

# 109 年 重要施政成果

## Major Policy Achievements in 2020

109 年以行政院核定之「Tourism 2020- 臺灣永續觀光發展方案(2017-2020 年)」為推動政策，落實「創新永續，打造在地幸福產業」、「多元開拓，創造觀光附加價值」、「安全安心，落實旅遊社會責任」為推動目標，持續透過「開拓多元市場、活絡國民旅遊、輔導產業轉型、發展智慧觀光及推廣體驗觀光」等 5 大策略，落實 21 項執行計畫，積極打造臺灣觀光品牌，逐步實現臺灣成為「友善、智慧、體驗」之亞洲重要旅遊目的地，惟 Covid-19 新冠肺炎疫情衝擊全球觀光產業，配合行政院 109 年 2 月 25 日公布《嚴重特殊傳染性肺炎防治及紓困振興特別條例》，以超前部署、穩妥有序推動各項防疫、紓困、振興措施，積極輔導產業轉型，穩固國旅體質，為疫後產業復甦作好準備，行銷臺灣為防疫成功的安心旅遊目的地。

In 2020, the Tourism Bureau promoted the Executive Yuan's "Tourism 2020—Taiwan Sustainable Tourism Development Plan." This plan's goals include creating a tourism industry that is innovative, sustainable, localized, positive, diverse, and creates added value while ensuring safety and social responsibility. The Development Plan advanced 21 measures through a five-pronged strategy of "developing diversified markets, promoting domestic travel, guiding industrial transition, developing smart tourism, and expanding experiential tourism" to build Taiwan's tourism brand and progressively turn Taiwan into a "friendly, smart, and experiential" high-profile tourist destination in Asia. The Bureau also responded to the COVID-19 pandemic's impact on the global tourism industry through initiatives coordinated with the Special Act on COVID-19 Prevention, Relief and Restoration promulgated by the Executive Yuan on February 25, 2020. This included promotion of epidemic prevention, relief, and revitalization measures through a steady and orderly pre-deployment approach. It also involved guidance in industry transformation, stabilization of the domestic tourism market, preparation for the industry's post-COVID recovery, and promotion of Taiwan as a safe destination with a successful record in COVID-19 prevention.



## 減緩疫情衝擊 穩固產業能量

### Mitigating the Impact of COVID-19, Stabilizing the Tourism Industry :

#### — 觀光產業紓困方案

針對入境旅行社紓困、旅行業接待陸團提前離境補助、觀光遊樂業團體訂單取消補貼、補貼旅館業營運負擔、觀光產業營運及員工薪資補貼、紓困觀光人才轉型培訓、觀光產業融資貸款及利息補貼、補助辦理防疫旅館等，至 109 年 12 月 31 日止，計核撥 140.23 億元。

#### — 觀光產業復甦及振興方案

為提振國旅熱度，針對團體旅遊優惠、自由行住宿優惠、觀光遊樂業入園優惠、台灣觀巴自由行優惠、補助地方政府辦理在地特色活動等振興作為，至 109 年 12 月 31 日止，計核撥 76.13 億元。其中 109 年 7 至 10 月「安心旅遊」更帶動 1,846 萬人次出遊，有效推升國民旅遊內需經濟，創造觀光效益達 654 億元，對 109 年第 3 季經濟成長率 4.26%、全年經濟成長率 3.12% 做出貢獻。

## 維繫國際市場對臺熱度

### Maintaining Taiwan's Popularity in International Markets :

#### — 線上宣傳推廣作為

參與、協辦及主辦超過 500 場推廣行銷活動、超過 20 個 OTA 合作案。

#### — 加強觀光夥伴合作

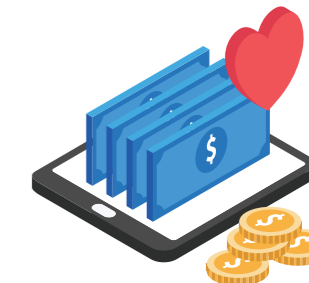
透過視訊會議與全球業者及官方單位就疫後共同合作、恢復市場等議題進行雙邊會議交流。

#### — Online promotions

The Tourism Bureau participated in, co-organized, and hosted more than 500 online promotion and marketing activities and over 20 online travel agency (OTA) cooperation projects.

#### — Strengthening cooperation with tourism partners

The Bureau held frequent video conferences with global industry players and official units for exchanges on cooperation and post-pandemic market recovery.



#### — Tourism industry relief plan

Financial support was provided to travel agencies arranging inbound visits. Members of the travel industry received subsidies and reimbursement related to issues such as early departure of mainland tour groups, cancellation of amusement park group tickets, hotel industry operations, and employee salaries. Financial assistance was also provided for retraining and various cash flow needs, as well as subsidies for hotel COVID-19 prevention measures. Such support amounted to NT\$14.02 billion as of December 31, 2020.

