

# THE HEART OF ASIA

你好

HELLO

こんにちは

안녕하세요

HOLA



## Taiwan

THE HEART OF ASIA



# FOREWORD

## 局長序

In 2018, the world's tourist arrivals reached 1.4 billion, and this number is anticipated to rise to 1.8 billion by 2030, according to the United Nations World Tourism Organization (UNWTO). This year, the Tourism Bureau under the Ministry of Transportation and Communications continues to promote eco, bay, small town, and mountain tourism, while also highlighting Taiwan's hospitality and natural beauty. These efforts are part of "Tourism 2020 – A Sustainable Tourism Development Strategy for Taiwan." In line with trends toward digitalization, localism, and sustainable tourism, this program outlines five strategies for developing diversified markets, promoting domestic travel, assisting industrial transformation, developing smart tourism, and expanding experiential tourism. These efforts are consistent with the ideas of local internationalization, "all-for-one tourism," and the experience economy. As a result, in 2018 Taiwan's inbound tourist total exceeded 11 million for the first time.

Looking ahead, the Tourism Bureau will continue to drive tourism development in Taiwan by promoting bicycle, rail, and other types of low carbon and sustainable tourism. Our "2021-2030 Taiwan Ten-Year Tourism Development White Paper and Mid-Term Plan" elevates tourism to national development status. It's also in line with global trends toward "human-centered, sustainable, and inclusive growth" outlined at the APEC Tourism Ministers' Meeting. This plan aims to integrate Taiwan's scenic beauty, local culture, industrial development, and world-famous human warmth, so that travelers can experience and enjoy the classic beauty of Taiwan.

Smart travel is rooted in good and personalized service. Currently, the friendly and hospitable people of Taiwan receive, on average, one foreign visitor for every two citizens. The Tourism Bureau aims to increase this ratio of foreign visitors to citizens to roughly 2/3, with an initial goal of welcoming 15 million and then 20 million international visitors. The Bureau is also promoting domestic tourism by integrating regional tourism assets, expanding events, and introducing incentives to encourage tourism resource integration. These initiatives aim to achieve 200 million total visits and make Taiwan an important destination in Asia for "friendly, smart, and experiential" tourism.

世界觀光組織 (UNWTO) 統計 2018 年全球國際旅遊達到 14 億人次，並預估到 2030 年全球遊客總數成長將達 18 億人次。順應數位化、在地化及永續化等趨勢，交通部觀光局持續推動 Tourism 2020—台灣永續觀光發展方案，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五大策略，輔以在地國際化、全域旅遊及體驗經濟等理念，推動生態、海灣、小鎮、山脈等四大主題，展現台灣友好友善自然親山親水的環境特色，來台旅客已突破 1,100 萬人次。

為帶動台灣觀光產業，未來還會推動自行車及鐵道觀光等多元主題的低碳旅遊，永續觀光發展。我們擘劃 2021~2030 年台灣十年觀光發展白皮書暨中程計畫，並以國家發展的高度及依據 APEC 觀光部長會議「人本、永續、包容性成長」的世界趨勢，結合台灣的山海風光、在地文物、產業發展，以及最為國際稱道的人情味，讓旅客體驗台灣經典之美。

智慧行旅需要感動服務為基礎，台灣人熱情好客，期待從 2 位國人接待 1 位外國旅客，提升為每 3 位國人可以接待 2 位外國旅客，邁向 1,500 萬人次至 2,000 萬人次到訪的目標；國旅市場部分，結合區域旅遊，強化活動大型化及優惠整合措施之執行，朝 2 億人次邁進，以實現「友善、智慧、體驗」的亞洲旅遊重要目的地。

周永暉  
Ho Chow



交通部觀光局局長  
Director General of the Tourism Bureau,  
MOTC

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# THE HEART OF ASIA

Taiwan is the life pulse of Asia. Beautiful, colorful, and full of boundless energy, it offers a high-quality living environment enriched by a diverse abundance of culture, art and creativity. Taiwan is also an economic center in Asia, with a refined and rich quality of travel infrastructure and international service standards.

Taiwan values local traditions and embraces multiculturalism. From historic sites, cuisine and street food to folk customs and a modern mindset, the inherent culture and customs of Taiwan endure across time and st, undiminished by a changing environment. Taiwan is a land steeped in human warmth and a pure heart. Its people are friendly and hospitable, brimming with inimitable passion and charm.

We warmly welcome you to Taiwan and look forward to greeting you with our heartfelt care on a unique journey of a lifetime.

