

旅遊

Travel Market

市場

根據聯合國觀光組織（UN Tourism）統計，2025 年國際觀光入境人次已超越 2019 年（疫情前）水準，隨著疫後旅遊市場復甦，2025 年來臺旅客達 857 萬 4,547 人次，整體人次較 2024 年增加 9.12%。未來將持續多面向開拓全球重要及具高度潛力來臺客源市場，盼能為臺灣創造更多元永續旅遊商機。

According to statistics from UN Tourism, international tourist arrivals in 2025 surpassed pre-pandemic levels. As the post-pandemic travel market continued to recover, Taiwan welcomed 8,574,547 inbound visitors in 2025, an increase of 9.12% over 2024. Moving forward, Taiwan will continue its efforts to develop major and high-potential global source markets on multiple fronts, with the aim of creating more diverse and sustainable tourism opportunities.



臺灣旅遊市場 Taiwan Travel Market

114 年國人國內旅遊達 2.48 億旅次，總消費達 181.06 億元，雙雙創下歷年新高。國人平均出遊次數為 11.65 次，較 113 年增加 1.19 次，但平均旅遊天數 1.32 天 / 次，減少 0.07 天 / 次，假日出遊比率增加 0.5 個百分點，整體旅遊滿意度 98.7%，呈現短時高頻輕旅行的旅遊樣貌。

In 2025, domestic travel by Taiwan residents reached 248 million trips, with total spending reaching NT\$18.106 billion. Both figures set record highs. The average number of trips per person was 11.65, an increase of 1.19 trips from 2024; however, the average trip length was 1.32 days per trip, down 0.07 days per trip. The share of travel taken during holidays and weekends rose by 0.5 pp, while overall travel satisfaction reached 98.7%, reflecting a travel pattern characterized by shorter, more frequent light trips.



114 年國人國內旅遊重要指標統計表 Major Indices of Domestic Travel in 2025

項目 Items	114 年 2025		113 年 2024		114 年與 113 年比較 2025 versus 2024	
國人國內旅遊比率 Domestic travel rate	90.2%		90.8%		▼ 0.6 個百分點 (※) Down 0.6 percentage points	
平均每人旅遊次數 Average number of trips per person	11.65 次 11.65 trips		10.46 次 10.46 trips		▲ 1.19 次/trips	
國人國內旅遊總旅次 Total number of domestic trips by citizens	247,614,000 旅次 247,614,000 trips		222,032,000 旅次 222,032,000 trips		▲ 11.52%	
平均旅遊天數 Average number of days per trip	1.32 天 / 次 1.32 days		1.39 天 / 次 1.39 days		▼ 0.07 天 / 次 Down 0.07 days	
假日旅遊比率 Travel taken during holidays and weekends	67.2%		66.7%		▲ 0.5 個百分點 (※) Up 0.5 percentage points	
旅遊整體滿意度 Overall satisfaction level	98.7%		98.8%		▼ 0.1 個百分點 (※) Decreased by 0.1% (※)	
每旅次平均旅遊支出 Average spending per trip	新臺幣 2,279 元 NT\$2,279	73.12 美元 US\$73.12	新臺幣 2,323 元 NT\$2,323	72.35 美元 US\$72.35	NTD ▼ 1.89%	USD ▲ 1.06%
國人國內旅遊總支出 Total expenditure on domestic travel	新臺幣 5,643 億元 NT\$564.3 billion	181.06 億美元 US\$18.106 billion	新臺幣 5,158 億元 NT\$515.8 billion	160.65 億美元 US\$16.065 billion	NTD ▲ 9.40%	USD ▲ 12.70%

註：• 本表資料來源為 114 年「臺灣旅遊狀況調查報告」，調查對象為年滿 12 歲以上國民。
• (※) 符號表示在 5% 顯著水準下，經 t 檢定後無顯著差異。
• 國內旅遊比率係指國民全年至少曾在國內旅遊 1 次者的占比。

• Source: 2025 Survey of Travel by R.O.C. Citizens; respondents were Taiwan citizens aged 12 and above.
• The (※) symbol indicates that the significance level was under 5% and shown by t-test to not be a significant difference.
• The domestic tourism ratio refers to the ratio of Taiwan nationals who made at least one domestic trip during the year.



