

| 展望 Outlook |

推動台灣觀光 質量並進

——帶動兆元產業——

Advancing Taiwan's Tourism Industry in Quality and Quantity to Build a NT\$1 Trillion Industry

遵照賴總統「國家希望工程」- 邁向 2030 年觀光產業為兆元產業之國政願景，延續「觀光立國」目標，扣合永續與數位之國際發展趨勢，結合低碳運輸與在地文化，發展綠色旅遊，並運用智慧科技結合觀光亮點與品牌行銷，展現臺灣獨特魅力，以捲動國旅發展以及國際觀光客來臺，逐步打造觀光產業成為兆元產業。



In line with President Lai's "National Project of Hope" policy vision of developing the tourism industry into an NT\$1 trillion industry by 2030, Taiwan will continue pursuing the goal of building the nation through tourism. Closely aligned with global trends in sustainability and digital transformation, Taiwan will integrate low-carbon transportation with local culture to promote green tourism, while leveraging smart technologies flagship attractions, and strategic brand marketing to showcase Taiwan's unique appeal. Through these efforts, Taiwan will boost domestic travel momentum, attract more international visitors, and progressively develop tourism into an NT\$1 trillion industry.

智庫領航：觀光研訓院掛牌，引領搶佔國際高端市場

Think Tank Leadership : Taiwan Tourism Institute Launch to Drive Expansion into High-End International Markets

籌設「財團法人台灣觀光研訓院」，做為國家級觀光智庫，已於 115 年 7 月 22 日正式掛牌成立；透過臺灣觀光品牌 3.0、國際交流及主題產品等引客行銷計畫，拓展高端旅遊、郵輪觀光、數位遊牧、會展（MICE）、國際級體育賽事及演唱會等具潛力的旅遊市場，擴大吸引旅客來臺。

The Taiwan Tourism Institute was formally inaugurated on July 22, 2026, as a national-level tourism think tank. Through visitor attraction marketing initiatives—including Taiwan Tourism Brand 3.0, international exchange programs, and themed tourism products—Taiwan will drive expansion into high-potential markets such as luxury travel, cruise tourism, digital nomad travel, meetings, incentives, conferences, and exhibitions (MICE), international sporting events, and concerts to attract more international visitors.

行銷百大亮點：標竿節慶活動加持，引爆國旅熱潮

Marketing the Top 100 Spotlights : Benchmark Festivals to Drive Domestic Travel

中央與地方攜手合作，推廣「臺灣觀光 100 亮點」全國性亮點行銷計畫；優化「臺灣觀光雙年曆」大型活動，如台灣燈會結合 AI 科技與永續理念、台灣仲夏節結合夏日活動、臺灣自行車旅遊節結合國際賽事、臺灣好湯結合在地美食等，以活動帶動人流，捲動國旅熱潮。

The central and local governments will collaborate to promote the nationwide "Taiwan's Top 100 Tourism Spotlights" marketing campaign. Major events on the "Taiwan Tourism Biennial Calendar" will be upgraded, including integrating AI technologies and sustainability concepts into the Taiwan Lantern Festival, linking the Solar Festival in Taiwan with summer activities, incorporating international competitions into the Taiwan Cycling Festival, and pairing the Taiwan Hot Spring campaign with local cuisine. By leveraging major event programming, these initiatives aim to attract visitors and generate momentum for domestic tourism.



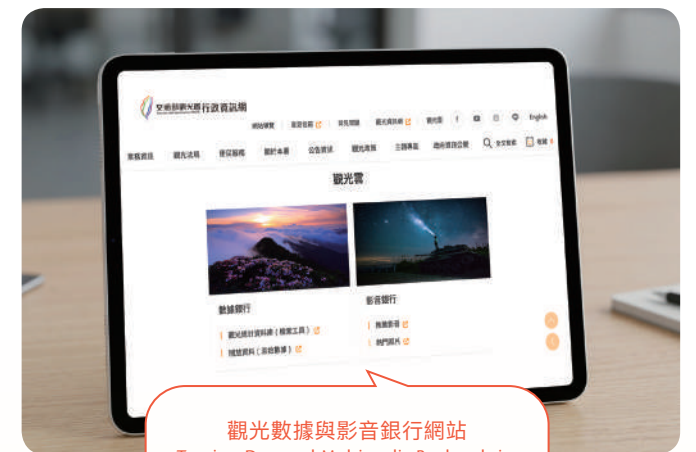
研訓院籌備處成立
Establishment of the Preparatory Office for the
Taiwan Tourism Institute



北回之巔 - 玉山主峰
Peak of the Tropic of Cancer
—Main Peak of Yushan



臺灣觀光 100 亮點官網主視覺
Key visual for the Taiwan's Top 100 Tourism
Spotlights Website



觀光數據與影音銀行網站
Tourism Data and Multimedia Bank website

啟動雙旗艦計畫：深耕永續，打造多元旅遊標竿

Launching Two Flagship Initiatives : Advancing Sustainability and Creating Models for Diverse Tourism

推出「北回之巔旗艦計畫－微笑南灣在臺灣（115-118 年）」及「永續觀光景區亮點旗艦計畫 2.0（115-118 年）」兩大旗艦計畫，打造旅遊新亮點，展現臺灣多元魅力；跨部會合作推廣綠色、文化、客庄、原鄉、農遊、通用化、風金旅遊等多元主題，以永續、特色旅遊產品，吸引國內外旅客。

Two flagship initiatives will be launched: the "Taiwan's Tropic of Cancer Peaks Flagship Program : Smiling South Taiwan Initiative (2026–2029)" and the "Sustainable Tourism Destination Highlights Flagship Program 2.0 (2026–2029)". Together, these initiatives will create new tourism highlights and showcase Taiwan's diverse appeal. Through cross-ministerial collaboration, Taiwan will promote a wide range of tourism themes—including green, cultural, Hakka, Indigenous, agro-, accessible, and Golden Age tourism—attracting domestic and international visitors with distinctive, sustainable tourism products.

數位觀光轉型：智慧平臺與數據賦能景區管理

Digital Tourism Transformation : Smart Platforms and Data-Driven Destination Management

以「AI Ready」為核心，透過建置「觀光綜合管理平臺」，利用 AI 模型與視覺化工具即時監測全臺景區動向及擁擠度，落實承载力管控與安全預警，精準提升營運效率，並整合 13 個管理處網站，啟動「資料大一統」工程，打造「觀光數據與影音銀行」。透過標準化資料庫與 API 服務，優化搜尋引擎曝光並提供民間加值應用，全面強化臺灣觀光的國際數位影響力與旅客體驗。

With "AI Ready" at its core, the Tourism Administration will establish an Integrated Tourism Management Platform that leverages AI models and visualization tools to monitor visitor movements and congestion levels across Taiwan's attractions in real time. This will enable carrying capacity management and safety early-warning mechanisms while improving operational efficiency through data-driven management. Furthermore, the initiative will also integrate the websites of the 13 national scenic area administrations under a unified data initiative to create a Tourism Data and Multimedia Bank. Through standardized databases and API services, it will improve search engine visibility and support value-added private-sector applications, comprehensively strengthening Taiwan's international digital presence and visitor experience.