

專章 Special Report



韌性轉型到品牌領航

From Resilient Transformation to Brand Leadership

T2025 邁向永續新時代

T2025 : Progress toward a New Era of Sustainability

為推動 110-114 年台灣觀光發展，觀光署擬定「Tourism2025-臺灣觀光邁向 2025 方案」，執行期間歷經疫情，觀光署以緩濟急辦理相關紓困、振興及提振國旅工作，落實「疫後轉型、國旅先行、力拼國際回溫」的發展方針，以維穩產業，並於解封後全力衝刺海外市場並捲動國旅熱潮，帶動產業轉型與量能復甦。本方案共計 24 項計畫、44 項關鍵績效指標，已完成階段性任務且計畫期屆滿，有關本方案 5 大重點計畫成果概述如下：

To advance the development of Taiwan's tourism industry during the 2021–2025 period, the Tourism Administration formulated the "Tourism 2025: Taiwan Tourism Toward 2025" program. The program's implementation period coincided with the COVID-19 pandemic, during which the Tourism Administration introduced relief measures, industry revitalization initiatives, and programs to stimulate domestic tourism in response to urgent needs. Guided by the development strategy of "Post-pandemic Transformation, Domestic Tourism First, and Full Efforts to Restore International Tourism," these measures helped stabilize the tourism industry. Following the reopening of borders, the Tourism Administration intensified its overseas marketing efforts while revitalizing domestic tourism, driving industry transformation and recovery. The program comprised 24 projects and 44 key performance indicators. With its phased objectives achieved and the program period concluded, the major outcomes of its five priority areas are summarized below.

打造魅力景點 Developing Attractive Destinations

重要觀光景點建設中程計畫

— 共完成 266 處重要觀光景點，如福隆地區周邊設施優化、觀音山遊憩區設施整修等，以及 109 處通用化設施如龜山島聚落街區風貌形塑工程、無障礙步道及導覽解說設施等，提供民眾友善服務。

體驗觀光 - 地方旅遊環境營造計畫

— 補助地方政府推動遊憩據點或觀光環境營造計有 220 案補助計畫，如桃園市高遶自然步道第 2 期環境營造計畫、南投縣仁愛鄉清境步道及周邊設施環境改善等；114 年遊客人數累計成長率（與評估基準年 109 年相較）87.06%。

景區考核及品質提升計畫

— 完成辦理 65 次國家風景區管理處現地督考勘查作業，以及 125 次地方觀光風景特定區考核行程，持續精進景區經營管理。

旅遊安全檢核及提升計畫

— 辦理觀光團旅遊安全及品質稽查 2,801 團次、輔導觀光遊樂業者及縣市政府完成大量傷病患緊急救難演習或教育訓練 141 場次，督導各地方政府執行旅宿業檢查計 81,113 家次，並完成 13 處國家風景區管理處 260 場次旅遊安全稽（巡、檢）查作業，維護民眾旅遊安全。

國家風景區公廁及相關旅遊服務設施優化提升計畫

— 完成 65 處國家風景區公廁優化改善作業，提供清潔、舒適旅遊環境。

東北角卯澳故事體驗場域台灣景觀大獎佳作
Northeast Coast Mao'ao Story Experience Site Receives Honorable Mention at the Taiwan Landscape Awards



Medium-term Program for Major Tourist Attraction Development

— Improvements were completed at 266 major tourist attractions, including upgrades to visitor facilities in the Fulong area and renovations at the Guanyinshan Recreation Area. In addition, 109 universal-access facilities were developed, including the Guishan Island Settlement Streetscape Improvement Project, accessible trails, and visitor interpretation facilities, providing visitors with a more accessible and user-friendly travel experience.

Experiential Tourism—Local Tourism Environment Development Program

— Subsidies were provided to local governments for 220 projects to develop recreational destinations and enhance tourism environments. These included Phase 2 of the Gaorao Nature Trail Environmental Development Project in Taoyuan City and environmental improvements to the Qingjing Trail and surrounding facilities in Ren'ai Township, Nantou County. By 2025, cumulative visitor growth had reached 87.06% compared with the 2020 baseline year.