主要觀光遊憩據點遊客到訪概況
Visitor Trends at Major Tourism Attractions

114 年全臺遊憩據點共計 393 處，排除 113 年新增及刪除據點後，以 359 處相同據點進行比較，其中正成長據點 207 處、負成長 152 處，整體呈現多數據點穩健回溫趨勢。國家公園及國家級風景特定區雖仍有部分據點受災後修復、交通影響或市場波動衝擊，但亦有多處景點大幅成長，例如古寧頭戰史館、太魯閣國家公園遊客中心，以及澎湖地區多處遊客中心皆展現明顯回流，顯示離島與特色景區持續受到旅客青睞。

地方型觀光場域方面，直轄市及縣市級風景特定區、森林遊樂區及休閒農業場域整體表現穩定，其中龍潭湖、烏來風景特定區、奧萬大及池南國家森林遊樂區皆有亮眼成長，反映國人對自然療癒、生態旅遊及近郊休閒需求持續增加。部分據點則因天候、設施整修或區域競爭影響而出現衰退，如五峰旗、富源森林遊樂區及部分休閒農場，顯示旅遊市場已朝向分眾化與體驗品質導向發展。

文化觀光與宗教旅遊則成為 114 年成長亮點。孔廟園區、赤嵌樓周邊、國立臺灣美術館、大甲鎮瀾宮及勝利星村創意生活園區等據點皆大幅成長，展現文化節慶、歷史場域與藝文活動對人流帶動效果顯著。其中博物館類型共有 29 處正成長，宗教場所亦以大甲鎮瀾宮成長最為突出，顯示深度文化體驗、地方創生與活動策展已逐漸成為吸引旅客的重要核心動能。



文化觀光與宗教旅遊為 114 年成長亮點，大甲鎮瀾宮成長最突出
Cultural tourism and religious tourism were growth highlights in 2025, with Dajia Jenn Lann Temple posting the most notable Increase



In 2025, Taiwan had a total of 393 tourism and recreation sites. Excluding sites that were newly added or removed in 2024, a comparison of 359 identical sites showed growth at 207 sites and declines at 152 sites, indicating a steady overall recovery across most destinations. Although some sites in national parks and national scenic areas continued to be affected by post-disaster restoration, transportation conditions, or market fluctuations, many attractions recorded substantial growth. These included the Guningtou Battle Museum, Taroko National Park Visitor Center, and several visitor centers in the Penghu area, all of which saw a clear return of visitors. This shows that offshore islands and distinctive scenic areas remained popular among travelers.

Among local tourism sites, designated scenic areas at the municipal and county or city levels, forest recreation areas, and recreational agriculture sites were generally stable. Longtan Lake, Wulai Scenic Area, Aowanda National Forest Recreation Area, and Chihnan National Forest Recreation Area all posted strong growth, reflecting continued increases in demand among Taiwan residents for nature-based healing, ecotourism, and suburban leisure. Some sites, including Wufengqi, Fuyuan Forest Recreation Area, and certain recreational farms, experienced declines due to weather, facility renovations, or regional competition. This indicates that the tourism market has moved toward greater segmentation and a stronger focus on the quality of visitor experiences.

Cultural tourism and religious tourism emerged as growth highlights in 2025. Sites including the Confucius Temple area, the area surrounding Chikan Tower, the National Taiwan Museum of Fine Arts, Dajia Jenn Lann Temple, and Victory Star Village Creative Life Park all recorded substantial growth, demonstrating the significant ability of cultural festivals, historic sites, and arts and cultural events to draw visitors. Among museum-type sites, 29 recorded positive growth. Among religious sites, Dajia Jenn Lann Temple posted the most notable increase. This shows that in-depth cultural experiences, local revitalization, and curated events have gradually become important core drivers in attracting travelers.



114 年 1 月至 12 月主要觀光遊憩據點遊客人次統計類型趨勢表
Visitor Trends at Major Tourism and Recreation Attractions in Taiwan in 2025 (Jan-Dec)

備註：114 年度新增之據點不列入本表統計。 Note: New visitor sites added in 2025 are not included in the table