台灣，是亞洲的生命脈搏，美麗多彩並富有無窮活力，生活環境品質的多彩化，文創藝術匯聚的多元化，時時刻刻都展現豐沛創作力；台灣，是當代亞洲的經濟重鎮，現代化環境建設和國際級服務水準，展現了細緻豐富的旅遊品質。

台灣，重視本土傳統並擁抱多元文化，從街廓古蹟、美食小吃、民俗風土到當代思潮，其所蘊含的內在文化風情，不因時空而變易，不隨環境而消散；台灣，是富饒人情味的淳樸國度，人們友善又好客，充滿獨特的熱情魅力。

衷心竭誠您的造訪，讓我們用最無微不至的心，款待您獨一無二的台灣之旅！

# THE HEART OF ASIA

亞洲精華 · 心動台灣



The Tourism Bureau is connecting with the world, from the "heart." It proudly shares the singular passion of the Taiwanese people to win the hearts of visitors with a heart-shaped slogan highlighting Taiwan's diverse and rich tourism environment and promoting Taiwan as a mainstream international tourist destination.

Through the combined efforts of the Tourism Bureau and the tourism industry, the number of international visitors to Taiwan has topped 10 million for four consecutive years since 2015. The 2017 Travel and Tourism Competitiveness Report published by the World Economic Forum (WEF) ranked Taiwan 30th among 136 countries around the world.

交通部觀光局以「心」啟動，來和全球接軌。散播台灣人獨有的熱情，觸動觀光客的心，心動魅力的品牌訴求「The Heart of Asia」，以心型視覺圖形，展現多元交融的豐富旅遊環境，以推廣台灣成為國際主流觀光目的地。

在觀光局與觀光產業各界努力下，台灣已在 2015 起連續 4 年成為國際來台旅客人數均超過 1,000 萬人次的旅遊目的地！在世界經濟論壇 ( WEF ) 所公布的全球觀光競爭力排名，台灣於 2017 年在全球 136 個國家中排名 30。

# TIME FOR TAIWAN

心動台灣 · 即刻啟程



Rooted in the concept of "optimizing quality and enhancing value," Taiwan brings together a spectrum of resources for the comprehensive implementation of a strategy centered on the themes of "high quality, unique, smart, and sustainable" tourism. This strategy aims to enhance travel safety, upgrade tourism value-added, deepen the heart-touching travel experience in Taiwan, and open a new era for Taiwan as a desirable travel destination.

台灣以「質量優化、價值提升」的核心理念，結合各方資源從「優質、特色、智慧、永續」等觀光主軸提出全方位的執行策略，強化旅遊安全，提升觀光的附加價值，深化旅行台灣的感動體驗，展開一個屬於台灣的新時代，將台灣打造為一個令人嚮往的旅遊目的地！

## International Praise for Tourism in Taiwan

台灣觀光讚譽，魅力遠傳國際



Japan's top travel website 4Travel selected Taiwan as the "Best Country for Solo Japanese Travelers."

日本最大旅行網站 4Travel 【日本人心目中最佳單獨海外旅行國家】

MasterCard's 2019 CrescentRating Global Muslim Travel Index ranked Taiwan as the "Third Best non-OIC Destination."

萬事達卡 2019 年新月評等全球穆斯林旅遊指數 (GMTI) 【非伊斯蘭教組織中最佳旅遊目的地第 3 名】

Asia Dive Expo (ADEX) selected Taiwan as the "2019 Eco Destination of the Year."

2019 亞洲潛水展獲頒【最佳生態旅遊目的地獎】

Svayam selected Baisha Bay and Heping Island as the "Most Accessible Tourist Attractions in 2018."

和平島公園及白沙灣榮獲印度共融環境全球中心頒發【2018 最佳無障礙觀光景點獎】

The Tourism Bureau video "Mountain and Forest Activities" won Travel Weekly's Silver Magellan Award for "Asia Adventure Destinations."

【親山篇】影片獲美國旅遊周刊【2018 麥哲倫獎 - 冒險旅遊目的地銀獎殊榮】

Taiwan Tourism videos promoting beach and railway travel and "10+ Offshore Islands of Taiwan" won the 2019 Golden City Gate Award at the ITB Berlin music and video competition.

【海灘篇】、【鐵道篇】及【臺灣 10 島之美】等影片獲 2019 柏林旅展音樂及影片競賽【金城門獎】

The video "East of Taiwan" won the "Best Asian Film" award at the 2018 International Tourism Film Festival in Portugal; the "Best East Asian Film" award at the first Japan World's Tourism Film Festival; and the "Platinum Remi Award for Travel and Tourism" at the Houston International Film Festival.

【East of Taiwan】影片獲 2018 葡萄牙國際觀光影片節【最佳亞洲影片】、第一屆日本國際觀光映像祭【東亞觀光影片優秀獎】及休士頓國際影展【旅遊類白金雷米獎】

British travel publication Rough Guides ranked Taiwan among the "Top 10 Countries to Visit in 2017." 英國權威旅遊指南 Rough Guides 評為【2017 年必訪的 10 大旅遊目的地】

US travel magazine Global Traveler picked Taiwan as the "Best Leisure Destination in Asia in 2018." 美國專業旅遊雜誌 Global Traveler 推薦【2018 年亞洲最佳悠閒旅遊目的地】

# HISTORY

## 啟動

A pristine heart to touch you with the boundless beauty of Taiwan.

