment training, and 1,768 tour leaders in pre-employment training, totaling 9,506 participants.

－Eight thematic courses and one special course were held for tourism and hotel mid-level managers in 2024, providing training for 452 participants.

－Cross-ministerial job matching and recruitment initiatives supported tour guide and leader associations in organizing over 104 matching events in 2024, with more than 2,065 participants.

－The Subsidy Program for Maintaining International Guest Reception Capacity supported the hiring of 2,811 new hotel housekeeping and cleaning staff between April 1, 2023, and September 30, 2024.



打造多元特色景點，推動觀光旅遊區品牌

Creating Diverse Attractions and Promoting Tourism Area Branding

－執行「觀光前瞻建設計畫（110-114 年）」：打造東北角及宜蘭海岸、澎湖等 6 個國家風景區管理處，為國際魅力景區，113 年已完成伊達邵中正停車場、隘門沙灘服務設施整建等 12 處亮點工程。

－執行「重要觀光景點建設中程計畫（113-116 年）」，113 年完成東北角及宜蘭海岸國家風景區「龍洞灣海洋公園休憩空間營造」、馬祖國家風景區「北竿鄉 08 據點服務設施建置」等 49 項工程。

－推動「觀光前瞻區域旅遊品牌」，113 年完成漫遊山海線－聚落・鐵道・自行車魅力輕旅廊道營造、北橫故事・角板山觀光場域等 16 處亮點工程。

－Under the Forward-looking Tourism Infrastructure Development Plan (2021–2025), six national scenic area administrations, including the Northeast and Yilan Coast, and Penghu, will be developed into world-class destinations. Twelve landmark projects were completed in 2024, including the Ita Thau Zhongzheng Parking Lot and service facility upgrades at Aimen Beach.

－Under the Mid-term Plan for Construction of Major Scenic Sites (2024–2027), 49 projects were completed in 2024. They include the creation of leisure spaces at Longdong Bay Ocean Park in the Northeast and Yilan Coast National Scenic Area, and the establishment of service facilities at Beigan Township Stronghold 08 in the Matsu National Scenic Area.

－The Forward-looking Regional Tourism Brands initiative completed 16 landmark projects in 2024, including the "Mountain-Sea Leisure Corridor" integrating villages, railways, and cycling, and the "Northern Cross-Island Story – Jiabanshan Tourism Area."





強化景區維護管理，滾動檢討景區活動法規

Strengthening Scenic Area Maintenance and Regularly Reviewing Event Regulations



– 建置國家風景區通用旅遊環境，截至 113 年已完成建置 178 處通用無障礙旅遊景點，並完成 43 條無障礙推薦遊程，提供友善旅遊環境。

– 輔導業者取得永續認證，113 年輔導國家風景區轄內 14 家業者取得國際 GTS 綠色旅行標章，綠色旅遊 2 星（4 家）、綠色旅遊 1 星（10 家）。

– 113 年 4 月 16 日修正水域遊憩活動管理辦法，新增「自由潛水」態樣、增訂帶客從事自由潛水相關規定，保障旅客活動安全。

– 整合相關部會成立中央機關露營管理協調聯合督導小組，督導直轄市、縣（市）政府落實執行露營場管理，113 年度至 114 年 3 月，共召開 4 次會議，輔導露營場申請設置。

– 觀光署整合在地觀光組織、產業夥伴，重新打造北、中、南、東部及 3 個離島之 7 個「區域觀光圈品牌」，於 113 年 7 月 3 日舉辦「2024 國家風景區觀光圈成效分享會」，透過業者經驗分享加強跨域交流合作、8 月 26 日辦理「2024 北觀光區策略座談會」凝聚北部觀光未來願景及策略方向、12 月 11 日辦理「2024 國際視角·南觀光區分享會」聚焦南部觀光願景與國際行銷策略。並於 10 月 25 日至 11 月 24 日，辦理北、中、南、東 4 場「觀光區市集日」活動，每場有 70 家在地優質品牌齊聚華山文創園區，強化資源串聯並激發地方經濟潛力。

– As of the end of 2024, 178 universally accessible tourist attractions and 43 recommended accessible itineraries had been established in national scenic areas, providing a friendly travel environment.