類型 Site Category	總據點數(個) Total sites	與113年1月 - 12月相比 YoY (Jan-Dec)			
		遊客人次增加之據點 Sites with More Visits		遊客人次減少之據點 Sites with Fewer Visits	
		數目(個) Sites	占比 (% of total)	數目(個) Sites	占比 (% of total)
國家公園 National Parks	42	17	40.48	25	59.52
國家風景區 National Scenic Areas	73	32	43.84	41	56.16
直轄市及縣(市)級風景特定區 Designated scenic areas at the municipal or county (city) level	18	9	50.00	9	50.00
森林遊樂區 Forest Recreation Areas	19	13	68.42	6	31.58
休閒農業區及休閒農場 Recreational Agriculture Areas and Recreational Farms	5	2	40.00	3	60.00
觀光地區 Tourist Areas	14	6	42.86	8	57.14
博物館 Museums	38	29	76.32	9	23.68
宗教場所 Religious Sites	15	11	73.33	4	26.67
其他 Other	135	88	65.19	47	34.81
總計 Total	359	207	57.66	152	42.34



來臺旅遊市場 Inbound Travel Market

114 年來臺旅客 857 萬 4,547 人次，較 113 年增加 9.12%。平均停留 6.95 夜（減少 0.03 夜），日均消費 185.14 美元（增加 2.31 美元），來臺觀光支出達新臺幣 3,439 億元（增加 6.80%），顯示旅客轉向停留短但消費更集中的深度體驗與精緻服務。按旅客居住地分，以日本 148 萬 3,176 人次最多，占 17.30%；其次為港澳 131 萬 139 人次（占 15.28%）及韓國 101 萬 6,520 人次（占 11.86%）。依來臺目的分析，以「觀光」588 萬 3,794 人次最多，占 68.62%，其次為「其他」171 萬 4,351 人次，占 19.99%；來臺旅客中有 51.95% 為女性，年齡則以 30-39 歲者最多，占 23.37%。

114 年來臺旅遊市場重要指標 Key Indicators of Taiwan's Inbound Travel Market in 2025

項目 Items	114 年 2025		113 年 2024		114 年與 113 年比較 2025 vs 2024
來臺旅客人次 Number of visitor arrivals to Taiwan	857 萬 4,574 人次 8,574,574 visitors		785 萬 7,686 人次 7,857,686 visitors		▲ 9.12%
來臺旅客平均停留夜數 Average length of stay of visitors to Taiwan	6.95 夜 6.95 / nights		6.98 夜 6.98 / nights		▼ 0.03 夜 / nights
來臺旅客平均每人每日消費金額 Average daily spending per person by inbound visitors	新臺幣 5,770 元 NT\$5,770	185.14 美元 US\$185.14	新臺幣 5,870 元 NT\$5,870	182.83 美元 US\$182.83	▲ 1.26% in USD 新臺幣減少 1.7% \$1.7% in NTD
來臺旅客觀光支出 (不含國際機票費) Annual Amount of Inbound Tourism Expenditure (excluding international flight tickets)	新臺幣 3,439 億元 NT\$343.9 billion	110.33 億美元 US\$11.033 billion	新臺幣 3,220 億元 NT\$322 billion	100.28 億美元 US\$10.028 billion	▲ 10.02% in USD 新臺幣增加 6.80% \$6.80% in NTD

註：本表資料來源為 114 年「來臺旅客消費及動向調查報告」 Note：Source—2025 Annual Survey Report on Visitors Expenditure and Trends in Taiwan

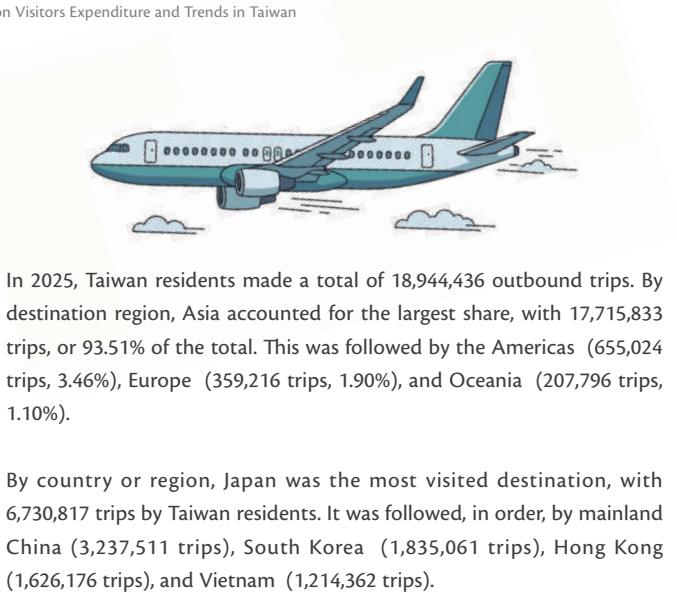
國人出國觀光市場 Outbound Travel Market

114 年國人出國共計 1,894 萬 4,436 人次。依出國目的地分析，以前往亞洲地區為最多，計 1,771 萬 5,833 人次（占 93.51%），其次為美洲地區 65 萬 5,024 人次（占 3.46%）、歐洲地區 35 萬 9,216 人次（占 1.90%）、大洋洲地區 20 萬 7,796 人次（占 1.10%）。

