

國內 Domestic Tourism 旅遊

【環島亮點 捲動國旅】

Driving Domestic Tourism with Spotlight Attractions

為捲動國旅熱潮，觀光署推動「台灣觀光 100 亮點」並輔導 109 項觀光雙年曆活動。指標性活動「2025 台灣燈會」創下逾 2,030 萬參觀人次及 270 億元經濟產值。旅運服務方面，「台灣好行」搭乘達 676 萬人次，「台灣觀巴」藉乘車優惠使運量成長 217.5%，並推出多款「Taiwan PASS」與建置 166 處無障礙景點。產業升級上，持續落實旅行業品質稽查與人才培育，並輔導旅宿業永續發展，累計 2,033 家通過好客民宿認證。此外，全臺 26 家觀光遊樂業不僅落實安全管理，更積極拓展新南向旅遊市場。

To stimulate momentum across the domestic travel sector, the Tourism Administration promoted the "100 Tourism Highlights of Taiwan" initiative and provided guidance and support for 109 events featured in the Taiwan Tourism Biennial Calendar. The flagship event, the 2025 Taiwan Lantern Festival, set remarkable benchmarks, drawing over 20.3 million visits and generating more than NT\$27 billion in economic output. In transportation and visitor services, the Taiwan Tourist Shuttle recorded 6.76 million passengers, while the Taiwan Tour Bus achieved 217.5% ridership growth through fare promotions. Alongside these achievements, multiple versions of the "Taiwan PASS" were introduced, and 166 accessible tourist sites were established nationwide. To foster industry advancement, the Tourism Administration continued to conduct quality inspections and provide talent training across travel agencies, while guiding the hospitality sector toward sustainable development, bringing the cumulative total of certified "Taiwan Host" bed-and-breakfasts to 2,033. Furthermore, all 26 licensed tourist amusement operators across Taiwan reinforced safety compliance and proactively expanded outreach into New Southbound travel markets.



觀光亮點布局 優化四季主題活動

Optimizing the Layout of Tourism Highlights and Seasonal Themed Activities

舉辦「台灣觀光 100 亮點」活動 及第 2 屆觀光亮點獎

Launching the "100 Tourism Highlights of Taiwan" Campaign and the 2nd Tourism Spotlight Awards

為提升國旅市場、捲動國旅話題，並深化觀光品牌價值，延續「台灣觀光 100 亮點」計畫，攜手全臺 22 縣市，自 113 年 11 月至 114 年 10 月接力推出「台灣百 Way」微策展、「環島月月 Party」各縣市每月主打星、「亮點集時樂」電子集章活動、「風格旅遊 Chill」亮點市集、「環島樂遊 Trip!」創作競賽及「壯遊心體驗」圓夢企劃徵集等 6 大波段系列活動，透過話題行銷與跨域串聯，全方位捲動國旅熱度。

114 年舉辦第 2 屆「觀光亮點獎」，首度納入民間經營之在地創新與永續亮點，於 11 月頒發「十大亮點」、「最佳國際推薦」、「最佳國旅創新」及「最佳人氣」共 32 個獎項，並同步公布 115 至 116 年新一輪亮點名單，期藉由深化亮點培育機制與擴大公私協力，強化政策推動之深度與廣度，持續提升臺灣觀光競爭力與旅遊動能。



To revitalize the domestic tourism market, generate buzz around domestic travel, and deepen the overall value of the national tourism brand, the Tourism Administration continued the "100 Tourism Highlights of Taiwan" program in partnership with all 22 administrative counties and cities across Taiwan. From November 2024 to October 2025, six major campaign waves were launched in succession: "Taiwan 100 Ways" micro-curations; the "Island-Wide Monthly Party" spotlighting a featured municipality each month; the "Spotlight E-Stamps Fun" digital stamp-collection campaign; the "Chill Style Travel" signature fair; the "Island Fun Trip!" creative competition; and the "Grand Tour Heart Experience" call for proposals. Through trend-driven buzz marketing and cross-regional integration, these activities drove multi-faceted momentum across the domestic travel sector.

In 2025, the 2nd Tourism Spotlight Awards incorporated privately operated local innovation and sustainability highlights for the first time. In November, a total of 32 awards were presented, across categories including the "Top 10 Highlights," "Best International Recommendation," "Best Domestic Travel Innovation," and "Top Popularity" honors. Concurrently, the new list of official highlights for 2026–2027 was released. By strengthening the development of signature attractions and expanding public-private cooperation, the initiative aims to strengthen the depth and breadth of policy implementation while continuing to enhance Taiwan's overall tourism competitiveness and travel momentum.

2025 十大觀光亮點獎活動合照
Group photo at the 2025 Top 10 Tourism Spotlight Awards ceremony



臺灣觀光雙年曆活動扶植計畫

Support and Incubation Plan for the Taiwan Tourism Biennial Calendar

輔導地方政府或民間團體辦理推動「臺灣觀光雙年曆」活動：
「2026-2027 年臺灣觀光雙年曆」已遴選出國際級活動計 36 項、全國級活動計 73 項，共計 109 項，並透過觀光署粉絲團及 LINE@ 社群加強行銷推廣。補助活動主辦單位改善活動內涵及環境建置，114 年度補助改善活動內涵及環境建置共計 36 案，其中補助品質提升事項共計 90 項。另辦理專家學者實際參與查核活動，共計查核 44 個活動。

The Tourism Administration guided local governments and non-governmental organizations in advancing hallmark events under the Taiwan Tourism Biennial Calendar. A total of 109 events were selected for the "2026-2027 Taiwan Tourism Biennial Calendar," comprising 36 international-level events and 73 national-level events. Marketing and promotion were further strengthened through the Tourism Administration's fan page and LINE@ community. Subsidies were provided to event organizers to improve event content and environmental facilities. In 2025, a total of 36 projects received subsidies for programmatic and environmental upgrades, encompassing 90 specific quality-enhancement initiatives. Additionally, experts and scholars conducted field audits across 44 designated events.



