



國內旅遊 Domestic Tourism



環島亮點 捲動國旅 Spotlight Attractions Driving Domestic Tourism



拓展觀光亮點 扶植地方活動

Expanding Tourism Highlights and Supporting Local Events

舉辦「台灣觀光 100 亮點」活動

Hosting the "Taiwan Tourism 100 Spotlights" Campaign

為提升國旅市場、捲動國旅話題，延續 112 年舉辦第 1 屆觀光亮點獎成果，攜手全臺 22 個縣市政府推薦 100 處景點，共同推動「台灣觀光 100 亮點」。自 113 年 11 月起陸續推出「台灣百 Way」亮點微策展、「環島月月 Party」由各縣市輪流當主打星、「亮點集時樂」電子集章抽獎活動、「風格旅遊 Chill」亮點市集、「環島樂遊 Trip!」影音圖文創作競賽、「壯遊心體驗」圓夢企劃徵集等 6 大波段系列活動，鼓勵旅客每月逛亮點、遊活動、享優惠，體驗臺灣各區域四季風情，暢玩全臺一整年，帶動地方觀光產業發展。

To enhance the domestic tourism market and generate greater buzz, the Tourism Administration, building on the success of the first Tourism Spotlight Awards held in 2023, partnered with 22 local governments to recommend 100 attractions and jointly promote the "Taiwan Tourism 100 Spotlights." Starting in November 2024, six major themed events were successively launched: "Taiwan 100 Ways" Micro-Curations, the "Island-Wide Monthly Party" featuring different counties and cities as headliners, the "Spotlight Fun Collection" e-stamp raffle, the "Chill Style Travel" Spotlight Market, the "Island Fun Trip!" Multimedia Contest, and the "Grand Tour Dream Experience" call for proposals. These experiences encouraged travelers to visit spotlight attractions, join monthly events, and enjoy special offers—experiencing the four seasons across Taiwan while boosting local tourism industries.

觀光署規劃 6 大系列活動捲動國旅熱潮一整年
The Tourism Administration planned six major series of events to keep domestic travel excitement going year-round



「台灣百 Way 微策展」以區域旅遊展出北、中、南、東及離島風格旅遊
The "Taiwan Way" micro-curations showcase distinctive travel styles in northern, central, southern, and eastern Taiwan, plus the outlying islands



臺灣觀光雙年曆活動扶植計畫
Taiwan Tourism Biannual Calendar Support Plan

輔導地方政府或民間團體辦理「2024 苗栗烤龍系列活動」、「2024 高雄燈會」、「2024 台灣慶元宵 - 鹽水蜂炮系列活動」、「2024 暨大櫻花季」、「2024 高雄內門宋江陣」、「2024 宜蘭綠色博覽會」、「2024 臺中國際踩舞嘉年華系列活動」、「2024 鹿港慶端陽系列活動」、「2024 宜蘭國際童玩藝術節」、「2024 金門縣烈嶼鄉芋頭季系列活動」、「2024 南投星空季」、「2024 金門中秋博狀元餅活動」、「2024 三義木雕藝術節系列活動」、「ART TAIPEI 2024 台北國際藝術博覽會」、「2024 鷄籠中元祭」、「2024 新北歡樂耶誕城系列活動」、「2024 臺中國際花毯節」、「2024 屏東落山風藝術季」、「2024 南投世界茶業博覽會」、「2024 嘉義市光纖影舞 - 光影藝術展」、「2024 高雄左營萬年季」、「2024 臺灣米倉田中馬拉松」、「2024 嘉義市國際管樂節」等 43 項活動，辦理品質提升事項計 89 項。



Guidance and support were provided to local governments and civic groups for 43 events, including: the 2024 Miaoli Fire Dragon Festival; 2024 Kaohsiung Lantern Festival; 2024 Taiwan Lantern Festival–Yanshui Beehive Fireworks; 2024 National Chi Nan University Cherry Blossom Season; 2024 Kaohsiung Neimen Song-Jiang Battle Array; 2024 Yilan Green Expo; 2024 Taichung International Dance Carnival; 2024 Lukang Dragon Boat Festival; 2024 Yilan International Children's Folklore and Folkgame Festival; 2024 Kinmen Lieyu Township Taro Festival; 2024 Nantou Starry Sky Season; 2024 Kinmen Mid-Autumn Bo-Bing "Top Scholar" Event; 2024 Sanyi Woodcarving Art Festival; Art Taipei 2024; 2024 Keelung Mid-Summer Ghost Festival; 2024 Christmasland in New Taipei City; 2024 Taichung International Flower Carpet Festival; 2024 Pingtung Luo Shan Feng Arts Festival; 2024 Nantou Global Tea Expo; 2024 Chiayi Dancing of Light and Shadows Art Exhibition; 2024 Kaohsiung Zuoying Wannian Festival; 2024 Taiwan's Rice Heaven—Tianzhong Marathon; and the 2024 Chiayi City International Band Festival, among others—carrying out 89 quality-enhancement measures in total.



上圖 Top

2024 臺灣慶元宵 - 鹽水蜂炮系列活動
2024 Taiwan Lantern Festival–Yanshui Beehive Fireworks

下圖 Bottom

2024 南投世界茶業博覽會
2024 Nantou Global Tea Expo



拓展觀光遊樂業國民旅遊市場
Expanding the domestic market
for theme parks

為拓展觀光遊樂業國民旅遊市場，捲動民眾至全臺主題樂園遊玩風潮，觀光署推動觀光遊樂業整合行銷計畫，結合各觀光遊樂業業者推出「台灣好樂園遊點樂」活動，除邀請網紅拍攝主題樂園相關節目及行銷宣傳影片宣傳外，並邀請業者共同參與 2 場次全國性旅展，與台灣觀光遊樂區協會在 2024 臺北國際旅展 (ITF) 合作以主題樂園特色打造「台灣好樂園」主題館，透過舞臺及小遊戲互動體驗等現場活動，推廣業者旅展限定優惠好康增加買氣，宣傳樂園全齡多元主題遊程，提升觀光遊樂業整體形象。

To attract visitors to theme parks in Taiwan, the Tourism Administration coordinated an integrated marketing program with operators under the "Taiwan Amusement Parks—Play for Points" banner, inviting creators to produce park-themed shows and promotional videos, organizing industry participation in two major travel fairs, and partnering with the Taiwan Amusement Park Association to stage the "Taiwan Amusement Parks" pavilion at the 2024 Taipei International Travel Fair (ITF). On-site stage activities and mini-games promoted fair-exclusive deals, showcased family-friendly itineraries for all ages, and elevated the overall image of Taiwan's amusement park industry.

