



中華民國95年觀光年報

ANNUAL REPORT ON TOURISM 2006 TAIWAN, REPUBLIC OF CHINA



台灣

中華民國95年 觀光年報

ANNUAL REPORT ON TOURISM 2006

TAIWAN, REPUBLIC OF CHINA



ISBN 978-986009880-8



9 789860 098808

GPN : 1009601269
定價：新臺幣400元

中華民國交通部觀光局
Tourism Bureau, Republic of China



交通部觀光局

Tourism Bureau M.O.T.C., Taiwan R.O.C.



中華民國95年

觀光年報

ANNUAL REPORT ON TOURISM 2006,
TAIWAN, REPUBLIC OF CHINA

臺灣，美麗且多元的島嶼

用最誠摯的心意

展臂歡迎所有的地球村朋友

Taiwan, beautiful and vibrant;

With the most sincere heart,

Opening their arms to welcome friends from the global village.

交通部觀光局

中華民國96年8月

》序

95年全年共吸引來臺旅客351萬9,827人次，較94年成長4.19%，其中，「觀光」目的別旅客占42.91%，創下10年來觀光目的別旅客市場佔有率最高的一年。

回顧95年，觀光局為打造優質的旅遊環境，除延續觀光客倍增計畫，以「顧客導向」的思維整備套裝旅遊線、加強景點的開發建設及推動溫泉標章制度外，亦積極促成民間參與投資觀光建設。為強化友善的旅遊服務，持續建置並強化各地旅遊服務中心功能、輔導地方政府建置觀光地圖導覽牌、加強輔導臺灣觀光巴士營運、提昇觀光從業人員服務質能。另為使相關旅遊設施親和化，本局所屬各國家風景區管理處除加強轄區內指、標示之正確便利外，亦結合在地資源，開發吉祥物及伴手禮。在國際觀光宣傳推廣方面，則以臺灣旗艦景點及活動為宣傳主軸，配合青年旅遊的推展、北宜高速公路及高鐵通車，於國際間創造臺灣觀光新話題。

此外，隨著兩岸觀光交流頻繁所衍生的課題，觀光局亦逐一採取對策因應，包括購物保障制度的建立、最低團費的訂定及提高承辦旅行社保證金等，以提供來臺大陸旅客安全、品質的服務。另為建立與大陸「海峽兩岸旅遊交流協會」之協商平臺，觀光局於8月成立「財團法人臺灣海峽兩岸觀光旅遊協會」並於10月正式展開技術協商，為兩岸雙向觀光交流預做準備工作。

96年觀光局將以「建構質量並進的觀光榮景」為願景，一方面持續落實「觀光客倍增計畫」各項軟體服務品質提升及硬體設施改善的工作，另一方面配合行政院2015年經濟發展願景第一階段3年衝刺計畫，研擬「觀光發展3年衝刺計畫」，從觀光遊憩設施的整備、觀光服務的優質、產業投資環境的活化及產業人力質量的提升等面向，全方位打造臺灣觀光優質品牌形象及產品，迎接每一位到訪的旅客。

謹將95年觀光局施政成果及觀光統計數據資料彙編成冊，敬請各界不吝賜教。

交通部觀光局局長

賴瑟珍

Foreword

A total of 3,519,827 international travelers visited Taiwan in 2006, up 4.19% from the year before; 42.91% of the total came for tourism purposes, a ratio that hit a 10-year high.

The Tourism Bureau strived to create an outstanding travel environment in 2006, carrying on with the Doubling of Tourist Arrivals Plan and using a customer-oriented approach to prepare package tour routes, strengthen the development of tourist sites, and promote the hot-spring labeling system while also vigorously pushing private participation in tourism investment. To enhance friendly travel services, the Bureau continued with the establishment and reinforcement of the functions of travel service centers throughout the island, the provision of assistance to local governments in installing tourist guide-map signposts, the strengthening of guidance for the operation of the Taiwan Tour Bus system, and the upgrading of the service quality of tourism personnel. To make travel facilities easier to use, the Bureau's national scenic area administrations improved the friendliness and accuracy of signage within their jurisdictions and, in combination with local sources, developed mascots and souvenir gifts. In the area of international tourism advertising and promotion, the Bureau focused on Taiwan's flagship attractions and activities as the core of its promotional efforts and used the promotion of youth travel as well as the opening of the Taipei-Yilan Freeway and the High-speed Railway to create Taiwan tourism as a new object of attention in the international community.