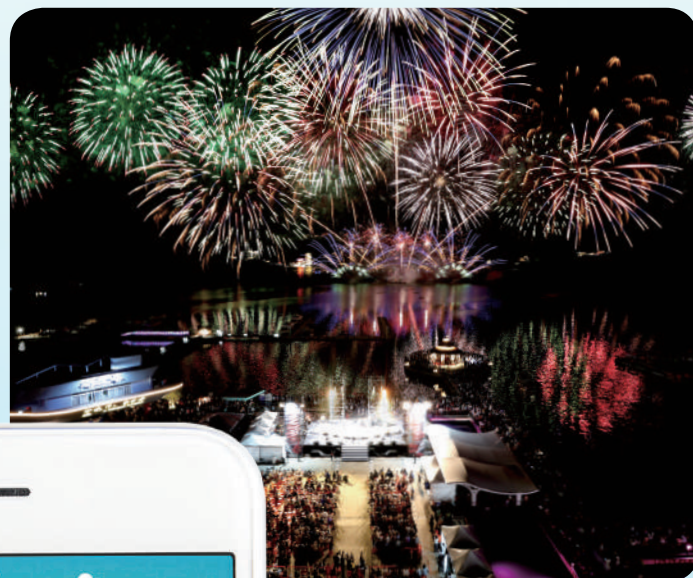
全國及國際級活動
National- and
International-level events

109
項 Item



品質提升事項
Quality Enhancement
Measures

90
項 Item



日月潭花火音樂嘉年華
Sun Moon Lake Fireworks and Music Festival



九族文化季
Formosan Aboriginal Culture Village Festival

2025 台灣燈會

The 2025 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。「2025 台灣燈會」時隔 9 年重返桃園舉行，2 月 12 日至 23 日於桃園高鐵站前廣場、樂天棒球場、青塘園及洽溪路等周邊場域辦理，布展面積達 25 公頃，規劃「主燈展演場 (A18 展區)」及「光的遊戲場 (A19 展區)」等 2 大展區，展出 300 件以上作品，其中主燈「無限樂園」營造出科技十足的未來樂園意象，總計參觀人次突破 2,030 萬人次，創造周邊經濟產值超過新臺幣 270 億元。



The Taiwan Lantern Festival has been recognized by the Discovery Channel as a "Fantastic Festival of the World" and serves as Taiwan's signature tourism hallmark event. Returning to Taoyuan after a nine-year hiatus, the 2025 Taiwan Lantern Festival was held from February 12 to 23. The event spanned an exhibition footprint of 25 hectares across the Taoyuan HSR Station Plaza, Rakuten Taoyuan Baseball Stadium, Qingtang Park, Qiaxi Road, and surrounding areas. It featured two major zones: the Main Lantern Exhibition and Performance Area in Zone A18 and the Lights Playground in Zone A19. More than 300 works were displayed. The main lantern, "Infinite Wonderland," evoked the high-tech visual identity of a futuristic amusement park. Total attendance exceeded 20.3 million visits, generating more than NT\$27 billion in economic output for regional businesses.

左圖上：開燈日活動花絮，左圖下：主燈造型記者會，
右圖：2025 台灣燈會開燈日主燈秀
Top Left : Opening-day event
highlights; bottom left: Main lantern design reveal press conference; right :
Opening-night main lantern light show at the 2025 Taiwan Lantern Festival



114 年台灣觀光雙年曆活動地圖
2025 Taiwan Tourism Biennial Calendar-Event Map



馬祖馬拉松
Matsu Marathon





2025 台灣仲夏節 - 台灣觀光協會葉菊蘭榮譽會長致詞
Yeh Chu-lan, Honorary Chairperson of the Taiwan Tourism Association, delivers remarks at the 2025 Solar Festival in Taiwan

2025 台灣仲夏節 The 2025 Solar Festival in Taiwan



2025 台灣仲夏節以「上山消暑、下海清涼」為主軸，串聯全台 13 個國家風景區管理處、22 個縣市政府，共同推出夏日精彩旅遊內容，並以「夏至 235」、「來呷茶咖冰」、「台灣美食展」、「鐵道旅遊趣」四大主題，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 528 萬人次參觀，產值達新臺幣 122 億元。

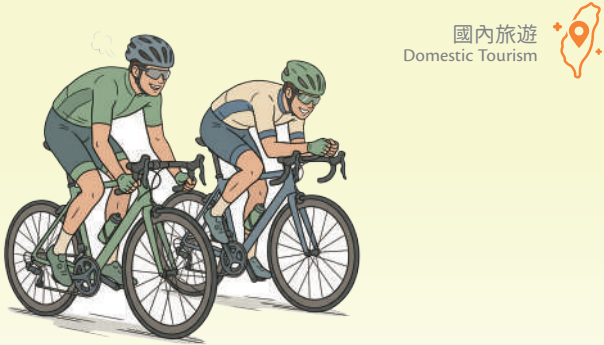
The 2025 Solar Festival in Taiwan was centered on the core concept "Cool in the Mountains, Fresh by the Sea." Connecting all 13 National Scenic Area administrations and 22 local governments across Taiwan joined forces to offer a wide range of summer travel experiences. Four major themes—"Taiwan Fun on the Tropic of Cancer," "Come for Tea, Coffee, and Ice," the Taiwan Culinary Exhibition, and "Railway Travel Fun"—were used to integrate distinctive summer recreational activities in national scenic areas and localities. Cross-industry partnerships were also established to generate momentum for Taiwan's summer tourism, stimulate the development of surrounding industries, and shape Taiwan's summer festival brand. The event attracted domestic and international visitors during the peak summer season, drawing 5.28 million visits and generating NT\$12.2 billion in economic output.



