

附錄 Appendices	
大事紀 Major Events	
1 月 January	
1 月 3 日 January 3	「2024 台灣燈會」主燈「龍來台灣」暨小提燈「小龍包」造型發表 Unveiled the main lantern "The Dragon Comes to Taiwan" and the hand-held mini lantern "Little Dragon Bao" for the 2024 Taiwan Lantern Festival
2 月 February	
2 月 5 日 February 5	東北角及宜蘭海岸國家風景區管理處的大福觀海旭日平台榮獲公共建築景觀類「2023 年建築園冶獎」，此殊榮得總統蔡英文的接見 The Dafu Sunrise Viewing Platform at the Northeast and Yilan Coast National Scenic Area Administration (NSAA) won the 2023 Yuan Ye Awards (Public Architecture and Landscape category); representatives were received by President Tsai Ing-wen
2 月 7 日 February 7	在印度孟買成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Mumbai, India
2 月 22 日 February 22	「2024 觀光節慶祝大會」（含「第 1 屆台灣觀光金獎」）頒獎典禮 Held the Tourism Day 2024 Celebration and the inaugural Taiwan Tourism Gold Awards ceremony
2 月 24 日 February 24	舉行「2024 台灣燈會」開燈儀式 Held the lighting ceremony for the 2024 Taiwan Lantern Festival
2 月 28 日 February 28	在印尼雅加達成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Jakarta, Indonesia
3 月 March	
3 月 1 日 March 1	實施「台灣觀巴 2 人同行 1 人免費」優惠促銷措施 Implemented the "Taiwan Tour Bus – Two For One Free" promotional offer
3 月 4 日 March 4	召開第二屆觀光首長座談會 Held the second Tourism Leaders Roundtable
3 月 4 日 – 3 月 5 日 March 4 – March 5	舉辦 2024 全國景區永續發展研討會 Hosted the 2024 National Scenic Areas Sustainable Development Symposium
3 月 6 日 March 6	交通部觀光署東北角及宜蘭海岸國家風景區管理處以「漫旅東北角 - 花沐。鐵道微旅 (Northeast Coast Slow Travel - Huamo. Railway Slow Travel)」影片，榮獲 2024 德國柏林國際旅展 (ITB) 金城門獎 (The Golden City Gate : Tourism Multimedia Awards)，觀光區域類銀星獎 (Silver Star) The Tourism Administration, MOTC's Northeast and Yilan Coast NSAA won a Silver Star in the Destinations category of The Golden City Gate (Tourism Multimedia Awards) at ITB Berlin 2024 for its video "Northeast Coast Slow Travel – Huamo. Railway Slow Travel."
3 月 9 日 March 9	交通部觀光署東北角及宜蘭海岸國家風景區管理處以「古聚落軍事生態島 - 龜山島文化地景形塑工程」參加「2023 年台灣景觀大獎」風景遊憩類，榮獲「2023 年台灣景觀大獎－風景遊憩類 - 佳作」 The Northeast and Yilan Coast NSAA's "Guishan Island (Turtle Island) Cultural Landscape Shaping Project—Historic Settlements and Military Eco-Island" received an Honorable Mention in the Landscape and Recreation category at the 2023 Taiwan Landscape Awards
3 月 16 日 – 3 月 17 日 March 16 – March 17	首次辦理「導遊人員及領隊人員評量測驗」 Administered the first Assessment Examination for Tour Guides and Tour Leaders
4 月 April	
4 月 2 日 April 2	與海洋委員會海洋保育署簽署「海洋觀光與保育合作備忘錄 (MOU)」 Signed a Memorandum of Understanding on Marine Tourism and Conservation with the Ocean Conservation Administration, Ocean Affairs Council
4 月 16 日 April 16	修正發布「水域遊憩活動管理辦法」 Amended and promulgated the Regulations Governing Water Recreation Activities
4 月 30 日 April 30	在法國巴黎成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Paris, France
5 月 May	
5 月 6 日 May 6	發佈全新台灣觀光品牌 3.0 版「TAIWAN-Waves of Wonder」（台灣魅力・驚喜無限） Launched the new Taiwan tourism brand 3.0: "TAIWAN-Waves of Wonder."