Scenic Area Evaluation and Quality Improvement Program

— A total of 65 on-site supervisory inspections were conducted at national scenic area (NSA) administrations, together with 125 evaluation visits to local designated scenic areas, helping strengthen scenic area operations and management.

Travel Safety Inspection and Enhancement Program

— Safety and quality inspections were conducted for 2,801 tour groups. Tourist amusement enterprises and city and county governments were assisted in conducting 141 mass-casualty emergency response drills and training sessions. Local governments were also supervised in carrying out 81,113 inspections of lodging establishments. In addition, 260 travel safety audits, patrols, and inspections were completed across 13 National Scenic Area administrations, helping safeguard visitor safety.

National Scenic Area Public Restroom and Related Travel Service Facility Optimization Program

— Improvements were completed for 65 public restrooms in NSAs, providing visitors with cleaner and more comfortable travel environments.





整備主題旅遊 Developing Themed Travel

提振國旅主題旅遊增值計畫

— 各國家風景區管理處搭配各年度主題，共計開發 65 條主題遊程；並辦理多元化遊程徵選及推廣，徵選各年度旅遊主題遊程，共計 261 條，提供民眾多樣化旅遊選擇。

部落觀光推廣計畫

— 邀請國外媒體及業者來台踩線、行銷推廣，如花蓮支亞部落、阿里山鄒族山美部落、新竹縣泰雅族部落司馬庫斯、臺東比西里岸部落、高雄市茂林區及南投縣日月潭等地，總計辦理 29 件部落國際行銷案，並辦理「台灣部落觀光成果嘉年華」，共計推出 30 條部落旅遊遊程，推廣部落文化特色。

Taiwan PASS 全新升級

— 整合高鐵、台鐵、4 大捷運及 4 條熱門台灣好行路線，於 113 年 1 月 1 日推出「Taiwan PASS 高鐵版」、7 月 1 日推出「Taiwan PASS 台鐵版」，並於 114 年 4 月 10 日再推出 3 款 Taiwan PASS 升級新產品，未來將持續整合相關旅遊服務，增加產品豐富性。

在地特色旅遊媒合推廣計畫

— 輔導中華民國旅行業品質保障協會辦理金質遊程（112 年更名為國際金旅獎）徵選，協助旅行業者開發具創意及優質的體驗式旅遊商品，111-112 年辦理 3 團媒體踩線體驗活動，111-114 年共計選出 308 條得獎行程。112 年起因應觀光永續發展趨勢，辦理永續旅遊推廣及教育訓練，截至 114 年底共計 8,906 人次參與。

臺灣觀光雙年曆遴選及扶植計畫

— 以活動帶動觀光，結合地方加強行銷，提升活動品質，110-114 年輔導地方政府、民間團體及各國家風景區管理處辦理品質提升事項共計 419 項，並分別完成「2022 – 2023 年臺灣觀光雙年曆活動」及「2024 – 2025 年臺灣觀光雙年曆活動」之遴選。114 年度觀光雙年曆 108 項活動，共計吸引逾 1 億遊客人次，經濟效益逾 1,302 億元。



**TAIWAN
PASS**

114 年 Taiwan PASS 推出 3 款升級新產品
Three Upgraded Taiwan PASS Products Launched in 2025

Domestic Tourism Themed Travel Enhancement Program

— In line with each year's tourism theme, the National Scenic Area administrations developed a total of 65 themed itineraries. A selection and promotion program for diverse itineraries was also conducted, with a total of 261 themed itineraries selected and promoted over the program period, providing visitors with a wide variety of travel options.

Indigenous Tourism Promotion Program

— Overseas media representatives and tourism industry professionals were invited to Taiwan on familiarization tours and promotional visits to destinations including the Ciyakang Tribe in Hualien, the Tsou Shanmei Tribe in Alishan, the Atayal village of Smangus in Hsinchu County, the Pisirian Tribe in Taitung, Maolin District in Kaohsiung City, and Sun Moon Lake in Nantou County. A total of 29 international Indigenous tourism marketing initiatives were carried out. The Taiwan Tribal Tourism Carnival was also held, and 30 Indigenous tourism itineraries were introduced to showcase the distinctive cultures of Taiwan's Indigenous communities.

