

疫後觀光新模式

A New Post-COVID Tourism Model

在地旅遊，國旅先行

Prioritizing Local and Domestic Travel



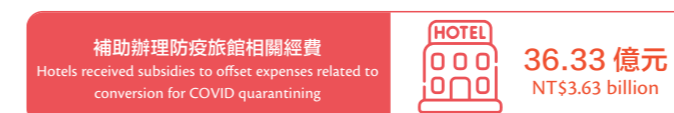
109年新冠肺炎疫情爆發以來，嚴重衝擊我國觀光產業，觀光局於疫情期間，全力配合政策執行觀光產業紓困、振興及推動防疫業務，持續整備國內旅遊環境資源，以國內旅遊為首，帶動各縣市政府及觀光相關產業推動在地旅遊，透過深度旅遊讓國內旅客重新認識臺灣、愛上臺灣。從國內旅遊出發，蓄積能量，並以臺灣防疫有成，強力宣傳臺灣為安心旅遊目的地，打造臺灣成為國際旅客疫後首選旅遊目的地。

Since 2020, Taiwan's tourism industry has been severely impacted by COVID. In response, the Tourism Bureau has fully coordinated with policies to rescue and revitalize the tourism industry, promote COVID prevention measures, and continue improving the domestic tourism environment and resources. County and city governments and tourism-related industries also have been promoting local tourism, including in-depth travel, to encourage domestic travelers to re-discover and fall in love with Taiwan.

打造防疫旅館國家隊 協助飯店轉型穩定經營 Creating a COVID Prevention Hotel National Team to Help Hotels Transform and Stabilize Operations

隨疫情逐漸擴大至全球，指揮中心陸續提升疫情警戒管制作為，為因應居家檢疫者或隔離者入住防疫旅館之需求，並顧及接受居家檢疫者或居家隔離者之權益及國內之防疫安全，補助地方政府相關經費加速防疫旅館設置。截至110年12月31日止，核定補助辦理防疫旅館相關經費計36.33億元，協助飯店業者轉型防疫旅館，穩定經營客源。

The Central Epidemic Command Center (CECC) has progressively increased COVID alert levels and controls amid the worsening global pandemic. Subsidies were provided to help local governments accelerate the conversion of hotels to serve COVID quarantine functions to meet the needs of people quarantining at home and hotels, while also considering the rights and interests of quarantining people and domestic COVID prevention and safety. As of December 31, 2021, subsidies of NT\$3.63 billion had been approved to help hotels adapt facilities for COVID prevention and stabilize guest sources.



有效紓困 穩定觀光產業員工生計及人才供需 Stabilizing Tourism Employee Income and Talent Demand with Effective Bailouts

110年COVID-19疫情持續延燒，受限國際邊境封鎖，旅行業者業務大幅度萎縮，110年維持紓困4.0及5.0方案協助業者維持基本營運，使產業得以永續發展：補貼旅行業員工薪資及營運成本約18.65億元、補助業者因配合防疫政策停辦國民旅遊約計1.36億元。推動「導遊領隊及隨團服務人員生計補貼」方案，計2萬5,020人次受惠。

The travel industry plunged in 2021 amid the continuing spread of COVID and border restrictions around the world. The 2021 Maintenance Relief 4.0 and 5.0 programs helped the industry maintain basic operations and develop sustainably. NT\$1.865 billion in subsidies were provided for the salaries of travel industry employees and operating costs. About NT\$136 million in subsidies were disbursed in conjunction with the suspension of domestic travel under Taiwan's COVID prevention policy. Subsidies for tour guides and tour service personnel benefitted 25,020 people.

110年5月19日-7月26日國內疫情提升至三級警戒，國內觀光遊樂業暫停營業，辦理「觀光遊樂業團體取消補貼」，核撥金額計5,819萬元。

From May 19 to July 26, 2021, Taiwan remained on Level 3 COVID alert and suspended domestic tourism and entertainment operations. NT\$58.19 million in subsidies were provided to the tourism and amusement park industries for the cost of canceled tour groups.

另旅宿業受限於國際邊境封鎖與國民旅遊消費停滯致營運嚴重衰退，為協助業者維持基本營運，使產業得以永續發展，於5月至7月間辦理「觀光旅館業及旅館業員工薪資及營運成本補貼」，受補貼業者計2,995家、核撥金額逾28.33億元、辦理「民宿紓困補貼」，補貼8,738家、核撥金額約4.37億元；因持續國際邊境封鎖，110年9月辦理「主要接待非本國籍旅客觀光旅館業及旅館業營運成本補貼」，計補貼380家、核撥金額約3.79億元。

Hotel operations also fell sharply due to international border closures and declining demand from domestic tourism. From May to July, a total of 2,995 hotel operators received subsidies topping NT\$2.833 billion to offset operational costs; and 8,738 guest houses received about NT\$437 million in subsidies. Due to continued international border closures, 380 hotels mainly serving international visitors received about NT\$379 million in subsidies to cover operating costs in September 2021.