依國家（地區）別分析，赴日本 673 萬 817 人次為最多，其次依序為中國大陸 323 萬 7,511 人次、韓國 183 萬 5,061 人次、香港 162 萬 6,176 人次、越南 121 萬 4,362 人次。



In 2025, Taiwan welcomed 8,574,547 inbound visitors, an increase of 9.12% from 2024. The average length of stay was 6.95 nights, down 0.03 nights, while average daily spending was US\$185.14, up US\$2.31. Inbound tourism expenditure reached NT\$343.9 billion, an increase of 6.80%. These figures indicate a shift toward shorter stays combined with more concentrated spending on in-depth experiences and refined services. By place of residence, Japan was the largest source market, with 1,483,176 visitors, accounting for 17.30% of the total. This was followed by Hong Kong and Macao with 1,310,139 visitors, or 15.28%, and South Korea with 1,016,520 visitors, or 11.86%. By purpose of visit, “tourism” accounted for the largest share, with 5,883,794 visitors, or 68.62%, followed by “other” purposes, with 1,714,351 visitors, or 19.99%. Among inbound visitors, 51.95% were female, and the largest age group was 30–39, accounting for 23.37% of the total.



觀光整體收入 Outbound Travel Market

來臺旅客觀光支出及國人國內旅遊支出總和，114 年計約為 291.39 億美元，占當年 GDP 百分比為 3.16%。

來臺旅客觀光支出 Inbound Tourism Expenditure

依據「114 年來臺旅客消費及動向調查」，114 年來臺旅客觀光支出約為 110.33 億美元，較 113 年增加 10.02%。

國人國內旅遊支出 Domestic Tourism Expenditure

依據「114 年臺灣旅遊狀況調查報告」，114 年 12 歲以上國人國內旅遊約為 2.48 億旅次，每人每次旅遊平均支出約為 73.12 美元，平均旅遊天數約為 1.32 天，推估國人國內旅遊總支出約為 181.06 億美元，較 113 年增加 12.70%。



全球旅遊市場 The Global Travel Market

全球觀光業概況 Overview of the Global Tourism Market

2025 年全球航空業、觀光業持續穩健成長，國際旅遊市場已正式邁入疫後常態化發展階段。根據 IATA 數據，2025 年全球航空客運量（RPKs，乘客收入公里數）較 2024 年成長 5.3%，同期航空運量（ASKs，可用座位公里數）亦成長 5.2%，整體旅客載客率（PLF，已使用可用座位公里數百分比）達 83.6%，創下全年航空運輸歷史新高。觀光旅遊業方面，2025 年全球國際旅客人次達 15.3 億，較 2019 年（疫情前）及 2024 年成長 4%。展望 2026 年，有鑒於旅遊旅遊需求持續增長，航空客運量估計可超過 52 億人次，而國際旅客人次預估將較 2025 年成長 3~4%，航空、觀光旅遊業發展後勢可期。



The total tourism revenue, which includes inbound tourism expenditure by visitors to Taiwan and domestic tourism expenditure by locals, was estimated to be approximately US\$29.139 billion in 2025, accounting for 3.16% of GDP for that year.

According to the "2025 Annual Survey Report on Visitors Expenditure and Trends in Taiwan," the inbound tourism expenditure for visitors to Taiwan in 2025 was estimated to be approximately US\$11.033 billion, an increase of 10.02% compared to 2024.

According to the "2025 Survey of Travel by R.O.C. Citizens," Taiwanese nationals aged 12 and above made approximately 248 million domestic trips in 2025. The average expenditure per person per trip was about US\$73.12, and the average length of domestic trips was approximately 1.32 days. This resulted in an estimated total domestic tourism expenditure of about US\$18.106 billion, reflecting an increase of 12.70% compared to 2024.



