



國際行銷 International Marketing



觀光品牌 全球引客

Building a tourism brand that draws visitors from around the world



113 年觀光署執行超過 500 項行動計畫，邀請全球媒體及業者 4,286 人次來台考察。



強化品牌 3.0 Strengthening Brand 3.0

113 年 5 月 6 日觀光署發布全新台灣觀光品牌 3.0「TAIWAN-Waves of Wonder」（臺灣魅力·驚喜無限），升級訴求「台灣為有目的地旅遊」。各市場行銷計畫接軌新品牌運用，並於同年 10 月 28 日發表全新台灣觀光品牌國際宣傳影片，以 4 大主題「SHARE（分享）、DISCOVER（探索）、ENGAGE（連結）、ENJOY（享受）」，傳達台灣從自然景觀到多元文化的獨特魅力，並透過 CNN、BBC、Netflix 等各大國際媒體及社群平台播放，擴大台灣觀光國際能見度。

On May 6, 2024, the Tourism Administration unveiled the new Taiwan Tourism Brand 3.0: "TAIWAN-Waves of Wonder," upgrading the brand to position Taiwan as a destination for purpose-driven travel. Market-specific campaigns were aligned to the new brand, and on October 28 a new international brand film was launched under four themes—Share, Discover, Engage, Enjoy—showcasing Taiwan's unique appeal, from natural landscapes to vibrant multicultural life. The film aired on CNN, BBC, Netflix and major social platforms, boosting Taiwan's global visibility as a travel destination.



台灣觀光品牌 3.0「TAIWAN-Waves of Wonder」4 大主題海報
Posters highlighting the four themes of Taiwan Tourism Brand 3.0: "TAIWAN-Waves of Wonder"



鎖定目標精準引客 Attracting Visitors with Targeted Outreach

年度觀光代言人強力曝光 Raising Visibility with Annual Tourism Ambassadors

推出全新觀光代言人，例如韓國市場邀請知名韓團 Super Junior 成員圭賢；日本市場邀請知名影帝妻夫木聰；馬來西亞市場邀請女星 Nabila Razali（娜比拉·拉扎利）；印尼市場「首位」觀光代言人 Mikha Tambayong Mahendra（咪卡譚巴勇）；泰國市場邀請泰國 Channel 3 知名男星 Teeradetch Metawarayut（提拉達·邁特瓦拉育，小名 Alek）擔任台灣觀光代言人，捲動台灣觀光話題不間斷。

The Tourism Administration launched a new slate of tourism ambassadors by market: Kyuhyun of Super Junior for Korea; Satoshi Tsumabuki for Japan; Nabila Razali for Malaysia; Mikha Tambayong Mahendra as Indonesia's first Taiwan tourism ambassador; and Thailand's Channel 3 star Teeradetch Metawarayut (Alek). Their participation kept Taiwan front-and-center across these markets.

日本知名影帝妻夫木聰擔任台灣觀光代言人
Award-winning Japanese actor Satoshi Tsumabuki named Taiwan's tourism ambassador



印尼首位台灣觀光代言人 - 咪卡譚巴勇
Mikha Tambayong, Taiwan's first tourism ambassador for Indonesia



國際旅展行銷台灣 International Travel Exhibitions - Marketing Taiwan

歐美及澳洲 Europe, Americas & Australia

北美 Northern America

1 月 - 猶他旅展、芝加哥旅展、紐約及丹佛旅遊冒險展；2 月 - 洛杉磯、鳳凰城旅遊冒險展；3 月 - 溫哥華、舊金山灣區、卡加利、達拉斯旅遊冒險展；4 月 - 美國全球郵輪展；9 月 - 洛杉磯時報美食展；10 月 - 美洲國際會議暨獎勵旅遊展 (IMEX America)；11 月 - 加拿大蒙特婁旅展

歐洲 Europe

1 月 - 荷蘭烏特列茲旅展、英國倫敦及曼徹斯特城市旅展、德國斯圖加特旅展；2 月 - 德國慕尼黑消費者旅展；3 月 - 柏林 ITB 旅展；5 月 - 法蘭克福全球會議暨獎勵旅遊展 (IMEX Frankfurt)；7 月 - 英國賞鳥旅遊展；11 月 - 倫敦 WTM 旅展

