

附錄

Appendices

大事紀 Major Events

1 月 January



1 月 1 日 – 10 月 31 日
January 1 – October 31

實施「台灣觀巴 2 人同行 1 人免費」優惠促銷措施，另配合「台灣觀光 100 亮點」輪值縣市，按季加碼為 3 折優惠，花蓮 1 至 4 月 1 折優惠，5 月 1 日至 9 月 1 日 3 折優惠

Implemented the "Taiwan Tour Bus: Buy One, Get One Free" promotion. In coordination with the rotating counties and cities featured in "Taiwan's Top 100 Tourism Spotlights," an additional quarterly 70% discounts were offered, while Hualien offered a 90% discount from January to April, and a 70% discount from May 1 to September 1

1 月 1 日 – 10 月 31 日
January 1 – October 31

「台灣好行」票價優惠，持電子票證搭乘享半價優惠（花蓮 4 條路線免費）

Taiwan Tourist Shuttle fare discounts were offered, with half-price fares for passengers using e-tickets and free rides on four routes in Hualien

1 月 3 日 January 3

「2025 台灣燈會」主燈「無限樂園」暨小提燈「蹦蹦蛇」造型發表

The designs of the main lantern, "Infinite Paradise," and the handheld lantern, "Sweetie Snake," for the 2025 Taiwan Lantern Festival were unveiled

1 月 17 日 January 17

舉辦「台灣好行」品牌識別 3.0 暨特色候車亭落成記者會

A press conference was held for the launch of Taiwan Tourist Shuttle Brand Identity 3.0 and the completion of the featured waiting pavilion

2 月 February

2 月 10 日 February 10

舉辦「2025 觀光節慶祝大會」，表揚「第 2 屆台灣觀光金獎」50 名優良觀光產業及從業人員代表

The 2025 Tourism Day Celebration Ceremony was held, honoring 50 outstanding tourism industry representatives and practitioners at the 2nd Taiwan Tourism Gold Awards

2 月 12 日 February 12

舉行「2025 台灣燈會」開燈儀式

The opening ceremony for the 2025 Taiwan Lantern Festival was held

2 月 28 日 February 28

龜山島自去（113）年受康芮風災嚴重影響後，今（114）年如期於 3 月 1 日重新開放登島，並於 2 月 28 日由觀光署周永暉署長率東北角及宜蘭海岸國家風景區管理處並邀集海巡署北部分署、林業署宜蘭分署、宜蘭縣政府、蘭陽博物館、賞鯨推廣協會、龜山島社區、蝙蝠學會、鯨豚協會、東北角之友臉書粉絲及觀光圈產業等相關單位辦理「2025 龜山島淨灘暨植樹活動」，總計超過 600 人參與並清出近 3 公噸垃圾，期藉此於龜山島開放前宣傳環境保育重要性

After being severely affected by Typhoon Kong-rey in 2024, Guishan Island reopened to visitors as scheduled on March 1, 2025. Ahead of the reopening, on February 28, Director-General Chou Yung-Hui of the Taiwan Tourism Administration led the Northeast and Yilan Coast National Scenic Area Headquarters in organizing the 2025 Guishan Island Beach Cleanup and Tree-Planting Event, together with the Northern Branch of the Coast Guard Administration, the Yilan Branch of the Forestry and Nature Conservation Agency, the Yilan County Government, Lanyang Museum, whale-watching promotion groups, the Guishan Island community, the Bat Association, the Cetacean Association, followers of the "Friends of the Northeast Coast" Facebook community, and tourism industry partners. More than 600 participants took part, removing nearly three metric tons of waste. The event also promoted the importance of environmental conservation ahead of the island's reopening

3 月 March

3 月 5 日 March 5

交通部觀光署東北角及宜蘭海岸國家風景區於 2025 德國柏林國際旅展（ITB）獲頒「好旅行聯盟（Good Travel Alliance, GTA）」創始目的地證書

The Northeast and Yilan Coast National Scenic Area (NSA) under the Tourism Administration, Ministry of Transportation and Communications, was awarded the Good Travel Alliance (GTA) Founding Destination Certificate at ITB Berlin 2025

3 月 5 日 March 5

交通部觀光署東北角及宜蘭海岸國家風景區管理處以「草嶺古道山海脈動（Caoling Historic Trail, in between the mountain and sea）」，於 114 年 3 月 5 日榮獲 2025 德國柏林國際旅展（ITB）金城門獎（The Golden City Gate : Tourism Multimedia Awards）國際文化藝術類 - 五星金獎（Golden Star）

The Northeast and Yilan Coast National Scenic Area Headquarters, Tourism Administration, Ministry of Transportation and Communications, was awarded the Golden Star Award in the International Art & Culture category at The Golden City Gate : Tourism Multimedia Awards during ITB Berlin 2025 on March 5, 2025, for "Caoling Historic Trail : In Between the Mountain and Sea."