With the emergence of issues resulting from the intensification of tourism exchange between Taiwan and mainland China, the Tourism Bureau adopted a number of countermeasures including the establishment of a shopping assurance system, the establishment of a minimum group-tour charge, and the heightening of the guarantee fund for travel agencies engaging in this business, with the aim of providing safe, quality services to mainland Chinese visiting Taiwan. To set up a negotiating platform with the mainland's cross-straits travel exchange association, the Tourism Bureau established the Taiwan Strait Tourism Association in August and entered into technical negotiations in October in preparation for more intense two-way cross-straits tourism exchange.

In 2007 the Tourism Bureau will work toward the vision of "building a prosperous tourism industry with both quantity and quality," by continuing to upgrade the quality of software services and improve hardware facilities under the Doubling of Tourist Arrivals Plan on the one hand while, on the other, working in line with the first-stage Three-year Sprint Program of the Executive Yuan's Economic Development Vision for 2015 by formulating a Three-year Sprint Program for Tourism Development that will result in the creation of a quality brand image and quality products for Taiwan tourism through the provision of tourism and leisure facilities, the heightening of tourism service quality, the revitalization of the tourism investment environment, and the upgrading of manpower quality and quantity, so as to be able to give a proper welcome to each arriving tourist.

This Annual Report provides an overview of the achievements of the Tourism Bureau's efforts in 2006, along with a compilation of tourism statistical data. We welcome your comments and suggestions on how we can do a better job of developing and promoting the tourism industry in Taiwan.

Director General
Tourism Bureau

Ser-jen Lai



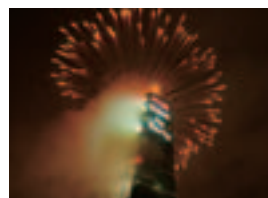
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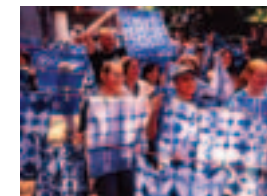


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95年重要施政成果摘要

一、來臺旅客穩定成長，「觀光」目的旅客比例突破4成

95年在競爭激烈的國際觀光市場上，藉著本局及各部會的合作與努力及持續辦理國際宣傳推廣行銷下，全年來臺旅客計351萬9,827人次，較94年長4.19%；其中，「觀光」目的旅客所佔百分比達42.91%，與推動「觀光客倍增計畫」前「觀光」目的旅客約佔來臺市場3成情況相較，臺灣觀光形象在國際舞臺已逐漸突顯。

二、落實大陸人民來臺觀光兩岸協商，成立「財團法人臺灣海峽兩岸觀光旅遊協會」

(一) 開放大陸地區人民來臺觀光係政府既定政策，為推動該政策，交通部及內政部訂有「大陸地區人民來臺從事觀光活動許可辦法」，自民國91年起即循序漸進開放第三類及第二類大陸地區人民來臺觀光，惟全面開放尚有待兩岸協商決定並作成相關安排。

(二) 為落實大陸地區人民來臺觀光政策，政府於94年6月13日宣布將之列為兩岸優先協商事項，大陸方面於95年4月16日公布「大陸居民赴臺灣地區旅遊管理辦法」，並於8月17日成立「海峽兩岸旅遊交流協會」；經行政院評估兩岸協商之客觀條件及時機已趨成熟，本局爰依指示於8月27日邀集中華民國旅行商業同業公會全國聯合會、財團法人臺灣觀光協會、中華民國旅行業品質保障協會、臺北市觀光旅館商業同業公會及臺北市航空運輸商業同業公會等共同捐助設立「財團法人臺灣海峽兩岸觀光旅遊協會」(簡稱臺旅會)，作為「海峽兩岸旅遊交流協會」之對應窗口，開啓兩岸就開放第一類大陸人民來臺觀光技術性磋商管道，逐步落實政策之執行。