2025 年台灣仲夏節以「節中有節」概念推出全新主題「跟著鐵道去旅行」
In 2025, the Solar Festival in Taiwan introduced the new theme "Travel by Rail" under the concept of "a festival within a festival"

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 LightOneBike 單車活動」、「澎湖跳島 101」，以及「仙境西拉雅 環騎 5COOL」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的文化特色。



2025 日月潭 Come!BikeDay 自行車嘉年華活動主視覺
Main visual for the 2025 Sun Moon Lake Come! Bikeday Bicycle Carnival



澎湖跳島 101K 自行車活動
Penghu Island 101K Hopping Bike



2025 臺灣 KOM 太平洋經典賽 - 海岸騎乘挑戰
2025 Taiwan KOM Pacific Classic—Coastal Riding Challenge



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

「2025-2026 台灣好湯」啟動典禮大合照
Group photo at the launch ceremony of 2025–2026 Taiwan Hot Spring campaign

「2025-2026 台灣好湯」以「溫泉美食」與「健康養生」為兩大主軸，於 9 月 6 日於台東知本金聯世紀酒店正式啟動，結合 19 個溫泉區及在地產業，串連各溫泉區優惠活動，同時也強調「四季來泡湯，養生又健康」的觀念，期待讓「遊好山、玩好水、泡好湯、吃好料」成為國旅的日常！

The 2025–2026 Taiwan Hot Spring campaign was centered on two major themes: "hot spring cuisine" and "health and wellness." It was officially launched on September 6 at the Chihpen Century Hotel in Taitung. The campaign brought together 19 hot spring areas and local industries, linking promotional activities offered by the participating hot spring areas. It also emphasized the concept that "bathing in hot springs in every season promotes health and wellness." The initiative aims to make "enjoying great mountains, wonderful waters, soothing hot springs, and delicious food" part of everyday domestic travel.



台日韓國際溫泉文化交流協定宣示合照
Group photo commemorating the declaration of the Taiwan–Japan–Korea International Hot Spring Cultural Exchange Agreement



金鐘獎最佳主持人及金曲獎最佳方言男歌手得主 - 沈文程
Shen Wen-Cheng, winner of the Golden Bell Award for Best Host and the Golden Melody Award for Best Taiwanese-Language Male Singer



2025 台灣美食展
2025 Taiwan Culinary Exhibition



8 月 1 日至 4 日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，並介紹全台各地遊程景點，設置互動遊戲區及美食達人講座課程，共計超過 10 萬人次參觀，展館媒體報導逾 33 則。

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 11 屆「2025 東海岸大地藝術節」全國記者會，於 4 月在台北華山盛大舉行，結合數位科技與地景美學，以構築沉浸式空間，象徵東海岸文化如百川匯海，展現「成為出海口」年度主題揭露序幕。

本次藝術節共完成 4 件大型駐地藝術創作，並串聯 40 餘場次花東藝文平台活動及 8 場次月光・海音樂會。活動期間成功吸引超過 3 萬名旅客湧入都歷遊客中心，售票專場及創藝市集表現亮眼，有效帶動周邊住宿與觀光產業。透過國際網紅與南島樂舞的深度交流，不僅深化了東海岸藝術觀光廊帶的品牌價值，更讓台灣東岸躍升為國際級的永續旅遊目的地。



左圖：2025 月光・海音樂會，右圖：「成為出海口」宣傳影片
Left: 2025 Moonlit Sea Concert; right: promotional video for "Becoming an Estuary"



2025 台灣美食展於 8 月在台北世貿一館登場
The 2025 Taiwan Culinary Exhibition took place at Taipei World Trade Center Exhibition Hall 1 in August

The Taiwan Culinary Exhibition was held at Taipei World Trade Center Exhibition Hall 1 from August 1 to 4 under the theme "Taiwan: Beyond Your Expectations." Regional Tourism Circles from northern, central, southern, and eastern Taiwan, as well as the outlying islands, and Michelin-recognized establishments were invited to showcase their offerings. The exhibition also introduced itineraries and attractions throughout Taiwan and featured an interactive game area and lectures by culinary experts. More than 100,000 visits were recorded, and the exhibition venue received coverage in more than 33 media reports.

The national press conference for the 11th "2025 East Coast Land Arts Festival" was held in April at Huashan 1914 Creative Park in Taipei. Combining digital technology with landscape aesthetics, the event created immersive spaces that symbolized the way the cultures of the East Coast converge like streams flowing into the sea, opening the curtain on the annual curatorial theme "Becoming an Estuary."

The festival completed four large-scale site-specific installations and connected over 40 events organized through arts and cultural platforms in Hualien and Taitung, together with eight Moonlit Sea Concert. During the festival period, more than 30,000 visitors were drawn to the Duli Visitor Center. Ticketed performances and the creative artisan market achieved outstanding turnouts, effectively driving revenue for neighboring hospitality and tourism businesses. Through in-depth exchanges between international influencers and Austronesian music and dance troupes, the event deepened the brand identity of the East Coast arts tourism corridor and positioned eastern Taiwan as a world-class sustainable travel destination.