#### — Tourism Recovery and Revitalization Plan

Stimulus measures were launched to boost domestic travel, including group travel discounts, hotel discounts for independent travelers, amusement park admission discounts, Taiwan Tour Bus discounts for independent travel, and subsidies for local governments to arrange unique local events. As of December 31, 2020, a total of NT\$7.613 billion had been allocated for such measures. The "Safe Travels" program, implemented from July to October of 2020, incentivized 18.46 million trips, boosting domestic tourism demand and generating tourism benefits of NT\$65.4 billion. It also contributed to a 4.26% rise in the economic growth rate in the third quarter of 2020, and a 3.12% rise in the annual economic growth rate.



從觀光紓困 1.0 到 3.0  
Tourism relief: From 1.0 to 3.0

## 提振國內市場旅遊品質 Upgrading Domestic Tourism :

### - 推動 2020 脊梁山脈旅遊年

除遴選 35 條山脈經典遊程外，觀光局暨各國家風景區管理處共舉辦 66 場推廣山脈旅遊亮點活動，吸引約 57 萬人次參與，產值達 24 億元。

### - 滾動小鎮漫遊熱潮

延續「2019 小鎮漫遊年」熱潮，結合脊梁山脈旅遊年主題，109 年再遴選 30 個經典 / 山城小鎮。補助地方政府辦理小鎮行銷活動，吸引約 199 萬人次參與，產值達 2 億元。

### - 推廣「臺灣觀光雙年曆」

包含台灣燈會等 101 項國際級及全國級的觀光活動，帶動跨區、過夜及平日時段旅遊風氣，吸引約 4,668 萬人次之遊客參加，觀光效益達約 365 億元。

### - 整合旅運優惠套票

輔導縣市政府推出台灣好玩卡至少 16 條「國際經典遊程」及 74 條路線「深耕特色遊程」。

### - 提供「台灣好行」便利搭乘

輔導 21 個縣市政府及 9 個國家風景區管理處，開行 60 條台灣好行路線 ( 含 47 條無障礙路線 )，吸引近 372 萬人次搭乘，提供國內外自由旅客往返主要大眾運輸場站及知名景點間直接、友善的景點接駁服務。



跟著喔熊上山去硬漢嶺登山活動  
Following OhBear to Yinghan Peak on a hiking activity

### - Promoting the 2020 Year of Mountain Range Tourism

In addition to selecting 35 classic mountain tour routes, the Tourism Bureau and national scenic area administrations held 66 events promoting mountain tourism highlights. These events attracted about 570,000 participants and generated NT\$2.4 billion in value.

### - Promoting small town travel

Building on the success of the 2019 Taiwan Small Town Ramble Year boom, the Tourism Bureau selected 30 classic/mountain towns to promote in conjunction with the Year of Mountain Tourism theme in 2020. Local governments received subsidies for town marketing activities. The marketing activities, attracted about 1.99 million visitors, and produced NT\$200 million in value.

### - Promoting the Biannual Taiwan Tourism Calendar

In 2020, the Taiwan Lantern Festival and 100 other international and national tourism activities on the Taiwan Tourism Calendar supported a positive environment for cross-regional, overnight, and weekday travel. These events attracted 46.68 million visitors and generated tourism benefits of approximately NT\$36.5 billion.

### - Integrating preferential travel packages

The Tourism Bureau provided guidance to county and city governments to help them launch at least 16 "International Classic Tours" and 74 "In-depth Specialty Tours" using the Taiwan Pass.

### - Facilitating travel on the Taiwan Tourist Shuttle

The Tourism Bureau assisted 21 county and city governments and nine national scenic area administrations in the development of 60 Taiwan Tourist Shuttle routes (including 47 accessible routes). These routes attracted nearly 3.72 million riders and provided independent domestic and foreign travelers direct and friendly round-trip shuttle services between major public transportation hubs and well-known scenic attractions.



2020 臺灣金美脈 脊梁山脈攝影展  
2020 Taiwan Beautiful Mountain Ridge Photography Exhibition

### - 輔導「台灣觀巴」拓源轉型

至 109 年底止計有 21 家旅行社營運 86 條套裝旅遊路線。

### - 整合觀光圈區域產業聯盟

至 109 年底止計 7 個管理處作為平台，成立觀光圈區域產業聯盟，辦理 15 場共識或推動說明會。

### - 數位觀光體驗立體化

推動探索行動化、體驗立體化 (AR、VR) 等數位增值服務，透過臺灣觀光 VR 虛擬實境 360 全景影像，於管理處建置體驗場域，以主題年《小鎮漫遊》、《脊梁山脈》及《環遊 - 自行車》3 部影片，讓世界各地的遊客能透過影片體驗旅遊台灣。

### - Supporting expansion and transformation of the Taiwan Tour Bus service

Twenty-one travel agencies offered 86 package tours as of the end of 2020.

### - Forming regional tourism industry alliances

As of the end of 2020, seven scenic area administrations had established platforms for the establishment of regional tourism industry alliances and arranged 15 consensus-building or promotion events.

### - 3D digital tourism experiences

The Tourism Bureau promoted mobile augmented/virtual reality (AR/VR) digital value-added services. Scenic area administrations established experience zones featuring 360-degree VR images. Three videos were produced on the annual tourism themes of "Small Town Ramble," "Mountains," and "Cycling" to give people worldwide a chance to virtually experience travel in Taiwan.

