



114年 觀光縮影

2025 Tourism Snapshot

推動臺灣觀光 「質量並進」 帶動兆元產業

Advancing Taiwan Tourism
Quality and Volume to Drive
a Trillion-NT Dollar Industry

整體施政聚焦四大面向。在全球引客上，全年吸引逾 857.4 萬人次國際旅客，藉增設海外據點與多國代言人深化行銷。國旅方面發表「臺灣觀光 100 亮點」串聯在地資源，推廣主題旅遊並輔導產業轉型。跨域整合則優化景區建設與無障礙環境，多處榮獲國際綠色旅遊永續認證。同時，全面導入大數據與 AI 創新科技打造智慧景區，提升營運效能並帶動產業數位升級。

Overall policy implementation focused on four major areas. In attracting visitors from around the world, Taiwan welcomed more than 8.574 million international visitors during the year and deepened its marketing efforts by establishing additional overseas offices and appointing tourism ambassadors in multiple countries. For domestic tourism, the Taiwan Tourism 100 Spotlights initiative was announced to connect local resources, promote themed travel, and support industry transformation. Cross-sector integration focused on improving scenic area infrastructure and accessible environments, with several destinations receiving international green tourism sustainability certifications. At the same time, big data, AI, and other innovative technologies were widely introduced to create smart scenic areas, enhance operational efficiency, and drive digital upgrading across the industry.

觀光品牌全球引客

Attracting Global Visitors through
Tourism Branding



國際市場行銷成果

— 114 年全年來臺旅客逾 857.4 萬人次，較 113 年全年成長 9.1%，觀光市場穩健成長，將持續爭取旅客來臺。

開拓國際宣傳據點

— 114 年成立荷蘭阿姆斯特丹、美國西雅圖及澳洲雪梨等 3 處台灣觀光服務分處（TTIC），強化全球據點服務能量。

靈活運用觀光新品牌

— 透過旅展、大型宣傳活動、異業結盟、推廣說明會、廣告宣傳、數位行銷與邀訪 KOL 等，擴大行銷臺灣觀光品牌。

推出各市場臺灣觀光代言人

— 日本、韓國、馬來西亞（穆斯林）、印尼及泰國市場推出全新年度觀光代言人，捲動觀光話題。

推動「入境觀光振興計畫」

- 擴大引客：持續推動境外企業來臺獎勵旅遊，114 年度全年共 92 團（計約 1 萬 1,783 人次）申請；搭配航空公司擴增臺灣往返各市場航班，加強市場重點引客，114 年 3 月 5 日完成臺義（義大利）空運服務協定簽署，擴增往返歐洲客運容量及航點。
- 擴大行銷：加強宣傳「加速擴大吸引國際觀光客方案」，自由行旅客來臺消費金抽獎活動共吸引逾 653 萬人次登錄；團客獎勵申請逾 5.7 萬團，參團人數逾 100 萬人。
- 擴大合作：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，行政院政務委員及交通部長擔任副召集人。114 年已召開 4 次會議，加強與業者溝通，並協調跨部會觀光事務。



114 年 6 月西雅圖 TTIC 啟動點燈儀式
Seattle TTIC Launch Lighting Ceremony in June 2025



2025 新成立 3 處台灣觀光服務分處 (TTIC)
Three Taiwan Tourism Information Centers (TTICs)
were established in 2025

International marketing results

— In 2025, Taiwan welcomed more than 8.574 million visitors, an increase of 9.1% compared with 2024. The tourism market continued to grow steadily, and efforts will continue to attract more visitors to Taiwan.

Expanding international promotional offices

— In 2025, three Taiwan Tourism Information Centers (TTICs) were established in Amsterdam (the Netherlands), Seattle (USA), and Sydney (Australia), strengthening the service capacity of Taiwan's global network.

Flexibly deploying the new tourism brand

— Taiwan promoted its tourism brand more widely through travel fairs, large-scale promotional events, cross-industry alliances, promotional briefings, advertising campaigns, digital marketing, and invited visits by KOLs.

Appointing Taiwan tourism ambassadors for individual markets

— New annual tourism ambassadors were appointed for the Japanese, Korean, Malaysian (Muslim), Indonesian, and Thai markets, generating discussion and interest in Taiwan tourism.