3 月 10 日 March 10

上架全新臺灣過境旅遊主題宣傳影片

A new promotional video on the theme of transit travel in Taiwan was released

3 月 20 日 March 20

交通部觀光署東北角及宜蘭海岸國家風景區管理處「舊草嶺隧道百周年光雕展演」榮獲「2025 MUSE 設計大獎展覽項目類金獎」

The "Old Caoling Tunnel Centennial Light Projection Show" by the Northeast and Yilan Coast National Scenic Area Headquarters, Tourism Administration, MOTC, was awarded the Gold Award in the Exhibition category at the 2025 MUSE Design Awards

3 月 22 日 March 22

交通部觀光署東北角及宜蘭海岸國家風景區管理處「卯澳故事體驗場域營造工程」榮獲「2024 台灣景觀大獎 - 公園綠地類佳作」

The "Mao'ao Story Experience Site Development Project" by the Northeast and Yilan Coast NSA Headquarters, Tourism Administration, MOTC, received an Honorable Mention in the Parks and Green Spaces category at the 2024 Taiwan Landscape Awards

5 月 May

5 月 15 日 May 15

荷蘭阿姆斯特丹成立台灣觀光服務分處

A Taiwan Tourism Information Center (TTIC) was established in Amsterdam, the Netherlands

5 月 23 日 May 23

「2025 台灣仲夏節 Solar Festival in Taiwan」系列活動宣傳記者會

A promotional press conference was held for the "2025 Solar Festival in Taiwan" series of events

6 月 June

6 月 13 日 June 13

美國西雅圖成立台灣觀光服務分處

A TTIC was established in Seattle, United States

6 月 1 日 – 9 月 1 日
June 1 – September 1

配合「台灣仲夏節」台灣觀巴屏東地區加碼為 3 折優惠

In coordination with the "Solar Festival in Taiwan", Taiwan Tour Bus routes in the Pingtung area offered an additional 70% discount

6 月 7 日 – 6 月 8 日
June 7 – June 8

「2025 台灣仲夏節 仲夏來了 in 大鵬灣」主題活動

The "2025 Solar Festival in Taiwan : Midsummer Is Here in Dapeng Bay" themed event was held

7 月 July

7 月 4 日
July 4

宣傳臺灣觀光，攜手臺鐵公司將 EMU700 型電聯車彩繪成日本京急電鐵列車紅色塗裝，復刻呈現「嗶嗶嗶台灣號」主題彩繪列車，促進台日觀光雙向交流，並於 114 年 7 月 4 日正式啟航

To promote Taiwan tourism, the Tourism Administration partnered with the Taiwan Railway Corporation to repaint an EMU700 electric multiple unit (EMU) in the red livery of Japan's Keikyu Railway. Recreating the themed "Beep Beep Beep Beep Taiwan" painted train to foster two-way tourism exchanges between Taiwan and Japan, the train was officially launched on July 4, 2025, to promote two-way tourism exchanges between Taiwan and Japan

7 月 11 日 – 7 月 12 日
July 11 – July 12

第 2 屆觀光亮點獎票選啟動記者會暨亮點市集

A press conference and Tourism Spotlights Market were held to launch voting for the 2nd Tourism Spotlights Awards

8 月 August

8 月 1 日 – 8 月 4 日
August 1 – August 4

於台北世貿一館舉辦美食展，以「台灣超有料」為主題，邀請北中南東離島觀光圈及米其林業者參展

The Taiwan Culinary Exhibition was held at Taipei World Trade Center Hall 1 under the theme "Taiwan : Beyond Your Expectations," inviting regional tourism circles from northern, central, southern, eastern, and offshore island regions, as well as Michelin-recommended operators, to participate

8 月 4 日 – 9 月 19 日
August 4 – Septembert 19

辦理觀光遊樂業督導考核競賽

The Amusement Park Supervision and Evaluation Competition was held

9 月 September

9 月 2 日
September 2

辦理「好行好宿快樂揪你（journey）—交通部領航雙鐵 x 旅宿低碳旅遊」記者會，由交通部林國顯次長、觀光署黃荷婷副署長、台鐵公司馮輝昇總經理及台灣高鐵顏昭立資深副總經理共同啟動儀式

A press conference was held for "Good Travel, Good Stays—Happy Journey with You : MOTC Leads Railways & Lodging Low-Carbon Travel." The launch ceremony was jointly officiated by Deputy Minister Lin Kuo-Hsien of the MOTC, Deputy Director-General Huang Ho-ting of the Tourism Administration, President Feng Hui-Sheng of the Taiwan Railway Corporation, and Senior Vice President Yen Chao-Li of Taiwan High Speed Rail Corporation