三、提升大陸觀光團旅遊品質及旅遊安全

針對大陸觀光團在臺旅遊產生之購物、安全與品質等相關問題，觀光局經檢討並落實下列措施：

(一) 遴選「臺灣各縣市大陸觀光團建議觀光景點一覽表」：推薦來臺觀光團標準天數行程及長天數行程建議景點，供旅行業者包裝參考。

Major Achievements of Tourism Administration in 2006

1. Stable Growth of Arrivals to Taiwan; Ratio of Target Group Breaks 40%

In the intensely competitive international tourism market of 2006, cooperative efforts by the Tourism Bureau and other government agencies, plus ongoing international advertising and promotion programs, led to an increase of 4.19% in visitor arrivals to a total of 3,519,827. Those who came for purposes of tourism accounted for 42.91% of the total; since the proportion of tourists was only about 30% prior to implementation of the "Doubling Tourist Arrivals" plan, it is obvious that the image of Taiwan tourism is becoming steadily clearer on the international stage.

2. Negotiations on Mainland Chinese Tourist Travel to Taiwan; Establishment of the Taiwan Strait Tourism Association

(1) The opening of Taiwan to tourists from mainland China is established government policy. Pursuant to that policy the Ministry of Transportation and Communications, and the Ministry of the Interior, have formulated the Regulations Governing the Approval of People of the Mainland Area Visiting Taiwan for Purposes of Tourism, under which Taiwan visits by Category 3 and Category 2 mainland Chinese have been opened up. A full opening, however, awaits a decision through negotiation by the two sides plus the completion of necessary arrangements.

(2) To carry through with the policy of allowing mainland Chinese tourists to visit Taiwan, the government announced that the policy would be given priority in cross-straits negotiations on June 13, 2005, and mainland China promulgated the Regulations Governing Travel to Taiwan by Residents of the Mainland on Apr. 16, 2006 and established the Straits Travel Exchange Association on Aug. 17 that year. Following the Executive Yuan's assessment that the objective conditions and timing for cross-straits negotiation were becoming mature, on Aug. 27, 2006 the Tourism Bureau called together the Travel Agent Association of R.O.C., Taiwan, Taiwan Visitors Association, ROC Travel Quality Assurance Association, Taipei Association of Travel Agents, and Taipei Airlines Association for the joint formation of the Taiwan Strait Tourism Association to serve as a counterpart window for the Taiwan Strait Tourism Association and provide a channel for technical talks on the opening of Taiwan to Category 1 tourists from China.

3. Upgrading of Travel Quality and Safety for Mainland Chinese Tour Groups

To address the issues of shopping, safety, and quality arising from mainland Chinese tour groups in Taiwan, the Tourism Bureau reviewed the situation and implemented the following measures:

(1) A "List of Recommended County and City Tourist Spots for Mainland Tour Groups" was compiled as a recommendation of sights to see for standard-length and longer tours of Taiwan. The list was provided to tour operators as a reference in packaging their itineraries.

(2) The Travel Agent Association of R.O.C., Taiwan was provided guidance in establishing a standard self-discipline contract and setting a minimum tour charge of US\$80 per person per day. Should an operator violate these stipulations, the Travel Agent Association will no longer submit that operator's applications to the National Immigration Agency and it will be banned from arranging self-paid itineraries.



