

署長序

Foreword by the Director-General

旅行・再發現——臺灣觀光新價值

Travel and Rediscovery : The New Value of Taiwan Tourism

旅行，不只是前往遠方，更是一場重新認識這片土地的旅程。每次旅行，都有新發現；旅行臺灣，都有更多驚喜與感動。

2025 年，我們用心籌辦台灣燈會、仲夏節、自行車節、好湯等四季主題觀光活動，也重新遴選第 2 屆「臺灣觀光 100 亮點」，讓台灣更多在地特色亮點被看見。為了串聯山海風景與在地故事，首次發表《島嶼之心的原色旅程》，邀請旅人走進部落，感受族群文化與土地生命力，重新看見臺灣最真實、最動人的風景；更首創「阿里山神旅行」，結合宗教文化、生態旅遊與林鐵遺產，在海拔 1314 公尺的浪漫制高點俯瞰層層茶園，展現信仰文化與在地茶產業的深度交融。

臺灣人引以為傲的「奉茶」精神，將熱情、細膩且充滿人情味的台式服務融入旅程每一處細節。因此，我們以「旅人便利店」為概念，結合「行動旅服 PWA」、「喔熊 AI 小幫手」及與超商跨域合作，打造即時、便利的旅遊服務體驗，讓旅遊資訊自然融入旅人日常，並持續推動綠色旅遊、低碳運具與永續旅宿，讓觀光發展與環境保護並行共好。

臺灣觀光持續發展，在短時、多次、輕旅行的趨勢下，國內旅遊穩定成長，創下 2.5 億旅次、5,643 億元產值之歷史新高；而入境市場多元發展，來臺旅客達 857.4 萬人次，日本、韓國、港澳均破百萬人次，歐美、菲律賓成長亮眼，臺灣已從過去仰賴單一市場，轉型為多元且具韌性的國際觀光目的地。值得一提的是，臺灣榮獲旅遊 CP 值全球第 1、IMD 世界競爭力第 6、世界幸福報告第 27 等多項肯定，更於「全球綠色目的地百大故事獎」榮獲 9 項大獎，展現臺灣國際競爭力。

Travel is more than reaching a destination. It is a journey of rediscovering the land beneath our feet. Every journey reveals something new, and every trip to Taiwan brings fresh surprises and lasting memories.

In 2025, the Taiwan Tourism Administration organized a series of seasonal tourism events, including the Taiwan Lantern Festival, Solar Festival in Taiwan, Taiwan Cycling Festival, and Taiwan Hot Spring Festival. We also unveiled the second edition of the Taiwan Tourism 100 Spotlights, showcasing even more of Taiwan's distinctive local attractions and hidden gems. To better connect Taiwan's mountains, coastlines, and local stories, we introduced Journey to the Heart of Taiwan's True Colors, inviting travelers to visit Indigenous communities, experience the richness of Taiwan's diverse cultures, and rediscover the island's most authentic and inspiring landscapes. We also launched the inaugural Sacred Journey to Alishan, an innovative travel experience that brings together religious heritage, ecotourism, and the cultural legacy of the Alishan Forest Railway. From an elevation of 1,314 meters above sea level, visitors can overlook idyllic rolling tea plantations while experiencing the deep integration of local religious culture and the local tea industry.

Among the values held dear by the people of Taiwan is the spirit of offering tea ("fengcha"), a tradition that reflects Taiwan's warmth, care, and hospitality. In this spirit, we introduced the concept of the Traveler Convenience Store, integrating our Mobile Travel Service PWA, the OhBear AI Assistant, and cross-industry partnerships with convenience store chains to provide travelers with timely and convenient tourism services while seamlessly integrating travel information into their journeys. At the same time, we continue to promote green tourism, low-carbon transportation, and sustainable accommodations, ensuring that tourism development and environmental stewardship advance hand in hand.



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為促進臺灣觀光永續發展，行政院 2025 年核定「Tourism 2030 — 臺灣觀光邁向 2030 方案」，將籌設臺灣觀光智庫—「台灣觀光研訓院」、深化「TAIWAN – Waves of Wonder」品牌形象，並向世界遞出「北回之巔」、「微笑南灣」2 張台灣觀光新名片，期待台灣觀光穩步向前，提升觀光體質與品質，打造觀光兆元產業。

觀光署將持續攜手產官學及所有觀光夥伴，打造更智慧、更友善、更具韌性的旅遊環境，讓世界旅人願意一來再來，也期盼透過本年報多元豐富的內容，邀請讀者一同感受臺灣觀光發展新價值。

交通部觀光署 署長
Director-General Tourism Administration
Ministry of Transportation and Communications

陳玉秀 Chen, Yu-Hsiu



TAIWAN
WAVES OF WONDER

Taiwan's tourism industry continued to grow steadily in 2025. Driven by the increasing popularity of shorter, more frequent, and more leisurely trips, domestic tourism reached a historic high of 250 million person-trips, generating NT\$564.3 billion in economic value. International visitor markets also became increasingly diversified, with 8.574 million inbound arrivals. Visitor arrivals from Japan and South Korea each exceeded one million, while arrivals from Hong Kong and Macao combined also surpassed one million. Arrivals from Europe, the Americas, and the Philippines recorded particularly strong growth. Taiwan has transformed from a destination once reliant on a single source market into a diversified and resilient international tourism destination. Taiwan received numerous international recognitions during the year, ranking first worldwide for travel value, sixth in the IMD World Competitiveness Ranking, and 27th in the World Happiness Report. It also earned nine awards in the Green Destinations Top 100 Story Awards, further demonstrating the country's growing competitiveness and leadership in sustainable tourism.

To support the long-term sustainable development of Taiwan tourism, the Executive Yuan approved the Tourism 2030 Initiative in 2025. Key initiatives include establishing the Taiwan Tourism Research and Training Institute as a national tourism think tank, further strengthening the international tourism brand "TAIWAN – Waves of Wonder," and introducing two new destination brands—"Summit of the Tropic of Cancer" and "Smiling Southern Bay"—to showcase Taiwan's unique appeal to the world. These efforts are expected to strengthen the industry's foundations, enhance service quality, and advance Taiwan toward building an NT\$1 trillion tourism industry.

Looking ahead, the Taiwan Tourism Administration will continue working closely with government agencies, industry partners, academic institutions, and tourism stakeholders to build a smarter, more welcoming, and more resilient tourism environment. We hope that travelers from around the world will continue to visit Taiwan time and again, and that this annual report will offer readers a deeper appreciation of the new value of Taiwan's tourism development.