113 年台灣觀光雙年曆活動地圖
2024 Taiwan Tourism Events Calendar–Event Map



上圖 Top

2024 宜蘭國際童玩藝術節
2024 Yilan International Children's Folklore and Folkgame Festival

下圖 Bottom

2024 南投星空季
2024 Nantou Starry Sky Season



扶植觀光活動
Supporting Tourism
Activities
43 / 項 Item



品質提升事項
Quality Enhancement
Projects
89 / 項 Item



2024ITF 台灣好樂園館 - 開幕吉祥物大合照
Mascots at the opening of the "Taiwan Amusement Parks" pavilion at 2024 Taipei ITF



四季特色活動 帶動在地旅遊風潮

Driving Local Travel with Special Seasonal Events

2024 台灣燈會

2024 Taiwan Lantern Festival

— 「台灣燈會」獲 Discovery 頻道稱許為「全球最佳慶典活動」之一，亦是臺灣首要的節慶觀光活動。「2024 台灣燈會」時隔 16 年重返臺南舉行，113 年 2 月 24 日至 3 月 10 日於高鐵臺南站周邊、林默娘公園、安平遊憩碼頭及安平運河沿岸等場域辦理，布展面積達 50 公頃，規劃「高鐵燈區」及「安平燈區」等 2 大展區，展出 300 件以上作品，其中主燈「龍來台灣」更隱含歡迎國際旅客都來臺灣之期待，總計參觀人次突破 1,520 萬人次，創造周邊經濟產值超過新臺幣 247 億元。

— 為迎接燈會期間來台之國際旅客，讓國際旅客認識臺灣在地傳統民俗文化節慶，針對 113 年 2 月 22 日至 24 日間入境臺灣之自由行外籍人士，憑護照或居留證及當日入境憑證（護照戳章或機票）至桃園國際機場、臺北國際航空站及高雄國際航空站旅客服務中心，即可領取「2024 台灣燈會限量福袋」1 份，共計發出 1 萬份限量福袋。福袋內含台灣燈會專屬「小龍包」小提燈及龍年紅包外，還有適合自由行旅客之「Taiwan PASS 國際旅客優惠交通票券」500 元及「主題樂園」300 元折價券各 1 張，除吸引自由行國際旅客到訪台灣燈會，並藉由走訪臺灣各個景點，深入體驗臺灣風土民情。



2024 台灣燈會限量福袋
2024 Taiwan Lantern Festival limited Commemorative Gift Bag



2024 台灣燈會主燈「龍來台灣」造型發表活動
Launch of the main lantern "The Dragon Comes to Taiwan" at the Taiwan Lantern Festival



— Hailed by Discovery Channel as one of the world's top celebrations, the Taiwan Lantern Festival is Taiwan's premier festive attraction. After 16 years, the festival returned in 2024 to Tainan from February 24 to March 10, with displays around THSR Tainan Station, Lin Mo Niang Park, Anping Recreation Wharf, and along the Anping Canal. Spanning 50 hectares, the two themed zones—THSR and Anping—featured more than 300 works. The main lantern, "The Dragon Comes to Taiwan," symbolically invited global visitors. Attendance topped 15.2 million, generating over NT\$24.7 billion in surrounding economic activity.

— To welcome international visitors and introduce Taiwan's folk traditions, 10,000 limited "2024 Taiwan Lantern Festival Commemorative Gift Bags" were offered from February 22–24 to FIT travelers presenting a passport/ARC and same-day entry proof at visitor centers in Taoyuan International Airport, Taipei Songshan Airport, and Kaohsiung International Airport. Each bag contained festival mini lanterns, Year-of-the-Dragon red envelopes, a NT\$500 Taiwan PASS transport discount voucher for international visitors, and a NT\$300 theme-park coupon—encouraging attendance at the festival and deeper exploration of Taiwan's attractions.



上圖 Top 2024 台灣燈會主燈「龍來台灣」
The main lantern at the 2024 Taiwan Lantern Festival: "The Dragon Comes to Taiwan."

下圖 Bottom 2024 台灣燈會開燈儀式
2024 Taiwan Lantern Festival lighting ceremony

2024 台灣仲夏節

2024 Solar Festival in Taiwan

因應疫後民眾旅遊觀念與消費習慣的改變，延續推廣仲夏旅遊宗旨，重新盤整全臺夏季旅遊資源，重塑活動品牌為「台灣仲夏節」，以「上山消暑、下海清涼」為活動內涵，整合各國家風景區與縣市之夏日特色遊憩活動，並與產業跨界結盟合作，捲動臺灣夏季觀光熱潮，帶動周邊產業發展，型塑臺灣夏日節慶活動新品牌，吸引國內、外遊客在盛夏這個季節來到臺灣旅遊，活動吸引 670 萬人次參觀，產值達新臺幣 182 億元。

Responding to changing post-pandemic travel habits, the "Solar Festival in Taiwan" refreshed Taiwan's summer travel resources around the theme "Cool off in the Mountains, Refresh by the Sea." The program integrated signature summer events across national scenic areas and localities, forming cross-industry partnerships to boost Taiwan's summer tourism momentum. The event aimed to spur the development of surrounding industries and establish a new brand for summer festival activities in Taiwan, attracting domestic and international tourists to visit Taiwan during the peak summer season. The event successfully drew 6.7 million visitors, generating an economic output of NT\$18.2 billion.