有感振興 加速國內旅遊復甦

Revitalizing and Accelerating the Recovery of Domestic Tourism

延續安心旅遊熱潮，持續協助旅行業者轉型，獎勵旅行業於淡季包裝團體旅遊，109年12月至110年1月辦理「冬季平日團遊獎勵專案」，與地方政府協力合作推廣冬季團體旅遊，鼓勵各縣市可依縣市特性補助團體旅遊，期藉由聯合補助方式，吸引更多旅行團造訪，為國旅市場保溫，計投入2億5,173萬元經費，帶動約39萬人次出遊，直接間接觀光效益達24.97億元。



To sustain the safe travel boom, the Tourism Bureau continued to support the transformation of the travel industry and incentivize travel agencies to offer package group tours during the off-season. In addition, it implemented the Winter Weekday Group Travel Incentive Program from December 2020 to January 2021. It also partnered with local governments to promote winter group travel and encourage counties and cities to subsidize group travel according to local characteristics. The joint subsidies aimed to attract more tour group visits to support the domestic travel market. A total of NT\$251.73 million was provided, stimulating about 390,000 trips generating direct and indirect tourism benefits of NT\$2.497 billion.



引導觀光產業數位轉型 推動智慧觀光

Guiding the Digital Transformation of the Tourism Industry and Promoting Smart Tourism

因應疫情減少接觸等防疫政策，辦理紓困振興補助改以線上申請方式，讓業者了解線上化作業模式，有效降低人力成本及紙本往來之程序；又以數位方式發行國旅券，從領券、核銷、撥款皆於線上作業，使業者了解數位化之便捷性，以利成為觀光局推動數位轉型之契機。

輔導旅行業與在地產業合作，透過旅行社或OTA旅遊平臺盤整在地資源及輔導產業多元行銷，強化電子商務實作技能，提升在地產業數位行銷能力，規劃符合在地需求及強調在地特色之旅遊產品，並以區域性個體概念，打造一區一品牌，結合生態、文化、美食、樂活及都會旅遊等主題元素，推出限定遊程，帶動沿線相關產業，增加觀光人潮及產值。



The Tourism Bureau introduced an online system to handle applications for relief subsidies in a contact-free format consistent with COVID control policies. The system reduces the labor cost and paperwork involved in the application process. It also handles verification and disbursement functions online, increasing convenience and providing an opportunity to promote digital transformation.

The Tourism Bureau supported cooperation between the travel agencies and local industries, consolidation of local resources through travel agencies or OTA platforms, assistance with diversified marketing of the industry, strengthening of practical ecommerce skills, enhancement of the digital marketing capabilities of local industries, and planning of travel products meeting local needs and emphasizing local characteristics. It also promoted the launch of limited tour itineraries under a "one area, one brand" concept highlighting regional characteristics and the themes of ecology, culture, food, entertainment, and urban tourism to increase visitor numbers and revenue in related local industries.



引導旅行社轉型 包裝創新優質旅遊產品

Helping Travel Agencies Transform and Package Innovative, High-Quality Tourism Products

110年10月13日起實施「獎勵旅行業推廣特色旅遊」方案，訂定「獎勵旅行業推廣特色團體旅遊實施要點」，鼓勵旅行業結合各部會提供之景點場域，開發創新優質產品，出團日至110年12月底止，已同意補助2,179家、2萬5,665團、總金額約5億1,294萬元，帶動觀光產值達39億元。

Helping Travel Agencies Transform and Package Innovative, High-Quality Tourism Products The Tourism Bureau implemented a Program to Incentivize Travel Agencies to Promote Specialty Tours from October 13, 2021, and drafted the Directions for Incentivizing Travel Agency Promotion of Specialty Group Tours to encourage travel agencies to develop innovative and high-quality travel products integrating attractions arranged by various ministries. About NT\$512.94 million in related subsidies were approved as of the end of December 2021, benefitting 2,179 companies and 25,665 groups, spurring NT\$3.9 billion in tourism revenue.



加強基礎設施 為疫後國際觀光做準備

Strengthening Infrastructure for Post-COVID International Tourism

因應嚴重特殊傳染性肺炎疫情對溫泉產業造成之衝擊，促進國內溫泉產業復甦與振興，協助縣市政府辦理6處溫泉區遊憩設施品質改善，為疫後觀光旅遊市場做好整備工作。

補助觀光遊樂業投資新設施、設備重置、獎勵創新服務及數位提升補助總額計2億5,932萬2,487元，帶動整體投資約10億元。

補助旅館業設置穆斯林旅客友善設施、無障礙客房及住宿業硬體規劃更新之相關品質提升項目，受理990件申請案。

To promote the recovery and revitalization of Taiwan's COVID-impacted hot spring industry, the Tourism Bureau helped county and city governments to improve the quality of recreational facilities at six hot spring areas and prepare for the post-COVID tourism market.