便捷旅遊環境 帶動地方旅遊發展

Convenient Travel Environments Driving Local Tourism Development



便捷旅運服務，暢遊台灣好便利

Streamlined Visitor Transport Services : Seamless Exploration Across Taiwan

— 執行「觀光景點公共運輸接駁方案」，包含「台灣好行優化服務」及「觀光路廊在地有腳接駁服務」，透過票價半價優惠、增開班次、新增運輸場站至景點及景點間串遊路線、景點招呼站牌融入景點特色等面向，全面提升台灣好行營運品質，透過台灣觀巴2人同行1人免費，提供民眾優惠便利旅遊服務。

— 台灣好行優化服務：為優化便捷旅運服務，「台灣好行」截至114年已擴增至90條路線，並透過「持電子票證搭乘享半價」優惠（實施至114年10月底）有效帶動運量。114年度搭客人數達676萬人次，較113年度成長19.79%。

— 為因應旅遊市場復甦及強化整體旅運服務量能，同步推動多項優化措施，包括補助客運業者增開班次、新增串遊路線、建置9處具景點特色之招呼站，以及進行381輛車輛識別塗裝更新及車內環境優化，更新1,786處台灣好行候車站位、站牌資訊更新等。透過整體軟硬體服務升級，有效提升台灣好行路線之便利性與辨識度，帶動搭客人次穩定成長，並促進旅客搭乘公共運輸前往各大觀光景點，達成分散車潮與提升旅遊品質之效益。

— 延續0403花蓮震災後之振興措施，持續推動花蓮地區觀光復甦，1月1日至10月30日止，針對花蓮地區4條台灣好行路線提供電子票證（含行動支付）免費搭乘服務，累計搭乘約5.1萬人次，透過優惠措施帶動旅客回流，逐步恢復民眾搭乘公共運輸出遊信心，並有助於提升當地觀光人潮及減輕景區交通負擔。

左、中圖：台灣好行候車亭示範點之一愛情大草原站與二延平步道站，右圖：台灣好行車體塗裝設計升級 Left and center: Love Prairie Stop and Er Yanping Trail Stop, two Taiwan Tourist Shuttle shelter demonstration sites; right: upgraded Taiwan Tourist Shuttle vehicle livery design

— The "Public Transport Shuttle Service for Tourist Attractions" program was implemented, comprising the "Taiwan Tourist Shuttle Service Optimization" and "Local Shuttle Service for Tourist Corridors." The program comprehensively improved Taiwan Tourist Shuttle operations through half-fare promotions, additional services, new routes linking transport hubs with attractions and connecting attractions with one another, and bus stop signs incorporating the characteristics of individual attractions. The Taiwan Tour Bus also offered a "two travelers, one rides free" promotion, providing the public with convenient and affordable travel services.

— Taiwan Tourist Shuttle Service Optimization: To deliver seamless travel transit, the Taiwan Tourist Shuttle network expanded to 90 routes by 2025. The "half-fare with e-ticket" promotion, implemented through the end of October 2025, effectively increased ridership. In 2025, the service carried 6.76 million passengers, representing a 19.79% increase over 2024.

— A range of optimization measures was implemented to respond to the recovery of the tourism market and strengthen overall transport-service capacity. These included subsidizing bus operators to add services, introducing new attraction-linking routes, establishing nine bus stops incorporating distinctive attraction features, updating the branding livery and interior environments of 381 vehicles, and updating 1,786 Taiwan Tourist Shuttle stops and stop-sign information. These improvements to both hardware and software effectively enhanced the convenience and recognizability of Taiwan Tourist Shuttle routes, supported steady ridership growth, and encouraged travelers to use public transport to visit major attractions. They also helped disperse traffic and improve travel quality.

— Building on post-earthquake revitalization measures following the April 3 Hualien earthquake, the Tourism Administration continued to promote tourism recovery in Hualien. From January 1 to October 30, free service was provided to e-ticket users, including mobile payment, on four Taiwan Tourist Shuttle routes in Hualien. Total ridership reached approximately 51,000 passengers. These promotional measures encouraged visitors to return, gradually restored public confidence in using public transport for travel, increased visitor flows in the area, and helped reduce traffic pressure at scenic sites.

台灣好行
TOURIST SHUTTLE



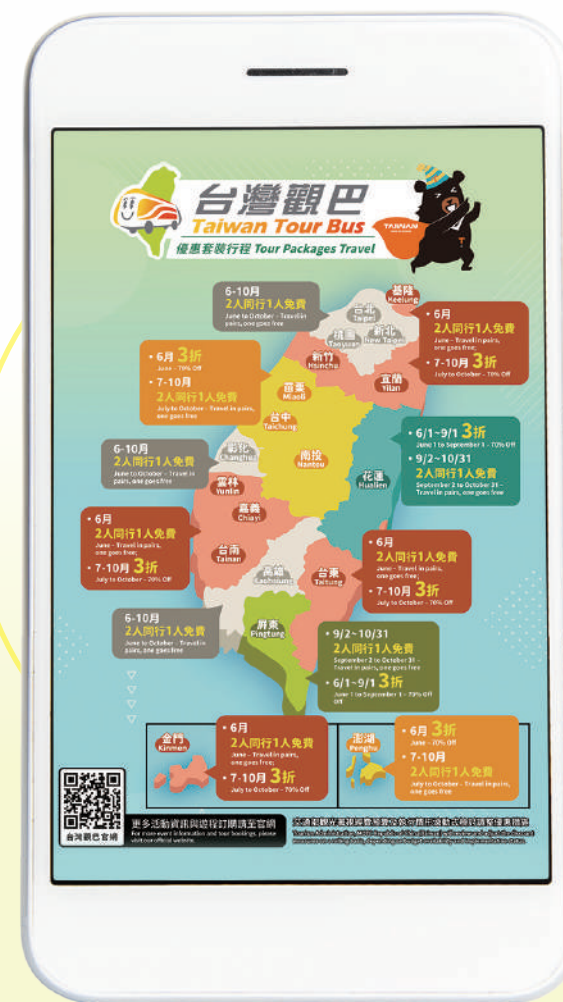
台灣好行旅遊服務網
The Taiwan Tourist Shuttle website



台灣好行候車亭橘光照明，是夜裡溫暖的陪伴
The orange lighting at Taiwan Tourist Shuttle shelters provides warm company at night