Upgrading Taiwan PASS

— The program integrated Taiwan High Speed Rail, Taiwan Railways, four metro systems, and four popular Taiwan Tourist Shuttle routes. The Taiwan PASS High Speed Rail Edition was launched on January 1, 2024, followed by the Taiwan PASS Taiwan Railways Edition on July 1, 2024. On April 10, 2025, three upgraded Taiwan PASS products were introduced. Going forward, additional travel services will continue to be integrated to further expand and diversify Taiwan PASS offerings.

Local Specialty Tourism Partnership and Promotion Program

— The Travel Quality Assurance Association, R.O.C. was assisted in organizing the selection of Golden Quality Travel Itineraries, renamed the International Golden Travel Awards in 2023, helping travel agencies develop innovative, high-quality experiential tourism products. Between 2022 and 2023, three media familiarization tours were organized. From 2022 through 2025, 308 award-winning itineraries were selected. Beginning in 2023, sustainable tourism promotion and training programs were launched in response to growing emphasis on sustainable tourism development, with 8,906 participants by the end of 2025.

Taiwan Tourism Biennial Calendar Selection and Support Program

— The program leveraged major events to stimulate tourism while strengthening local marketing efforts and improving event quality. Between 2021 and 2025, local governments, private organizations, and National Scenic Area administrations implemented 419 quality improvement initiatives. The selection of events for both the 2022–2023 Taiwan Tourism Biennial Calendar and the 2024–2025 Taiwan Tourism Biennial Calendar was also completed. In 2025, the Tourism Biennial Calendar featured 108 events, attracting more than 100 million visitor trips and generating over NT\$130.2 billion in economic benefits.



2025 台灣燈會 – 無限樂園
2025 Taiwan Lantern Festival–Infinite Paradise

標竿觀光活動傳承計畫

— 辦理「台灣燈會」（114 年 2,030 萬參與人次）、「台灣美食展」（114 年逾 10 萬參與人次）、「台灣仲夏節」（38 場活動）、「全國溫泉行銷推廣活動」（13 場）、「台灣自行車旅遊節行銷推廣活動」（17 場）及「月光海大地藝術節—月光海音樂會」（33 場）等 6 項標竿活動。

觀光圈推動執行計畫

— 13 個管理處已完成 18 個觀光圈建構，透過資源共享，帶動觀光圈品牌效益，並整合為 7 個（北、中、南、東、澎湖、金門、馬祖）「區域觀光圈」，做為整合平臺，盤整在地資源，打造具國際吸引力的特色旅遊產品。

全臺 18 個觀光圈品牌
Taiwan's 18 Tourism Circle Brands



Flagship Tourism Event Program

— Six benchmark events were organized, including the Taiwan Lantern Festival (20.3 million visits in 2025), Taiwan Culinary Exhibition (more than 100,000 visits in 2025), Solar Festival in Taiwan (38 events), National Hot Spring Marketing and Promotion Campaign (13 events), Taiwan Cycling Festival marketing and promotion activities (17 events), and the Taiwan East Coast Land Arts Festival–Moonlit Sea Concert (33 events).

Tourism Circle Promotion and Implementation Program

— The 13 NSA administrations completed the establishment of 18 Tourism Circles. Through resource sharing, the program strengthened the Tourism Circle brand and subsequently integrated the 18 Tourism Circles into seven Regional Tourism Circles—Northern, Central, Southern, Eastern, Penghu, Kinmen, and Matsu. These Regional Tourism Circles serve as collaborative platforms for integrating local resources and developing distinctive tourism products with international appeal.