In 2025, the global aviation and tourism industries continued to grow steadily, and the international travel market formally entered a stage of post-pandemic normalization. According to IATA data, global air passenger traffic, measured in revenue passenger kilometers (RPKs), increased by 5.3% in 2025 compared with 2024. Over the same period, airline capacity, measured in available seat kilometers (ASKs), rose by 5.2%, while the overall passenger load factor (PLF), the percentage of available seat kilometers used, reached 83.6%, setting a new annual record for air transport. In tourism, international tourist arrivals worldwide reached 1.53 billion in 2025, up 4% compared with both 2019, before the pandemic, and 2024. Looking ahead to 2026, as travel demand continues to grow, air passenger volume is estimated to exceed 5.2 billion passengers, while international tourist arrivals are projected to increase by 3% to 4% from 2025. The outlook for both aviation and tourism therefore remains promising.

根據 UN Tourism 信心指數顯示，僅 39% 觀光專業人士認為 2026 年國際觀光的前景較 2025 年更好，儘管全球通膨趨緩，但觀光服務通膨仍高於水平，未來國際觀光產業將持續面臨全球經濟、高旅遊成本、地緣政治緊張、油價波動及極端氣候的影響，價格敏感型旅客更重視性價比偏好物超所值、離家近的旅行，且對旅遊市場的信心較為保守。在旅遊型態方面，以城市型短程旅遊成長最快，其次為自然或山岳型及會展旅遊；另隨著選擇秘境探索的旅客日益增加，帶動自然或山岳型的旅遊，亦反映出永續旅遊的選擇日漸成為重要考量的趨勢；同時會展產業的強勁復甦，將提升主辦國際活動目的地的能見度，並吸引高消費旅客前往。

According to the UN Tourism Confidence Index, only 39% of tourism professionals believed that the outlook for international tourism in 2026 would be better than in 2025. Although global inflation has eased, inflation in tourism services remains above average. In the future, the international tourism industry will continue to be affected by global economic conditions, high travel costs, geopolitical tensions, oil price volatility, and extreme weather. Price-sensitive travelers are placing greater emphasis on value for money, favoring trips that offer good value and are closer to home, and their confidence in the travel market remains relatively conservative. In terms of travel patterns, short urban trips recorded the fastest growth, followed by nature- or mountain-based travel and MICE tourism. As more travelers choose to explore lesser-known destinations, demand for nature- and mountain-based tourism has also increased, reflecting a trend in which sustainable travel choices are becoming an increasingly important consideration. At the same time, the strong recovery of the MICE industry will raise the visibility of destinations that host international events and attract high-spending travelers.

區域 Region	年旅客（百萬人次） Visits (Millions)		同期成長率（%） YoY Increase (%)
	2024	2025	2025
全球 Global	1462	1534	5.0
已開發經濟體 Advanced economies	783	815	4.1
新興經濟體 Emerging economies	679	719	6.0
歐洲地區 Europe	772.1	809.6	4.9
北歐 Northern Europe	85.2	85.6	0.6
西歐 Western Europe	216.2	227.4	5.2
中 / 東歐 Central / Eastern Europe	140.3	152.4	8.7
南歐 / 地中海地區 Southern Europe / Mediterranean Region	330.5	344.1	4.1
亞太地區 Asia-Pacific	301.9	325.2	7.7
東北亞 Northeast Asia	138.8	158.9	14.5
東南亞 Southeast Asia	122.7	125.2	2.1
南太平洋地區 South Pacific	14.4	15.4	6.8
南亞 South Asia	26.1	25.7	-1.4
美洲地區 The Americas	216.6	219.7	1.4
北美 North America	137.2	135.9	-1.0
加勒比海地區 Caribbean	29.9	30.1	0.4
中美 Central America	12.9	13.7	6.1
南美 South America	36.5	40.1	9.8
非洲地區 Africa	74.3	79.6	7.0
北非 North Africa	31.9	35.3	10.5
次撒哈拉地區 Sub-Saharan Africa	42.4	44.3	4.4
中東地區 Middle East	96.6	100.1	3.7

