

專章
Special Report

和衷共濟 再現島東韌性

United in Effort to Restore Eastern Taiwan's Resilience

2024 年 4 月 3 日上午，強震重創東台灣，震央花蓮首當其衝，不僅重創當地生活機能，也為觀光產業投下巨大陰影。然而，在災後一年多的時間裡，中央與地方攜手，推動橫跨紓困、重建、行銷與國際連結的振興行動，帶領花東走出震災陰霾，為地方觀光注入全新活力，讓花東成為台灣觀光韌性的最佳代言。On the morning of April 3, 2024, a powerful earthquake struck eastern Taiwan, with Hualien at the epicenter suffering the heaviest damage. The disaster upended daily life and dealt a serious blow to the tourism industry. Yet in just over a year, the central and local governments worked hand in hand to launch a broad revitalization program spanning relief, reconstruction, marketing, and international outreach, helping Hualien and Taitung emerge from the disaster's shadow. These efforts have injected fresh vitality into the region's tourism sector and made Eastern Taiwan a leading symbol of resilience in Taiwan's tourism.

災後即刻行動：安置與融資並進

Immediate Response to the Disaster : Housing and Financing Support

災後第一時間，觀光署迅速推出安置旅宿補助措施，協助受災家庭短期過渡，藉此穩定當地合法旅宿業者的營收來源。隨後，與經濟部、國發會合作「0403 花蓮地震融資保證專案貸款」迅速啟動，協助旅宿、旅行、遊樂等業者取得重建資金，有效減輕業者融資壓力，並修正「交通部觀光署提供受災旅宿業融資相對信用保證要點」提高信用保證成數，積極協助受災旅宿業融資紓困，同年 11 月 29 日設立花蓮振興觀光業專案辦公室，做為中央與地方產業串連資源、溝通需求的關鍵平台。

In the immediate aftermath of the quake, the Tourism Administration swiftly introduced subsidies for temporary lodging, providing short-term accommodation for displaced families while stabilizing revenues for licensed hotels and guesthouses. Soon after, in collaboration with the Ministry of Economic Affairs and the National Development Council, the "0403 Hualien Earthquake Guaranteed Loan Program" was launched, enabling hotels, travel agencies, amusement park operators, and other tourism-related businesses to secure funding to rebuild. To further support accommodation providers, the Tourism Administration revised the "Directions for Financing Credit Guarantees for Disaster-Affected Hotels" to raise guarantee ratios for affected accommodation providers. On November 29 of the same year, the Hualien Tourism Revitalization Project Office was established as a key platform for coordinating central and local resources and addressing industry needs.



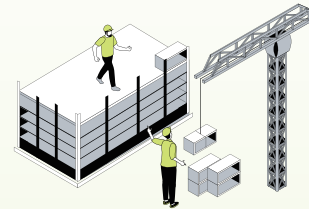
協助各觀光業者取得重建資金
Support for Tourism Operators in Accessing
Reconstruction Financing



設立花蓮振興觀光業專案辦公室
Establishment of the Hualien Tourism Revitalization
Project Office

景點建設升級：重建與永續並重

Upgrading Attractions : Balancing Reconstruction and Sustainability



災後修復工作同步推動，觀光署花東縱谷及東部海岸國家風景區管理處積極執行觀光署花東地區轄管景點設施災後復建工程，113 年順利完成鯉魚潭、林榮、磯崎、芭崎、大石鼻等遊憩區步道、廁所、涼亭、停車場等遊憩設施修復工作。同時，透過「花東地區永續發展基金」挹注 8,500 萬元，協助花蓮及臺東縣政府推動「花蓮縣有機永續觀光轉型與振興整合計畫」及「113 年度臺東觀光振興計畫」永續花東觀光發展。

Reconstruction and relief proceeded in tandem. The East Rift Valley and East Coast National Scenic Area Administrations actively carried out repair projects at sites under their jurisdiction, completing in 2024 the restoration of trails, restrooms, pavilions, and parking facilities at Liyu (Carp) Lake, Linrong, Jiqi, Baqi, and Dashibi recreation areas. In addition, NT\$85 million from the Hualien-Taitung Sustainable Development Fund was allocated to support the Hualien County Government's "Organic and Sustainable Tourism Transformation and Revitalization Integration Plan" and the Taitung County Government's "2024 Tourism Revitalization Plan," laying the foundation for long-term, sustainable tourism development in Eastern Taiwan.