2025 台灣美食展 – 台灣觀光館啟動儀式
Opening Ceremony of the Taiwan Tourism Pavilion
at the 2025 Taiwan Culinary Exhibition



優化產業環境 Fostering a Stronger Tourism Industry

促進旅行業發展計畫

為提振旅行業發展品牌，以協助旅行業升級發展，增加市場競爭力，增進國際來臺旅客，提升服務品質，強化旅遊安全及創新旅遊產品，於 109 年起各旅行業商業同業公會或經觀光署認可之全國性觀光公益法人均可依規定申請補助，提供從業人員相關教育訓練，為期 4 年，至 112 年底共辦理 67 件。

促進旅宿業發展計畫

鼓勵業者品質提升及品牌化，110-114 年旅館完成轉型經營或提升品質共計 1,643 家、參與星級旅館評鑑業者計 161 家、新增通過好客民宿認證共計 1,313 家。

觀光遊樂業多元轉型計畫

訂定「補助觀光遊樂業優質化實施要點」，補助觀光遊樂業者辦理投資新設施、設備更新、創新服務及數位硬體設施等事項。110-114 年共計核定補助 78 家業者，辦理觀光遊樂業創新、智慧、安心與永續環境發展措施。

觀光產業人才培訓推動計畫

辦理「觀光產業人才培訓推動計畫」，分別依旅行業、旅宿業及觀光遊樂業不同需求辦理中高階管理人員培訓，110-114 年共計培訓 3,703 人次，提升產業服務品質。

Travel Industry Development Promotion Program

To strengthen the travel industry's brand competitiveness and support its continued upgrading, the Tourism Administration implemented measures to enhance market competitiveness, attract more international visitors to Taiwan, improve service quality, strengthen travel safety, and encourage the development of innovative tourism products. Beginning in 2020, travel industry associations and nationwide public-interest tourism organizations recognized by the Tourism Administration became eligible to apply for subsidies, in accordance with applicable regulations, to provide professional training for industry personnel. Over the four-year program period, a total of 67 projects were implemented by the end of 2023.

Lodging Industry Development Promotion Program

To encourage quality enhancement and brand development within the lodging industry, from 2021 to 2025 a total of 1,643 hotels completed business transformation or service quality improvement initiatives, 161 lodging operators participated in the Star Hotel Rating Program, and 1,313 homestays newly obtained Taiwan Host certification.

Tourist Amusement Enterprise Diversification and Transformation Plan

The Tourism Administration introduced the Directions for Subsidizing Quality Improvements in the Tourist Amusement Industry to support operators in investing in new attractions, upgrading facilities and equipment, introducing innovative services, and expanding digital infrastructure. From 2021 to 2025, subsidies were approved for 78 operators, supporting initiatives focused on innovation, smart tourism, visitor safety, and sustainable development.

Tourism Industry Talent Training Promotion Program

Through the Tourism Industry Talent Development Program, specialized training was provided for mid- and senior-level managers in the travel, lodging, and tourist amusement sectors, with curricula tailored to the needs of each industry. From 2021 to 2025, a total of 3,703 participants completed the program, helping to strengthen professional capabilities and enhance service quality across the tourism industry.

114 星級評鑑說明會
2025 Star Hotel Evaluation Briefing



114 年觀光產業關鍵人才培育計畫
2025 Key Talent Development Program for the Tourism Industry



推展數位體驗 Advancing Digital Tourism Experiences

數位觀光推動計畫

透過辦理「觀光盃 OpenData 黑客松」競賽、舉辦「觀光產業數位博覽會」，協助觀光產業數位轉型；並優化擴充本署現有觀光大數據平台，匯集多項數據資料並提供分析功能，110-114 年共計完成旅宿產業數據等 5 項分析應用案例，作為未來提升內部決策力以及回饋產業規劃參考。