- (二) 輔導全聯會訂定自律公約及標準團費每人每日至少80美元；如有接待業者不遵守，旅行業全聯會得不代其送申請件至移民署，並禁止接待業者安排自費行程。
- (三) 輔導旅行業品質保障協會辦理「旅行購物保障制度」，以解決旅遊市場部分旅行業惡性削價競爭之問題，並建立完善消費糾紛處理機制，減少購物糾紛。
- (四) 加強重點旅遊地區如日月潭、阿里山風景區之沿線景觀整理、廢棄物及違規廣告物清理，並行政指導轄區商店販售商品應誠實標價，以保障旅遊消費者知的權利。另派駐衛警協助稽查風景區內購物商店有無販售假貨及任意哄抬售價等詐騙行為。
- (五) 持續會同消防、衛生、營建、警政、交通等相關主管機關組成專案小組，對接待大陸觀光團之旅行業、旅館、餐廳、遊覽車等派員稽查，對於有危及旅客安全之虞，本局將依該管主管機關檢查結果轉知旅行業者不得安排團體前往或使用。

四、執行套裝旅遊線之環境整頓及特色行銷

持續推動「觀光客倍增計畫」12條套裝旅遊線整備工作，定期召開「工作圈」及「產業聯盟」會議，並聘請地景顧問及企劃總監協助辦理旅遊線景點交通系統整合、提升住宿品質、周邊環境整理、道路景觀、城鄉街景、溫泉區環境改善及活動行銷，以「顧客導向」之思維，建構具國際魅力之套裝旅遊路線，使臻於國際水準。95年旅遊線之國際旅客數較94年成長6.06%。

五、推動溫泉標章制度，將溫泉區導入永續經營正軌

因應94年7月1日起正式施行之溫泉法，95年本局積極輔導業者依法改善相關措施並協助取得溫泉標章，以將溫泉導入永續經營正軌。相關措施如下：

- (一) 協（補）助地方政府擬訂溫泉區管理計畫，並建立溫泉檢驗單位認可機制及推動業者申請溫泉標章，截至95年底已核可認定13家溫泉檢驗機關（構）、團體辦理溫泉泉質之檢驗。
- (二) 針對全國溫泉業者及地方政府辦理溫泉法規及經營管理之研習活動，以建立推動溫泉區永續經營之共識。
- (三) 完成「溫泉取供事業申請經營許可辦法」修法作業，簡化相關申請書件，以加速業者依法取得溫泉標章之時程。



- (3) The Travel Quality Assurance Association was provided guidance in implementing the "Tourist Shopping Assurance System" to resolve the problem of price-slashing competition among operators, and in establishing a comprehensive consumption dispute resolution mechanism designed to reduce shopping disputes.
- (4) The renovation of scenic spots and the clearing up of garbage and illegal advertisements along routes to key tourist destinations such as Sun Moon Lake and Alishan were strengthened, and administrative guidance was given to stores in their jurisdictions for the honest pricing of their products so as to protect the travelers' right to know. Police were also dispatched to help investigate whether shops within scenic areas were selling counterfeit goods or wantonly hiking their prices.
- (5) The Tourism Bureau continued organizing, in cooperation with fire, health, construction, policy, and transportation agencies, task forces to investigate travel agencies, hotels, restaurants, and tour bus companies handling mainland Chinese tour groups; when threats to travelers' safety were discovered, the Tourism Bureau notified tour operators that they were not allowed to send groups to or make use of the offending establishments.

4. Environmental Improvement and Marketing of Unique Features of Package Tour Routes

To promote 12 package tour routes under the Doubling Tourist Arrivals Plan, the Tourism Bureau called working circle and industry alliance meetings and invited landscape consultants and corporate executives to help carry out the integration of transportation systems on tour routes, heighten the quality of accommodation, clean up the neighboring environment, implement road and street-scene beautification, improve the environment in hot-spring areas, and engage in the marketing of activities; and, with a customer-oriented philosophy, build up a system of package tour routes with international allure and international standards. Tourists on these package tour routes increased by 6.06% in 2006.