Subsidies totaling NT\$259,322,487 were provided to the amusement park industry to invest in new facilities and equipment, as well as to incentivize innovative services and digital upgrades, spurring about NT\$1 billion in new investment.

Subsidies were also made available to the hotel industry for quality improvement projects related to creating Muslim-friendly facilities, barrier-free rooms, and planning and updating hotel facilities. A total of 990 subsidy applications were received.



協助縣市政府辦理6處溫泉區遊憩設施品質改善，為疫後觀光旅遊市場做好整備工作。

The Tourism Bureau helped county and city governments to improve the quality of recreational facilities at six hot spring areas and prepare for the post-COVID tourism market.

結合觀光圈 串聯地方食、宿、遊、購、行 Integrating Tourism Circles with Local Cuisine, Lodging, Tours, Shopping, and Travel



由東北角暨宜蘭海岸國家風景區管理處、參山國家風景區管理處、日月潭國家風景區管理處、阿里山國家風景區管理處、雲嘉南濱海國家風景區管理處、西拉雅國家風景區管理處及大鵬灣國家風景區管理處等 7 個國家風景區管理處，組成 10 個觀光圈平臺，以跨域整合資源共享方式，輔導店家開發在地特色商品，邀請產業夥伴參與 166 場產品推介會、共識會議、媒介交流會等活動凝聚共識，協助 84 家業者完成空間氛圍營造，提升 84 個商品包裝。另引導業者盤點自我資源，打造在地特色遊程，推出 517 條特色遊程上架，吸引 257 人返鄉就業，創造 8 億 6,730 萬元觀光產值。

The Northeast and Yilan Coast, Tri-Mountain, Sun Moon Lake, Alishan, Southwest Coast, Siraya, and Dapeng Bay national scenic area administrations formed 10 tourism circles as platforms to integrate cross-domain resource sharing and guiding business owners in developing distinctive local products. Industry partners were invited to participate in 166 product launches, conferences, and matchmaker exchanges to build consensus. Assistance was also provided to 84 businesses to improve store ambiance and upgrade 84 product packaging. Assistance was also provided in resource inventories and development of local specialty tours. These programs produced 517 specialty tours, encouraged 257 people to return to their hometowns for employment, and created NT\$867.3 million in tourism revenue.



竹竹苗觀光圈辦理產業座談會
Industry symposiums were held for the Hsinchu County, Hsinchu City, and Miaoli Tourism Circles.

加碼推出國旅券 放大五倍券使用效益 Amplifying the Benefits of the Quintuple Voucher Program with Domestic Travel Vouchers

配合行政院振興五倍券政策，推動「國旅券」措施吸引民眾購買旅遊商品，增加觀光產業之營收，加速國內觀光旅遊市場復甦，並與振興五倍券產生相乘效果，擴大整體振興措施效益。國旅券發行 240 萬份，每份面額 1,000 元，計有 1,353 萬 4,165 人登記抽籤，共抽出 241 萬 4,992 份，為各部會所推出之加碼券中登記人數最多，最受歡迎之加碼券。

In conjunction with the Executive Yuan's Quintuple Stimulus Voucher policy, the Tourism Bureau promoted the Domestic Travel Voucher program to encourage public consumption of tourism products, increase tourism industry revenue, accelerate the recovery of the domestic travel market, and achieve a multiplier effects for the benefits of the Quintuple Voucher stimulus program. A total of 2.4 million NT\$1,000 Domestic Travel Vouchers were issued through a lottery system that attracted 13,534,165 participants, making it the most popular of the five stimulus voucher programs.



2021 國旅券記者會 Press conference for the 2021 Domestic Travel Voucher program

虛實整合 維持臺灣觀光熱度 Promoting Taiwan Tourism through Virtual and In-Person Channels

因應世界各國當地疫情，持續於各目標市場辦理各類型宣傳活動，加強辦理線上宣傳，如參加線上旅展、線上推廣會、KOL 直播分享會及遠距特色體驗等；實體活動則配合各目標市場防疫規定，推出與當地臺灣店家合作之促銷活動，110 年計辦理 998 場次活動，積極維持臺灣觀光在國際上熱度。

The Tourism Bureau continued to arrange international promotional activities in line with COVID prevention measures in target markets. The bureau strengthened online promotions, including participation in online travel exhibitions, promotional conferences, influencer livestreams, and remote featured experiences. In-person activities were adapted to the COVID regulations in various target markets, including promotional activities arranged in cooperation with local Taiwanese businesses. A total of 998 events were organized in 2021 to maintain the global popularity of Taiwan tourism.

