

110 年 重要施政成果

Major Policy Achievements in 2021

觀光產業是國家的重要策略性產業，為落實「Taiwan Tourism 2030 臺灣觀光政策白皮書」之「觀光立國」願景，推動「Tourism 2025- 臺灣觀光邁向 2025 方案 (110-114 年)」，因應疫情發展調整策略布局為「前期 - 先持續提振國旅、後期 - 再布局衝刺國際」，並透過「打造魅力景點、整備主題旅遊、優化產業環境、推展數位體驗、廣拓觀光客源」5 大策略及 24 項執行措施，強化觀光環境及服務品質，落實觀光產業永續發展。110-111 年度以「提升國民旅遊品質、促進產業疫後轉型」為優先推動重點，為疫後發展國際觀光做好準備，行銷臺灣為安全旅遊目的地。

Tourism is an important strategic industry in Taiwan. The Taiwan Tourism 2025 Campaign (2021-2025) was launched to realize the vision of a "tourism-based country" under the Taiwan Tourism 2030: Taiwan Tourism Policy White Paper. This strategic layout was adjusted in response to COVID-19 to "continue stimulating domestic tourism in the early stage and ramping up international travel in the later stage." It also adopted a five-prong strategy of "creating attractive destinations, preparing theme tours, optimizing the industrial environment, promoting digital experiences, and expanding tourist sources," along with 24 implementation measures to strengthen the tourism environment and service quality and develop the tourism industry sustainably. In 2021-2022, the Tourism Bureau's promotional focus will prioritize "improving the quality of domestic tourism and promoting post-COVID industry transformation" as preparation for developing international tourism after the pandemic and marketing Taiwan as a safe travel destination.

5 大策略 + 24 項執行措施
Strategies + Implementation Measures



串聯分區旅遊特色 打造國際魅力據點

Connecting Regional Tourism Features to Create International Attractions

推動「觀光前瞻建設計畫 (110-114 年)」，選定東北角、北觀、日月潭、阿里山、東海岸及澎湖等 6 個國家風景區管理處，規劃 5 年建設 24 處亮點工程，以「觀光前瞻」之角度，打造 6 大國際魅力景區旅遊景點特色，串聯地方區域旅遊帶，促進觀光產業之永續發展。

推動「觀光前瞻區域旅遊品牌」，提升全臺各縣市景點遊憩服務品質。持續推動「體驗觀光地方旅遊環境營造計畫 (108-112 年)」，110 年協助縣市政府改善 48 處觀光景點，協助地方發展整體區域觀光，開創疫後旅遊新契機。



Under the five-year Forward-looking Tourism Development Plan (2021-2025), the Northeast Coast, North Coast and Guanyinshan, Sun Moon Lake, Alishan, East Coast, and Penghu national scenic areas administrations are developing 24 spotlight projects oriented to "forward-looking tourism." The plan aims to create six major scenic attractions with unique international appeal, as well as link these resources into regional tourism belts and promote sustainable tourism development.

The Tourism Bureau is also promoting "Forward-looking Regional Tourism Brands" to improve the quality of recreational services at scenic sites in counties and cities throughout Taiwan. In addition, the bureau continued to promote the "Plan for the Development of Local Travel Environments for Experiential Tourism (2019-2023)." In 2021, it supported county and city governments to improve 48 tourist attractions and assisted local governments with overall regional tourism development to create new opportunities for post-COVID tourism.

「向海致敬」- 潔淨海洋、建構海岸友善服務設施

"Salute to the Seas": Cleaning the Coast and Creating Friendly Coastal Service Facilities

為推動行政院提出「向海致敬」政策，觀光局統籌各濱海國家風景區管理處針對遊憩據點海岸及未登錄地海岸以「定時清、專人巡、緊急清、分級清」4 大方向執行，讓「政府政策、守護海洋、海岸沿岸清潔」得以落實。110 年累計清理垃圾量 7,409.6 公噸，清理 8,467 公里海岸線。另整合 CIQS，將濱灣碼頭做為友善外籍遊艇 CIQS 服務窗口，便利外籍遊艇、帆船進出大鵬灣。

To promote the Executive Yuan's "Salute to the Seas" policy, the Tourism Bureau coordinated planning for coastal national scenic area administrations to implement "scheduled cleanups, specialist patrols, emergency cleanups, and tiered cleanups" at scenic spot and unregistered coastal areas to realize "government policy, ocean guardianship, and clean coasts." Cleanup activities in 2021 removed 7,409.6 mt of trash and cleaned 8,467 km of coastline. Customs, immigration, quarantine and security (CIQS) services were also integrated to create a convenient service window at Bay Marina Pier to facilitate foreign yacht and sailboat traffic in and out of Dapeng Bay.