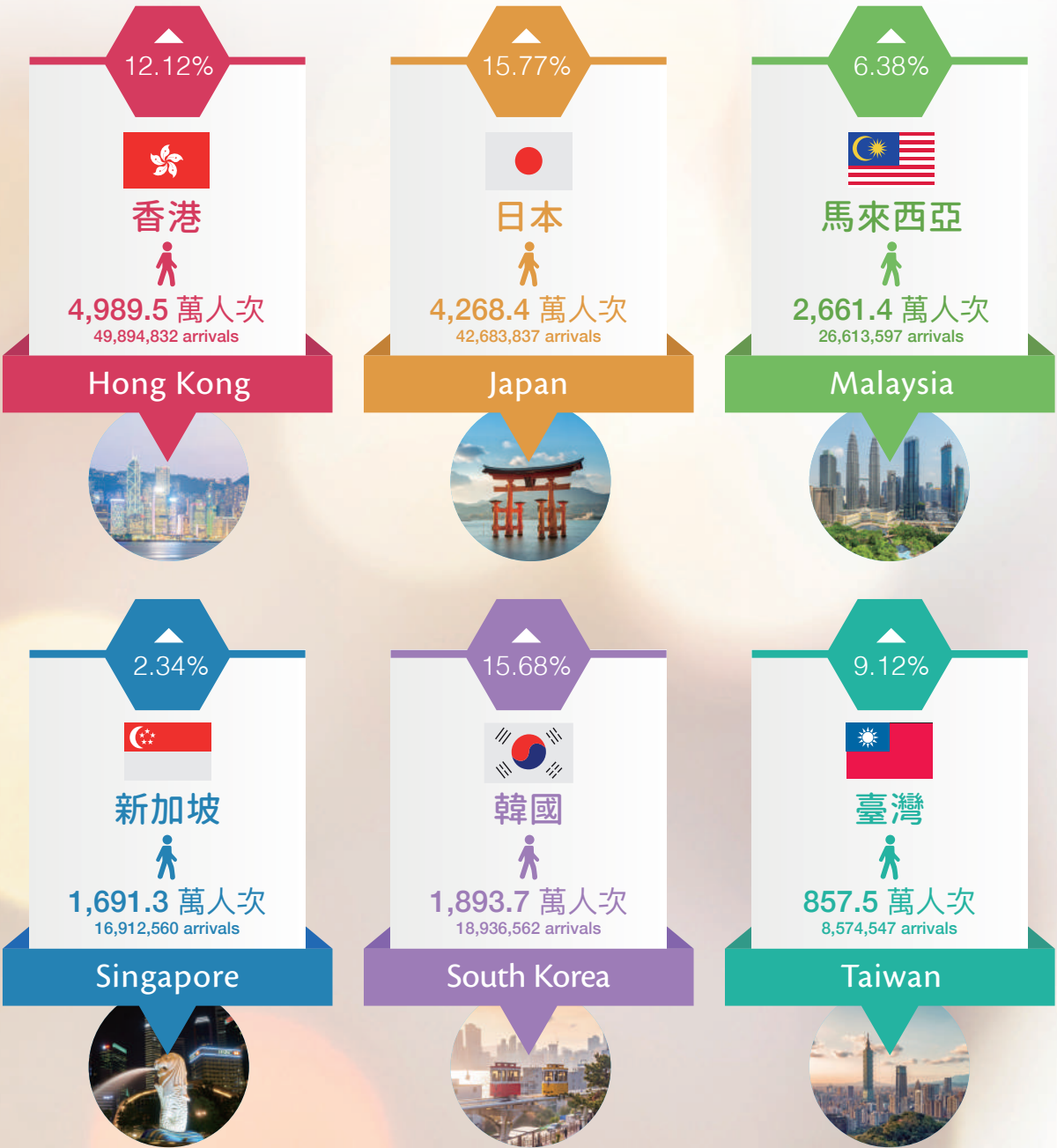
亞洲觀光市場概況 Overview of Asian Tourism Markets

觀光產業復甦，2025 年亞洲各觀光市場入境旅客人次皆為正成長。

Inbound visitor numbers rebounded in 2025 amid a broader tourism recovery.

2025 年亞洲各觀光市場入境旅客人次 Number of Inbound Visitors for Major Asian Tourism Markets in 2025

👤 人次 Arrivals ▲ 成長率 Change YoY



資料來源：日本政府觀光局、香港旅遊發展局、韓國觀光公社、新加坡旅遊局、馬來西亞觀光局
Sources : Japan National Tourist Organization, Hong Kong Tourism Board, Korea Tourism Organization, Singapore Tourism Bureau, Malaysia Tourism Promotion Board

Source: Volume 24, Issue 2, Updated May 2026, UN Tourism World Tourism Barometer