5. Implementation of the Hot-spring Labeling System, and Guiding of Hot-spring Areas Along the Road to Sustainability

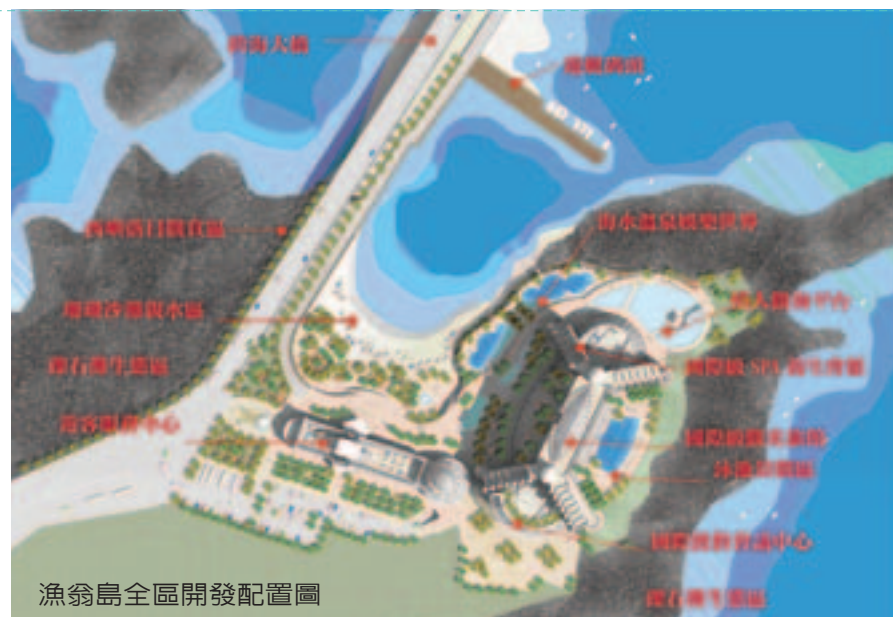
With the implementation of the Hot Springs Act on July 1, 2005, the Tourism Bureau began actively assisting operators to improve their facilities in accordance with the law and to achieve a hot-spring label, with the aim of guiding hot springs onto the road to sustainable operation. The related measures are as follows:

- (1) Assistance and subsidies were provided to local governments for the planning of hot-spring areas, and mechanism for hot-spring inspection units and certification was set up, with operators being urged to apply for the hot-spring label. A total of 13 hot-spring inspection agencies and groups for the inspection of hot-spring quality were certified by the end of 2006.
- (2) Seminars on hot-spring regulations and management were held nation-wide for hot-spring operators and local governments with the aim of establishing a consensus on the promotion of sustainable operation for hot-spring areas.



六、推動民間投資案

由於民間對臺灣觀光前景有正面期待，近年在推動民間觀光投資案較過去順利。在國家風景區管理處部份，95年除完成首件澎湖離島地區之漁翁島休閒度假區促進民間投資開發計畫案簽約，亦陸續完成首件民間自行規劃申請參與林榮休憩區整建暨營運案簽約、東北角石城服務區及大鵬灣遊客中心暨附屬設施民間參與經營管理招商OT案簽約。尤以漁翁島休閒度假區將投入11.39億元之資金，打造具海洋風味之多功能複合式主題渡假養生遊樂園，主建物休閒旅館渡假區包含國際級的五星級主題渡假旅館、頂級SPA會館、遊艇碼頭及大型會議中心等，並經營漁翁島遊客中心為主題展示館，期帶動澎湖西嶼觀光發展。



漁翁島全區開發配置圖

在觀光旅館投資籌建方面，95年度計有美麗信酒店、裕元花園酒店、耐斯王子大飯店及美麗春天大飯店等4家落成開幕，資金投入新臺幣約54億元，並增加約700個就業機會。另有申請籌建觀光旅館8案，總投資金額新臺幣76.48億元，旅館籌建完成後預計將可增加1,626個工作機會。