仲夏來了冰品巡迴車 "Summer's Here" ice-treats roadshow



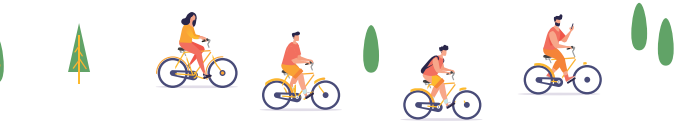
台灣仲夏節宣傳影片 Solar Festival in Taiwan promotional video

臺灣自行車旅遊節 Taiwan Cycling Festival

結合各縣市觀光與交通資源，辦理「臺灣自行車旅遊節」系列活動，以「台灣自行車登山王 (KOM)」、「騎遇福爾摩沙 900」、「日月潭 Come!Bikeday」、「臺中自行車嘉年華」、「徐行縱谷」、「東海岸馬到成功 168」、「極點慢旅」、「大鵬灣 Light One Bike 單車活動」、「澎湖跳島 101」，以及「西拉雅 5 cool」10 大品牌行銷推廣，吸引全世界旅客及自行車愛好者一同感受臺灣多元與在地文化特色。



2024 騎遇福爾摩沙啟動儀式
2024 Formosa 900 kick-off ceremony



Leveraging local tourism and transport resources, the Taiwan Cycling Festival promoted 10 marquee rides and events, including the Taiwan KOM Challenge, Formosa 900, Sun Moon Lake Come! Bikeday, Taichung Bicycle Carnival, Slow Cycling Tours of the East Longitudinal Valley, East Coast Mahengheng to Chenggong 168 cycling tour, Light Up Taiwan, Dapeng Bay Light One Bike, Penghu Island-Hopping 101, and Wonderland Siraya Cycling 5 COOL—inviting cyclists from around the world to experience Taiwan's landscapes and local culture.



2024 臺灣自行車旅遊節記者會
2024 Taiwan Cycling Festival press conference

台灣好湯 – 溫泉美食嘉年華 Taiwan Hot Spring & Fine-Cuisine Carnival

「2024-2025 台灣好湯」以「復古時尚」為主題，於 113 年 9 月 14 日於臺南關子嶺嶺頂公園正式啟動，結合 19 個溫泉區及在地產業，串連各溫泉區優惠活動，打造越在地越國際的話題，邀請大家一起相揪來泡湯。



2024-2025 台灣好湯啟動儀式
2024-2025 Taiwan Hot Spring & Fine-Cuisine kickoff ceremony

Launched September 14, 2024 in Tainan's Guanziling, the 2024-2025 Taiwan Hot Spring & Fine-Cuisine Carnival adopted a "retro chic" theme, linking 19 hot-spring areas and local partners with special offers to create globally appealing, locally grounded experiences, inviting everyone to come together and enjoy the hot springs.

台灣美食展 2024 Taiwan Culinary Exhibition

113 年 8 月 2 日至 5 日於台北世貿一館舉辦，以「台玩味」為主題參展，並以「美食 + 遊程」為策展主軸，辦理廚藝教室、名人講座、遊程推廣等活動，超過 10 萬人次參觀，展館媒體報導逾 28 則。



2024 台灣美食展 - 總統開幕及巡場 2024 Taiwan Culinary Exhibition—President's opening and walk-through

月光海音樂會以大地為舞台，月光海為背景
Moonlit Sea Concert: Nature as the stage, moonlit ocean as the backdrop

東海岸大地藝術節暨月光·海音樂會 East Coast Land Arts Festival and Moonlit Sea Concert

第 10 屆「2024 東海岸大地藝術節」全國記者會，於 113 年 4 月 25 日在台北華山 Magic Box 舉辦，首度以東海岸大地主視覺、月光海結合數位科技作為空間設計，在東海岸獨有月光在海面上升起畫面為藝術季揭開序幕。

本次藝術節完成 5 件駐地創作作品及 32 場次花東藝文平台活動及 8 場次月光海音樂會，吸引超過 2 萬 7,000 名旅客參與月光海音樂會，有效串聯周邊藝術觀光廊帶。

The press conference for the 10th East Coast Land Arts Festival was held April 25, 2024 at Huashan's Magic Box in Taipei, featuring art direction centered on the East Coast landscape and a digital "moonlit sea" motif to open the season.

The program presented five on-site artworks, 32 East Taiwan arts-platform events, and eight Moonlit Sea concerts, with more than 27,000 concertgoers — strengthening the region's arts-tourism corridor.



Held on August 2-5, 2024 at Taipei World Trade Center Hall 1, the "Taiwan Way" themed Taiwan Culinary Exhibition spotlighted "Cuisine + Travel" through chef workshops, celebrity talks, and tour promotions—drawing over 100,000 visits and more than 28 media features.





友善便利旅遊環境

A Friendly and Convenient Travel Environment

「台灣好行」旅遊景區接駁公車服務

Taiwan Tourist Shuttle services to scenic areas

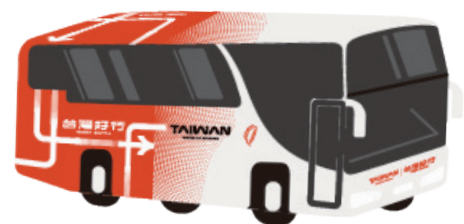
「台灣好行」旅運服務為觀光署因應國內外自由行遊客搭乘大眾運輸進行國內或離島旅遊之需求，自 99 年起輔導各縣市政府及國家風景區管理處所推動，截至 113 年計有 84 條台灣好行路線營運，為提升與優化台灣好行服務品質，並配合推動「行政院促進公共運輸使用方案」項下的「觀光景點公共運輸接駁方案」，規劃台灣好行優化服務，自 112 年 5 月 20 日起至 114 年 10 月 31 日推出「持電子票證乘車享半價優惠」。