初始之心，帶您感受台灣的無限美好！

**Taiwan**  
THE HEART OF ASIA  
交通部觀光局  
Tourism Bureau, MOTC

**1970**  
April 24

The Committee of Tourism opens an office in San Francisco as the first of 14 overseas offices.

成立第一個駐外辦事處「舊金山辦事處」，之後陸續成立共14處駐外辦事處。

**1973**  
March 1

The Chinese name of the Tourism Bureau is changed according to the Organization Act of the Tourism Bureau, MOTC on March 1, 1973.

依「交通部觀光局組織條例」於1973年3月1日更名為「交通部觀光局」。

**1990**  
February 10

The first Taipei Lantern Festival is held, serving as the predecessor for the Taiwan Lantern Festival, described by Discovery as one of the best festivals in the world.

The first Taipei Chinese Food Festival is held, setting the stage for the Taiwan Culinary Exhibition: an important platform for culinary exchange.

舉辦第一屆「台北燈會」，為Discovery譽為全球最佳節慶—「台灣燈會」的前身。  
舉辦第一屆「台北中華美食展」，成為美食交流重要平台—「台灣美食展」的前身。



**2015/2018**

Taiwan breaks the 10-million-visitor mark for the fourth consecutive year.

The Cycle Route No.1 is launched, with a total length of 939.5 km, mainly along Provincial Highways 1/9.

連續四年達成千萬觀光大國，來台旅客破1,000萬人次。

「自行車環島1號線」OKM啟用，以台1線和台9線為主軸，全長939.5公里。



**1971**  
June 24

The Tourism Council under the MOTC and the Taiwan Provincial Tourism Administration are merged and reorganized as the "Tourism Bureau, MOTC."

交通部觀光事業委員會與臺灣省觀光事業管理局合併改組為「交通部觀光事業局」。

**1984**  
June 1

The "Northeast and Yilan Coast National Scenic Area" is established as the first of 13 designated national scenic areas in Taiwan.

成立台灣第一個國家風景特定區「東北角風景區」，之後陸續成立共13處國家風景區。

**2010**  
May 4

The first official "Beijing Office" is established.

在中國大陸設立第一個具官方性質之「北京辦事處」。

October 16~24

The first Taiwan Cycling Festival is held to spur a bicycle tourism wave in Taiwan.

舉辦第一屆「台灣自行車節」，帶動來台騎自行車旅遊風潮。



**2017**

On November 27, the Tourism Bureau launched a new bureau logo under the theme of "Taiwan, Looking Good"

11月27日定調以「著眼天下·看好臺灣」核心概念啟用新局徽。



交通部觀光局  
Tourism Bureau, MOTC

## Organization of Tourism Administration

觀光行政機關組織表



**1960**  
September

The Executive Yuan approves the establishment of a Committee of Tourism under the MOTC.

行政院核准於交通部設置觀光事業小組。



# EXPERIENCE 領略

A sincere heart for the development of high-quality tourism.

謙誠之心，打造優質的觀光榮景！

## Enhancing the Quality and Scale of Tourism 質量併進觀光榮景

Taiwan is an emerald straddling the Tropic of Cancer. From scenic coasts to alpine heights and lakes, from culture and lifestyle to food, Taiwan presents breathtaking beauty and diversity of style.

Building on Taiwan's natural assets and cultural charm, the Tourism Bureau is promoting "high-quality tourism, unique tourism, smart tourism, sustainable tourism" rooted in the core concept of "optimizing quality and scale and enhancing value" in the tourism industry.

台灣，是北回歸線上的綠寶石，從海岸、高山與湖泊等生態地景，乃至文化、生活與食物上，都呈現了令人屏息的美麗景緻和多樣風情。

交通部觀光局以台灣的好山好水與人文魅力為基礎，以「質量優化、價值提升」為核心理念，推動「優質觀光、特色觀光、智慧觀光、永續觀光」，建構質量併進的觀光榮景。



## Developing High-End Markets Tapping New Visitor Sources in Southeast Asia

開發高端潛力市場  
拓展東南亞新客源

The Tourism Bureau is actively developing cruise and other high-end consumer markets, as well as tapping newly affluent demographic groups in emerging Southeast Asian markets. In Europe and the United States, marketing and promotions are focused on attracting more visitors to Taiwan.

積極開發如郵輪等高端消費潛力市場，同時爭取東南亞新興市場新富客層，著力於歐美市場推廣與促銷活動，積極促成來台旅遊人數的增長。



## Marketing the Taiwan Tourism Calendar Promoting Four Major Theme Events

行銷臺灣觀光年曆  
推廣四大主題活動

The Tourism Bureau is integrating large-scale festival and competition activities in Taiwan to create a "Taiwan Tourism Events" calendar featuring four main theme festivals—the Taiwan Lantern Festival (to be held in Taichung in 2020 and in Hsinchu in 2021), Formosa Summer Festival, Taiwan Cycling Festival, and Taiwan Hot Spring Fine-Cuisine Festival—to market and promote Taiwan's tourism theme image internationally and show the world Taiwan's new tourism charm.