– In 2024, the administration assisted 14 businesses within national scenic areas in obtaining the international Good Travel Seal (GTS). Four earned two-star certification and ten gained one-star certification.

– On April 16, 2024, the Regulations Governing Water Recreation Activities were amended to add "freediving" as a category and stipulate rules for guided freediving activities, enhancing visitor safety.

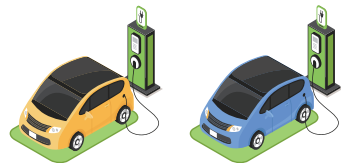
– A Central Government Joint Task Force on Campground Management was established to coordinate relevant ministries and supervise local governments in enforcing campground regulations. From 2024 to March 2025, four meetings were held to provide guidance on campground permit applications.

– The Tourism Administration worked with local tourism organizations and industry partners to re-brand seven regional tourism brands in northern, central, southern, and eastern Taiwan and three outlying island areas. Key events in 2024 included the National Scenic Area Tourism Circle Achievement Showcase" (July 3) to enhance cross-sector collaboration through the sharing of industry experience; the Northern Tourism Zone Strategy Forum (August 26) to develop a future vision and strategic direction for northern tourism; and the Southern Tourism Zone: Sharing International Perspectives Meeting (December 11), to develop a vision and international marketing strategies for southern tourism. From October 25 to November 24, four Tourism regional Market Days were held in northern, central, southern, and eastern Taiwan. Seventy local high-quality brands gathered at Huashan 1914 Creative Park during each event to strengthen resource integration and stimulate the local economy.



導入科技與大數據，智慧觀光再升級

Leveraging Technology and Big Data to Smarten Tourism



– 113 年成立 PMO 專案辦公室，對所轄國家風景區智慧化進行總體規劃，並於 10 月完成景區智慧化發展藍圖，推動國家風景區智慧化及觀光產業數位化。

– 113 年觀光大數據平臺新增國家風景區電動車充電站（樁）及交通部運輸資料整合流通服務平臺（TDX）資料；另匯入「亞洲競爭市場國家之入出境旅客數據」及「韓國市場旅遊需求數據」2 項外部數據資料及完成平臺功能優化。

– 以「行動優先」概念，建置「台灣觀光資訊網」以 11 種語言版本、RWD 響應式網頁，提供適地性旅遊情報、旅遊服務中心（含借問站）等旅遊便捷化服務，並導入 AI 觀光智慧小幫手旅遊景點查找服務，即時提供旅遊資訊。

– In 2024, a Project Management Office (PMO) was established to oversee smart development planning for national scenic areas. The office completed a smart tourism blueprint in October and promoted the development of smart scenic areas and digitalization of the tourism industry.

– In 2024, the new databases were integrated in the Tourism Big Data Platform, including data from EV charging stations in national scenic areas and the MOTC's Transport Data eXchange (TDX). External data sets were also added, covering inbound/outbound tourism statistics for Asian competitor countries and travel demand data for the Korean market, alongside platform upgrades.

– Under a "mobile first" concept, the Tourism Administration developed the Taiwan Tourist Information Website in 11 language versions and a responsive web design. The site offers localized travel information, details on visitor service centers (including information stations), and an AI-powered tourism assistant to provide real-time information on attractions.