因應 0403 花蓮震災影響，振興宜花東地區觀光，於 113 年 6 月 1 日至 12 月 31 日止，推出花東地區 6 條路線免費，並自 7 月 1 日至 12 月 31 日止，宜蘭地區 4 條路線免費，113 年總搭乘量超過 565 萬人次，較 112 年成長 22.4%，恢復旅客搭乘公共運輸出遊信心，且舒緩各景區交通接駁壓力。

台灣好行
TOURIST SHUTTLE



台灣好行旅遊服務網
The Taiwan Tourist Shuttle website



113 年總搭乘量 Total Ridership in 2024
↑5,650,000 / 人次 Visits



較去年同期成長 Year-on-Year Growth
↑22.4%

The Tourism Administration launched the Taiwan Tourist Shuttle in 2010 to provide FIT travelers with convenient public transport access to attractions across Taiwan and its outlying islands. As of 2024, the service comprised 84 routes. To enhance the shuttle services and align with the Executive Yuan's public-transport promotion program, a "half-fare with e-ticket" was introduced on May 20, 2023 and will run through October 31, 2025.

Following the April 3, 2024 Hualien earthquake, free service was provided on six Taiwan Tourist Shuttle routes serving the Hualien–Taitung area (June 1–December 31) and four Yilan routes (July 1–December 31) to stimulate regional tourism. Total ridership reached 5.65 million in 2024, up 22.4% year-on-year—restoring confidence in using public transport for trips and easing shuttle loads at major sites.

「台灣觀巴」套裝旅遊行程

Taiwan Tour Bus Package Tours



台灣觀巴套裝行程：愛遊和平島基隆廟口夜市一日遊
Taiwan Tour Bus : Heping Island + Keelung Miaokou Night Market One Day Tour

輔導旅行業者推出「台灣觀巴」套裝旅遊行程，113 年計有 23 家業者參與，推出 85 條套裝旅遊行程，提供高鐵、臺鐵等重要場站及飯店至國內各主要觀光景點之旅運服務。並且推出不分國內外旅客、平假日，自 112 年 7 月 1 日至 12 月 31 日及 113 年 3 月 1 日至 12 月 31 日，台灣觀巴 2 人成行 1 人免費優惠活動。

配合花東振興方案，鼓勵旅客利用公共運輸並提升業者營運績效，自 113 年 6 月 1 日起；宜蘭地區自 113 年 7 月 1 日起推出台灣觀巴套裝遊程 2 折優惠活動。「台灣觀巴」截至 113 年底，總計有 21 家旅行業者，79 條優惠套裝旅遊行程，並輔導台灣觀巴與 255 家旅宿業者合作，自住宿地點接送旅客至景點旅遊及代訂住宿，提供旅客更優惠便利的接駁服務。113 年總遊客量達 11 萬 5,341 人次，較 112 年同期成長 133.36%。



台灣觀巴
Taiwan Tour Bus



In 2024, 23 operators offered 85 Taiwan Tour Bus packages linking THSR/ TRA hubs and hotels to major attractions. A "two-travelers, one rides free" promotion ran July–December 2023 and March–December 2024 for both domestic and international travelers.

As part of the revitalization of eastern Taiwan, the Taiwan Tour Bus offered 80%-off packages for the Hualien–Taitung area on June 1, 2024 and for Yilan starting on July 1, 2024. By the end of 2024, Taiwan Tour Bus had partnered with 21 travel companies to offer a total of 79 discounted package tours, and partnered with 255 lodging providers for hotel pick-up/drop-off and room bookings. Total passengers reached 115,341, up 133.36% year-on-year.



台灣觀巴台北夏季旅展 Taiwan Tour Bus at the Taipei Summer Travel Expo

「Taiwan PASS– 高鐵版」及「Taiwan PASS– 台鐵版」產品 Taiwan PASS–High Speed Rail Edition and Taiwan PASS–Taiwan Railways Edition

為加速擴大吸引國際旅客來臺，並提升自由行旅客在臺交通便利性，於 113 年 1 月 1 日正式推出包含高鐵、4 大捷運、4 條台灣好行等運具票券整合產品「Taiwan PASS- 高鐵版」，售價新臺幣 2,500 元，吸引國外自由行旅客來臺旅遊；113 年 7 月 1 日推出包含台鐵 5 日券、4 大捷運、4 條台灣好行等運具票券整合產品「Taiwan PASS- 台鐵版」，售價新臺幣 2,800 元，吸引國內外自由行旅客使用，113 年度合計售出超過 2.4 萬張票券。

TAIWAN PASS



Taiwan PASS 官方網站
Taiwan PASS Website

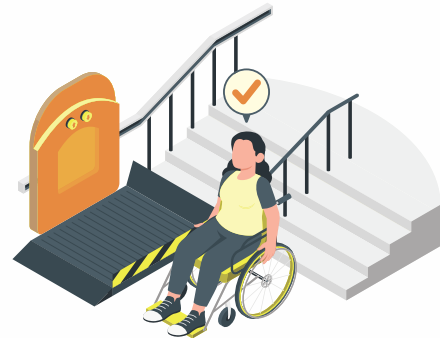
To fast-track the growth of FIT arrivals to Taiwan and enhance travel convenience for independent travelers, the Tourism Administration launched the Taiwan PASS – High Speed Rail (HSR) Edition on January 1, 2024. This integrated pass bundles the HSR, four major metro systems, and four Taiwan Tourist Shuttle routes, and was priced at NT\$2,500 to appeal to overseas independent travelers. On July 1, 2024, a Taiwan Railways Administration (TRA) edition of the pass was introduced for NT\$2,800, combining a five-day TRA pass with the four major metro systems and four Taiwan Tourist Shuttle routes. More than 24,000 passes were sold in 2024.