110 年 10 月 30 日 與民間合作辦理淺水灣淨灘
The Tourism Bureau partnered with the private sector to clean up the beaches at Qianshui Bay on October 30, 2021.

整備多元主題旅遊 推廣深度優質遊程

Preparing Multi-themed Tours to Promote In-depth, High-quality Itineraries

積極推廣生態（親山、親海、地質、賞花鳥蝶）、文化（民俗節慶、原民、部落、客庄、博物館、小鎮）、美食（溫泉美食、米其林、夜市）及樂活（溫泉、自行車、馬拉松、鐵道、綠古道）等多元主題旅遊，強化遊程包裝及行銷宣傳。

The Tourism Bureau promoted tours under the themes of ecology (mountain, sea, and geology, as well as flower, bird, and butterfly appreciation), culture (folk festivals, indigenous peoples, indigenous and Hakka villages, museums, and small towns), cuisine (hot spring cuisine, Michelin star cuisine, and night markets) and LOHAS (hot spring, bicycling, marathons, railways, and green historic trails). It also strengthened tour itinerary packaging, marketing, and promotion.



推廣自行車旅遊，營造臺灣低碳旅遊風潮



配合環島自行車道升級暨多元路線整合推動計畫，進行路線優化改善，完成多元自行車路線 849.3 公里軟硬體設施優化工作，鼓勵旅行社結合相關產業提出自行車旅遊及創意主題優質遊程，110 年辦理 16 條多元自行車路線及 30 條優質遊程，並推出臺灣自行車日及 3 大類型 38 項活動。配合多元行銷宣傳活動，產業結盟 782 家，逾 3.1 萬人次參與臺灣自行車節系列活動，觀光產值達 1.2 億元。

於 110 年 4 月辦理「自行車友善旅宿人氣票選活動」行銷宣傳自行車友善旅宿，並輔導 870 家以上業者加入自行車友善旅宿，民眾可於「臺灣旅宿網」及「臺灣自行車旅遊網」之「自行車友善旅宿專區」查詢相關資訊。

辦理「小鎮護照 3.0 及自行車旅遊行銷宣傳」，編製「百大經典小鎮護照」，並以電子集章活動及波段行銷宣傳臺灣小鎮特色景點及自行車旅遊，110 年活動網站計 195 萬 8,788 人次瀏覽；電子集章計 2 萬 5,264 次參與。

推動部落觀光，協助原民部落建立觀光品牌、發掘部落特色產品

定期召開「交通部觀光局原住民族地區觀光推動會」相關會議，持續協助原住民部落建立觀光品牌、發掘部落特色產品和建立行銷管道、培訓部落專業導覽人員、包裝行銷部落特色節慶及民俗活動為旅遊產品，並結合相關部會資源包裝為特色遊程，增加遊客停留部落時間。跨部會共同辦理 110 年臺灣部落觀光嘉年華活動，展現部落觀光旅遊路線、特色商品、手作體驗，並首推戶外市集，邀請遊客到部落旅遊。

擴大「2020-2021 年臺灣觀光雙年曆」品牌行銷，帶動地方觀光

持續滾動推廣「2020-2021 年臺灣觀光雙年曆」，包含全國級及國際級活動計 101 項，整合在地的優勢資源，透過開發「亮點旅遊產品」、推動「大型活動產業化」及持續提升活動品質與內涵，成為帶動周邊經濟效益的動能，整體遊客數已逾 4,600 萬人次，經濟效益達 365 億元。另滾動檢討遴選出「2022-2023 年臺灣觀光雙年曆」43 項國際級活動及 60 項全國級活動，共計 103 項，塑造特色集客並增加重遊旅客，以活動帶動觀光，結合地方加強城市行銷，並鼓勵旅行社包裝遊程商品，推展跨夜旅遊，以增加遊客停留天數及產值，活絡國人國內旅遊，使觀光產業持續穩健發展。

Promoting Bicycle Tourism, Creating a Low-carbon Travel Trend in Taiwan

In conjunction with the Island-Round Cycling Routes Upgrading and Route Integration Promotion Plan, the Tourism Bureau optimized and improved cycling routes. Services and facilities were enhanced along 849.3 km of various types of cycling routes. The bureau encouraged travel agencies to partner with related industries to introduce bicycle tours and creative high-quality itineraries. In 2021, 16 cycling routes and 30 high-quality itineraries were arranged. The bureau also launched Taiwan Bike Day, with 38 activities in three categories. Various coordinated marketing and publicity activities were arranged, 782 businesses joined industry alliances, and more than 31,000 people participated in the Taiwan Cycling Festival activities, generating NT\$120 million in tourism revenue.