七、友善旅遊環境建置更趨完善

輔導業者營運臺灣觀光巴士，串聯都會區與鄰近重要風景區，95年持續與業者檢討修正路線，國際旅客搭乘比例為42%，路線遍及全臺各大風景區。此外，亦輔導縣市政府及相關單位建置完成34處旅遊服務中心、98座觀光地圖導覽牌；並與中華電信合作設置中、英、日、韓語服務之24小時免付費觀光諮詢熱線 0800-011-765，至今已服務超過3萬人次，外語服務超過7,000人次；臺灣觀光資訊網並增加功能改版上線，以中（繁、簡）、英、日、韓、德文版服務國際旅客。

八、配合研議觀光產業3年衝刺計畫

配合行政院「2015年經濟發展願景第1階段3年衝刺計畫（2007-2009）」、「公共建設套案」、「產業發展套案」及「產業人力套案」之推動，本局研擬12條套裝旅遊線第2期建設計畫及「一般旅館品質提升計畫」、「觀光從業人員輔導訓練計畫」、「發展大型宴會場館計畫」及「深耕台灣觀光品牌形象計畫」，並以2009年來台旅客520萬人次（含第1類大陸觀光客）、觀光總體收入新臺幣4,483億元為目標，積極推動觀光產業之轉型與提升。

(3) Regulations Governing Permission for Hot-spring Supply Enterprises were completed, simplifying related application forms and shortening the time needed for operators to legally acquire the hot-spring label.

6. Promotion of Private Investment in Tourism

Because of the private sector's positive expectations for Taiwan tourism, the promotion of private investment in tourism facilities has gone more smoothly than in years past. In regard to action by national scenic area administrations, the first private-development contract for the Yuweng Island Resort development project in Penghu was signed in 2006, the first self-planned private contract for participation in the reconstruction and operation of the Linrong Recreation Area was signed, and OT contracts were signed for private participation in the Shihcheng Service Area on the Northeast Coast and for the Dapeng Bay Visitor Center and associated facilities. A total of NT\$1.139 billion will be invested in the development of the Yuweng Island Resort, creating a multi-functional theme resort and health recreation park with an oceanic flavor; the main structures will include a five-star theme resort hotel, a top-class spa facility, a yacht wharf, and a large convention center. The Yuweng Island Visitor Center will be operated as a theme exhibition hall with the aim of stimulating the development of tourism on Siyu Island in Penghu.

Four new tourist hotels opened their doors for business in 2006: the Miramar Garden, Windsor Hotel Taichung, Nice Prince Hotel, and Beautiful Hotel. The total investment in these properties, which added about 700 jobs, was approximately NT\$5.4 billion. Applications have been submitted for eight more hotels that requiring an investment of NT\$7.648 billion and will provide 1,626 jobs when completed.

7. Establishment of a More Friendly Travel Environment

Companies were provided assistance in operating the Taiwan Tour Bus routes that connect metropolitan areas with major nearby scenic areas. Review and revision of the bus routes together with operators was continued in 2006. International travelers make up 42% of those using this system, touring routes that cover all of Taiwan's major scenic areas. County and city governments along with other related units were assisted in setting up 34 travel service centers and installing 98 tourist guide-map signposts, and a 24-hour toll-free tourist hotline (0800-011-765) providing Chinese, English, Japanese, and Korean assistance was established in cooperation with Chunghwa Telecom. The hotline has provided assistance to more than 30,000 callers so far, more than 7,000 of which used foreign languages. An upgraded Taiwan tourism website has gone online with more functions, providing service to international travelers in Chinese (with both traditional and simplified characters), English, Japanese, Korean, and German.



8. Formulation of the 3-year Sprint Program for the Tourism Industry

In coordination with the implementation of the "Public Construction Package Program," "Industrial Development Package Program," and "Industrial Manpower Package Program" portions of the Executive Yuan's First-stage Three-year Sprint Program (2007-2009) of the Economic Development Vision for 2015, the Tourism Bureau formulated a second-stage development plan for 12 package tour routes as well as a General Hotel Quality Enhancement Plan, Assistance Plan for the Training of Tourism Workers, Development plan for Large-scale Banquet Hall Plan, and Plan for the Deepening of Taiwan's Tourism Brand Image. Targets have been set to achieve 5.2 million visitor arrivals (including Category 1 mainland Chinese tourists) and overall tourism income of NT\$448.3 billion in 2009, with the Tourism Bureau working actively to promote transition and upgrading in the tourism industry.