整合國內大型節慶賽會活動，行銷「臺灣觀光年曆」。每年舉辦台灣燈會（2020年在台中，2021年在新竹）、寶島仲夏節、臺灣自行車節、溫泉美食嘉年華等四大主題活動，向國際市場宣傳台灣觀光主題印象，讓世界看見台灣觀光新魅力。



## Building Friendship in International Tourism Establishing Platforms for International Exchange

深化國際觀光情誼  
搭建國際交流平台

The Tourism Bureau actively promotes and arranges international and bilateral meetings and exchanges, including exchanges with Japan, Korea, Vietnam, and other countries. Such activities strengthen mutual promotion, enhance the content and quality of tourism exchanges, and create a cooperative environment for sustainable exchange. The Bureau also actively assists promotion of the Taipei International Travel Fair to create a platform for international tourism exchange, connect the domestic and international travel industries, and initiate a new blue ocean strategy for tourism development.

積極舉辦國際雙邊會議交流，與日本、韓國、越南等國家進行觀光交流等，加強相互宣傳推廣，提升觀光交流的內涵與質量，創造永續交流的合作環境。同時積極協助推展台北國際旅展，創造國際觀光交流平台，連結國內外旅行產業，開創觀光新藍海。





## Enhancing Tourist and Recreation Facilities

完備觀光遊憩設施

Services and facilities at 13 national scenic areas have been arranged to enhance overall environmental quality under a "one town, one product" plan. The National Travel Card system and other incentives are also promoted to stimulate domestic travel spending, expand domestic demand, and invigorate the economy.

整備 13 處國家風景區軟硬體設施，打造一處一特色，提升整體環境品質。推動國民旅遊卡等優惠措施，帶動國內旅遊消費，擴大內需與活絡經濟。



## Optimizing Travel Industry Brands Enhancing Hotel Tourism Quality

旅行產業品牌優化  
旅宿觀光品質精進

The Tourism Bureau is promoting improvements in Taiwan's hotel industry by strengthening tourism brand recognition and management systems, promoting "star hotel" evaluations, and selecting "Taiwan Hosts." In 2019, there were over 400 star hotels (with over 54,000 rooms) and more than a thousand "Taiwan Host" accommodations. The Tourism Bureau is also strengthening travel industry guidance and management to improve the quality of group tours and implement travel safety. The functions of the "Taiwan Stay" website have also been expanded. The Tourism Bureau is promoting a policy of high-quality itineraries in Taiwan for mainland tourists and working to expand the number of mainland pilot cities open for independent travel to Taiwan. Dedicated inspection units have also been established to enhance travel quality for mainland Chinese tourist groups.

強化旅遊品牌識別及經營體制，推動「星級旅館」評鑑、遴選「好客民宿」，108 年已有 4 百餘家星級旅館（提供超過 5.4 萬間房間）及逾千家好客民宿。同時，加強旅行業輔導及管理，提升觀光團旅遊品質並落實旅遊安全。