澳洲 Australia

2 月 - IMM 澳洲旅遊媒體展；10 月 - TADA 澳洲旅行業者日

January – Utah Travel Expo; Chicago Travel and Adventure Show; New York and Denver Travel and Adventure Shows; **February** – Los Angeles and Phoenix Travel and Adventure Shows; **March** – Vancouver, San Francisco Bay Area, Calgary, and Dallas Travel and Adventure Shows; **April** – Seatrade Cruise Global (SCG); **September** – L.A. Times Food Bowl. October – IMEX America (IMEX). **November** – Montreal International Tourism & Travel Show (Salon International Tourisme Voyage, SITV)

January – Vakantiebeurs Utrecht (Netherlands); Destinations: The Holiday & Travel Show in London and Manchester (UK); CMT Stuttgart – The Holiday Exhibition (Germany). **February** – f.r.e.e Munich Consumer Travel Show (Germany); **March** – Internationale Tourismus-Börse (ITB) Berlin; **May** – IMEX Frankfurt (IMEX); **July** – Global Birdfair in the United Kingdom. **November** – World Travel Market (WTM) London

February – International Media Marketplace (IMM) Australia; **October** – Travel Agent Day Australia (TADA)



2024 美國全球郵輪展 - 台灣館
Taiwan Pavilion at Seatrade Cruise Global 2024



2024 洛杉磯時報美食展
L.A. Times Food Bowl 2024



TADA 2024 澳洲旅行業者日
TADA 2024 Travel Agent Day Australia

亞洲地區 Asia

日本 Japan

2 月 - 九州旅行博覽會；6 月 - 夏季北陸地區旅展、關西空港旅展；9 月 - 2024 日本旅展 (Tourism EXPO Japan)

February – Kyushu Travel Expo; **June** – Hokuriku Summer Travel Expo and Kansai International Airport Travel Expo; **September** – Tourism EXPO Japan 2024 (TEJ)

韓國 South Korea

5 月 - 首爾國際觀光博覽會；9 月 - 釜山國際旅展

May - Seoul International Travel Fair; **September** – Busan International Travel Fair (BITF)

新加坡 Singapore

3 月 - NATAS 春季旅展；8 月 - NATAS 秋季旅展；10 月 - ITB Asia 亞洲國際旅遊展、TTF 新加坡航空旅遊展

March – National Association of Travel Agents Singapore (NATAS) Spring Travel Fair; **August** – NATAS Autumn Travel Fair; **October** – ITB Asia and the Singapore Airlines Time to Fly (TTF) Travel Fair

印度 India

2 月 - OTM 印度出境旅遊市集；9 月 - ITB India 印度國際旅遊交易會

February – Outbound Travel Mart (OTM) India; **September** – ITB India

馬來西亞 Malaysia

3 月 - 春季 MATTA 旅展；7 月 - MITM 國際旅展；9 月 - 秋季 MATTA 旅展；10 月 - 辦理汶萊旅展

March – Malaysian Association of Tour and Travel Agents (MATTA) Spring Travel Fair; **July** – Malaysia International Travel Mart (MITM); **September** – MATTA Autumn Travel Fair; **October** – Brunei Travel Fair

菲律賓 Philippines

2 月 - 菲律賓 TTE 旅展；7 月 - 菲律賓 TME 旅展

February – Travel Tour Expo (TTE), Philippines; **July** – Travel Madness Expo (TME), Philippines

印尼 Indonesia

2 月 - ASTINDO 春季旅展；8 月 - ASTINDO 雅加達秋季旅展；9 月 - KOMPAS 旅展

February – ASTINDO Travel Fair (Spring); **August** – ASTINDO Travel Fair Jakarta (Autumn); **September** – Kompas Travel Fair

泰國 Thailand

1 月 - 泰國國際旅展 TITF；8 月 - 泰國國際旅展清邁站 TITF North、亞太旅行協會旅遊交易會 (PATA Travel Mart)