In April 2021, the Tourism Bureau arranged a "Bicycle Friendly Accommodations Popularity Vote" to market and promote bicycle-friendly accommodations. It also helped more than 870 businesses to develop bicycle-friendly accommodations. Related information can be accessed on the "Bicycle Friendly Accommodations" page of the Taiwan Stay and Taiwan Bike websites.

The Tourism Bureau carried out the "Small Town Passport 3.0 and Bicycle Tour Marketing and Promotion" activity, published the "Top-100 Classic Town Passport," and arranged digital stamp-collection activities and waveband marketing and promotions for small town attractions and bicycle tours in Taiwan. In 2021, the activity website attracted 1,958,788 views and 25,264 people participated in the digital stamp collection event.

Promoting Indigenous Tours, Supporting Indigenous Tourism Brands, and Discovering Specialty Indigenous Products

The Tourism Bureau regularly convened the Council for the Promotion of Tourism in Indigenous Areas to continue assisting indigenous villages in establishing tourism brands, discover indigenous specialty products, establish marketing channels, train professional indigenous guides, and package and market tour products incorporating indigenous festivals and folk activities. The bureau also integrated the resources of related ministries and departments to package specialty tours and extend visitor stays at indigenous villages. Several agencies jointly held the 2021 Taiwan Indigenous Tourism Carnival showcasing indigenous tourism routes, distinctive products, and DIY experiences. The carnival for the first time featured an outdoor fair and invited visitors to indigenous villages for tourism.

Expanding Marketing of the 2020-2021 Taiwan Tourism Biannual Calendar Brand to Drive Local Tourism

The Tourism Bureau continued to promote the "2020-2021 Taiwan Tourism Biannual Calendar" on a rolling basis, including 101 national and international-class events incorporating local specialties and resources. The promotion stimulated peripheral economic benefits through the development of "spotlight travel products," promotion of "large-scale industry-based events," and continuous improvements to activity quality and content. The events attracted more than 46 million visitors and generated NT\$36.5 billion in economic benefits. The Tourism Bureau also conducted a rolling review and selection of 103 activities for the 2022-2023 Taiwan Tourism Biannual Calendar, including 43 international-class events and 60 national-level events. These activities aimed to create unique visitor attractions and increase repeat visits to drive tourism. The bureau partnered with local governments to strengthen city marketing. It also encouraged travel agencies to package tour products and promote overnight travel to lengthen visitor stays, increase revenue, invigorate domestic travel, and sustain tourism development.

結合觀光圈推廣在地特色旅遊，深化旅遊商品

結合觀光圈推廣區域旅遊品牌及金質遊程，以區域性概念，打造一區一品牌，結合生態、文化、美食、樂活及都會旅遊主題元素深化旅遊商品，推出限定遊程，捲動沿線相關產業觀光收益。並輔導中華民國旅行業品質保障協會推出「生態」、「文化」、「美食」、「海灣」、「山脈」、「自行車」、「鐵道」等 21 條金質遊程，透過旅展、媒體、社群平臺等加強行銷，推廣國內旅遊。



優化產業環境，穩固國旅品質

Optimizing the Industrial Environment to Bolster Domestic Tourism Quality

推動「促進旅行業發展方案」

透過旅行業公協會作為平臺，促進觀光服務品質提升及產業升級與服務轉型，110 年度因受疫情影響，自 110 年 8 月 17 日起甫開始受理申請案件，共申請 5 件，計補助約新臺幣（以下同）1,268 萬元。

Travel Industry Development Promotion Plan

Travel industry associations provided a platform to boost tourism service quality, industry upgrading, and service transformation. In 2021, subsidies were limited to NT\$1.268 million for five applicants since COVID delayed the application period to August 17 that year.

持續推廣「星級旅館」評鑑及「好客民宿」品牌標章認證制度

持續強化旅館品牌形象，輔導旅宿業朝優質化精進，提高旅宿業之競爭力，110 年截至 12 月底止，計 403 家旅館取得星級旅館評鑑、1,168 家民宿通過好客民宿認證。

Ongoing Promotion of Star Hotel Ratings and Taiwan Hosts Brand Mark Certification System

The Tourism Bureau continued to strengthen hotel brand images and guide the hotel industry towards quality improvements to increase competitiveness in this sector. As of the end of 2021, there were 403 Star rated Hotels and 1,168 guest houses had obtained Taiwan Hosts certification.