改善前 Before Improvement



改善後 After Improvement

旅客一訪再訪：補助與優惠齊發

Driving Visitor Growth : Subsidies and Special Offers

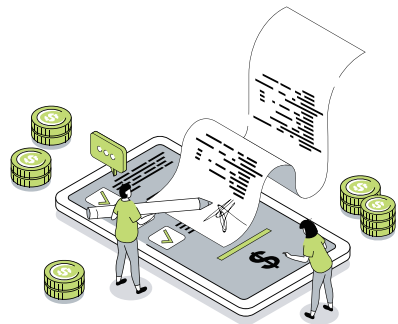
為重新點燃觀光動能，觀光署推動多項優惠方案，包含個別旅客住宿補助、團體旅遊優惠、交通方案等。其中，「個別旅客住宿優惠活動」補助花蓮 74 萬餘房、臺東 24 萬餘房，吸引逾 200 萬人次旅遊，創造超過 100 億元產值。同期，團體旅遊補助方案亦帶動約 5.2 萬人次前往花蓮、4.9 萬人次遊覽臺東，進一步貢獻 6.7 億元的產值。

補助方案 Subsidy Program		累積申請數 Cumulative Applications	累積補助金額 Total Subsidy Amount
 自由行住宿 Independent Traveler Accommodation	花蓮 Hualien	742,729 房 742,729 room nights	7 億 8,420 萬元 NT\$784.2 million
	台東 Taitung	242,486 房 242,486 room nights	2 億 4,232 萬元 NT\$242.32 million
 團體旅遊 Group Tours	花蓮 Hualien	2,182 團 2,182 groups 約 5.2 萬人次 approx. 52,000 members	5,631 萬 1,823 元 NT\$56,318,230
	台東 Taitung	1,790 團 1,790 groups 約 4.9 萬人次 approx. 49,000 members	3,296 萬 3,500 元 NT\$32,963,500

此外，透過交通優惠搭配觀光資源串聯，觀光署推出台灣好行電子票證免費搭乘、台灣觀巴花東套裝遊程 2 折優惠，以及 Taiwan PASS 台鐵版「2 人同行 1 人免費」的限時方案，帶動超過 4,800 萬元觀光效益。

In addition, by linking transportation discounts with tourism resources, the Tourism Administration launched free rides on Taiwan Tourist Shuttle routes with electronic tickets, an 80% off promotion on Taiwan Tour Bus package tours to Hualien and Taitung, as well as access to a limited-time "2-for-1" Taiwan PASS Taiwan Rail Edition offer. These measures generated more than NT\$48 million in tourism benefits.

Taiwan PASS 台鐵版 113 年 7 月上路 2 人同行 1 人免費
The "2-for-1" Taiwan PASS Taiwan Rail Edition launched in July 2024



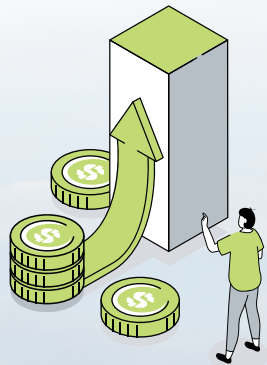
To restore visitor momentum, the Tourism Administration introduced a series of incentives including accommodation subsidies for individual travelers, group tour discounts, and transportation offers. The Individual Traveler Accommodation Subsidy Program supported more than 740,000 room nights in Hualien and over 240,000 in Taitung, attracting over two million visits and generating more than NT\$10 billion in tourism revenue. At the same time, group tour subsidies brought around 52,000 visitors to Hualien and 49,000 to Taitung, contributing an additional NT\$670 million in output.