數位體驗加值計畫

推動探索行動化、體驗立體化（AR、VR）等數位加值服務，110-114 年共計完成 11 處數位體驗場域；並推廣台灣多元自行車路線，拍攝完成 16 條新自行車路線於國外線上自行車騎乘體驗平台（Rouvy）上架，113 年亦配合日月潭舉辦的「環法自行車挑戰賽」，於 Rouvy 平台辦理環法賽路線線上騎乘體驗競賽活動，線上線下共同行銷台灣。台灣觀光資訊網建置智慧化之 Smart 智慧觀光地圖模式，並導入人工智慧 AI 客服 ChatBot，便利民眾取得旅遊資訊。

i-center 品牌化及商業模式推廣計畫

輔導管理處推動「行動旅服」路線，使旅遊服務觸角延伸至遊客中心外之遊客聚集區域，機動服務重要景點周邊遊客；110-114 年已設置 653 處借問站，其中 59.7% 的借問站已提供外語或電子摺頁。

便利自由行旅運計畫

開行 90 條「台灣好行」營運路線，並自 112 年 5 月 20 日起，民眾可持電子票證（含行動支付）搭乘優惠路線享票價半價優惠，112-114 年共 1,702 萬人次搭乘。另「台灣觀巴」，計有 29 家業者，105 條路線，並自 112-114 年推出台灣觀巴 2 人同行 1 人免費，並適時加碼推出 1、2、3 折優惠，深受各界好評，114 年營業額相較 113 年同期，成長超過 2% 以上之家數達 17 家。

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



Digital Tourism Promotion Program

Digital value-added services were promoted through mobile travel applications and immersive technologies such as augmented reality (AR) and virtual reality (VR). From 2021 to 2025, 11 digital tourism experience sites were completed: To accelerate the digital transformation of the tourism industry, the Tourism Administration organized the Tourism Open Data Hackathon and the Digital Expo for the Tourism Industry. It also upgraded and expanded its Tourism Big Data Platform by integrating multiple data sources and enhancing its analytical capabilities. From 2021 to 2025, the platform supported the development of five data analytics applications, including analyses of the lodging industry, providing valuable insights for internal decision-making and future tourism policy and industry planning.

Digital Experience Value-added Program

Digital value-added services were promoted through mobile travel applications and immersive technologies such as augmented reality (AR) and virtual reality (VR). From 2021 to 2025, 11 digital tourism experience sites were completed. To promote Taiwan's diverse cycling routes, 16 new cycling routes were professionally filmed and made available on Rouvy, an international virtual cycling platform. In 2024, in conjunction with the L'Étape Sun Moon Lake by Tour de France cycling event, an online riding challenge based on Tour de France routes was hosted on the Rouvy platform, combining online and on-site activities to showcase Taiwan as a cycling destination. The Taiwan Tourism Information Website was also enhanced with a Smart Tourism Map and an AI-powered chatbot, making travel information more accessible and convenient for visitors.

i-center Branding and Business Model Promotion Program

NSA administrations were encouraged to expand Mobile Visitor Services, extending tourism information beyond visitor centers to high-traffic tourist locations and providing flexible, on-site assistance at major attractions. From 2021 to 2025, 653 "Ask Me" Information Stations were established, with 59.7% offering foreign-language services or digital brochures.

Convenient Transportation for Independent Travelers Program

A total of 90 Taiwan Tourist Shuttle routes were in operation during the program period. Beginning on May 20, 2023, travelers using electronic ticketing—including mobile payment—became eligible for 50% discounted fares on designated promotional routes. From 2023 to 2025, the Taiwan Tourist Shuttle system served 17.02 million passenger trips. The Taiwan Tour Bus network expanded to 29 operators offering 105 routes. Between 2023 and 2025, promotional campaigns—including a Buy One, Get One Free offer for two travelers, as well as limited-time discounts of 70%, 80%, and 90% off—were launched to encourage travel and received a strong public response. In 2025, 17 operators recorded year-on-year revenue growth of more than 2% compared with the same period in 2024.