「台灣觀巴」套裝旅遊行程 Taiwan Tour Bus Package Tours

觀光路廊在地有腳接駁服務：自112年7月1日至12月31日及113年3月1日至114年10月31日推出2人同行1人免費，另為配合花東振興方案，加碼花東地區自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，期間至113年12月31日；114年為捲動國內旅遊，配合「台灣觀光100亮點」每月輪值縣市，按季加碼為3折優惠；另配合「台灣仲夏節」114年6月1日至9月1日屏東地區加碼為3折優惠；花蓮地區114年1月1日至4月30日1折優惠、5月1日至9月1日3折優惠、9月2日至10月31日2人同行1人免費，透過媒體廣為宣傳及吸引外國旅客搭乘。114年度台灣觀巴搭客人數約36.6萬人次，較113年同期（約11.5萬人次）成長217.5%。



台灣觀巴
Taiwan Tour Bus



台灣觀巴
Taiwan Tour Bus

Local Shuttle Service for Tourist Corridors: A "Buy One, Get One Free for Pairs" promotion was offered from July 1 to December 31, 2023, and from March 1, 2024, to October 31, 2025. As part of the revitalization program for eastern Taiwan, additional promotions were introduced in the Hualien-Taitung area beginning June 1, 2024, and in Yilan beginning July 1, 2024. Taiwan Tour Bus package tours in these areas were offered at 80% off through December 31, 2024. In 2025, to stimulate in domestic travel, the promotion was coordinated with the monthly rotation of counties and cities under the "100 Tourism Highlights of Taiwan" initiative, with a quarterly promotion offering fares at a 70% discount. In conjunction with the Solar Festival in Taiwan, the promotion in Pingtung was also offered at 70% discount from June 1 to September 1, 2025. In Hualien, fares were offered at 90% off the regular price from January 1 to April 30, at 70% off the regular price from May 1 to September 1, and under the "two travelers, one rides free" promotion from September 2 to October 31. These promotional measures received extensive media coverage and successfully attracted international tourists. In 2025, Taiwan Tour Bus ridership reached approximately 366,000 passengers, an increase of 217.5% over the same period in 2024, when ridership was approximately 115,000 passengers.



左圖：114年台灣觀巴優惠措施，右圖：台灣觀巴旅展攤位
Left : 2025 Taiwan Tour Bus promotional measures; right : Taiwan Tour Bus booth at a travel exhibition



「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，繼 113 年推出包含高鐵、台鐵、都會捷運、台灣好行等交通電子票券之「高鐵經典版」及「台鐵經典版」後，114 年逐步擴大交通及景點之串聯，4 月 10 日推出「高鐵景點版」、「台鐵景點版」及「亮點 EazyGO 版」等 3 款新產品，增加宜蘭好行 3 日券、南投好行 3 日券、高雄 MeNGo48 小時票及阿里山森林鐵路等交通運具選擇；另亦納入 14 處相關旅遊景點或體驗票券之合作（如臺北故宮博物院、新北野柳地質公園、臺中自然科學博物館、高雄愛河太陽能船、南投清境農場、嘉義阿里山森林遊樂區、屏東墾丁國家森林遊樂區、宜蘭傳藝中心 ... 等），提升產品便利性；後於 9 月 1 日則納入台中 Go 暢遊型 48 小時套票，結合台中捷運、市公車及 4 條台灣好行路線，以滿足旅客行旅需求。113 至 114 年度合計售出超過 3.3 萬張票券。

To attract more international visitors to Taiwan and improve transportation convenience for independent travelers, the Tourism Administration followed the 2024 launch of the High Speed Rail Classic Edition and Taiwan Railways Classic Edition, which integrated electronic tickets for the HSR, Taiwan Railways, urban metro systems, and Taiwan Tourist Shuttle services. In 2025, transportation and attraction connections were gradually expanded. On April 10, three new products were launched: the High Speed Rail Attractions Edition, Taiwan Railways Attractions Edition, and Spotlights EazyGO Edition. These products added transportation options including the Yilan Tourist Shuttle three-day pass, Nantou Tourist Shuttle three-day pass, Kaohsiung MeNGo 48-hour pass, and Alishan Forest Railway. The products also incorporated partnerships involving tickets or experience vouchers for 14 tourism attractions, including the National Palace Museum, New Taipei City's Yehliu Geopark, the National Museum of Natural Science in Taichung, solar-powered boats on Kaohsiung's Love River, Cingjing Farm in Nantou, Alishan National Forest Recreation Area in Chiayi, Kenting National Forest Recreation Area in Pingtung, and the National Center for Traditional Arts in Yilan. These partnerships enhanced product convenience. On September 1, the Taichung Go Unlimited 48-hour pass was added, integrating the Taichung Metro, city buses, and four Taiwan Tourist Shuttle routes to meet travelers' transportation needs. A combined total of more than 33,000 passes were sold in 2024 and 2025.



Taiwan PASS 官方網站
Taiwan PASS Website

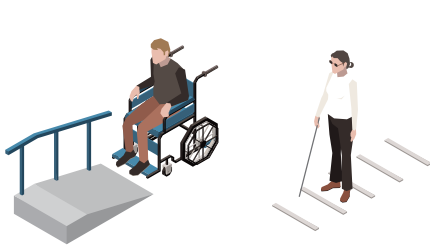
Taiwan PASS- 台灣暢遊地圖
Taiwan PASS-Taiwan Travel Map



Taiwan PASS- 手機 APP 使用示意
Illustration of the Taiwan PASS mobile app in use



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，截至 114 年已完成建置 166 處通用無障礙旅遊景點，並完成 41 條無障礙推薦遊程提供友善旅遊環境，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 people with reduced mobility, the Tourism Administration established a Universal Tourism Environment Promotion Task Force. The task force introduced universal design concepts and coordinated and integrated the work of various agencies in promoting a universal tourism environment. By 2025, a total of 166 universally accessible tourism attractions had been established, and 41 recommended accessible travel itineraries had been completed. These initiatives provide a friendly and barrier-free travel environment for seniors, people with disabilities, and other travelers.