9 月 6 日
September 6

舉辦「2025-2026 台灣好湯」啟動儀式

Launching ceremony for "2025-2026 Taiwan Hot Springs" season was held

9 月 25 日
September 25

澳洲雪梨成立台灣觀光服務分處

A TTIC was established in Sydney, Australia

9 月 29 日
September 29

東北角及宜蘭海岸國家風景區管理處「重新開啟與當地社區的對話，共創卯澳灣故事」、參山國家風景區管理處「梨山海拔兩千的永續力」、日月潭國家風景區管理處「從旅遊中學會守護棲地，收穫更深的連結與美好」、茂林國家風景區管理處「國道讓蝶道—打造紫斑蝶的回家之路」、澎湖國家風景區管理處「珊瑚的重生：澎湖海底花園的復育庇護」、東部海岸國家風景區管理處「山海之間：布農文化主導的永續實踐」及雲嘉南濱海國家風景區管理處「從候鳥到生計：台灣西南海岸的永續之路」獲頒「2025 全球綠色目的地百大故事獎」

The Northeast and Yilan Coast NSA Headquarters "Co-Creating Mao'ao: Transformative Dialogue Among Stakeholders," the Tri-Mountain NSAA's "Lishan : 2,000 Meters Above, Grounded in Sustainability," the Sun Moon Lake NSAA's "Protecting Habitats Through Travel : Finding Connection and Unexpected Beauty in Sun Moon Lake," the Maolin NSAA's "Freeway Shutdown for Butterflies – Creating a Homecoming Path for the Purple Crow Butterfly," the Penghu NSAA's "Rebirth of the Coral : Restoring and Protecting Penghu's Underwater Garden," and the East Coast NSAA's "From the Forest to the Shore : A Bunun Story of Home and Reconnection," and the Southwest Coast National Scenic Area Headquarters' "From Birds to Livelihoods: A Sustainable Path on Taiwan's Southwest Coast" received the "2025 Green Destinations Top 100 Stories Awards"

10 月 October

10 月 2 日 October 2	修正發布「發展觀光條例裁罰標準」 The revised Standards of Penalties under the Act for the Development of Tourism were promulgated
10 月 2 日 – 10 月 3 日 October 2 – October 3	辦理觀光遊樂業防災人員訓練
10 月 8 日 – 10 月 9 日 October 8 – October 9	Disaster prevention personnel training for the tourist amusement enterprise industry was conducted
10 月 17 日 – 10 月 19 日 October 17 – October 19	辦理「2025 區域觀光圈市集日（東區）」 The "2025 Regional Tourism Circle Market Days (Eastern Region)" were held
10 月 24 日 – 10 月 26 日 October 24 – October 26	辦理「2025 區域觀光圈市集日（北區 & 馬祖）」 The "2025 Regional Tourism Circle Market Days (Northern Region & Matsu)" were held
10 月 31 日 – 11 月 2 日 October 31 – November 2	辦理「2025 區域觀光圈市集日（南區 & 澎湖）」 The "2025 Regional Tourism Circle Market Days (Southern Region & Penghu)" were held



11 月 November

11 月 1 日 November 1	推出「轉機入境・好禮等你！」活動 The "Enter Taiwan, Enjoy a Gift!" campaign was launched
11 月 7 日 – 11 月 10 日 November 7 – November 10	2025 臺北國際旅展設置「台灣館」，聚焦綠色旅行，打造沉浸山海旅遊場景 The Taiwan Pavilion was set up at the 2025 Taipei International Travel Fair, focusing on green travel and creating immersive mountain-and-sea travel landscapes
11 月 7 日 November 7	交通部陳世凱部長視察觀光署於 2025ITF 台北國際旅展所設「國家風景區旅遊亮點館」，策展內容以「北回啟程微笑遊臺灣」為主題，整合各國家風景區及觀光圈業者之旅遊亮點與特色遊程，現場人潮踴躍、互動熱烈，並獲「最佳人氣獎」獎項 Minister of Transportation and Communications Chen Shih-Kai inspected the "NSA Tourism Spotlights Pavilion" set up by the Tourism Administration at the 2025 Taipei International Travel Fair. Curated under the theme "Starting from the Tropic of Cancer, Travel Taiwan with a Smile," the pavilion integrated tourism spotlights and distinctive itineraries from NSAs and tourism circle operators. The pavilion drew enthusiastic crowds and lively interaction, earning the event's "Most Popular Award."
11 月 11 日 November 11	第 2 屆觀光亮點獎頒獎典禮暨百大亮點發表記者會 The award ceremony for the 2nd Tourism Spotlights Awards and press conference announcing the Top 100 Spotlights were held
11 月 12 日 November 12	推出「金福氣感謝季」抽獎活動 The "Taiwan the Lucky Land Thank You Season" prize draw was launched
11 月 14 日 – 11 月 16 日 November 14 – November 16	辦理「2025 區域觀光圈市集日（中區 & 金門）」 The "2025 Regional Tourism Circle Market Days (Central Region & Kinmen)" were held
11 月 28 日 November 28	修正發布「發展觀光條例」第十一條條文，針對國家級風景特定區的太陽光電發電系統設置進行規範 Article 11 of the Act for the Development of Tourism was amended and promulgated, establishing regulations governing the installation of solar power generation systems in NSAs



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