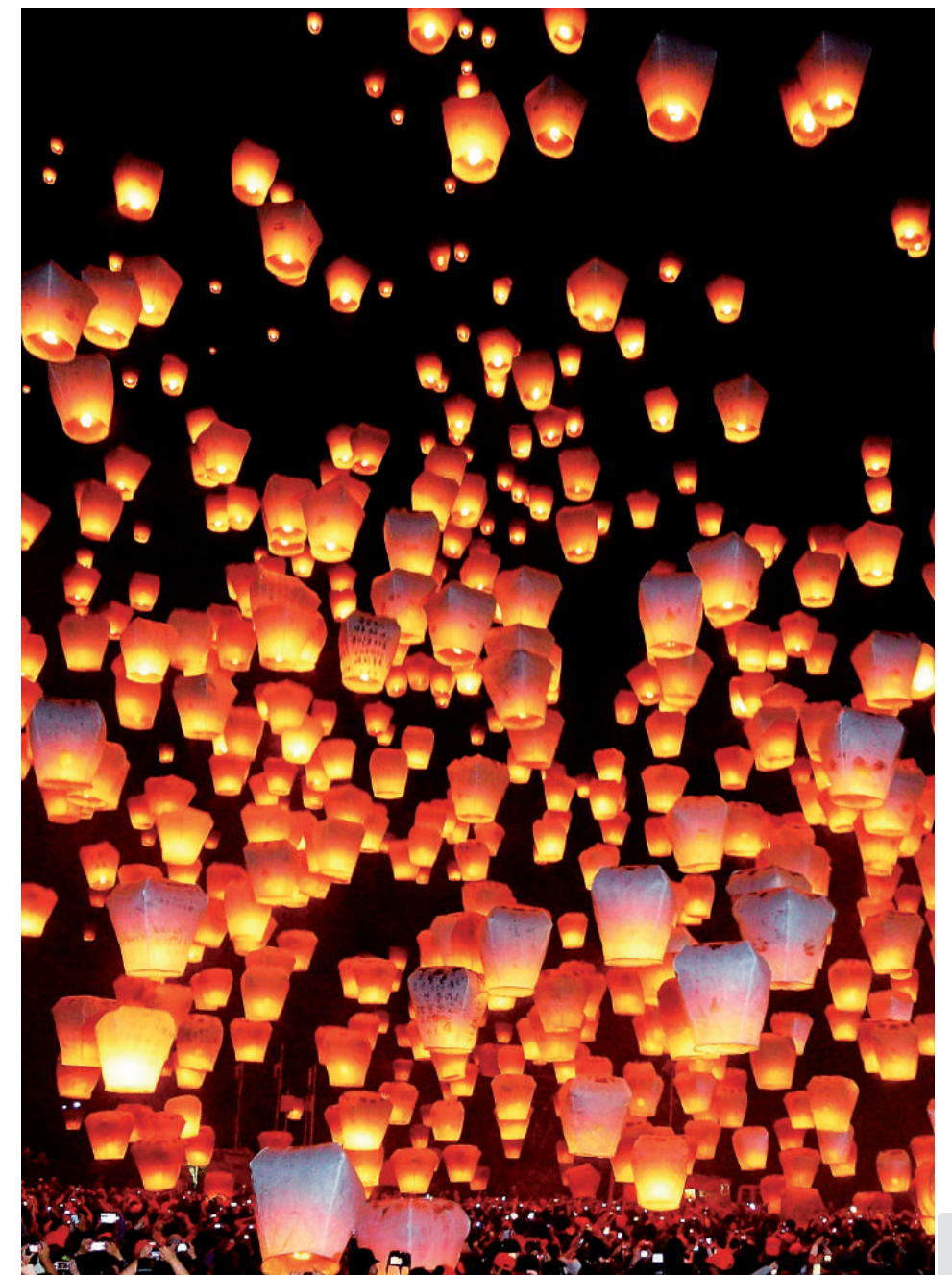


The Tourism Bureau supports the holding of high-quality activities with unique tourism themes. Resources are committed to international activities and seminars, inviting speakers to Taiwan to provide instruction, and arranging for industry insiders to participate in overseas education to cultivate innovative tourism industry talent.

扶植辦理優質特色觀光主題活動，挹注資源於國際活動研討會，邀請講者來台授課並選送業者參加海外進修，以培育創新的觀光產業人才。

## Supporting Unique Tourism Activities Innovating Personnel Training Programs

扶植特色觀光活動  
創新人才培育計畫



# ALLURE

## 魅力

Stirring hearts with a rich world of sublime travel experiences!

悸動之心，創品味細緻的多元旅程！

All aboard! Taiwan's natural beauty, history, and local culture come by rail on a one-of-a-kind rail tour of Taiwan.

來一趟愜意的鐵道之旅吧！飽覽沿途風光，將自然美景盡收眼底；穿梭歷史足跡，仔細感受各地人文風情，帶來不一樣的旅行體驗。

Take a nostalgic journey to the past on the scenic railways of Taiwan.

百年歷史風華，台灣鐵道之美

Photography by LAI, KUO-HUA 賴國華 攝影

## Time to Eat

### 美食在台灣

With its agricultural abundance and diverse culinary ingredients, Taiwan boasts an amazing food culture spanning fine cuisine to daily fare.

台灣物產豐饒，食材多樣，料理精緻，庶民飲食文化更是精彩萬分！



No visit to Taiwan is complete without experiencing the street food at a local night market. From the Miaokou Night Market in Keelung and Liuhe Night Market in Kaohsiung to Taipei's Shilin Night Market and Fengjia Night Market in Taichung, these food-lovers' paradises offer a delicious selection of fairly-priced specialty snacks: rice with braised pork, small steamed buns, beef noodles, oyster omelet, and pearl milk tea, to name a few. Taiwan's culinary world is also presented in an array of fine cuisine, from regional Chinese dishes to Western fare. Savor the slow life with Taiwan's fine tea and coffee culture, or satisfy your sweet tooth with an exquisite dessert gift box to take home.

庶民美食夜市，是來台觀光必訪景點，從基隆廟口、士林夜市、台中逢甲商圈到高雄六合夜市，平價又美味的特色小吃，芒果冰、炸雞排、牛肉麵、蚵仔煎、珍珠奶茶等，均令人回味無窮！此外，台灣食藝文化多元精彩，不但融合中國大陸各菜系，更涵納中西方各國美食。慢活品味茶葉文化、咖啡食尚，甚至連各式甜點伴手禮，都匠心獨具，讓觀光客愛不釋手。



## Time for Two Wheels

### 樂活在台灣

Unique natural terrain and round-the-island cycling routes set the stage for Taiwan's new LOHAS tourism charm.