Promoting the Inbound Tourism Revitalization Plan

- **Expanding visitor attraction** : Incentive travel to Taiwan by overseas enterprises continued to be promoted in 2025. A total of 92 groups, representing approximately 11,783 visitors, applied under related program. In coordination with airlines' expansion of flights between Taiwan and various markets, efforts were strengthened to attract visitors from key markets. On March 5, 2025, the Taiwan-Italy Air Services Agreement was signed, expanding passenger capacity and destinations between Taiwan and Europe.
- **Expanding marketing** : Promotion of the "Accelerating the Attraction of International Visitors Program" was strengthened. The lucky draw offering spending incentives to independent travelers visiting Taiwan attracted more than 6.53 million registrations, while more than 57,000 group tour subsidy applications were submitted, involving over one million group travelers.
- **Expanding cooperation** : The Executive Yuan Tourism Industry Revitalization Advisory Council was established, convened by the Vice Premier, with a Minister without Portfolio and the Minister of Transportation and Communications serving as deputy conveners. The council held four meetings in 2025 to strengthen communication with industry operators and coordinate interministerial tourism affairs.



第 2 屆觀光亮點獎及 2026-2027 年
全新一輪「台灣觀光 100 亮點」
The Second Tourism Spotlight Awards and a
New 2026-2027 Round of Taiwan Tourism 100
Spotlights

環島亮點捲動國旅

Island-wide Spotlights Driving Domestic Tourism

精進優化大型活動

– 推動大型觀光活動轉型升級，並遴選出 2026-2027 年「臺灣觀光雙年曆」，國際級 36 項及全國級 73 項，共計 109 項觀光活動。

宣傳臺灣觀光亮點

– 辦理第 2 屆「觀光亮點獎」，選出十大觀光亮點等 32 個獎項，並發表 115-116 年「臺灣觀光 100 亮點」，串聯中央、地方及民間觀光資源，結合主題旅遊，包裝在地特色旅遊產品。

推廣多元主題旅遊

– 持續辦理「臺灣自行車旅遊節」活動，推廣自行車旅遊。與原住民族委員會攜手「部落觀光」，於 114 年 9 月 26 至 28 日辦理「2025 部落觀光嘉年華」，展現推動部落觀光成果。114 年已有 69 條遊程取得「鳳金遊程」商標授權，提供樂齡旅遊選擇。

提供優惠便利旅運服務

– 截至 114 年 12 月底，「台灣好行」搭乘約 676 萬人次，較 113 年同期成長 19.79%；「台灣觀巴」114 年搭乘逾 36.6 萬人，較 113 年同期成長 217.5%；「Taiwan PASS」於 114 年共計銷售 8,445 套，113 年迄今，累計銷售量 33,166 套。



Refining and upgrading major events

– Large-scale tourism events were promoted for transformation and upgrading. A total of 109 tourism events were selected for inclusion in the 2026-2027 Taiwan Tourism Biennial Calendar, including 36 international-level events and 73 national-level events.

Promoting Taiwan's tourism spotlights

– The second Tourism Spotlight Awards were held, with 32 awards presented, including the Top 10 Tourism Spotlights. The 2026-2027 Taiwan Tourism 100 Spotlights were also announced, linking central, local, and private-sector tourism resources, integrating themed travel, and packaging distinctive local travel products.

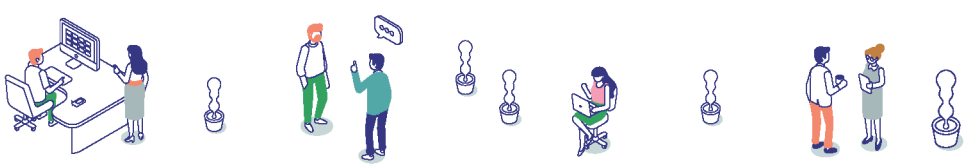
Promoting diverse themed travel

– The Taiwan Cycling Festival continued to be held to promote bicycle tourism. The Tourism Administration also partnered with the Council of Indigenous Peoples on tribal tourism, holding the 2025 Taiwan Indigenous Tourism Festival from September 26 to 28, 2025, to showcase the results of indigenous tourism promotion. In 2025, 69 itineraries were authorized to use the Golden Years Tour trademark, offering travel options for senior travelers.

Providing convenient and preferential travel services

– As of the end of December 2025, the Taiwan Tourist Shuttle carried approximately 6.76 million passengers, up 19.79% from the same period in 2024. The Taiwan Tour Bus served more than 366,000 passengers in 2025, up 217.5% year-over-year (YoY). A total of 8,445 Taiwan PASS packages were sold in 2025, bringing cumulative sales since 2024 to 33,166 packages.