廣拓觀光客源

Expanding Visitor Markets

精準客源開拓計畫

— 疫後來台旅客穩步成長，114 年全年來台旅客達 857.4 萬人次，較 113 年全年（785 萬人次）成長 9.1%，日本、港澳及韓國市場均逾百萬人次規模。未來觀光政策將以「質量並進」為目標，強調「產值」與「品質」，關注人均消費和停留天數，吸引高品質、高價值的旅客，同時顧及居民生活品質，並以永續觀光為發展方向。

強化品牌行銷

- **強化品牌行銷及推出各市場觀光代言人：**以多元觀光宣傳擴大行銷廣度（包括參與國際旅展、海外觀光推廣會、戶外廣告、線上宣傳、KOL 合作社群平臺行銷等），並推出日本、韓國、馬來西亞（穆斯林）、印尼及泰國市場觀光代言人，分別為知名日本影帝妻夫木聰、韓團 Super Junior 成員圭賢、印尼人氣巨星咪卡·譚巴勇（Mikha Tambayoung Mahendra）、泰國當紅實力派演員提拉德（Teeradetch Metawarayut）捲動臺灣觀光話題。
- **強化海外據點服務：**110-114 年，本署共計成立 1 個駐外辦事處（釜山）、8 個台灣觀光服務分處（TTIC）（孟買、雅加達、巴黎、溫哥華、馬尼拉、阿姆斯特丹、西雅圖、雪梨），持續強化全球據點服務量能及觸角，以全球策略布局及多元化行銷，積極提升國際來臺旅客規模。
- **強化合作推廣主題旅遊：**強化雙邊（臺日、臺韓、臺越、臺泰觀光會議及臺泰人才交流）與多邊（如參加 APEC、PATA 等）交流，以掌握國際趨勢拓展商機，並結合臺灣多元特色，攜手文化部、農業部、經濟部、運動部、客家委員會及原住民族委員會等部會，推廣文化、休閒農漁業、會展獎旅（MICE）、國際體育賽事、客庄及原鄉等旅遊，整合觀光資源，加速觀光產業發展。

Targeted Market Development Program

— Following the pandemic, international visitor arrivals to Taiwan recovered steadily. In 2025, Taiwan welcomed 8.574 million international visitors, representing a 9.1% increase over the 7.85 million arrivals recorded in 2024. Visitor arrivals from Japan, Hong Kong and Macao, and South Korea each surpassed the one-million mark. Looking ahead, Taiwan's tourism policy will pursue balanced growth in both quality and quantity, placing greater emphasis on tourism value creation and visitor experience. In addition to increasing visitor numbers, the focus will shift toward higher per capita spending and longer lengths of stay, attracting high-value visitors while safeguarding residents' quality of life and advancing sustainable tourism development.



2025 亞太經濟合作 (APEC) 出訪人員合照
2025 APEC Delegation

Strengthening Brand Marketing

- **Strengthening Taiwan's Tourism Brand through Market-specific Ambassadors :** To broaden the reach of Taiwan's tourism marketing, the Tourism Administration implemented a wide range of promotional initiatives, including participation in international travel fairs, overseas tourism promotion events, outdoor advertising, digital marketing campaigns, and collaborations with key opinion leaders (KOLs) on social media platforms. Market-specific tourism ambassadors were also appointed for Japan, South Korea, Malaysia (Muslim market), Indonesia, and Thailand. These included acclaimed Japanese actor Satoshi Tsumabuki, Kyuhyun of the Korean group Super Junior, Indonesian celebrity Mikha Tambayong, and Thai actor Teeradetch Metawarayut, helping generate widespread international attention for Taiwan tourism.

- **Expanding Overseas Tourism Service Networks :** From 2021 to 2025, the Tourism Administration established one overseas office in Busan and eight Taiwan Tourism Information Centers (TTICs) in Mumbai, Jakarta, Paris, Vancouver, Manila, Amsterdam, Seattle, and Sydney. Together, these overseas offices have strengthened the capacity and reach of Taiwan's international tourism service network. Supported by a globally coordinated strategy and diversified marketing initiatives, they continue to expand Taiwan's international visitor markets.

