

局長序

Foreword



強化觀光產業競爭力、打造優質旅遊環境、展現在地產業優勢！

**「臺灣五好」
備戰疫後觀光旅遊潮！**

**Strengthening Tourism Competitiveness,
Creating a High-quality Tourism Environment,
and Highlighting the Advantages of Local Industry**

**Preparing for the post-COVID tourism boom with
"Taiwan's Five Advantages"**

新冠肺炎疫情肆虐全球，110年隨著疫苗接種普及、國際疫情穩定，全球觀光旅遊首露曙光。面對疫情，109年交通部觀光局啟動產業紓困及振興國內旅遊之各項措施，穩固產業能量。110年在行政院五倍券挹注下，加碼推出國旅券，鼓勵觀光產業發揮創意與行銷、針對團體旅遊、主題旅遊提供補助，擴大五倍券旅遊消費使用效益，創造超過216億元觀光產值。



In 2021, the tourism industry began to see some light amid the world-ravaging COVID outbreak as widespread vaccinations began to bring the pandemic under control. In response to COVID, the Tourism Bureau of the Ministry of Transportation and Communications launched a series of measures in 2020 to revitalize and stabilize the tourism industry and domestic tourism. In 2021, the Domestic Travel Voucher program was launched to boost the benefits of the Executive Yuan's Quintuple Voucher stimulus program. The bureau encouraged creativity and marketing by the tourism industry, provided subsidies for group and theme tours, and expanded the use of the Quintuple Vouchers for tourism consumption. These efforts generated more than NT\$21.6 billion in tourism revenue.

後疫情時代是觀光產業調整體質的關鍵期，交通部觀光局遵照行政院政策，於疫情期間加速觀光軟、硬體整備工作，期待疫後展現臺灣觀光新面貌；另觀光局積極調整策略以疫後新常態旅遊布局，優先以發展數位轉型、疫後新產品及永續觀光等三大核心理念，並透過整備分區旅遊特色及提升景區品質、引導產業配合政策轉型開發主題旅遊產品、優化產業經營能力及培養專業職能、加強數位科技應用，並配合觀光圈之區域觀光發展，針對不同客群，定位各市場宣傳行銷策略，包裝優質行程，優先精準行銷國際目標市場，促進入境市場加速回溫，提升臺灣觀光整體服務品質及國際競爭力。

為符合世界趨勢，以兼顧臺灣經濟及防疫安全為前提，觀光局將持續落實行政院核定「Tourism 2025-臺灣觀光邁向2025方案」，促進產業轉型、活絡國內旅遊市場，以「品質旅遊 軟硬兼備」創造「臺灣好魅力」、「政策引導 跨域整合」展現「臺灣好多元」、「轉型優化 鏈結產業」提升「臺灣好服務」、「數位應用 智慧行旅」便利「臺灣好暢遊」、「網路聲量 精準行銷」開創「臺灣好集客」展現臺灣五好新氣象，讓國旅品質脫胎換骨，國人愛上國內旅遊；展現在地特色，吸引國際旅客來臺，讓在地驕傲，世界知道。

本年報的出刊，期能展現110年我們投入觀光建設的努力及攜手觀光產業迎接疫後觀光的部署準備，將臺灣在地觀光特色及觀光產業創新能量，化為推展觀光新動能，從國旅升級先行，搶得迎接國際觀光旅遊先機。

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The post-COVID era marks a critical juncture for fundamental adjustments in the tourism industry. In line with Executive Yuan policy, the Tourism Bureau has accelerated work to develop tourism services and facilities during the pandemic to prepare Taiwan's tourism industry to shine with a brand new look in the post-COVID era. It is also adjusting its strategy for the new normal in the post-COVID tourism sector, shifting priority to development in the three core conceptual areas: digital transformation, new post-COVID products, and sustainable tourism. We are readying regional tourism features and improving attraction quality, while also helping the industry to develop theme tourism products, optimize operations, and train professional talent. Furthermore, we are working to increase the use of digital technology, coordinate the regional development of tourism circles, position marketing strategies tailored to specific markets and visitor groups, package high-quality tours, prioritize precision marketing in international target markets, accelerate recovery of the inbound market, and enhance the overall service quality and international competitiveness of Taiwan tourism.

In addition, the Tourism Bureau continues to implement the Executive Yuan-approved Taiwan Tourism 2025 campaign in line with global trends and based on Taiwan's economy and COVID control and safety. The bureau is promoting industrial transformation, invigorating the domestic travel market, and highlighting a new outlook rooted in the "Taiwan's Five Advantages": 1) building "Taiwan's Abundant Charm" through high-quality tourism services and facilities, 2) showing "Taiwan's Broad Diversity" through policy-guided cross-domain integration; 3) upgrading "Taiwan's Excellent Service" through industry transformation, optimization, and linkages; 4) facilitating "Taiwan's Convenient Travel" through smart travel driven by digital applications; and 5) building "Taiwan's Strong Attraction" through precision marketing aimed at raising Taiwan's online visibility. These initiatives aim to transform the quality of domestic tourism and rekindle a local love affair with domestic travel. They also highlight Taiwan's unique local charms to attract international visitors and show the world our local pride.

With the publication of this annual report, we hope to present the joint efforts of the Tourism Bureau and tourism industry in 2021 to prepare Taiwan's tourism sector for the post-COVID era. The report showcases the ways that Taiwan's local tourism features and the creative energy of the tourism industry are driving new tourism momentum, first to elevate domestic tourism and then to seize opportunities in the international tourism market.