January – Thailand International Travel Fair (TITF); **August** – TITF North (Chiang Mai) and Pacific Asia Travel Association (PATA) Travel Mart

越南 Vietnam

4 月 - 河內 VITM 國際旅展；9 月 - 胡志明市 ITE 國際旅展

April - Vietnam International Travel Mart (VITM) in Hanoi; **September** - Ho Chi Minh City International Travel Fair (ITE)

港澳 Hong Kong & Macao

6 月 - 香港國際旅展；12 月 - DRT 香港國際潛水暨度假觀光展

June - Hong Kong International Travel Expo; **December** – Diving Resort Travel Expo Hong Kong



左起：2024 越南胡志明市 ITE 國際旅展、2024 ITB ASIA 亞洲國際旅遊展新加坡、2024 香港國際旅展、2024 亞太旅行協會旅遊交易會泰國曼谷
From left: Ho Chi Minh City ITE 2024; ITB Asia 2024, Singapore; Hong Kong International Travel Expo 2024; PATA Travel Mart 2024, Bangkok

辦理國際推廣活動 International Promotional Activities

歐美及澳洲 Europe, Americas & Australia

北美 Northern America

5 月 - 於洛杉磯天使球場舉辦台灣日活動、參加 Passport to Taiwan(台灣巡禮文化藝術節)、溫哥華國際馬拉松運動生活展；6 月 - 於北美三大城市(舊金山、洛杉磯及西雅圖)辦理觀光推廣活動、參加紐約驕傲遊行、台灣加拿大藝術文化節；7 月 - 參加溫哥華珍珠奶茶節、舊金山馬拉松博覽會；8 月 - 參加舊金山國際童玩節；9 月 - 於紐約辦理推廣活動、舊金山巨人隊舉辦台灣日活動；12 月 - 參加美國 USTOA 年會

May – Taiwan Day at Angel Stadium (Los Angeles); participation in Passport to Taiwan Festival and the Vancouver International Marathon Health & Sports Expo. **June** – Taiwan tourism promotions in San Francisco, Los Angeles, and Seattle; participation in the NYC Pride March and TAIWANfest in Canada. **July** – Vancouver Bubble Tea Festival and San Francisco Marathon Expo. **August** – Kids'N Fun Festival in San Francisco. **September** – Promotion in New York and Taiwan Day with the San Francisco Giants. **December** – USTOA Annual Conference.

歐洲 Europe

3 月 - 於荷蘭阿姆斯特丹辦理台灣觀光推廣活動、於英國參加 2024 PATA Exchange 及舉辦推廣活動；8 月 - 於倫敦知名地標巴特西發電站 (Battersea Power Station) 購物中心廣場舉辦台灣觀光新品牌「TAIWAN-Waves of Wonder」首場海外宣傳活動；9 月 - 於倫敦辦理業者推廣會；10 月 - 於法國巴黎辦理「TAIWAN-Waves of Wonder: 橫越台灣四季之旅」特展；11 月 - 首度於瑞典斯德哥爾摩辦理台灣觀光推廣活動

紐澳 New Zealand & Australia

9 月 - 於墨爾本、布里斯本與紐西蘭奧克蘭辦理台灣觀光推廣會



台灣觀光品牌 3.0 倫敦活動盛大開幕
Grand opening of the Taiwan Tourism Brand 3.0 event in London



March – Taiwan tourism promotion in Amsterdam; participation in the 2024 PATA Exchange and a promotion in the UK; **August** – First overseas showcase of the new brand "TAIWAN-Waves of Wonder" at the plaza of London's landmark Battersea Power Station. **September** – London trade seminar. **October** – special exhibition "TAIWAN-Waves of Wonder: A Journey Through Taiwan's Four Seasons" in Paris. **November** – first-ever Taiwan tourism promotion in Stockholm, Sweden.

September – Taiwan tourism roadshows in Melbourne, Brisbane, and Auckland.