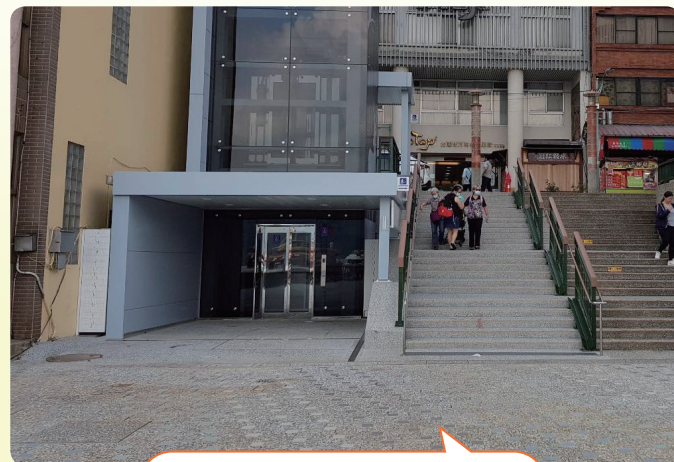
通用設計概念提供無障礙旅遊環境 Making Tourism Accessible with Universal Design

為營造及改善行動不便者無障礙旅遊環境，觀光署特設通用化旅遊環境推動小組，導入通用設計概念協調及整合各單位推動通用化旅遊環境相關業務事宜，完成 43 條無障礙推薦遊程及建置 178 處通用（無障礙）旅遊據點，提供銀髮族、身心障礙者等友善無障礙的旅遊環境。

To create and improve an accessible travel environment for mobility challenged people, the Tourism Administration established a Universal Tourism Environment Promotion Taskforce. The taskforce advanced universal design and coordinated and integrated various units involved to promote accessible travel environment initiatives. A total of 43 recommended accessible travel itineraries were completed and 178 universal (accessible) travel locations established, providing a friendly and barrier-free travel environment for seniors and individuals with disabilities.



伊達邵中正路停車場無障礙車格
Accessible parking at Ita Thau Zhongzheng Road Parking Lot



水社碼頭無障礙升降梯
Accessible lift at Shuishe Pier

厚植產業人才 Strengthening Tourism Talent

旅行業 Travel Agencies

– 113 年觀光署首次辦理導遊人員及領隊人員評量，希望能透過符合市場實務需求的評量方式，網羅具導領人員專業知識、技能、語言能力之優秀人才。113 年報名人數計有 1 萬 5,323 人次，第一試筆試共計 3,235 人次及格，外語導遊人員第二試口試，計有 692 人報名參測，共計 619 人及格；113 年共計有 3,047 人次通過導領評量測驗。

– 113 年度已培訓觀光產業人才計 9,506 人次，包括導遊人員及領隊人員職前訓練計 2,733 人次（導遊人員培訓 965 人次，領隊人員培訓 1,768 人次）、導遊人員在職訓練 875 人次、旅行業經理人訓練培訓 407 人次、觀光產業關鍵人才培訓 879 人次、稀少語別導遊評量輔導訓練 124 人次及觀光職能 e 學院線上課程培訓 4,488 人次。

– 為穩定旅行業人力，觀光署輔導導遊與領隊協會辦理人才媒合，113 年度辦理逾 104 場媒合會，逾 2,065 人次參加。同時輔導旅行業公會辦理在職訓練，如旅遊產業創新關鍵力職能培訓課程、郵輪團體接待實務等，協助業者降低培訓與用人成本。

– In 2024, the Tourism Administration introduced a new market-aligned assessment for tour guides and tour leaders to recruit talented professionals with the knowledge, skills, and language abilities to meet market needs. Of 15,323 applicants, 3,235 passed the written test; among 692 applicants for the foreign-language guide oral exam, 619 passed. In total, 3,047 candidates passed the assessments in 2024.



113 年領隊職前訓練參與人員大合照
Pre-service training for tour leaders, 2024

– A total of 9,506 trainees completed programs in 2024, including 2,733 in pre-service training (965 tour guides; 1,768 tour leaders), 875 in in-service guide training, 407 in travel-manager training, 879 in key-talent programs, 124 in rare-language guide coaching, and 4,488 through the Tourism Career eLearning College online courses.

– To stabilize the tourism workforce, more than 104 job-matching sessions for guides and tour leaders were held, drawing over 2,065 participants. Trade associations were also supported to deliver in-service programs—such as innovation skills and cruise-group handling—helping firms reduce training and hiring costs.

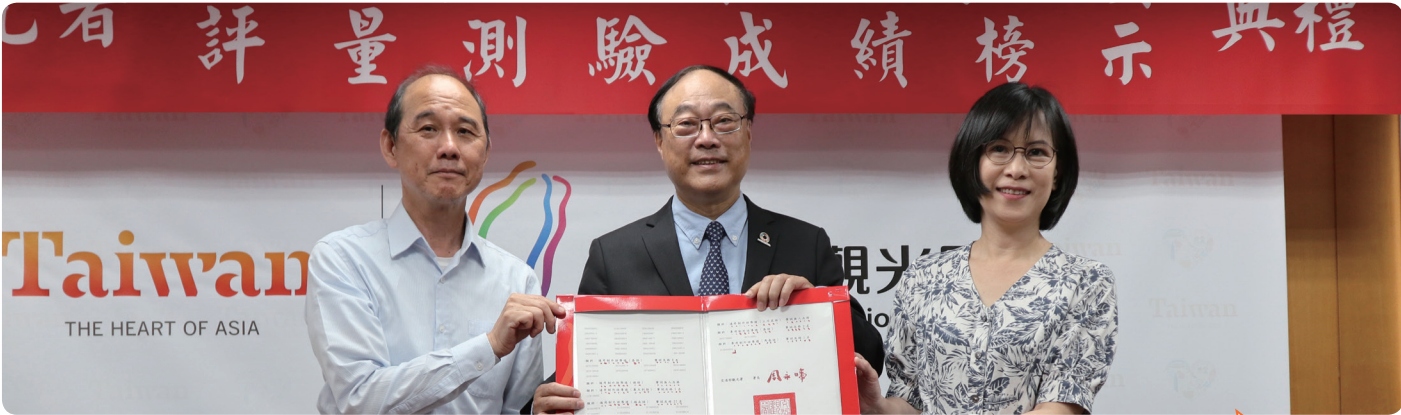


旅行業組國外訪學
Travel industry overseas study group

113年觀光產業關鍵人才培育計畫

主辦單位：交通部觀光署
Tourism Administration, MOTC

執行單位：中華民國戶外遊憩學會
The Outdoor Recreation Association of R.O.C.