5 月 9 日 – 12 月 3 日 May 9 – December 3	辦理「國家級風景特定區經營管理與安全維護督導考核」 Conducted the "Supervisory Evaluations on Operations, Management, and Safety Maintenance for National Scenic Areas."
5 月 15 日 May 15	「2024 台灣仲夏節 Solar Festival in Taiwan」系列活動宣傳記者會 Held a press conference promoting the 2024 Solar Festival in Taiwan series of events
5 月 16 日 – 5 月 17 日 May 16 – May 17	113 年 5 月 16 日日本宮城縣由菊地惠一議員親自率 25 人組團（包含日本宮城縣議會、縣政府及氣仙沼市長、登米市長、大崎市長、東松島市長及村田町長等成員）來台，進行淡蘭國家綠道與日本宮城縣偶來步道締結為國際友誼步道儀式，5 月 17 日於遠望坑親水公園（草嶺古道入口處）舉辦日本宮城縣偶來小馬標誌設立儀式，為國際友誼交流開啟新篇章 On May 16, Miyagi Prefectural Assembly Member Keiichi Kikuchi led a 25-member delegation (from the Miyagi Prefectural Assembly and Government, joined by the mayors of Kesennuma, Tome, Osaki, Higashimatsushima, and Murata Town) to Taiwan for a ceremony designating the Danlan National Greenway and the Miyagi Olle Trail as International Friendship Trails. On May 17, a Miyagi Olle pony symbol was installed at Yuanwangkeng Riverside Park (entrance to the Caoling Historic Trail), opening a new chapter in international friendship exchanges
5 月 31 日 May 31	「2024 福隆生活節」開幕儀式暨東北角管理處「40 周年處慶」活動 Opening of the 2024 Fulong Life Festival and the Northeast and Yilan Coast NSAA's 40th-anniversary celebration
6 月 June	
6 月 1 日 June 1	舉辦「2024 世界自行車日」及全臺環騎活動 Held 2024 World Bicycle Day events and island-wide rides
6 月 1 日 June 1	啟動「振興花蓮震後觀光產業實施計畫」- 花蓮自由行住宿優惠活動及花東團體旅遊補助 Launched the Post-Earthquake Tourism Revitalization Implementation Plan for Hualien—offering FIT lodging discounts in Hualien and subsidies for group tours in Hualien–Taitung
6 月 1 日 – 12 月 31 日 June 1 – December 31	「台灣好行」花東地區 6 條路線持電子票證乘車享免費優惠 Taiwan Tourist Shuttle: Free rides (with e-tickets) on six routes in the Hualien–Taitung area
6 月 1 日 – 12 月 31 日 June 1 – December 31	「台灣觀巴」花東套裝遊程 2 折優惠 Taiwan Tour Bus: 80% off on Hualien–Taitung tour packages
6 月 22 日 – 6 月 23 日 June 22 – June 23	「2024 台灣仲夏節 嘉義・牛埔仔愛情大草原」&「2024 阿里山四季茶旅夏季茶會」主題活動 2024 Taiwan Summer Festival activities in Chiayi: "Niupuzi Love Prairie" and the "2024 Alishan Four Seasons Tea Tour — Summer Tea Gathering."
6 月 24 日 June 24	交通部觀光署東北角及宜蘭海岸國家風景區管理處「南雅旅遊服務中心新建工程」榮獲 2024 國家卓越建設獎 + 最佳規劃設計類 - 卓越獎 The Northeast and Yilan Coast NSAA's Nanya Tourism Service Center New Construction Project won the Best Planning and Design category at the 2024 FIABCI-Taiwan Real Estate Excellence Awards
7 月 July	
7 月 1 日 – 12 月 31 日 July 1 – December 31	「台灣好行」宜蘭地區 4 條路線持電子票證乘車享免費優惠 Taiwan Tourist Shuttle: Free rides (with e-tickets) on four routes in the Yilan area
7 月 1 日 – 12 月 31 日 July 1 – December 31	「台灣觀巴」宜蘭套裝遊程 2 折優惠 Taiwan Tour Bus : 80% off on Yilan tour packages
7 月 3 日 July 3	舉辦「2024 國家風景區觀光圈成效分享會」 Held the 2024 National Scenic Area Tourism Circles Achievement Presentation
7 月 18 日 – 7 月 21 日 July 18 – July 21	參加 2024 台北國際夏季旅展 Participated in the 2024 Taipei Summer Travel Expo
7 月 22 日 – 9 月 13 日 July 22 – September 13	辦理觀光遊樂業督導考核競賽 Conducted the Amusement Park Supervision and Evaluation Competition
7 月 23 日 July 23	參山國家風景區管理「峨眉湖環湖步道旅遊環境改善工程」及東北角及宜蘭海岸國家風景區管理處「南雅旅遊服務中心」榮獲「2024 國家卓越建設獎」最佳規劃設計類金質獎及卓越獎 The Tri-Mountain NSAA's Emei Lake Loop Trail Tourism Environment Improvement Project and the Northeast and Yilan Coast NSAA's Nanya Tourism Service Center received the Gold Award and an Excellence Award, respectively, in the Best Planning and Design category at the 2024 FIABCI-Taiwan Real Estate Excellence Awards
8 月 August	
8 月 1 日 August 1	啟動臺東自由行住宿優惠活動 Launched a Taitung FIT lodging discount program
8 月 1 日 – 12 月 31 日 August 2 – December 31	針對外國團客住宿花東提供加碼獎勵 Provided additional incentives for foreign tour groups staying in the Hualien or Taitung area.