得天獨厚的自然地形，踏上環島自行車道，展現樂活旅遊新魅力！



Situated at the juncture of the Eurasian Plate and the Philippine Sea Plate, Taiwan is a geothermally active island where cold springs, hot springs, mud springs, and saltwater springs await at 19 hot spring areas that offer complete facilities for a mind- and body-soothing escape. Taiwan is also a tea kingdom. Verdant farms cultivate high-quality tea throughout the island, from Pinglin and Muzha in the north to Lugu and Alishan in central Taiwan. And what better way to slow down and enjoy the authentic culture and beauty of Taiwan than on a cycling journey along the Cycling Route No.1 bikeway!

台灣位於歐亞板塊與菲律賓板塊交界處，地熱遍布全島，並擁有冷泉、熱泉、濁泉、海底泉等多樣性泉質。全台共有 19 處溫泉區，溫泉度假設施完善，是舒緩身心的最佳選擇。台灣亦是茶葉王國，綠色茶鄉遍佈全台，北從坪林、木柵，南至鹿谷、阿里山，頂級好茶匯聚。感受這些道地台灣人文風情，踏上環島 1 號線來場自行車環島旅遊，最能享受台灣的樂活與美好！



## Time to Shop

### 購物在台灣

Taiwan's fashionable and cultural shopping environment has something for every visitor's consumer desire.

兼具時尚與人文的購物環境，滿足每位旅人的購物慾望！



Taiwan is a shopper's paradise that brings together high-tech gadgets, fashionable boutique items, and cultural and creative products. Hunt for 3C treasures at Taipei's Guanghua Digital Plaza or experience the island's cultural and creative art at The Red House, Songshan Cultural and Creative Park, Huashan Creative Park, Hayashi Department Store in Tainan, or Kaohsiung's Pier-2 Art Center. You can also shop 'til you drop at the bargain-priced outlet stores in Taoyuan, Linkou, Taichung, and Kaohsiung.

台灣是逛街購物的天堂，科技產品、時尚精品與文創設計藝術匯聚。從 3C 產品挖寶天堂的台北光華數位新天地、文創藝術匯聚的西門紅樓、松山文創園區、華山文創園區、台南林百貨、高雄駁二藝術特區；到桃園、林口、台中、高雄各大精品 outlet 勝地，超值享受，百逛不厭！



## Time for Nature

### 生態在台灣

Discover the wonders of nature at Taiwan's 13 national scenic areas.

走訪 13 處國家風景區，壯闊秀麗的自然美景，令人撼動驚嘆！



Sitting at the hub of the East Asian island arc, Taiwan is a land of complex and diverse landscapes. The island has as many as 268 peaks that soar 3,000 meters or more above sea level. This high density of mountains is just one of Taiwan's rare geographic charms. World-class rock formations, coastal and mountain beauty, and spectacular landscapes greet visitors at Taiwan's 13 national scenic areas and nine national parks, all of which offer high-quality travel and recreational facilities. Taiwan is also home to a rich and unique array of flora and fauna, including rare wildlife such as the Formosan Landlocked Salmon, Black-Faced Spoonbill, and Purple Butterfly.

台灣為東亞島弧的中樞，擁有複雜多樣的地理景觀，3,000 公尺以上的山峰多達 268 座，是全球少有的地理現象。完善的旅憩設施，規劃 13 處國家風景區及 9 座國家公園，世界級的奇岩、海岸及高山美景，壯麗景觀令人撼動！此外，台灣動植物生態更是獨特豐富，櫻花鉤吻鮭、黑面琵鷺、紫斑蝶等，都是罕見的世界級自然資產。



## Time for Love

### 浪漫在台灣

From beautiful beaches to nostalgic hillside towns, Taiwan offers plenty of romantic escapes for love to bloom.

美麗的海濱，懷舊的山城，在愛情最佳秘境裡，盡情放閃曬恩愛吧！



Capture the happiness of love with a wedding photo shoot in Taiwan. Couples can tie the knot with a wedding witnessed by a romantic Sacred Tree of Alishan, or record their memories with a snapshot on a slow-paced railway journey to a scenic mountain town. Romance also awaits in the picturesque hillside town of Jiufen and among the tung oil tree blooms in Miaoli. The Beimen Crystal Church in Tainan, daylily flower fields at Hualien's Liushidan Mountain, and Twin Hearts Stone Weir in the Penghu township of Qimei are among the many other destinations where love can bloom.



見證幸福愛情，台灣婚紗攝影旅行正夯。在浪漫的阿里山神木下舉辦婚禮，見證山海戀盟約；或是來趟鐵道慢活之旅，邊玩邊自拍打卡，享受山城小鎮風光。從九份絕美山城、苗栗油桐花樹下、台南北門水晶教堂、花蓮六十石山金針花海、澎湖七美的雙心石滬，情侶們可盡情放閃曬恩愛。



## Time to Marvel

### 文化在台灣

Immerse yourself in the human touch of local culture and daily life in Taiwan.