- **Strengthening Partnerships to Promote Themed Tourism :** The Tourism Administration enhanced both bilateral cooperation—including Taiwan–Japan, Taiwan–Korea, Taiwan–Vietnam, and Taiwan–Thailand tourism conferences, as well as Taiwan–Thailand tourism talent exchanges—and multilateral engagement through organizations such as APEC and PATA to monitor global tourism trends and expand international opportunities. Working in partnership with the Ministry of Culture, Ministry of Agriculture, Ministry of Economic Affairs, Ministry of Sports, Hakka Affairs Council, and Council of Indigenous Peoples, the Administration promoted a wide range of themed tourism experiences, including cultural tourism, recreational agriculture and fisheries, MICE tourism, international sporting events, Hakka cultural destinations, and Indigenous tourism. By integrating tourism resources across sectors, these collaborations strengthened Taiwan's tourism offerings and accelerated industry development.

特定客群開發計畫

- **獎勵旅遊：**111 年及 114 年修正「推動境外獎勵旅遊來臺獎勵要點」，加強爭取商務旅遊，110-114 年共吸引 49,245 人次來台。
- **教育旅行：**110-114 年共吸引 74,244 人次來台。
- **穆斯林市場：**台灣自 110 年起迄今於「全球穆斯林旅遊指數（GMTI）」非伊斯蘭合作組織旅遊目的地獲列前三名等評比肯定，顯示推動台灣穆斯林旅遊工作有成。
- **推廣樂齡旅遊及無障礙旅遊：**110-114 年輔導旅行業推廣樂齡旅遊及無障礙旅遊總計補助 1,519 團；建置 65 處無障礙旅遊景點。

台灣觀光品牌深化計畫

— 於 113 年 5 月 6 日完成台灣觀光全新品牌 3.0CIS 識別設計「TAIWAN – Waves of Wonder」，並持續透過多元管道投放新品牌宣傳廣告，全球行銷新品牌 3.0 形象，例如於我國主要引客市場具有影響力之媒體（如英國 BBC 電視、美國 CNN 電視等主流媒體、紐約時報廣場戶外螢幕及數位媒體如 Netflix、Google、YouTube 等）強力放送，以魅力行銷臺灣，衝刺來臺觀光人數。



紐約時報廣場戶外廣告
Outdoor Advertising in New York's Times Square

Targeted Market Development Program

- **Incentive travel :** The Directions for Incentives to Promote Overseas Incentive Travel to Taiwan were revised in 2022 and 2025 to strengthen Taiwan's competitiveness in the incentive travel market. From 2021 to 2025, the program attracted 49,245 incentive travelers to Taiwan.
- **Educational travel :** From 2021 to 2025, Taiwan welcomed 74,244 educational travelers.
- **Muslim-friendly Tourism :** Since 2021, Taiwan has consistently ranked among the top three non-Organization of Islamic Cooperation (OIC) destinations in the Global Muslim Travel Index (GMTI), demonstrating the success of its efforts to develop a welcoming and Muslim-friendly travel environment.

- **Senior and Accessible Tourism :** From 2021 to 2025, the Tourism Administration provided guidance to travel agencies in promoting senior and accessible tourism, subsidizing a total of 1,519 tour groups, and established 65 accessible tourist attractions, continuing to promote tourism that is inclusive and accessible to all.

Taiwan Tourism Brand Enhancement Program

— On May 6, 2024, the Tourism Administration officially unveiled the new Taiwan Tourism Brand 3.0 visual identity, "TAIWAN – Waves of Wonder." Since its launch, the new brand has been promoted worldwide through an integrated multimedia marketing campaign. Advertising has appeared across influential media channels in Taiwan's key visitor source markets, including BBC in the United Kingdom, CNN in the United States, prominent outdoor displays in New York's Times Square, and leading digital platforms such as Netflix, Google, and YouTube. Through these high-profile campaigns, the Tourism Administration has continued to strengthen Taiwan's international tourism brand and attract more visitors from around the world.



台灣 連續四年 名列
GMTI 穆斯林友善旅遊目的地 前三名！
Taiwan Ranked Among the Top Three Muslim-friendly
Destinations in the GMTI for Four Consecutive Years



輔導旅行業推廣樂齡及無障礙旅遊
總計補助 1,519 團！
Subsidies Supported 1,519 Senior and Accessible Tour
Groups Organized by Travel Agencies