113 年導遊及領隊人員評量測驗 2024 on-site guide and tour-leader assessment

旅宿業
Hotel Industry

- 觀光署委託辦理「我國旅宿業人力結構及勞動力調查評估案」，透過問卷調查與焦點座談會等方式，了解國內旅宿業的人力資源規劃及運用與人力招募成效。辦理觀光旅館及旅館業中階經理人訓練課程，增加旅館從業人員及中階經理人職場能力，113 年完成 9 場實體課程，總共培訓 452 人。
- 因應全球永續趨勢，鼓勵旅宿業永續化，113 年新增「永續、節能減碳或綠色環保相關認（驗）證、證書或標章」補助，增列星級旅館評鑑「永續發展具體行動」加分項目；首次辦理永續旅宿座談會與種子培訓，強化相關人才培育；以旅宿網作為行銷推廣介面，與交通運輸單位、旅宿業協力形塑永續旅宿；另跨部會合作推動綠旅宿，輔導旅宿業永續經營。



觀光遊樂業
Tourist Amusement Enterprises

因應疫後產業發展趨勢與消費者行為模式改變，以及達成「Tourism2025－臺灣觀光邁向 2025 方案（110-114 年）」之「觀光遊樂業多元轉型計畫」，協助觀光遊樂業多元優化與數位轉型目標，113 年計有 87 位中、高階業務主管及業務相關人員參與觀光遊樂業中高階從業人員訓練，共同提升創新經營管理概念，建置更具競爭優勢之遊樂環境。

In response to post-pandemic industry trends and changes in consumer behavior, as well as to achieve the goals of the "Tourist Amusement Enterprise Diversification and Transformation Plan" under the "Tourism 2025 - Taiwan Tourism Towards 2025 (Year 2021-2025) Plan," efforts were made to assist the tourism and recreation industry in optimizing and digitally transforming its operations. In 2024, a total of 87 middle and senior-level business executives and related personnel participated in training for the tourism and recreation industry, collectively enhancing innovative management concepts and establishing a more competitive recreational environment.

觀光遊樂業中高階人才培訓
Advanced professional training
— Amusement industry cohort



- The Tourism Administration commissioned a study titled "Assessment of the Labor Structure and Workforce in Taiwan's Hospitality Industry" to understand the planning and utilization of human resources in the domestic hospitality sector, as well as the effectiveness of recruitment. This was carried out through surveys and focus group discussions. The administration also organized training courses for mid-level managers in the hospitality and hotel industries to enhance the workplace capabilities of hotel staff and mid-level managers. In 2024, a total of nine physical training sessions were completed, training 452 people.
- In line with global sustainability trends, the Tourism Administration provides subsidies to encourage the adoption of sustainable practices in the hospitality industry. In 2024, new subsidies for "sustainable, energy-saving, carbon-reducing, or green environmental-related certifications, certificates, or labels" were introduced, along with an additional scoring item for "concrete actions for sustainable development" in the star-rated hotel evaluation. A sustainable hospitality forum and seed training were also held for the first time to strengthen the talent cultivation. Using the hospitality network as a marketing and promotion platform, the administration collaborated with transportation units and the hospitality industry to shape sustainable lodging practices. Furthermore, inter-ministerial cooperation was initiated to promote green hospitality and assist the hospitality sector in achieving sustainable operations.



產業輔導升級
Industry Guidance and Upgrading

旅行業
Travel Agencies

旅行業經營概況
Travel Industry Profile



	綜合旅行社 Consolidated		甲種旅行社 Class-A		乙種旅行社 Class-B		總計 Total	
年度 (Year)	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch
111 (2022)	140	380	2,782	286	345	1	3,267	667
112 (2023)	144	381	2,856	298	358	1	3,358	680
113 (2024)	161	399	2,940	314	348	1	3,449	714

單位：家數 Unit: No. of Travel Agencies

推廣主題旅遊，樂齡遊程行銷及認證
Promotion of Thematic and Senior-friendly Travel Marketing and Certification

- 訂定風金樂齡旅遊認證機制：透過書審和專家審查，評核頒發「風金遊程」。另為鼓勵業者申請認證，113 年已辦理 5 場教育訓練暨說明會，參與旅行業者踴躍，計 374 人。
- 推廣及行銷「風金遊程」認證行程：於 113 年 9 月 25 日至 26 日舉辦媒體遊程體驗活動，提升曝光度，另參與 8 月 2 至 4 日「第一屆高齡健康產業博覽會」及 11 月 22 至 24 日「樂·無齡博覽會」，藉由全國性大型博覽會，提升知名度。
- A "Golden Years Travel" senior-friendly tour certification mechanism was established, with document and expert reviews awarding certified itineraries. Five training and briefing sessions drew 374 industry participants.

風金遊程活動視覺 Golden Years Travel campaign visuals

- Promotion and Marketing of Certified "Golden Years" Itineraries: The Tourism Administration arranged a media familiarization tour from September 25 to 26, 2024, to enhance exposure for the certified "Golden Years" itineraries. The administration also participated in the Healthy Ageing Tech Show from August 2 to 4 and the Healthy Ageing Expo from November 22 to 24 to increase the national visibility of the "Golden Years" offerings.