西拉雅中埔遊客中心無障礙停車格
Accessible parking spaces at the Zhongpu Visitor Center
in Siraya NSA

深化人才培育 促進產業轉型升級 Deepening Talent Development to Promote Industry Transformation 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
112 (2023)	144	381	2,856	298	358	1	3,358	680
113 (2024)	161	399	2,940	314	348	1	3,449	714
114 (2025)	181	423	2,987	336	340	1	3,508	760

單位：家數 Unit: No. of Travel Agencies

強化旅遊安全及品質管理

Strengthening Travel Safety and Quality Management

- 辦理旅行社業務檢查，並會同公路監督機關，於各主要觀光景點、國道休息站及路檢點，稽查旅行社以遊覽車接待旅行團之旅遊品質，全年共計查核 615 團次。
- The Tourism Administration conducted business inspections of travel agencies jointly with motor vehicle supervision offices. At major tourist attractions, National Freeway service areas, and roadside inspection points, it inspected the quality of tours operated by travel agencies using tour buses. A total of 615 tour groups were inspected during the year.



攔查遊覽車及稽核所搭載旅行團
Inspection of tour buses and audits of the tour groups they carry

第 2 屆台灣觀光金獎選出 50 位觀光產業菁英接受表揚

2nd Taiwan Tourism Gold Awards Recognizes 50 Tourism Industry Leaders

- 辦理「第 2 屆台灣觀光金獎」甄選，共計受理 357 件線上報名，經初選及決選兩階段評選會議，最終選出 50 名優良觀光產業及從業人員代表，於 2 月 10 日「2025 觀光節慶祝大會」公開頒獎表揚。
- The 2nd Taiwan Tourism Gold Awards selection received 357 online applications. Following preliminary and final selection meetings, 50 outstanding representatives of tourism enterprises and industry professionals were selected. They were publicly recognized at the 2025 Tourism Day Celebration awards ceremony on February 10.



左圖：2025 觀光節慶祝大會頒獎典禮
右圖：第 2 屆台灣觀光金獎海報
Left: Awards ceremony at the 2025 Tourism Day Celebration
Right: Poster for the 2nd Taiwan Tourism Gold Awards

優化產業人才，滾動檢討法規

Building Talent, Reviewing Regulations

- 持續投入資源培訓觀光產業人員，包含導遊、領隊人員與旅行社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。
- 為符現今導遊職能需求，調整導遊人員職前訓練課程內容與總時數，整併重複課程、刪減過時內容，提升訓練效率與實務導向，培育符合產業需求之專業人力，觀光署於 114 年 12 月 11 日修正發布「導遊人員管理規則」，並訂於 115 年 6 月 1 日生效。

114 年領隊人員職前訓練
2025 Pre-Service Training for Tour Leaders



- Resources continued to be invested in training tourism industry personnel. Training included professional competency programs for tour guides, tour leaders, and travel agency managers, as well as development courses for personnel across various tourism sectors. In addition to in-person courses, the Tourism e-Academy digital learning platform enabled industry personnel to acquire new industry knowledge anytime and anywhere.
- To meet current competency requirements for tour guides, the content and total course hours of pre-service training were revised. Repetitive courses were consolidated and outdated content was removed to improve training efficiency and strengthen the practical relevance. To cultivate professionals aligned with industry needs, the Tourism Administration revised and promulgated the "Regulations Governing Tour Guides" on December 11, 2025, with the amendments scheduled to take effect on June 1, 2026.



保障消費者權益

Protecting Consumer Rights

- 全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 1,697 件，和解件數 1,052 件，和解率 61.99%。
- During the year, a total of 1,697 consumer disputes and travel complaint cases mediated by the Travel Quality Assurance Association (TQAA) were processed. Of these, 1,052 cases were settled, representing a settlement rate of 61.99%.



旅遊糾紛申訴案件
Travel Dispute
Complaint Cases

1,697
件 Cases



和解件數
Settled
Cases

1,052
件 Cases



厚植人力質量，提升旅行業服務品質 Strengthening Workforce Quality and Capacity to Improve Travel Agency Services

— 辦理導遊人員及領隊人員評量，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。全年報名人數計有 1 萬 4,087 人次，第一試筆試共計 3,939 人次及格，外語導遊人員第二試口試，計有 685 人報名參測，共計 621 人及格；全年共計有 3,796 人次通過導領評量測驗。

— 全年培訓觀光產業人才計 12,152 人次，包括導遊人員及領隊人員職前訓練計 3,147 人次（導遊人員培訓 927 人次，領隊人員培訓 2,220 人次）、導遊人員在職訓練 1,702 人次、旅行業經理人訓練培訓 354 人次、觀光產業關鍵人才培訓 876 人次、稀少語別導遊評量輔導訓練 86 人次及觀光職能 e 學院線上課程培訓 5,987 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，全年辦理逾 100 場媒合會，逾 1,588 人次參加。同時輔導旅行業公協會辦理在職訓練，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。

— Assessments were conducted for tour guides and tour leaders using methods aligned with practical market needs, with the aim of recruiting outstanding personnel possessing professional knowledge, skills, and language abilities. A total of 14,087 registrations were received during the year. In the first-stage written examination, 3,939 candidates passed. For the second-stage oral examination for foreign-language tour guides, 685 candidates registered and 621 passed. In total, 3,796 candidates passed the tour guide and tour leader assessments during the year.

114 年關鍵人才 - 觀光論壇 2025 Key Tourism Talent—Tourism Forum

— A total of 12,152 participants received tourism industry training during the year. This included (927 for tour guides and 2,220 for tour leaders) 1,702 participants in in-service training for tour guides, 354 participants in travel agency manager training, 876 participants in key tourism talent training, 86 participants in training for tour guides in less commonly taught languages, and 5,987 participants in online courses offered through the Tourism e-Academy.