蘊含在地文化的深度體驗，最能貼近庶民生活，感受濃郁人情味！



Explore Taiwan's rich tapestry of culture and art at the National Theater and National Concert Hall, Taichung Metropolitan Opera House, Weiwuying, National Palace Museum Southern Branch, and other world-class art exhibition and performance spaces, along with exquisitely crafted local handicrafts. Take a nostalgic journey to the past at Taiwan's many historic areas or discover the richness of traditional folk customs as presented at the Taiwan Lantern Festival, Matsu Pilgrimage, Ghost Festival, and King Boat Festival. Indigenous cultural festivals further open a window to the beauty and vitality of Taiwan's popular culture.

台灣擁有多元文化及豐厚藝術，國家兩廳院、臺中國家歌劇院、衛武營及國立故宮博物院南部院區等國際化藝術展演空間林立，各地方精緻手工藝品更是大放異彩。此外，靜謐懷舊的歷史街廓林立，特色的傳統民俗節慶多樣豐富，如台灣燈會、媽祖遶境、中元祭、王船祭等，加上各部落的原住民文化節慶，均見證了台灣庶民文化之美及其豐沛生命力。



# RELIABILITY 信賴

A friendly heart to create a safe and convenient tourism environment.

友善之心，創造安全便利的旅遊環境

## Creating a Friendly and Convenient Tourism Environment

友善便利的旅遊環境

To promote a friendly tourism environment, the Tourism Bureau is upgrading the "Taiwan Tourist Shuttle" service to scenic spots and the quality of service routes. The bureau also continues to develop the "Taiwan Tour Bus" system, Information Stations, and convenient services for accessible and senior travel.

推廣友善旅遊環境，提升「台灣好行」景點接駁旅遊公車系統及各路線服務品質，並持續建置「台灣觀巴」系統、借問站、無障礙及銀髮族旅遊的各項便利服務。



## Boosting Travel Quality

躍進提升的旅遊品質

"Taiwan Pass" is your ticket to smart tourism in Taiwan. The pass is an e-ticket with special deals on food, lodging, recreation, shopping, and travel packages. Users can also enjoy access to an e-commerce platform for online ordering and payment, portable APPs, and time- and location-specific transportation and attraction deals.

推出智慧旅遊票證「台灣好玩卡」，卡片結合電子票卡，包裝食、宿、遊、購、行等旅遊優惠，並享有電子商務平台、線上訂付、APP 隨身等服務，以提供限時限地的交通及景點專屬優惠。



Taiwan Pass  
台灣好玩卡



## Building a User-Friendly Smart Platform

### 科技便利的智慧平台

**Taiwan**  
Touch Your Heart



The "Taiwan Tourist Information Website" is available in Chinese, English, Japanese, Spanish, Korean, German, French, Malay, Indonesian, Thai, and Vietnamese. Other resources include the "Taiwan Tourism Information Database" with information on attractions, accommodation, dining, and events in Taiwan. We have also launched a new mobile application service in 8 languages (Chinese, English, Japanese, Korean, Bahasa Indonesian, Vietnamese, Thai and Malay), with both the original tourist information website query convenience and the Location Based Service function. Provide domestic and foreign tourists in Taiwan information about attractions, accommodation, food, festivals, travel itinerary and other related information. Additionally, 111i-center visitor information centers throughout Taiwan create a comprehensive and friendly travel service platform. Visitors can also conveniently download travel information at 444 Information Stations with free Wi-Fi, providing outstanding high-tech smart travel services to visitors.

建置「臺灣觀光資訊網」之中、英、日、西、韓、德、法、馬來、印尼、泰、越之行動版網頁；建構「臺灣觀光資訊資料庫」，彙整全台景點、住宿、餐飲、活動資訊；推出具 8 種語言（中、英、日、韓、印尼、越南、泰文及馬來語）之全新行動應用服務，兼具原有觀光網站查詢便利性及適地性服務（Location Based Service）功能，提供國內外遊客在臺旅遊查詢景點、住宿、美食、節慶活動、旅遊行程等相關資訊。此外，全台共建置 111 處 i-center 旅遊服務中心，創造全面性的友善旅遊服務平台；另為了方便遊客下載取得旅遊資訊，更設置 444 處借問站，免費 Wi-Fi 上網，提供完善科技化的智慧旅遊服務。



eng.taiwan.net.tw  
臺灣觀光資訊網



itravel.taiwan.net.tw  
iTravel 旅行台灣

## Enhancing Tourism Safety

### 完善安全的觀光措施

The Tourism Bureau is implementing safety inspections for travel industry transactions, establishing mechanisms for travel safety notifications, and implementing an action plan for recreational facilities in tourist areas in accordance with the "White Paper in Public Safety Management" to strengthen operation, management, and safety maintenance in various areas. A comprehensive inspection is also performed each year to assure travel safety and strengthen safety advocacy and inspection. The third week of March each year has been designated as "Travel Safety Promotion Week" to ensure the safety of tour itineraries, accommodations, attractions, and tourist areas and provide travelers with a better and safer tourism environment.