創辦第 1 屆台灣觀光金獎，凝聚觀光產業向心力及榮譽感 Inaugural Taiwan Tourism Gold Awards: Building Industry Solidarity and Pride



↑ 台灣觀光金獎報名宣傳廣告
Taiwan Tourism Gold Awards: Call for entries

配合觀光署成立，將每年舉辦優良觀光產業及其從業人員表揚升級為「台灣觀光金獎」，嶄新的「台灣觀光金獎」象徵觀光產業朝品牌化及優質化向上提升，也是從業人員追求的最高殊榮。113 年計有 50 位觀光產業及其從業人員得獎，並於「2024 觀光節慶祝大會頒獎典禮」表揚。

In line with the establishment of the Tourism Administration, annual recognition of outstanding achievements in the tourism industry and by industry professionals was elevated to the Taiwan Tourism Gold Awards. The new award symbolizes the industry's commitment to branding and quality enhancement, representing the highest honor pursued by professionals in the field. In 2024, a total of 50 tourism enterprises and their personnel were awarded. The recognition ceremony was held during the 2024 Tourism Festival Awards Ceremony.



上圖 Top 交通部王國材部長擔任台灣觀光金獎頒獎人
MOTC Minister Wang Kwo-tsai presents the Taiwan Tourism Gold Awards

下圖 Bottom 交通部王國材部長及觀光署周永暉署長與得獎者合影
Minister Wang Kwo-tsai and Tourism Administration Director-General Chou Yung-hui with awardees



優化產業人才，滾動檢討法規 Building Talent, Reviewing Regulations

– 為優化產業人力，觀光署持續投入資源培訓觀光產業人員，包含導遊、領隊人員與旅行業經理人之專業職能訓練、各產業別從業人員培育課程；除實體課程外，透過數位學習平臺—觀光職能 e 學院，讓從業人員隨時隨地吸收產業新知。

– 因應社會環境變遷及疫後旅遊形態改變，避免現行法規與實務發展落差並保障消費者權益，觀光署於 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」，同年 12 月 27 日修正發布「旅行業管理規則」，並於 114 年 1 月 1 日生效。

– To enhance the tourism workforce, the Tourism Administration continued to invest resources in training personnel, including professional competency training for tour guides, group leaders, and travel agency managers, as well as development courses for various industry professionals. In addition to in-person courses, industry employees can access new industry knowledge anytime and anywhere through the Tourism Career eLearning College digital learning platform.

保障消費者權益 Protecting Consumer Rights

113 年受理消費爭議案件及輔導中華民國旅行業品質保障協會調處之旅遊糾紛申訴案件共計 1,783 件，和解件數 1,210 件，和解率 67.86%。

In 2024, a total of 1,783 consumer dispute cases and tourism complaints mediated by the Travel Quality Assurance Association of the Republic of China were accepted, with 1,210 cases settled, or 67.86% of the total.

旅宿業 Hotel Industry

旅宿業輔導與管理 Hotel Industry Guidance and Oversight

持續辦理定期考核，督促各地方政府落實旅宿管理作為，協助其提升旅宿管理成效，113 年地方政府稽查旅館計 5,972 家次（含合法旅館 4,289 家次、非法旅館 302 家次及日租套房 1,381 家次）；113 年地方政府稽查民宿計 11,797 家次（含合法民宿 11,116 家次、非法民宿 681 家次）。

持續強化旅宿品牌形象，輔導旅宿業朝優質化精進，提高旅宿業之競爭力。截至 113 年底，有 1,914 家民宿通過好客民宿認證。

– To reflect post-pandemic realities, prevent gaps between current regulations and practical developments and protect consumers, amendments to the Regulations Governing Tour Guides and the Regulations Governing Tour Managers were promulgated on October 16, 2024. Amendments to the Regulations Governing the Administration of Travel Agencies followed on December 27, 2024, taking effect January 1, 2025.



觀光產業關鍵人才培育計畫 - 主題模組課程
Key Talent Development Program for the Tourism Industry
- Thematic Module Courses



和解案件數
Number of Settlements
1,210 / 件 Cases



和解率
Settlement Rate
67.86%



Ongoing audits of the hospitality industry continue to ensure that local governments implement effective hospitality management measures and help them to improve management outcomes. In 2024, local governments inspected a total of 5,972 hotels (including 4,289 licensed hotels, 302 unlicensed hotels, and 1,381 short-term rental suites). During the same year, local governments inspected 11,797 B&Bs, including 11,116 licensed and 681 unlicensed operators.

The administration continued efforts to strengthen the branding image of the hospitality sector, guiding the industry toward higher quality improvements to enhance competitiveness. By the end of 2024, a total of 1,914 B&Bs were certified as Taiwan Host properties.