補助方案 Subsidy Program	累積使用數 Total Users	累積補助金額 Total Subsidy Amount
台灣好行 Taiwan Tourist Shuttle	206,704 人次 206,704 trips	1,397 萬元 NT\$13.97 million
台灣觀巴 Taiwan Tour Bus	56,943 人次 56,943 trips	4,136 萬元 NT\$41.36 million
Taiwan PASS 台鐵版 Taiwan PASS Taiwan Rail Edition	8,586 組 8,586 passes 17,172 份 17,172 riders	2,404 萬元 NT\$24.04 million

為提振花蓮觀光，觀光署於 113 年 10 月 7 日至 11 月 30 日推出觀光遊樂園「花蓮好樂園 2 折優惠」活動，活動期間赴花蓮縣 2 家觀光遊樂業（遠雄海洋公園、怡園渡假村），即享門票 2 折優惠，吸引超過 10 萬人次入園，帶動區域人潮與商機，創造約 2 億 4,000 萬元產值，成功引客前往東部旅遊。

To boost tourism in Hualien, the Tourism Administration carried out the "80% Off Hualien Amusement Parks" campaign from October 7 to November 30, 2024. During the promotion, visitors to the county's two amusement facilities, Farglory Ocean Park and Yiyuan Resort, enjoyed 80% off admission. The campaign attracted more than 100,000 visitors, boosted local foot traffic and business opportunities, and generated approximately NT\$240 million in tourism revenue, successfully drawing travelers to Eastern Taiwan.

NT\$240,000,000



復甦花東觀光：包機入境與行銷引客

Reviving Eastern Taiwan Tourism : Charter Flights and International Marketing

花東的觀光振興不僅鎖定國旅市場，也積極開拓國際客源。為吸引境外旅客，觀光署於震後第 7 日即赴日舉辦觀光推介會，並於 113 年 9 月推出「一路向花東 安心隨意行」、12 月推出「微笑南灣」等宣傳影片，行銷花東安全、文化與自然並存的旅遊環境。

同時，觀光署還推動花東國際包機航班補助及外國團體住宿補助，113 年，透過花東包機獎助計畫，持續爭取國際旅客，下半年度加碼花東包機獎助額度。113 年計有超過 20 架次國際包機飛抵花東，招徠國際旅客超過 1,500 名。

113 年 8 月至 12 月提供加碼獎助，擴大外國團客住宿花東，計有 312 團申請獎助。

The tourism revitalization strategy extended beyond the domestic market to attract overseas visitors. Just seven days after the earthquake, the Tourism Administration hosted a promotional event in Japan. In September, it released the video "On the Way to Eastern Taiwan: Travel Freely with Peace of Mind", followed in December by "Smiling Nanwan", highlighting the region's safe environment, cultural richness, and natural attractions.

At the same time, the Tourism Administration promoted subsidies for international charter flights to Hualien and Taitung, as well as accommodation incentives for foreign tour groups. In 2024, under the Hualien-Taitung Charter Flight Incentive Program, funding was increased in the second half of the year to continue attracting international visitors. That year, more than 20 international charter flights arrived in the region, bringing over 1,500 international travelers.

Between August and December 2024, additional accommodation subsidies were granted, with 312 foreign tour groups applying.



「一路向花東 安心隨意行」宣傳影片
The promotional video "On the Way to Eastern Taiwan : Travel Freely with Peace of Mind"

串聯區域品牌：亮點活動與主題遊程吸客

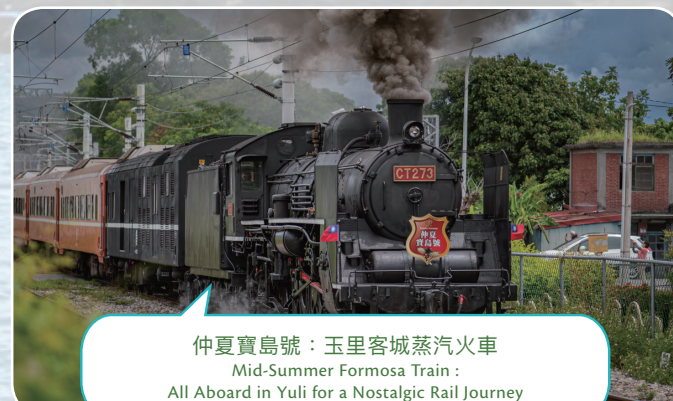
Building a Regional Brand : Spotlight Events and Themed Itineraries