紐西蘭奧克蘭舉辦台灣觀光推廣活動
Taiwan tourism promotion held in Auckland, New Zealand

亞洲地區 Asia

日本 Japan

4 月 - 於東京舉辦「2024 台遊館 in 澀谷」Roadshow 活動；6 月 - 舉辦夏季北陸地區台灣觀光宣傳推廣活動、第 6 屆阪神甲子園台灣日活動、西日本地區觀光推廣活動；8 月 - 於第 26 屆日本真中祭期間辦理台灣觀光宣傳推廣活動；10 月 - 舉辦第 31 屆鐵道 festival 活動、千人放天燈推廣活動

April – "2024 Taiwan Pavilion in Shibuya" roadshow in Tokyo; **June** – Taiwan tourism promotions across the Hokuriku region (summer), the 6th Taiwan Day at Hanshin Koshien, and West Japan promotions; **August** – Taiwan promotion at the 26th Manaka Festival; **October** – Participation in the 31st Railway Festival and a thousand-person sky lantern promotion.

韓國 South Korea

6 月 - 於首爾舉辦台灣觀光推廣活動；9 月 - 於釜山、大邱辦理台灣觀光推廣活動；10 月 - 於首爾辦理「喔熊的心願列車」快閃店行銷活動

June – Taiwan tourism promotion in Seoul; **September** – Promotions in Busan and Daegu; **October** – "OhBear's Wish Train" pop-up marketing event in Seoul

新加坡 Singapore

4 月 - 於新加坡地區辦理台灣觀光推廣活動

印度 India

2 月 - 於新德里辦理觀光推廣會；4 月 - 於印度海德拉巴、班加羅爾舉辦觀光推廣會；9 月 - 於新德里、孟買舉辦觀光推廣會

2024 西日本地區觀光推廣活動 2024 Taiwan Tourism Promotion, West Japan



韓國首爾舉辦「喔熊的心願列車」快閃店活動
"OhBear's Wish Train" pop-up event in Seoul, Korea

April – Taiwan tourism promotion in Singapore

February – Tourism promotion in New Delhi; **April** – Promotions in Hyderabad and Bengaluru; **September** – Promotions in New Delhi and Mumbai



2024 新加坡台灣觀光推廣活動臺灣代表團
Taiwan delegation at the 2024 Singapore Taiwan Tourism Promotion



印度班加羅爾觀光推廣會
Taiwan tourism promotion in Bengaluru, India

**馬來西亞 Malaysia**

5 月 - 於吉隆坡、柔佛舉辦台灣觀光推廣會

**菲律賓 Philippines**

2 月 - 於馬尼拉、克拉克辦理台灣觀光推廣會；3 月 - 於馬尼拉、克拉克各辦理 1 場業者教育訓練並於馬尼拉參加 World Travel Fair 2024 觀光推廣活動；5 月 - 於馬尼拉 Market! Market! 商場舉辦 B2C 觀光推廣活動；7 月 - 於達沃及宿霧各辦理 1 場台灣觀光推廣會；10 月 - 於馬尼拉舉辦 B2C 觀光推廣活動



2024 馬來西亞吉隆坡、柔佛推廣會
Taiwan tourism promotions in Kuala Lumpur and Johor Bahru, 2024

**泰國 Thailand**

1 月 - 於清邁辦理台灣觀光推廣會；9 月 - 於曼谷辦理台灣觀光主題展銷會及台灣觀光推廣會

January – Taiwan tourism promotions in Chiang Mai; **September** – Taiwan-themed showcase and promotion in Bangkok

2024 泰國曼谷辦理台灣觀光主題展銷會
Taiwan-themed showcase in Bangkok, Thailand, 2024

**越南 Vietnam**

4 月 - 於越南河內舉辦台灣觀光推廣會；7 月 - 於柬埔寨金邊、寮國永珍辦理台灣觀光推廣會；9 月 - 於胡志明市辦理台灣觀光推廣會

April – Taiwan tourism promotion in Hanoi; **July** – Promotions in Phnom Penh (Cambodia) and Vientiane (Laos); **September** – Promotion in Ho Chi Minh City



May – Taiwan tourism promotions in Kuala Lumpur and Johor Bahru

February – Taiwan tourism promotions in Manila and Clark; **March** – One trade training session each in Manila and Clark, plus participation in World Travel Fair 2024 in Manila; **May** – B2C promotion at Market! Market! in Manila; **July** – Promotions in Davao and Cebu; **October** – B2C promotion in Manila