打造友善、智慧住宿品質，獎勵旅宿業提升品質

補助旅館提供穆斯林旅客友善設施、無障礙客房及通用化設施、購置自助式入住櫃台，以及旅宿業硬體規劃更新支出、使用企業資源管理（ERP）或飯店管理系統（PMS）串接營運數據至旅宿網之系統導入費用，並獎勵星級旅館加入國內外或創新本土連鎖品牌。110 年 11 月 5 日新增觀光旅館及旅館業首次購置防疫門（通道、艙）及耐震能力初步評估補助。截至 110 年 12 月底總計受理約 990 件申請案，受理金額逾 2.15 億元。

Creating Friendly and Smart Accommodations, Incentivizing Hotels to Raise Quality

Subsidies were provided for the installation of Muslim-friendly facilities, accessible rooms, universal facilities, self-serve check-in counters, hardware updates, and fees for linking enterprise resource management (ERP) or hotel property management system (PMS) operational data to the Taiwan Stay website. In addition, incentives were provided for star hotels to join domestic, international, or innovative local chain brands. On November 5, 2021, the subsidies were extended to include the purchase of disinfection doors (channels/chambers) and preliminary assessments of earthquake resistance. Approximately 990 subsidies totaling more than NT\$215 million had been approved by the end of 2021.



協助旅館業者解決融資問題

修正發布「交通部觀光局振興觀光產業融資信用保證貸款及利息補貼作業要點」，協助擔保品不足之業者順利取得融資，截至 110 年，累計已有 1,225 家觀光產業申請貸款，融資貸款金額計新臺幣 97.8 億元。另輔導觀光產業取得獎勵觀光產業優惠貸款進行修繕或軟硬體升級，110 年累計 272 件，總額 125.3 億元，給予利息補貼 126 件，已撥付利息補貼為 3.29 億元。

鼓勵觀光遊樂業於疫情間優化軟硬體設施

透過優質化計畫補助業者投資新設施、設備更新、創新服務及數位硬體設施等事項，協助業者升級與轉型。109 至 110 年累計 23 家業者提出申請，補助總額 2 億 5,932 萬 2,487 元，帶動整體投資約 10 億元。

建立優質戶外教學環境與寓教於樂之形象

輔導並鼓勵業者利用園區及周邊資源，針對校外教學推出優質教案，強化安全、多元及彈性之主題樂園特性，建立優質戶外教學環境與寓教於樂之形象，持續吸引學校與家長前往觀光遊樂業學習旅遊，並於 110 年向教育部戶外教育推動會提案建置「戶外教育引導性參考指標」，以利業者提升戶外教育品質參考。

打造疫後安心遊園環境

協助 25 家業者完善防疫及建置數位無接觸式入園服務等軟硬體設施。

Financial Assistance to Hoteliers

The amended Directions for the Tourism Bureau, MOTC on Financing Credit Guarantees and Loans and Interest Subsidies for Revitalization of the Tourism Industry were promulgated to help businesses with insufficient collateral to secure financing. As of 2021, a total of 1,225 applications had been submitted for NT\$9.78 billion in loans and financing support. In addition, the Tourism Bureau assisted the tourism industry in obtaining preferential loans to incentivize renovations or software and hardware upgrades. In 2021, NT\$12.53 billion was approved in 272 cases, of which NT\$329 million in interest subsidies was granted in 126 cases.

Incentivizing Amusement Parks to Optimize Services and Facilities during COVID

Subsidies were provided through a Quality Enhancement Program for investment in new facilities, equipment renewal, innovative services, and digital hardware to support industry upgrading and transformation. In 2020-21, a total of 23 companies applied for NT\$259.32 million in subsidies, spurring investment of about NT\$1 billion.

Establishing a High-quality Outdoor Learning Environment and Edutainment Image

The Tourism Bureau assisted and incentivized theme park operators to introduce courses for off-campus learning activities, improve the safety, diversity, and flexibility of the parks and surrounding resources, and establish a high-quality outdoor learning environment and edutainment image to continue attracting schools and parents to amusement parks for educational travel. In 2011, the bureau presented a proposal to the Outdoor Education Promotion Committee of the the Ministry of Education to establish Leading Reference Indicators for Outdoor Education.

Creating a Safe Post-COVID Amusement Park Environment

The Tourism Bureau helped 25 businesses to improve COVID prevention measures and install digital contactless entry services and other services and facilities.