– 113 年將「AI 智慧櫃台」即時翻譯服務導入高雄機場，新增東南亞語系翻譯功能，有效提供接待新南向旅客服務量能。

– 113 年 12 月 3 至 4 日辦理「2024 觀光產業數位博覽會」，吸引 41 家企業參與展覽，展示逾 70 項科技應用產品，超過 5,603 人參與。

– 舉辦「玩轉科技交流站」，創建觀光業者與科技業者媒合交流平台；另舉辦「113 年觀光盃 Open Data 黑客松」活動，透過競賽方式邀請大專院校學生利用觀光署提供的開放資料，進行數位加值應用。

– 觀光署及所屬國家風景管理處、駐外辦事處，依其市場區隔，共經營 70 個社群媒體，透過數位媒體虛實整合行銷臺灣。



花東振興方案，加速花東旅遊復甦

Hualien-Taitung Revitalization Plan to Accelerate Tourism Recovery

– 花東自由行住宿補助：113 年「振興花蓮震後獎勵旅遊個別旅客住宿優惠活動」花蓮縣超過 74 萬房提出申請，臺東縣超過 24 萬房提出申請。

– 花東團體旅遊補助：截至 113 年 12 月底活動結束，花蓮團累計申請 2,182 團，參團旅客約 5.2 萬人次、臺東團累計申請 1,790 團，參團旅客約 4.9 萬人次。

– 推動觀光遊樂業入園優惠，113 年 10 月 7 日至 11 月 30 日累計使用優惠入園計 10 萬 4,534 人次。

– 113 年 6 月 1 日至 12 月 31 日止，提供台灣好行宜花東使用電子票證免費搭乘及台灣觀巴宜花東 2 折優惠，台灣好行累計 20 萬 6,704 人次使用；台灣觀巴累計 5 萬 6,943 人次使用；另自 7 月 1 日至 11 月 30 日止推出 Taiwan PASS 台鐵版 2 人同行 1 人免費限量優惠，累計販售 8,586 組（每組 2 張，共 17,172 張）。

– 自 113 年 7 月 1 日起至 12 月 31 日止，加碼獎助飛航至花東地區機場之境外包機，爭取更多國際旅客赴花東旅遊，113 年共爭取超過 20 架國際包機（泰國、汶萊、越南、香港），招徠逾 1,500 名國際旅客；並自 8 月 1 日起至 12 月 31 日止分波段擴大外國團客住宿花東加碼，計 312 團申請獎助。

– In 2024, AI Smart Counter real-time translation services were introduced at Kaohsiung Airport. Southeast Asian languages were added to enhance services for New Southbound Policy markets.

– The 2024 Digital Transformation Expo for the Tourism Industry was held on December 3–4. The event attracted 41 companies and showcased over 70 tech applications to more than 5,603 participants.

– The Fun Tech Jam was launched to connect tourism and tech operators. In addition, the 2024 Tourism Open Data Hackathon invited university students to present value-added digital applications as competition submissions using open data from the Tourism Administration.

– The Tourism Administration, national scenic area administrations, and overseas offices managed 70 social media accounts targeted at specific markets, integrating online and offline channels to promote Taiwan.



– Independent Travel Accommodation Subsidies: In 2024, the Post-Earthquake Incentives for Individual Travelers' Accommodation Discounts to Revitalize Hualien campaign received over 740,000 room applications in Hualien County and over 240,000 in Taitung County.

– Group Travel Subsidies: By the end of the program in December 2024, Hualien had received applications from 2,182 groups with about 52,000 members. Taitung received applications from 1,790 groups with about 49,000 members.

– Amusement Park Admission Discounts: From October 7 to November 30, 2024, 104,534 visits were made through the discounted admission program.

– From June 1 to December 31, 2024, the Taiwan Tourist Shuttle in the Yilan-Hualien-Taitung area offered free rides with e-tickets, and the Taiwan Tour Bus offered 80% fare discounts. These services attracted 206,704 and 56,943 riders, respectively. From July 1 to November 30, the Taiwan PASS TRA Edition "2-for-1" limited offer sold 8,586 passes (17,172 tickets).

– Between July 1 and December 31, 2024, additional incentives were offered for international charter flights to airports in Hualien and Taitung to attract more international visitors to eastern Taiwan. Over 20 charter flights from Thailand, Brunei, Vietnam, and Hong Kong were arranged during this period, bringing in more than 1,500 international visitors. From August 1 to December 31, the incentive program for foreign tour groups staying in Hualien and Taitung was also expanded, with a total of 312 groups applying for the benefits.