2024 菲律賓克拉克台灣觀光推廣會
Taiwan tourism promotion in Clark, Philippines, 2024



越南河內台灣觀光推廣會晚宴開場表演 - 禾一文化傳承舞團
Opening performance by the Hoyi Dance Crew at the Taiwan tourism promotion banquet in Hanoi

**印尼 Indonesia**

3 月 - 於雅加達、棉蘭舉辦觀光推廣會及台灣觀光主題展銷會；5 月 - 赴巴淡島參加印尼 ASITA 協會「第 13 屆 2024 年全國會議」；6 月 - 於雅加達舉辦台灣觀光主題展銷會；9 月 - 於三寶壟、泗水舉辦觀光推廣會；10 月 - 參加棉蘭 MBT 「Table Top Medan & Padang」及萬隆 AWJTM (Asita West Java Travel Mart)



2024 印尼雅加達台灣觀光主題展銷會
Taiwan Fair in Jakarta, Indonesia, 2024

**中國大陸 Chinese mainland**

2 月 - 於四川成都「第二屆致敬青春·逐夢天府港澳台文化嘉年華」辦理推廣、於福州配合兩馬閩元宵辦理金馬澎旅遊推廣活動；4 月 - 於北京王府井希爾頓酒店辦理「當老北京美食遇上台灣美食」推廣活動；7 月 - 於蘇州辦理台灣深度旅遊體驗戶外推廣活動；9 月 - 於重慶新光天地辦理「寶島「騎」跡騎行追風之旅」推廣活動；10 月 - 於福州舉辦「台灣美食週」活動推廣台灣美食旅遊；11 月 - 於昆明「台灣風情展」辦理觀光推廣活動；12 月 - 於廈門舉辦小三通旅遊行銷座談會暨台灣觀光主題旅遊推介會

**港澳 Hong Kong、Macao**

3 月 - 星宇航空澳門—台中首航推廣活動；4 月 - 長榮航空香港—高雄首航推廣活動；7 月 - 星宇航空香港—台北線首航推廣活動、香港航空香港—台中首航推廣活動；11 月 - 參加 Pinkoi Design Fest 2024 - 香港站活動推廣、於香港辦理台灣親子旅遊推廣會；12 月 - 於香港辦理台灣山脈觀光推廣會、參與香港快運香港—花蓮首航推廣活動

March – STARLUX Airlines Macau–Taichung inaugural flight promotion; **April** – EVA Air Hong Kong–Kaohsiung inaugural flight promotion; **July** – STARLUX Airlines Hong Kong–Taipei inaugural flight promotion and Hong Kong Airlines Hong Kong–Taichung inaugural; **November** – Participation in Pinkoi Design Fest 2024 (Hong Kong) and a Taiwan family travel promotion in Hong Kong; **December** – Taiwan mountain tourism promotion in Hong Kong and support for HK Express' Hong Kong–Hualien inaugural flight promotion



2024 印尼萬隆觀光推廣會
Taiwan tourism promotion in Bandung, Indonesia, 2024

February – Promotion at the 2nd "Salute to Youth: Dream-chasing in Tianfu" Hong Kong–Macao–Taiwan Cultural Carnival in Chengdu, Sichuan; Kinmen–Matsu–Penghu tourism promotion in Fuzhou aligned with the Matsu–Mawei Lantern Festival; **April** – "Old Beijing Cuisine Meets Taiwan Cuisine" promotion at Hilton Beijing Wangfujing. **July** – outdoor promotion in Suzhou for in-depth travel in Taiwan. **September** – "Cycling in Taiwan" promotion at Shin Kong Place, Chongqing. **October** – "Taiwan Food Week" in Fuzhou to promote culinary tourism. **November** – tourism promotion at the "Taiwan Culture Exhibition" in Kunming. **December** – Mini-Three-Links tourism marketing forum and Taiwan-themed tourism presentation in Xiamen



香港 Pinkoi Design Fest 2024 - 原住民竹藤編織工藝分享
Hong Kong Pinkoi Design Fest 2024 – Indigenous bamboo and rattan weaving demonstration