— To stabilize the travel agency workforce, the Tourism Administration assisted tour guide and tour leader associations in organizing talent-matching activities. More than 100 matching events were held during the year, attracting over 1,588 participants. The Tourism Administration also assisted travel industry associations in organizing in-service training, including competency training in core innovation skills for the travel industry and practical training in hosting cruise groups. These efforts helped operators reduce training and recruitment costs.

114 年稀少語別導遊輔導考照訓練
2025 Assistance Training for Tour Guides of Less Commonly Taught Languages



旅宿業 Hospitality Industry



旅宿業輔導與管理

Lodgings Industry Guidance and Oversight

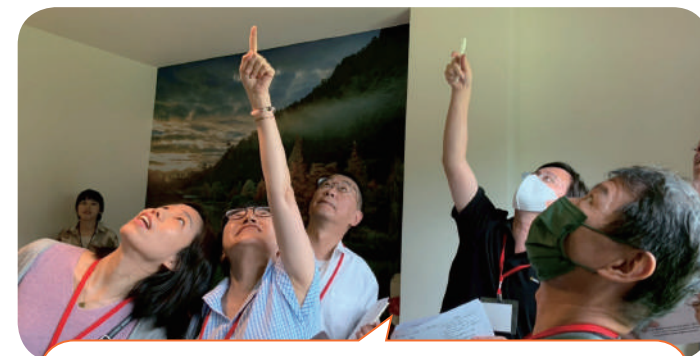
— 持續辦理定期考核，督促各地方政府落實旅宿管理作為，協助其提升旅宿管理成效，全年地方政府稽查旅館計 5,456 家次（含合法旅館 3,660 家次、非法旅館 257 家次及日租套房 1,539 家次）、稽查民宿計 10,798 家次（含合法民宿 10,230 家次、非法民宿 568 家次）。

— 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 114 年底，有 2,036 家民宿通過好客民宿認證。

— 因應全球永續趨勢，鼓勵旅宿業永續化，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。

— 為揭露合法旅宿及提供民眾便利查詢，觀光署已強化臺灣旅宿網查詢介面，並於網站加強推廣相關標章旅宿，除鼓勵旅宿業者取得相關認證外，亦向旅客行銷有提供優質服務之旅宿，後續網站將以版面持續優化、加強行銷旅宿業者優惠、協助曝光為方向，持續增進網站之資訊揭露及查詢功能。

— 馬太鞍溪堰塞湖災後第一時間，觀光署推出安置旅宿補助措施，以協助受災家庭短期居住需求，並藉此穩定當地合法旅宿業者的營收來源。



好客民宿訪查委員現地試評
On-site preliminary evaluation by Taiwan Host inspection committee members

協助旅宿業品質提升

Assisting Quality Improvement in the Hospitality Industry

— 持續依「交通部觀光署獎勵旅宿業品質提升補助要點」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，全年共計補助 177 件。



通過好客民宿認證
Guesthouses receiving Taiwan Host certification
2,036 / 家民宿 B&Bs

— Regular evaluations continued to be conducted to supervise local governments in implementing lodging management actions and to improve their management performance. During the year, local governments conducted 5,456 inspection visits to hotels, including 3,660 visits to legal hotels, 257 visits to illegal hotels, and 1,539 visits to daily-rental housing units. They also conducted 10,798 inspection visits to guesthouses, including 10,230 visits to legal guesthouses and 568 visits to illegal guesthouses.

— Efforts continued to strengthen the lodging industry's brand image and guide operators toward higher quality, thereby improving the industry's competitiveness. By the end of 2025, a total of 2,036 guesthouses had obtained Taiwan Host certification.

— In line with global sustainability trends, the Tourism Administration encouraged the lodging industry to adopt sustainable practices. New subsidies were introduced for obtaining "certifications, certificates, or labels related to sustainability, energy conservation, carbon reduction, or green environmental practices," and an additional scoring item for "concrete actions for sustainable development" was added to the star-rated hotel evaluation. A sustainable lodging forum and seed training were also held for the first time to strengthen the development of relevant talent. The Taiwan Stay website was used as a marketing and promotion platform, and cooperation with transport authorities and the lodging industry helped shape sustainable lodging practices. In addition, interministerial cooperation promoted green lodging and assisted the lodging industry in achieving sustainable operations.

— To disclose legal lodging facilities and offer convenient search services for the public, the Tourism Administration strengthened the search interface of the Taiwan Stay website and increased the promotion of lodging establishments holding relevant certifications and labels. In addition to encouraging operators to obtain relevant certifications, the website also promotes lodging establishments that provide high-quality services to travelers. Going forward, the website will continue to improve its layout, strengthen the promotion of lodging operators' special offers, and assist with their exposure, while further enhancing information disclosure and search functions.

— Following the Mataian Creek barrier lake disaster, the Tourism Administration promptly introduced accommodation subsidies for temporary housing. The measure assisted affected families with their short-term accommodation needs while helping to stabilize the revenue of local legal lodging operators.



— The Tourism Administration continued to assist operators in establishing visitor-friendly facilities, creating smart environments, and promoting sustainable industry development in accordance with the "Guidelines of the Tourism Administration, MOTC, for Subsidizing the Enhancement of Accommodation Quality." A total of 177 applications received subsidies during the year.