通過好客民宿認證
Certified Taiwan Host B&Bs
1,914 / 家民宿 B&Bs

協助旅宿業品質提升

Assisting Quality Improvement in the Hotel Industry

- 113 年 8 月 14 日修正發布「獎勵觀光產業升級優惠貸款要點」，延長利息補貼申請期限至 115 年 12 月 31 日止，協助觀光產業業者進行修繕或軟硬體升級部分，累計輔導 282 件觀光產業取得優惠貸款，總額 135.8 億元，利息補貼 133 件，已撥付利息補貼 3.7 億元。
- 113 年 9 月 24 日修正發布「交通部觀光署獎勵旅宿業品質提升補助要點」，新增補助項目「取得永續、節能減碳或綠色環保相關認（驗）證、證書或標章」，並持續協助業者建置友善設施、打造智慧環境及推動產業永續發展，113 年補助 164 件。
- 為與國際旅館評鑑制度接軌，觀光署廣納各界建言，滾動檢討評鑑制度，113 年修正發布「星級旅館評鑑作業要點」，並辦理 7 場次說明會，鼓勵旅館業者踴躍參與星級旅館評鑑，說明會參與人數達 394 人次。另透過多元行銷方式，傳達「有星就是好旅館」之核心精神，提升星級旅館品牌形象及知名度，促進國內外旅客認識我國星級旅館，帶動旅宿業品質提升，以發揮星級旅館品牌效益。
- 辦理金質「好客民宿」票選活動，依民宿特性分為【自然生態】、【特色建築】、【文化漫遊】、【親子寵物】、【美食饗宴】五大主題，共選拔出 103 家「好客民宿」金質獎得主；透過活動帶起業者良性競爭，優化好客民宿服務與突顯特色主題，讓市場有所區隔、更貼切民眾的住宿需求。
- On August 14, 2024, the Guidelines for Preferential Loans to Encourage the Upgrading of the Tourism Industry were revised and published, extending the application deadline for interest subsidies to December 31, 2026. This initiative assists tourism industry operators in carrying out repairs or upgrades to facilities and services. The administration approved 282 applications for preferential loans amounting to NT\$13.58 billion, and 133 interest subsidies, with a total of NT\$370 million disbursed.

- On September 24, 2024, the Guidelines of the Tourism Administration, MOTC for Subsidizing the Enhancement of Accommodation Quality were revised and published, introducing a new subsidy item for obtaining certifications, certificates, or labels related to sustainability, energy-saving, carbon reduction, or green environmental practices. The administration continues to assist operators in establishing visitor-friendly facilities, creating smart environments, and promoting sustainable development in the industry. In total, 164 cases were subsidized in 2024.

- To align with international hotel evaluation systems, the Tourism Administration actively solicited opinions from various sectors and regularly reviewed the evaluation system. In 2024, the Directions for Subsidies to the Hotel Industry to Stabilize Capacity for Serving International Visitors" were revised and published. Seven briefing sessions were held to encourage hotel operators to participate in the star-rated hotel evaluations, attracting a total of 394 participants. Various marketing channels were used to reinforce the message "If it has stars, it's a good hotel," elevating brand image and recognition of star-rated hotels, promoting domestic and international travelers' awareness of Taiwan's star-rated accommodations and driving quality improvements in the hospitality sector to maximize the benefits of the star-rated hotel brand.

- The Gold Quality "Taiwan Host" selection recognized 103 B&Bs across five themes—Nature & Ecology, Architectural Character, Cultural Exploration, Family and Pets, and Culinary Feasts. A total of 103 Taiwan Host Golden Quality Award winners were selected. This event fostered healthy competition among operators, optimized the services of Taiwan Host businesses, and highlighted unique themes to better meet the lodging needs of the public.



星級旅館 - 有星就是好旅館
Star-Rated Hotels: "If it has stars, it's a good hotel."

觀光遊樂業

Tourist Amusement Enterprises

113 年觀光遊樂業已取得觀光遊樂業執照並營業中之業者總計 26 家，觀光遊樂業全年遊客達到 1,877 萬人次，全年總營業額新臺幣 154 億元。觀光署持續輔導業者建置優質遊樂環境，113 年除落實管理事項建構安全旅遊環境，維護旅遊品質保障遊客權益外，持續透過觀光遊樂業優質化補助計畫，補助觀光遊樂業辦理投資新設施、增加創新服務及升級數位硬體設施等，並協助業者深耕新南向旅遊市場開發潛在客源市場。

落實三級管理機制

Implementing a Three-tier Management System

依「觀光遊樂業管理規則」與「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」，落實業者每季自主檢查，以及地方主管機關上半年度定期檢查，觀光署並於 113 年 7 至 9 月辦理觀光遊樂業督導考核競賽，加強遊樂設施之安全與緊急應變機制。

拓展客源市場

Expanding Visitor Source Markets

為協助業者開發潛在客源市場，共同行銷推廣觀光遊樂業 113 年持續深耕新南向旅遊市場，分別於 113 年 11 月 16 日至 17 日及 11 月 30 日至 12 月 1 日辦理二梯次在臺國際青年口碑行銷踩線，邀請具備自媒體行銷能力之菲律賓、泰國、新加坡、馬來西亞、印尼、越南等國籍在臺青年，透過社群平台及口碑行銷，推廣台灣遊樂園特色亮點，進而吸引國外團體與自由行旅客來台旅遊。

In 2024, the 26 registered and operating tourist amusement enterprises in Taiwan welcomed approximately 18.77 million visitors and generated revenue of NT\$15.4 billion. The Tourism Administration continued to help these operators to create high-quality amusement environments. In addition to implementing management measures to ensure a safe travel environment and protect tourists' rights, the administration continued to provide subsidies through the Quality Enhancement Subsidies for Amusement Operators. These subsidies support investments in new facilities, innovative services, and upgrades to digital hardware, while also assisting operators in developing potential visitor sources in New Southbound markets.

Based on the Regulations for the Management of Tourist Amusement Enterprises and the Guidelines for Business Operations, Safety Maintenance Inspections, and Supervisory Evaluation Competitions for Tourist Amusement Enterprises, a system of operator self-inspections quarterly, along with semi-annual inspections by local authorities. From July to September 2024, the Tourism Administration organized a supervisory assessment competition for tourist amusement enterprises to enhance safety measures and emergency response mechanisms for amusement facilities.

To assist operators in developing potential visitor source markets, a joint marketing campaign for the tourist amusement sector continued to target the New Southbound tourism market. Two rounds of promotional activities were conducted from November 16 to 17 and from November 30 to December 1, 2024, inviting young influencers from the Philippines, Thailand, Singapore, Malaysia, Indonesia, and Vietnam who possess social media marketing capabilities. Through social media platforms and word-of-mouth marketing, these participants promoted the unique highlights of Taiwan's amusement parks, aiming to attract both foreign groups and independent travelers to visit Taiwan.