多元行銷全球引客 Diversified Marketing to Attract Global Visitors

持續推動「加速擴大吸引國際觀光客方案」

Continuing the "Accelerated and Expanded Inbound Tourism Promotion Program"

113 年持續執行團客獎助措施及自由行旅客抽消費金 5,000 元活動，加強國際旅客來台誘因，吸引 461 萬人次登錄參加自由行旅客來台消費金抽獎活動，其中以韓國、香港、日本、馬來西亞、泰國為前五大市場；另團客獎助申請約 3.7 萬團，參團人數約 66 萬人。(113 年全年團客獎助申請約 2.4 萬團，參團人數約 43 萬人)

2024 台北國際旅展

2024 Taipei International Travel Fair

「2024 年台北國際旅展」於 11 月 1 日至 4 日舉行，邀請全球共計 16 國、83 位國際買家來台參加。台灣館以台灣觀光品牌 3.0 出發，嶄新品牌首次於台北國際旅展亮相，迎賓處特以風格咖啡館打造風格「借問站」(Information Station)，除秀出各地旅遊魅力，更展現台灣科技大國力道，以裸視 3D 衝擊視覺，爆擊民眾對國家館的想像，傾力放送「TAIWAN-Waves of Wonder」(台灣魅力·驚喜無限)，並獲大會頒發「最佳展館獎」。

2024 ITF 台北國際旅展 - 台灣館開幕儀式
Opening ceremony of the Taiwan Pavilion at ITF 2024



加速團客來台獎助 113 年第 4 季加碼措施懶人包
Incentives for inbound tour groups under the Accelerated and Expanded Inbound Tourism Promotion Program in 2024 Q4

In 2024, we continued group-tour incentives and the NT\$5,000 spending lucky draw for free independent travelers (FITs) to strengthen demand for travel to Taiwan. The promotion attracted 4.61 million registrations, led by Korea, Hong Kong, Japan, Malaysia, and Thailand. There were about 37,000 applications in the group travel category covering approximately 660,000 participants. (For the full year 2024, group-tour incentives totaled about 24,000 applications and 430,000 travelers.)

The 2024 Taipei International Travel Fair (TITF) was held November 1-4 and attracted 83 international buyers from 16 countries. The Taiwan Pavilion debuted the Brand 3.0 identity at the show and greeted visitors with a café-style "Information Station." Beyond showcasing regional travel highlights, the pavilion presented Taiwan's tech prowess with striking glasses-free 3D displays that redefined expectations for a national pavilion. The message "TAIWAN-Waves of Wonder" was delivered in full force, earning the show's Best Pavilion Award.



強化國際交流 Strengthening International Exchange

第 37 屆台韓觀光交流會議 37th Taiwan-Korea Tourism Exchange Meeting

113 年 4 月 25 日於嘉義縣舉辦，台韓雙方超過 200 名代表與會。針對「創意行銷 X 永續風潮」以及「邁向台韓旅遊互訪 300 萬人次目標」主題，分享打造魅力旅遊目的地，就台韓觀光互訪近況及針對 MZ 世代的旅遊行銷，以及實踐永續旅遊風潮，分享台韓雙方對永續旅遊的實際作為及願景。

The 37th Taiwan-Korea Tourism Exchange Meeting was held on April 25, 2024 in Chiayi County. More than 200 delegates from Taiwan and Korea participated in the event, which focused on "Creative Marketing x the Sustainability Wave" and "Toward 3 Million Two-way Visits." Discussions covered destination branding, current two-way travel trends, marketing to the MZ generation (Millennials and Gen Z), and practical approaches and visions for sustainable tourism on both sides.