藝術文化

Culture

臺灣不同族群和諧融合、地方戲曲別具風韻、民俗技藝琳瑯滿目、美食小吃名聞天下，人民熱情好客，遍地洋溢溫馨有禮的氛圍。

Taiwan's different ethnic groups live in harmony; its local opera has exceptional charm, its folk arts dazzle the eye, its delightful snacks are known around the world, and the warm friendliness of its people spread an atmosphere of hospitality throughout the land.





第一章 觀光市場概況

第一節 全球旅遊市場

一、全球觀光業概況

世界觀光組織 (World Tourism Organization : WTO) 發佈最新資料顯示, 2006年因恐怖行動、疾病疫情及油價上漲的影響漸趨緩和, 全球國際觀光遊客人次穩定成長, 達8億4,200萬人次, 較2005年成長4.5%, 其中仍以非洲8.1%最高, 其次為亞太地區7.6%、中東地區及歐洲地區3.9%及美洲地區2.1%。此外, WTO預測2007年全球國際觀光遊客人次成長率為4%, 各區成長趨勢與2006年相同, 其中非洲及亞太地區成長率將會高於全球平均成長率, 分別9.0%及8.0%, 中東地區大致於全球平均成長率相同為4.0%, 歐洲地區及美洲地區則略低, 分別為3.0%及2.0%。

亞太旅遊協會 (Pacific Asia Travel Association : PATA) 預測2007年到訪亞太地區約為3億7,702萬人次, 與2006年相較成長7.4%, 其中以馬爾地夫成長18.8%最高, 其次為寮國(16.0%)、柬埔寨(15.5%)、緬甸(13.0%)及澳門(12.9%), 預估臺灣成長率為11.4%。

二、亞洲觀光市場概況

(一) 日本觀光市場 (資料來源: 日本國際觀光振興機構)

2006年日本出國人數為1,753萬4,565人次, 較2005年成長0.8%; 同期入境日本之旅客約為733萬4,077人次, 與2005年比較成長9.0%, 赴日主要客源國家(地區)人次依序為韓國(211萬7,325人次)、臺灣(130萬9,121人次)、美國(81萬6,727人次)、中國大陸(81萬1,675人次)及香港(35萬2,265人次); 以成長率分析, 中國大陸24.3%最高, 其次為新加坡(23.1%)及韓國(21.2%), 臺灣為2.7%。

(二) 香港觀光市場 (資料來源: 香港旅遊發展局)

2006年香港居民出境人數為7,581萬1,781人次, 與2005年比較成長4.9%。在入境旅客方面, 2006年赴港旅客為2,525萬1,124人次, 與2005年比較成長8.1%, 扣除來自中國大陸旅客(1,359萬1,342人次)則為1,165萬9,782人次, 成長7.8%。以旅客居住國家(地區)分析, 赴香港主要客源國家(地區)依序為中國大陸(1,359萬1,342人次)、日本(131萬1,111人次)及美國(115萬9,025人次); 以成長率分析, 印尼(24.4%)最高, 其次為中東(24.2%)及中南美洲(19.8%), 臺灣為2.2%。

(三) 南韓觀光市場 (資料來源: 韓國觀光公社)

2006年入境南韓旅客為615萬5,047人次, 與2005年比較成長2.2%。主要客源國家(地區)依序為日本(233萬8,921人次)、中國大陸(89萬6,969人次)及美國(55萬5,705人次), 臺灣為33萬8,162人次, 排名第4名; 以成長率分析, 利比亞49.0%成長最多、其次為

Chapter 1 Tourism Market

I. Global Travel Market

1. The Global Tourism Industry

According to the latest data issued by the United Nations World Tourism Organization (WTO), the impact of terrorist activity, epidemics, and the rising price of oil moderated in 2006, and the numbers of international tourists throughout the world grew steadily to reach 842 million, for an increase of 4.5% over 2005. The growth rate was highest in Africa, at 8.1%, followed by the Asia-Pacific region at 7.6%, the Middle East and Europe at 3.9%, and America at 2.1%. The WTO forecasts that global tourism will expand by 4% in 2007, with growth trends in the different regions remaining about the same as in 2006. Growth in Africa and the Asia-Pacific will exceed the global average, at 9.0% and 8.0%, respectively, while that in the Middle East will roughly equal the average, at 4.0%. Europe and America will see somewhat slower growth, predicted at 3.0% and 2.0%, respectively.