落實旅行業交易安全查核，建立旅遊安全通報機制，並以「公共安全管理白皮書」的觀光地區遊樂設施安全管理實施計畫，強化各地經營管理及安全維護。另為落實旅遊安全及強化安全檢查，辦理旅遊安全總體檢，並訂定每年 3 月第 3 週為「旅遊安全宣導週」，以提供優質安全的觀光環境。



# TRENDS

## 永續

A service heart to create an environment for sustainable tourism development.

服務之心，創造觀光發展的永續環境！

### Expanding and Diversifying Markets

開拓多元市場

- Expanding into "New Southbound Policy" tourism markets and simplifying visa procedures to increase the number of visitors to Taiwan.
- Deepening Taiwan's tourism brand to increase repeat travel from Japan and Korea.
- Developing the MICE travel, cruise, Muslim, and charter-flight visitor source markets.
- Solidifying mainland Chinese visitor sources and deploying joint marketing campaigns in key European and U.S. cities.
- 拓展觀光新南向市場，透過簡化來台簽證，擴大來台規模。
- 深化台灣觀光品牌，提高日、韓重遊率。
- 開拓會展獎旅、郵輪、穆斯林及包機等主題客源市場。
- 穩固大陸客源，布局歐美重點城市合作行銷。



### Promoting Domestic Tourism

活絡國民旅遊

- Expanding the domestic tourism market and promoting high-quality, in-depth tours.
- Supporting unique tourism activities, integrating local areas, and recommending high-quality and green ecotour itineraries.
- 擴大國內旅遊市場，推展旅遊深度精緻行程。
- 扶植特色觀光活動，結合地方，推薦優質及綠色生態旅遊行程。





## Guiding Industry Transformation

### 輔導產業轉型



- Actively helping businesses serving mainland Chinese tourist groups to transform and upgrade capacity to accommodate domestic travel.
- Strengthening key personnel training in the tourism industry to enhance ability to serve new markets.
- Promoting travel industry branding, internationalization, and e-commerce development to enhance international competitiveness.
- 積極輔導陸客團接待業者轉型，提升業者國民旅遊接待能力。
- 強化觀光產業關鍵人才培育，提升接待新興市場能力。
- 推動旅行業品牌化、國際化及電商化，提升國際競爭力。



## Developing Smart Tourism

### 發展智慧觀光

- Applying smart and mobile technology to promote smart tourism services.
- Strengthening big data analysis and applications to improve travel information services.
- Promoting electronic stored value cards and the Taiwan Pass to market local urban tourism attractions island-wide.
- 運用智慧科技及行動載具技術，推廣智慧觀光服務。
- 強化大數據分析及應用，完善旅遊資訊服務。
- 全台推廣電子票證及台灣好玩卡，行銷地方城市觀光魅力。

## Promoting Experiential Tourism

### 推廣體驗觀光

- Continuous promotion of green tourism under the Taiwan Sustainable Tourism Development Strategy.
- Promoting slow-paced, in-depth travel and local creativity within special annual tourism themes, namely: 2019 Taiwan Small Town Ramble, 2020 Mountain Tourism Year, 2021 Bicycle Tourism Year, and 2022 Railway Tourism Year.
- As an example of instituting new initiatives, we held a "2019 Town Tour" creative touring contest that combined small town tour passports and the development of small town specialty tours.
- Developing a friendly general tourism environment.
- Promoting small town innovation, creativity, and entrepreneurship to enhance tourism facilities and services.
- Conducting themed marketing to promote brand development of Hakka and Indigenous tourism activities, and supporting the tourism market in Hakka towns and among the indigenous peoples.
- 持續推展綠色觀光，推動台灣永續觀光計畫。
- 推廣觀光主題年如 2019 小鎮漫遊年、2020 脊梁山脈旅遊年、2021 自行車旅遊年、2022 鐵道觀光旅遊年，帶動深度旅遊及地方創生。
- 推動「十萬青年獎百萬」創意遊程競賽活動，結合小鎮護照，發展小鎮特色遊程。
- 營造友善的通用旅遊環境。
- 促進小鎮創新、創意、創業，提升旅遊軟硬體環境。
- 主題化行銷客家及原民觀光品牌，積極推動客庄小鎮及部落觀光。



# TOURISM 2020

*- Taiwan - The Heart of Asia -*

*Lovely and smiling ready for your embrace*

*Come live the passion-driven life*

*Surprising heaven for food, colorful seasons*

*Taiwan leads you to your dreams*

*Butterflies dance to the island's beauty*

*Heart of Asia can you hear*

*Feel the heartbeats answer the call*

*The heart of Taiwan syncs with yours*

*Taiwan (formosa), the heart of Asia*

*The time for Taiwan is now*

*Taiwan (formosa), the heart of Asia*

*The time for you is now*

*Life and love can't wait*

*Taiwan opens its heart to you*

*Taiwan*

*The heart of Asia!*

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