觀光署東部海岸國家風景區管理處與花東縱谷國家風景區管理處攜手，以觀光產業建構聯盟概念，整合相關產業和資源，打造「East of Taiwan 區域觀光圈品牌」行銷國際。同時，透過主題遊程串接觀光亮點以及各項觀光活動，吸引遊客駐足花東。

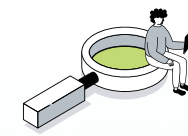
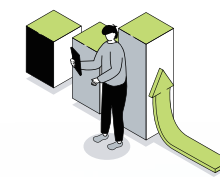
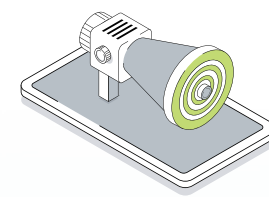
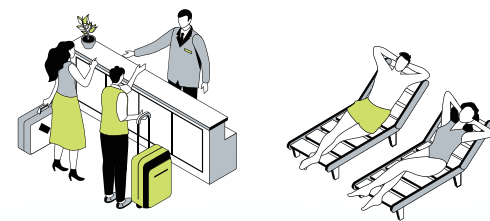
為帶動花蓮地區觀光復甦，113年6月1日2024世界自行車日響應活動主場地點首次移師至花蓮鯉魚潭辦理，由交通部李孟諺部長領騎，全臺分46段環騎，以及8地縣市響應，全臺約7,000餘人共同參與，提振花蓮觀光產業士氣，並結合「花東觀光圈」市集推廣在地產業，為花蓮當地產業注入活水。同年6月1日至9月1日也展開「2024台灣仲夏節」系列活動，推出仲夏寶島號，引領遊客夏季於玉里站及臺東站間搭乘蒸汽火車，推廣並吸引旅客至花東旅遊。



2024 世界自行車日全臺響應活動
Nation-Wide Events During 2024 World Bicycle Day



仲夏寶島號：玉里客城蒸汽火車
Mid-Summer Formosa Train :
All Aboard in Yuli for a Nostalgic Rail Journey



觀光署花東縱谷國家風景區管理處也推動「縱谷時光機」、「縱谷山野行」、「縱谷米樂遊」、「縱谷原遊會」及「徐行縱谷」等5大遊程，以故事行銷方式，引領旅客至花東地區深度體驗旅遊。

為持續振興花東地區觀光產業發展，觀光署也將持續透過「補助地方政府推動觀光發展」、「北回之巔旗艦計畫-微笑南灣 in 臺灣」打造新興旅遊景點、舉辦多元活動及強化國內外行銷，將花東打造為國際觀光客首選旅遊目的地，並振興國際市場發展。



- ① 花東觀光圈亮點店家木日光文旦驛站農遊體驗遊程
Hualien-Taitung Tourism Circle Spotlight store :
Sun Pomelo Farm
- ② 縱谷原遊會·部落食樂園限定野宴
East Rift Valley Festival - Tribal Food Paradise
(Outdoor Picnic Feast)
- ③ East of Taiwan 花東觀光圈網站
East of Taiwan Hualien-Taitung Tourism Circle Website



從震後紓困到振興，從在地到國際，花東振興行動不只是危機處理，更是一場觀光價值的重建。今日的花東，依舊風景如畫，卻更顯韌性與溫度，等著旅人再次出發、再次相遇。From post-disaster relief to long-term revitalization, and from local initiatives to international engagement, the efforts in Hualien and Taitung go beyond mere crisis management, representing a full-scale reconstruction of tourism value. Today, Eastern Taiwan remains as picturesque as ever, yet exudes renewed resilience and warmth—ready to welcome visitors once again to the region.