8 月 2 日 – 8 月 5 日 August 2 – August 5	於「2024 台灣美食展」設置「台玩味」主題館，展出臺灣各地區的特色景點及美食 Hosted the "Taiwan Way" theme pavilion at the 2024 Taiwan Culinary Exhibition, showcasing distinctive regional attractions and foods from across Taiwan
8 月 9 日 August 9	李孟諺部長參觀「2024 亞太永續博覽會」交通部展區，展區以「淨零綠活 永續綠途」為主題，包含公路公共運輸計畫、TPASS 通勤月票、Taiwan PASS 交通電子票券、幸福巴士，獲全球百大目的地故事獎的 6 處國家風景區、自行車多元路線、樂活氣象 APP，及鼓勵綠色通勤的企業員工通勤足跡數位盤查等 Minister Li Meng-yen visited the MOTC pavilion at the 2024 SDG Asia Exhibition. The pavilion, themed "Net-Zero Green Living, Sustainable Progress," featured the Highway Public Transportation Program, the TPASS Commuter Monthly Pass, Taiwan PASS transport e-tickets, the Happy Bus, six National Scenic Areas recognized in the Green Destinations Top 100 Stories, diverse cycling routes, the Happy Life Weather app, and a digital audit of corporate employee commuting footprints to encourage green commuting
8 月 12 日 August 12	修正發布「交通部觀光署補助旅宿業穩定接待國際旅客服務量能實施要點」 Revised and promulgated the Directions for Tourism Administration, MOTC Subsidies to the Hotel Industry to Stabilize Capacity for Serving International Visitors
8 月 14 日 August 14	修正發布「獎勵觀光產業升級優惠貸款要點」 Revised and promulgated the Guidelines for Preferential Loans to Encourage the Upgrading of the Tourism Industry
8 月 26 日 August 26	辦理「2024 北觀光區策略座談會」 Held the 2024 North Coast and Guanyinshan National Scenic Area Strategy Roundtable

9 月 September

9 月 4 日 – 9 月 5 日 September 4 – Septembert 5	辦理觀光遊樂業中高階從業人員訓練 Conducted training for mid- and senior-level professionals in the amusement park industry
9 月 9 日 September 9	召開第三屆觀光首長座談會 Convened the third Tourism Leaders Roundtable
9 月 11 日 – 9 月 12 日 September 11 – Septembert 12	觀光署邀請綠色目的地基金會董事暨斯洛維尼亞代表 Jana Apih 來臺走訪獲全球百大目的地故事獎之國家風景區管理處景點。於東北角及宜蘭海岸國家風景區參訪龜山島、舊草嶺隧道環狀自行車道、卯澳漁村等曾獲獎之永續經營景點，及輔導取得綠色旅行標章業者，包含頭城休閒農場及礁溪九號咖啡 The Tourism Administration invited Green Destinations Foundation Board Director and Slovenia representative Jana Apih to visit National Scenic Area sites recognized in the Green Destinations Top 100 Stories. In the Northeast and Yilan Coast NSAA, visits included Guishan Island (Turtle Island), the Old Caoling Tunnel Bikeway, and Mao'ao Fishing Village—along with guidance for Green Travel Seal businesses such as Toucheng Leisure Farm and No. 9 Café in Jiaoxi
9 月 14 日 September 14	舉辦「2024-2025 台灣好湯」啟動儀式 Held the launch ceremony for "2024-2025 Taiwan Hot Springs" season
9 月 24 日 September 24	修正發布「交通部觀光署獎勵旅宿業品質提升補助要點」 Revised and promulgated the Guidelines of the Tourism Administration, MOTC on Subsidies to Incentivize Quality Improvements in the Hotel Industry

9 月 25 日 – 9 月 26 日 September 25 – Septembert 26	舉辦「鳳金遊程」媒體踩線活動 Hosted a "Golden Years Travel" media familiarization tour
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10 月 October

10 月 2 日 October 2	在加拿大溫哥華成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Vancouver, Canada
10 月 5 日 October 5	啟動臺灣自行車旅遊節主軸活動 - 「騎遇福爾摩沙 (Formosa 900)」 Kicked off the main activities for the Taiwan Cycling Festival: Formosa 900
10 月 7 日 – 11 月 30 日 October 7 – November 30	花蓮好樂園 2 折優惠 Hualien Fun Parks 80%-off promotion
10 月 8 日 October 8	舉辦 113 年「好客民宿」金質獎頒獎典禮 Held the 2024 Taiwan Hosts Gold Quality Awards ceremony
10 月 16 日 October 16	修正發布「導遊人員管理規則」及「領隊人員管理規則」 Amended and promulgated the Regulations Governing Tour Guides and the Regulations Governing Tour Managers