2024 台韓觀光交流會議在嘉義舉辦
2024 Taiwan-Korea Tourism Exchange Meeting held in Chiayi

第 15 屆台日觀光高峰論壇 15th Taiwan-Japan Tourism Summit

113 年 5 月 31 日於高雄市舉辦，集結台日雙方觀光政府機構、縣市政府、旅行業、旅宿業、航空公司、鐵道業者等，共計超過 200 人參加。本次主題為「永續風潮下的台日觀光新魅力」，雙方針對運用數位科技提升景區數位化及旅遊服務體驗、SDGs 永續目標落實於交通運具搭乘及旅遊產品等議題交流討論，並共同發表「高雄宣言」，以發展永續觀光為願景，推動台日健康平衡交流，朝雙方旅客互訪超越疫情前 700 萬人次目標邁進。

Held May 31, 2024 in Kaohsiung, the summit brought together more than 200 participants from tourism authorities, local governments, travel and hospitality sectors, airlines, and rail operators from both Taiwan and Japan. Under the theme "New Charms of Taiwan-Japan Tourism in the Era of Sustainability," discussions explored using digital technologies to enhance destination digitalization and visitor experience, and embedding SDGs into transport and tour products. The two sides jointly issued the "Kaohsiung Declaration," committing to sustainable tourism and balanced two-way exchange, with an aim to surpass the pre-pandemic benchmark of 7 million mutual visits.

第 11 屆台越觀光合作會議 11th Taiwan-Vietnam Tourism Cooperation Conference

113 年 10 月 22 日於台中市舉辦，雙方共約 110 人出席。會議中達成多項合作共識，包含強化安全管理機制、推動雙邊修學旅行、區域特色觀光交流互訪，以及促進觀光產業智慧轉型等，攜手衝刺雙邊旅遊市場。

Held October 22, 2024 in Taichung with around 110 participants, the conference reached consensus on multiple areas of cooperation: strengthening safety management mechanisms, promoting bilateral study tours, encouraging regional specialty tourism exchanges and visits, and advancing smart transformation in the tourism industry—working together to grow two-way travel.



2024 台日觀光高峰論壇在高雄舉辦
2024 Taiwan-Japan Tourism Summit in Kaohsiung



2024 台越觀光合作會議在台中舉辦
2024 Taiwan-Vietnam Tourism Cooperation Conference in Taichung

強化海外據點服務量能 Expanding Overseas Services



海外布局以全球拓點為策略，增設國外旅客服務據點，透過提升國際引客之服務量能及觸角，持續擴大觀光市場立基。加速拓展短程市場（東北亞、東南亞、港澳），布局新興市場（印度、印尼、紐澳），並持續歡迎陸客來台，113年2月7日於印度孟買，2月28日於印尼雅加達，12月20日於菲律賓馬尼拉成立台灣觀光服務分處（TTIC），積極開拓國際客源。另針對長程市場，4月30日於法國巴黎，10月2日於加拿大溫哥華成立 TTIC，深化歐洲及北美重點城市，開發潛力市場。

Following a global footprint strategy, the Tourism Administration expanded overseas customer service points to increase capacity and reach for international visitor acquisition. We accelerated efforts in short-haul markets (Northeast Asia, Southeast Asia, Hong Kong and Macau), built a presence in emerging markets (India, Indonesia, Australia, and New Zealand), and continued welcoming visitors from mainland China. In 2024, Taiwan Tourism Information Centers (TTICs) were opened in Mumbai (Feb 7), Jakarta (Feb 28), and Manila (Dec 20) to actively cultivate new visitor sources. For long-haul markets, TTICs were launched in Paris (Apr 30) and Vancouver (Oct 2) to deepen engagement in key European and North American cities and develop potential markets.



孟買 Mumbai



雅加達 Jakarta



巴黎 Paris



溫哥華 Vancouver



馬尼拉 Manila

2024 Feb. Apr. Oct. Dec.

推廣優質主題旅遊產品 Promoting High-quality Themed Travel Products



推動「順道觀光」搶攻國際商務客 Promoting "En-route Tourism" to Attract International Business Travelers

全球會展產業活絡，國際商務旅客漸回流，交通部觀光署與經濟部國際貿易署於113年重啟合作「順道觀光」補助方案，鼓勵國際商務客來台參加國際會議與展覽之際，延長停留時間順訪旅遊，活絡在地觀光和消費。

With MICE activity rebounding and international business travel returning, the Tourism Administration and the International Trade Administration relaunched the "En-route Tourism" subsidy program in 2024. The scheme encourages overseas business travelers attending conferences and exhibitions in Taiwan to extend their stays for leisure, boosting local tourism and spending.