114 年台灣好行約 676 萬人次 搭乘！
The Taiwan Tourist Shuttle Served Approximately
6.76 Million Passengers in 2025



輔導產業優化及轉型

– 114 年輔導 5 家旅行業者申請國際永續相關認證及標章、161 家旅館取得星級旅館認證、新增 251 家民宿通過好客民宿認證、輔導 17 家觀光遊樂業者推動 ESG，促進品質提升及永續發展。

厚植產業人力質量

– 辦理導遊、領隊人員職前及在職訓練與旅行業經理人之專業職能訓練、各產業別中高階管理人員與基層從業人員培育課程、觀光遊樂業中高階從業人員訓練等，共計 10,185 人次。

Supporting industry optimization and transformation

– In 2025, guidance was provided to five travel agencies in applying for international sustainability-related certifications and labels. A total of 161 hotels obtained star hotel certification, 251 additional homestays received Taiwan Host certification, and 17 tourist amusement enterprises were assisted in promoting ESG, contributing to quality improvement and sustainable development.

Strengthening the quality and capacity of industry talent

– Pre-service and in-service training for tour guides and tour managers was conducted, along with professional competency training for travel agency managers, training courses for mid- to senior-level managers and frontline personnel across various sectors, and training for mid- to senior-level personnel in the tourist amusement industry. These programs served a total of 10,185 participants.



跨域整合多元旅遊

Diversifying Travel through Cross-sector Integration

優化國家景區建設，打造多元特色景點

• 執行「觀光前瞻設計計畫 (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，114 年完成伊達邵中正停車場、隘門沙灘服務設施整建等 24 處亮點工程。

• 執行「重要觀光景點建設中程計畫 (113-116 年)」：114 年完成參山國家風景區「長青自行車道公共服務設施優化」、東北角及宜蘭海岸國家風景區管理處「壯圍沙丘生態園區周邊設施優化工程」等 50 處景點設施優化。

Optimizing national scenic area infrastructure and creating diverse, distinctive attractions

• **Implementation of the Tourism Forward-looking Infrastructure Program (2021-2025):** Six national scenic areas, including the Northeast and Yilan Coast National Scenic Area and the Penghu National Scenic Area, were developed into internationally appealing destinations. A total of 24 highlight projects were completed, including the Ita Thao Zhongzheng Parking Lot and the renovation of service facilities at Aimen Beach.

• **Implementation of the Medium-term Program for the Construction of Major Tourist Attractions (2024-2027):** Facility improvements were completed at 50 attractions, including the "Evergreen Bikeway Public Service Facility Optimization" project in the Tri-Mountain National Scenic Area and the "Zhuangwei Dune Ecological Park Peripheral Facility Optimization Project" under the Northeast and Yilan Coast National Scenic Area Headquarters.



伊達邵至纜車站自行車道串聯工程
Ita Thao to Cable Car Station Bikeway Connection Project



壯圍沙丘生態園區周邊設施優化工程
Zhuangwei Dune Ecological Park Peripheral Facility Optimization Project

協助地方政府旅遊環境升級

– 推動「觀光前瞻區域旅遊品牌」，已完成漫遊山海線－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 32 處亮點工程；並執行「重點景區遊憩廊帶計畫」，114 年完成嘉義縣大埔藍色公路、連江縣馬祖腰山遊憩區及屏東縣恆春半島走讀・尋訪瑯嶠故事等共 3 區計畫。

景區維護管理

- **國家風景區取得永續認證：**114 年共有 6 個國家風景區管理處取得「2025 綠色旅遊目的地認證」（Green Destinations Awards）、7 個國家風景區管理處榮獲「2025 全球綠色目的地百大故事獎」（2025 Green Destinations Top 100 Stories）。
- **國家風景區通用旅遊環境：**114 年已完成建置 170 處通用無障礙旅遊景點，並完成 41 條無障礙推薦遊程，以利銀髮族、身心障礙者等行動不便民眾參訪。
- **推動區域觀光圈：**透過區域觀光圈，整合觀光資源，凝聚在地共識，於 114 年 10 月 17 日至 11 月 16 日於華山文創園區舉辦「區域觀光圈市集日」，整合在地業者共同行銷宣傳。



區域觀光圈市集日－陳署長玉秀致詞
Regional Tourism Market Days—Remarks by Director-General Chen Yu-hsiu

智慧景區價值升級

Upgrading the Value of Smart Scenic Areas

導入科技打造智慧景區

- **強化智慧化管理與數據治理：**於熱門據點導入人流車流辨識及智慧公廁，並依各國家風景區管理處需求，導入創新科技運用，以提升管理效率、降低營運成本；觀光大數據平臺已匯入及介接 28 項內外部數據資料、236 個資料集，約 1.5 億多筆資料，並開發 286 個業務統計分析服務；建置「觀光綜合管理平臺」，彙整內外部相關資料庫資料，做為後續智慧景區營運管理數據。