10 月 16 日 October 16	北觀處「海洋『淨』行式 - 以白沙灣自然中心我愛淨灘實踐里海倡議」、東管處「富岡地質公園：地質、環境與社區的再生旅遊」、東北角管理處「融入沙丘地景的壯圍旅遊園區」、雲嘉南管理處「廢棄鹽田變身鳥類天堂，找回在地居民的希望」、澎管處「守護忠實的海洋旅行者 - 澎湖望安綠蠵龜的幸福家園」及日月潭管理處「攜手日月潭：用集體智慧推動永續旅遊」獲頒「2024 全球綠色目的地百大故事獎」 NSAAs were recognized in the 2024 Green Destinations Top 100 Stories, including the North Coast and Guanyinshan NSAA's "A Cleansing Journey by the Sea—Baishawan Nature Center Advances the Satoumi Initiative through the "I Love Beach Cleanups" program"; East Coast NSAA's "Fugang Geopark—Fugang Geopark: Regenerative tourism of geology, environment, and community"; Northeast and Yilan Coast NSAA's "Zhuangwei Tourism Park- Integrating with Dune Landscape"; Southwest Coast NSAA's "Abandoned Salt Fields Transform into Bird Paradise, Restoring Hope for Local Residents"; Penghu NSAA's A Faithful Sea Traveler - The Happy Home of Wangan Green Turtle in Penghu Category: Nature and Landscape; and Sun Moon Lake NSAA's "Join us! Harnessing Collective Wisdom to Promote Sustainable Tourism."
10 月 25 日 October 25	舉辦「2024 台灣 KOM 自行車登山王挑戰」 Held the 2024 Taiwan KOM Challenge
10 月 25 日 – 10 月 27 日 October 25 – October 27	辦理「東部主題日」觀光區市集日 Organized the "Eastern Taiwan" themed scenic area market day
10 月 28 日 October 28	發表全新台灣觀光品牌國際宣傳影片 Released the new international promotional video for the Taiwan tourism brand
10 月 29 日 October 29	台灣觀光 100 亮點系列活動啟動記者會 Held the kickoff press conference for the "Taiwan Tourism 100 Spotlights" series of events

11 月 November

11 月 1 日 – 11 月 4 日 November 1 – November 4	舉辦 2024 臺北國際旅展 Held the 2024 Taipei International Travel Fair
11 月 8 日 – 11 月 10 日 November 8 – November 10	辦理「南區和澎湖」山海仙境嶼你潮起來主題市集日 Hosted the "Southern Taiwan and Penghu" themed market day
11 月 15 日 – 11 月 17 日 November 15 – November 17	辦理「中區和金門」山林款待主題市集日 Hosted the "Central Taiwan and Kinmen" themed market day
11 月 22 日 – 11 月 24 日 November 22 – November 24	辦理「北區和馬祖」極北潮旅宜漫遊主題市集日 Hosted the "Northern Taiwan and Matsu" themed market days
11 月 27 日 November 27	舉辦永續旅宿座談會 Held the Sustainable Hotels Roundtable
11 月 29 日 – 12 月 1 日 November 29 – December 1	辦理「2024 年台灣部落觀光嘉年華」活動 Held the 2024 Taiwan Indigenous Tourism Festival

12 月 December

12 月 3 日 – 12 月 4 日 December 3 – December 4	辦理「2024 觀光產業數位博覽會」 Hosted the 2024 Digital Transformation Expo for the Tourism Industry
12 月 11 日 December 11	辦理「2024 國際視角・南觀光區分享會」 Held the Southern Tourism Zone: Sharing International Perspectives Meeting
12 月 11 日 December 11	2024 全球綠色目的地百大故事獎於智利蓬塔阿雷纳斯舉行，由觀光署洛杉磯辦事處代表領獎 The 2024 Green Destinations Top 100 Stories event was held in Punta Arenas, Chile; the Tourism Administration's Los Angeles Office accepted the award on Taiwan's behalf
12 月 20 日 December 20	在菲律賓馬尼拉成立台灣觀光服務分處 Established a Taiwan Tourism Information Center in Manila, Philippines
12 月 23 日 December 23	辦理 113 年度「台灣好行」服務管理及服務品質優化作業案頒獎典禮暨成果分享會 Held the 2024 Taiwan Tourist Shuttle Service Management and Service Quality Optimization Project Award Ceremony and Results Presentation
12 月 27 日 December 27	修正發布「旅行業管理規則」 Amended and promulgated the Regulations Governing the Administration of Travel Agencies

交通部觀光署行政機關組織系統表
Organization of the Tourism Administration



交通部觀光署駐外單位

Overseas Branch Offices

