

2021自行車旅遊年

2021 Year of Bicycle Tourism



觀光局 110 年推動「自行車旅遊年」，依據交通部「環島自行車道升級暨多元路線綜合推動計畫」，與交通部相關單位共同合作，透過「騎乘環境優質化」、「旅遊體驗特色化」、「行銷宣傳多元化」，全面整備並推動自行車旅遊。

騎乘環境優質化

Improving the Quality of the Cycling Environment

109 年已完成環島路網優化 297.2 公里及 7 條多元自行車路線 273 公里，110 年就環島自行車路網及 16 條多元路線持續進行騎乘環境優化與建置，以提升整體自行車騎乘環境品質。另觀光局結合旅宿業者推廣「自行車友善旅宿」，解決遊客人車住宿問題。

The Tourism Bureau promoted the Taiwan Year of Bicycle Tourism annual tourism theme in 2021. According to the MOTC's Island-Round Bike Path Upgrading and Route Integration Promotion Plan, the Bureau collaborated with MOTC-related units to comprehensively prepare and promote bicycle tourism by "improving the quality of the cycling environment," "creating specialty travel experiences," and "diversifying marketing and promotion."

In 2020, improvements were completed to the 297.2-kilometer island-round cycling route network and seven cycling routes with a total length of 273 kilometers. In 2021, environmental optimization and construction will continue on the island-round bikeway network and 16 other cycling routes to enhance overall the quality of the cycling environment. In addition, the Tourism Bureau cooperated with hotel promotions of "bicycle-friendly accommodations" to resolve the problem of accommodations for people with bicycles.



旅遊體驗特色化

Creating Specialty Travel Experiences

遊程上架販售

Tour Sales

110 年推出自行車多元化遊程徵選活動，公告 30 條優質旅遊行程上架販售。觀光局國家風景區管理處舉辦自行車活動，配合 16 條多元自行車路線，結合旅行社共同銷售旅遊行程，提供遊客深度體驗。

In 2021, the Tourism Bureau held a contest to select diversified bicycle tours and announced 30 high-quality tours for promotional activities. National scenic area administrations under the Bureau held bicycling activities and partnered with travel agencies to market tours featuring 16 diverse bicycles routes to provide in-depth experiences for visitors.

舉辦亮點活動

Holding Spotlight Events

110 年預計辦理國際亮點、特色路線及各界參與等 3 大類 54 項活動，融入離島體驗、運動競技、親子共遊、產業市集、休閒樂活、身障騎遊等元素，活動類型多元有趣。

In 2021, the Tourism Bureau plans to hold 54 events in the categories of International Spotlights, Specialty Routes, and Universal Participation. The events will be integrated with outlying island experiences, sports, family travel, industry fairs, leisure, handicapped cycling, and other elements to create a variety of interesting activities.

行銷宣傳多元化

Diversified Marketing and Promotion

透過拍攝宣傳影片、大型行銷活動、網路及實體行銷活動等多元方式，捲動全民參與自行車旅遊，包含：拍攝國際宣傳影片、自行車旅遊 360 度 VR 影片及辦理自行車小鎮打卡集章，透過百大經典小鎮護照、電子集章活動、網路與實體活動，吸引遊客至百大小鎮及特色自行車道漫遊。

The Tourism Bureau will film promotional videos and arrange large-scale marketing campaigns and online and real-world marketing activities to encourage widespread participation in bicycle tours. Activities include filming international promotional videos and 360-degree VR videos on bicycle touring. In addition, special stamp and passport activities will be arranged for themes such as small town cycling tours, the Top-100 Classic Town Passport, e-stamp collection activities, and online and real-world activities to attract visitors to 100 small towns and featured cycling routes.