觀光遊樂業

Tourist Amusement Park Sector

經營輔導與管理

Operations Guidance and Management

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 1,796 萬人次，全年總營業額新臺幣 177 億元。本署持續輔導業者建置優質遊樂環境，朝創新服務、智慧園區、安心旅遊、全齡友善及綠色永續方向發展，全年計核定 17 家業者申請，補助經費 3,640 萬元，帶動整體投資金額約 1.13 億元。

— **落實三級管理機制**：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，本署並於 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。

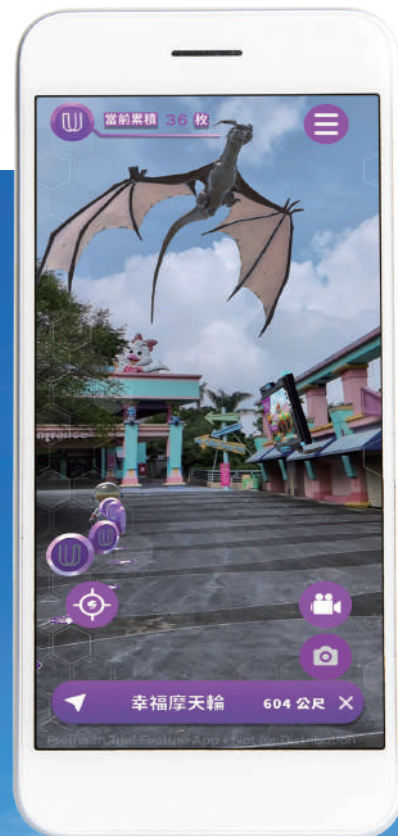


A total of 26 tourist amusement park operators had obtained licenses and were operating in Taiwan. During the year, these parks received 17.96 million visitors and generated total revenue of NT\$17.7 billion. The Tourism Administration continued to assist operators in establishing high-quality amusement environments and developing innovative services, smart parks, safe tourism, age-friendly facilities, and green sustainability. During the year, applications from 17 operators were approved, with subsidies totaling NT\$36.4 million. These subsidies helped generate approximately NT\$113 million in total investment.

— **Implementing a Three-Tier Management System** : In accordance with the "Regulations Governing Tourist Amusement Enterprises" and the "Directions Governing the Supervision, Inspection, and Evaluation of Tourist Amusement Enterprise Operations and Safety Maintenance," operators conducted self-inspections every quarter, while local competent authorities carried out regular inspections during the first and second halves of the year. From July to September, the Tourism Administration organized supervisory evaluation programs for tourist amusement enterprises to strengthen the safety of amusement facilities and emergency response mechanisms.



補助觀光遊樂業業者辦理優質化計畫協助產業數位轉型
Subsidies for Tourist Amusement Operators to Implement
Quality-Enhancement Plans and Accelerate Digital Transformation



— **拓展客源市場**：協助業者開發潛在客源市場，共同行銷推廣觀光遊樂業，持續深耕新南向旅遊市場，分別辦理 2 場次 B2B（印尼及越南 4 月 13 日至 19 日）、2 場次 B2C 活動（新加坡 4 月 23 至 29 日、馬來西亞 5 月 13 日至 19 日），透過海外推廣會推廣台灣遊樂園特色亮點，並於 9 月 20 日至 21 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，進而吸引國外團體與自由行旅客來台旅遊。

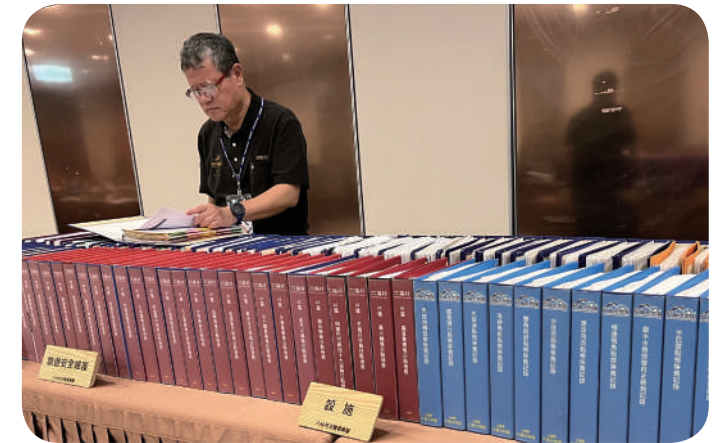
— **Expanding Visitor Source Markets** : The Tourism Administration assisted operators in developing potential visitor source markets and jointly marketed and promoted the tourist amusement park sector. Efforts continued to cultivate the New Southbound tourism market through two B2B events held in Indonesia and Vietnam from April 13 to 19, and two B2C events held in Singapore from April 23 to 29 and Malaysia from May 13 to 19. Overseas promotional events were used to highlight the distinctive attractions of Taiwan's amusement parks. In addition, two familiarization tours for resident international youths specializing in word-of-mouth marketing were held from September 20 to 21. Young people from the Philippines, Thailand, Singapore, Malaysia, Indonesia, and Vietnam who possessed influencer/content creation skills were invited to participate. Through social-media platforms and word-of-mouth marketing, they promoted Taiwan's amusement parks and helped attract foreign tour groups and independent travelers to Taiwan.

觀光遊樂業優質化與人才留用

Quality Enhancement and Talent Retention in the Tourist Amusement Park Industry

為達成「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，每年辦理從業人員教育訓練及優質化計畫，輔導業者建置優質工作環境，打造幸福企業，藉以引才與留才。此外，為加強業者相關工作人員防災能力，10 月辦理 2 場次觀光遊樂業防災人員訓練課程，強化業者預防與救災觀念，計 34 人完成訓練並取得防災士證書。

觀光遊樂業防災人員訓練課程
Disaster Prevention Training Course for Tourist Amusement Park personnel



觀光遊樂業督導考核
Supervisory Evaluation and Assessment of Tourist Amusement Park Operators



To fulfill the goals of the "Tourist Amusement Enterprise Diversification and Transformation Plan" under the "Tourism 2025 - Steering Taiwan Tourism Towards 2025 (2021-2025)", the Tourism Administration assisted the tourist amusement park sector in achieving multi-faceted optimization and digital transformation. Training for industry personnel and quality-enhancement programs were organized annually. Operators were guided in establishing high-quality work environments and building employee-friendly workplaces to attract retain talent. In addition, to strengthen the disaster-prevention capabilities of park personnel working in the industry, two disaster-prevention training courses for tourist amusement enterprises were held in October. The courses strengthened operators' awareness of disaster prevention and relief operations. A total of 34 participants completed the training and obtained certified disaster-response specialist credentials.