數位體驗再進化 營造沉浸式線上旅行 Advancing Digital Experiences and Creating Immersive Online Travel

數位觀光科技新體驗，虛實整合行銷臺灣

推動探索行動化、體驗立體化（AR、VR）等數位加值服務，透過 360VR 影片之沉浸感，行銷臺灣特色遊程、路線或景點，讓世界各國旅客能透過影片於旅遊臺灣前先行體驗，提升臺灣觀光宣傳效益，吸引國外民眾來臺旅遊。110 年完成「愛相隨」、「勇者之路」、「慢遊篇」、「環島一號線」與「自行車逍遙趣」等 5 部影片。另於東北角管理處福隆遊客中心，建置自行車旅遊 360VR 全景體驗互動專區，增進數位科技之觀光體驗，提升民眾騎乘自行車旅遊誘因。



Creating New Experiences through Digital Tourism Technology, Marketing Taiwan through Virtual and Real World Channels

The Tourism Bureau promoted and explored the use of mobile, 3D experience (AR and VR), and other digital value-added services. The bureau marketed Taiwan specialty tours, routes, and attractions through immersive, 360-degree surround videos to give international visitors a foretaste of Taiwan and enhance the effects of tourism promotions to attract foreign visitors to Taiwan. Five videos were produced in 2021, including "Love Follows," "The Road of the Brave" "Slow City," "Cycling Route No. 1," and "Cycling Fun." In addition, the Fulong Visitor Center of the Northeast and Yilan Coast National Scenic Area Administration created a 360-degree VR interactive cycling tour experience to enhance the tourism experience through digital technology and increase interest in cycling tours.

布局衝刺國際 多元廣拓客源

Developing International Markets to Diversify and Expand Visitor Sources

以「先恢復國際旅客來臺信心、再衝刺來臺旅客數量」 政策方向布局國際市場

主要宣傳對象為亞太區等鄰近國家，並在歐美長程線國家維持臺灣觀光聲量。除拍製主題宣傳影片、透過電視與網路通路廣告密集宣傳外，亦結合平面與戶外廣告、電車等傳統媒體通路，提高臺灣觀光曝光度。

持續投入新興媒體通路，利用網路新媒體社群平臺，與各市場網紅達人及異業共同合作，擴大線上宣傳；建置線上臺灣館，突破時間與空間限制，搭建國內外業者溝通交流平臺，動態宣傳疫後旅遊特色產品；與大型線上旅行社合作，藉由消費者行為及相關產業數據分析，強化自由行市場推廣，提升臺灣於線上旅遊消費平臺曝光度。



Developing International Markets Under the Policy Guidelines of "First Restoring Confidence to Visit Taiwan and then Increasing the Number of Visitors to Taiwan"

The Tourism Bureau focused promotions on visitors from the Asia-Pacific region and other nearby countries, as well as long-haul countries in Europe and the Americas to maintain Taiwan's tourism visibility. The bureau increased exposure to Taiwan tourism with themed promotional videos and intensive publicity through TV and online channels, as well as print, outdoor, public transit, and other traditional media channels.

The Tourism Bureau continued to invest in new media channels, expanding promotions through social media, internet celebrities in various markets, and cross-industry cooperation. The bureau launched the Time for Taiwan Virtual Exhibition as an anywhere, anytime communication and exchange platform for domestic and foreign companies and dynamic promotion of specialty post-COVID travel products. It also collaborated with major online travel sites to analyze consumer behavior and related industry data and strengthen marketing of independent travel and heighten exposure to Taiwan's online tourism consumer platforms.

線上臺灣館 Time for Taiwan Virtual Exhibition

推動「臺帛安全旅行團」

配合中央流行疫情指揮中心於 110 年 3 月 17 日宣布開放臺灣及帛琉旅遊泡泡，恢復旅行業組團赴帛琉旅遊及接待帛琉來臺觀光團體入境，在兼顧防疫安全下，振興兩國之旅遊及經濟活動，首發團於 4 月 1 日出發前往帛琉。截至 5 月 8 日止臺帛旅遊泡泡旅客共計 287 人，後受疫情影響暫停航班，於 8 月 14 日起配合指揮中心重啟臺帛旅遊泡泡，截至 12 月底臺帛旅遊泡泡旅客達 2,407 人。

Promoting "Taiwan-Palau Safe Tour Groups"

In conjunction with the opening of the Taiwan and Palau travel bubble announced by the Central Epidemic Command Center (CECC) on March 17, 2021, tour group travel resumed between Taiwan and Palau. The tours helped to revitalize travel and economic activity between the two countries, with due attention to COVID controls and safety measures. The first group departed for Palau on April 1. By May 8, a total of 287 visitors had participated in the Taiwan-Palau travel bubble. Flights were subsequently suspended due to COVID and resumed again on August 14 in step with the CECC's reopening of the Taiwan-Palau travel bubbles. As of the end of 2021, Taiwan-Palau travel bubble visitors numbered 2,407.