113年觀光署與國貿署重啟「順道觀光」合作
The Tourism Administration and International Trade Administration relaunched "En-route Tourism" cooperation in 2024



《臺灣米其林指南 2024》 Taiwan Michelin Guide 2024

《臺灣米其林指南》邁入第7年，113年8月27日公布台北、台中、台南及高雄4座城市共有49家餐廳獲星級，包括三星3家、二星5家及一星41家，其中「頤宮」蟬聯三星7連霸記錄，另台中 MINIMAL 則是全球首家獲得米其林一星冰淇淋店，展現台灣料理無限可能性。《臺灣米其林指南 2024》呈現出穩定增長，米其林星級餐廳49家、必比登126家及推薦餐廳168家，共有343個餐廳入選《米其林指南》（其中綠星6家），包括台北157家、台中66家、台南59家、高雄61家。料理種類涵蓋各式風格，展現出台灣各地料理種類的精采多元，型塑台灣多彩多姿土地之美的美食文化，更為城市觀光再加值，讓台灣成為全球受歡迎的旅遊目的地之首選。不僅為台灣觀光旅遊及餐飲產業的競爭力提供正面能量，藉由國際遊客來台品嚐美食的同時，感受台灣這塊土地的兼容並蓄與精彩繽紛。

Now in its seventh year, the Taiwan Michelin Guide announced on August 27, 2024 that 49 restaurants across Taipei, Taichung, Tainan, and Kaohsiung earned stars: three with three stars, five with two stars, and 41 with one star. Le Palais (頤宮) extended its record to seven consecutive years with three stars, and MINIMAL in Taichung became the world's first Michelin-starred ice cream shop—proof of Taiwan's culinary creativity. The 2024 guide reflects steady growth in Taiwan's culinary scene, featuring 49 starred restaurants, 126 Bib Gourmand selections, and 168 recommended restaurants, totaling 343 entries—including six Green Star restaurants. These include 157 in Taipei, 66 in Taichung, 59 in Tainan, and 61 in Kaohsiung. The breadth of styles reflects Taiwan's rich regional diversity and elevates urban tourism appeal, positioning Taiwan as a top choice for travelers worldwide. These accolades strengthen the competitiveness of Taiwan's tourism.

2024 米其林獲星級餐廳大合照
2024 Michelin-starred restaurants



穆斯林友善旅遊環境 Muslim-friendly Travel Environment

持續優化國內穆斯林友善環境，113年穆斯林認證餐廳及旅館數量計381家。根據萬事達卡 (Mastercard) 與新月評等 (CrescentRating) 113年6月聯合發表「全球穆斯林旅遊指數 (GMTI)」再度將台灣評為非伊斯蘭合作組織旅遊目的地 (non-OIC destinations) 第3名，僅次於新加坡與英國，台灣自108年開始皆名列前3名，更曾於「2022 清真旅遊獎」獲頒「年度最包容旅遊目的地獎項 - 非伊斯蘭合作組織」獎項，顯示台灣推動友善穆斯林旅遊受到國際肯定，可提供國際穆斯林旅客來台安心旅遊。馬來西亞辦理 Salam Taiwan 穆斯林友善旅遊年度送客專案，113年合計吸引穆斯林旅客達4,636人次。

The Tourism Administration continued to enhance Muslim-friendly services across Taiwan, reaching 381 Muslim-certified restaurants and hotels in 2024. According to the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) released in June 2024, Taiwan ranked third among non-OIC destinations, behind Singapore and the UK. Taiwan has placed in the

top three since 2019 and won "Most Inclusive Non-OIC Destination" at the 2022 Halal in Travel Awards—international recognition of Taiwan's welcoming environment for Muslim travelers. In Malaysia, the "Salam Taiwan" annual Muslim-friendly campaign drew 4,636 Muslim visitors to Taiwan in 2024.



穆斯林網紅來臺體驗友善行程
Muslim influencers experience Taiwan's Muslim-friendly itineraries