Assisting local governments with tourism environment upgrades

– The Forward-looking Regional Tourism Brand initiative was promoted, completing 32 spotlight projects, including the creation of the Roaming Mountain and Sea Line—Settlement, Railway, and Bicycle Light Travel Corridor and the Northern Cross-Island Highway Story—Jiaobanshan Tourism Site. The Key Scenic Area Recreation Corridor Program was also implemented, completing three area projects: the Dapu Blue Highway in Chiayi County, the Matsu Yaoshan Recreation Area in Lienchiang County, and "Reading the Hengchun Peninsula: Tracing the Stories of Langqiao" in Pingtung County.

Scenic area maintenance and management

- **National scenic areas receiving sustainability certification :** Six national scenic area administrations received the 2025 Green Destinations Awards, while seven national scenic area administrations won the 2025 Green Destinations Top 100 Stories awards.
- **Universal travel environments in national scenic areas :** A total of 170 universal and accessible tourist attractions have been established, and 41 recommended accessible itineraries have been completed to facilitate visits by seniors, persons with disabilities, and others with limited mobility.
- **Promoting regional tourism circles :** Through regional tourism circles, tourism resources were integrated and local consensus was strengthened. From October 17 to November 16, the Regional Tourism Market Days were held at Huashan 1914 Creative Park, bringing together local operators for joint marketing and promotion.



AI 智慧櫃檯－多語翻譯面板
AI Smart Counter—Multilingual Translation Panel

Introducing technology to create smart scenic areas

- **Strengthening smart management and data governance :** Visitor-flow and vehicle-flow recognition systems and smart public restrooms were introduced at popular sites. Innovative technologies were also adopted according to the needs of each national scenic area administration to improve management efficiency and reduce operating costs. The Tourism Big Data Platform has imported and connected 28 internal and external data sources, 236 datasets, and more than 150 million data records, and has developed 286 operational statistical analysis services. The Integrated Tourism Management Platform was established to compile data from relevant internal and external databases for use in the subsequent operation and management of smart scenic areas.

- **優化智慧服務與科技行銷：**於松山、桃園、高雄及臺中等國際機場設置 AI 智慧櫃臺，並於 114 年 4 月推出「喔熊 AI 小幫手」英、日文版，提供國外遊客行程引導服務；完成北區、東區及金門觀光圈之 PWA 行動旅服模組建置，利用 LBS 技術主動推播周邊資訊；線上統籌經營 70 個社群平臺，截至 114 年 12 月，Facebook、Instagram 及 LINE 官方帳號總粉絲數已突破 175 萬人，有效擴大政策觸及率；線下則於國家風景區導入數位孿生及 VR/AR 等沉浸式科技應用。

擴大觀光產業數位化應用範圍

- 114 年辦理南、北兩場「觀光產業數位轉型博覽會」，參與人數共計 1 萬 6,774 人次；辦理「觀光盃 OpenData 黑客松」競賽，針對產業痛點提出創新解方並展示成果。

PWA 行動旅服模組－地圖 & 首頁
PWA Mobile Travel Service Module—Map and Home Page



2025 觀光產業數位博覽會
2025 Digital Expo for the Tourism Industry

2025 觀光產業數位博覽會

TAIWAN 交通部觀光署
WAVES OF WONDER Tourism Administration, MOTC

【策略高峰會】交流座談
跨域協力下的智慧與永續觀光策略



- **Optimizing smart services and technology-based marketing :** AI Smart Counters were installed at international airports including Songshan, Taoyuan, Kaohsiung, and Taichung. In April, English and Japanese versions of the OhBear AI Assistant were launched to provide itinerary guidance services for international visitors. PWA mobile travel service modules were completed for the Northern Region, Eastern Region, and Kinmen tourism circles, using LBS technology to proactively push nearby information. Online, 70 social media accounts were managed in a coordinated manner, with the total number of followers on official Facebook, Instagram, and LINE accounts surpassing 1.75 million, effectively expanding the reach of policy communication. Offline, immersive technology applications such as digital twins and VR/AR were introduced in national scenic areas.

Expanding the scope of digital applications in the tourism industry

- Two Digital Transformation Expos for the Tourism Industry were held, one in northern Taiwan and one in southern Taiwan, attracting a total of 16,774 participants. The Tourism Cup Open Data Hackathon was also organized, presenting innovative solutions to industry pain points and showcasing the results.



2025 觀光盃 OpenData 黑客松
2025 Tourism Cup Open Data Hackathon