The Pacific Asia Travel Association (PATA) predicts that 377.02 million travelers will visit the Asia-Pacific region in 2007, for a growth of 7.4% over the previous year. Arrivals in Maldives are expected to experience the highest growth, at 18.8%. Followed by Laos at 16.0%, Cambodia at 15.5%, Myanmar at 13.0%, and Macau at 12.9%. Taiwan's visitor arrivals are forecast to increase by 11.4%.

2. The Asian Tourism Market

(1) Japan (Source: Japan National Tourist Organization)

Japanese travelers made an estimated 17,534,565 overseas trips in 2006, up 0.8% over the year before. At the same time Japan received about 7,334,077 inbound visitors, for a growth of 9.0% over 2005. The top sources of these arrivals were South Korea (with 2,117,325 travelers), Taiwan (1,309,121), the United States (816,727), Mainland China (811,675), and Hong Kong (352,265). The visitor sources with the highest rate of growth were Mainland China with 24.3%, Singapore with 23.1%, and Korea with 21.2%, Taiwan's growth was 2.7%.

(2) Hong Kong (Source: Hong Kong Tourism Board)

Hong Kong residents made a total of 75,811,781 trips abroad in 2006, for an increase of 4.9% over 2005. Hong Kong's visitor arrivals totaled 25,251,124 in 2006, up 8.1% over 2005; when the 13,591,342 visitors from mainland China are excluded, the number of visitors was 11,659,782, for a growth of 7.8%. The largest sources of these visitors, by country of residence, were mainland China (accounting for 13,591,342 arrivals), Japan (1,311,111), and the United States (1,159,025). Arrivals from Indonesia grew by the highest rate in 2006, with an increase of 24.4%, followed by the Middle East with 24.2%, Latin America with 19.8%, and Taiwan with 2.2%.

(3) South Korea (Source: Korea Tourism Organization)

Visitor arrivals in South Korea numbered 6,155,047 in 2006, up 2.2% over the year before. The main source countries were Japan with 2,338,921 travelers, mainland China with 896,969, and the United States with 555,705. Taiwan was in fourth place, with 338,162 visitors to Korea. In terms of market growth Libya was first with an increase of 49.0%, followed by Mongolia with 34.6% and Egypt with 30.1%. Visitors from Taiwan decrease 3.8%.



蒙古 (34.6%) 及埃及 (30.1%)，臺灣負成長3.8%。

(四) 新加坡觀光市場 (資料來源：新加坡旅遊局)

2006年赴新加坡旅客為974萬8,207人次，與2005年比較成長9.0%；赴新加坡主要客源國家 (地區) 依序為印尼 (192萬1,455人次)、中國大陸 (103萬6,957人次) 及澳洲 (69萬1,547人次)；以成長率觀察，獨立國協 (38.3%) 最高，其次為沙烏地阿拉伯 (36.4%) 及伊朗 (33.9%)，臺灣為2.5%。

(五) 馬來西亞觀光市場 (資料來源：馬來西亞觀光局)

2006年赴馬來西亞旅客為1,754萬6,863人次，較2005年成長6.8%。赴馬來西亞主要客源國家 (地區) 依序為新加坡 (965萬6,251人次)、泰國 (189萬1,921人次) 及印尼 (121萬7,024人次)，臺灣為18萬1,829人次；以成長率觀察，汶萊61.3%最高，其次為俄羅斯 (54.4%) 及芬蘭 (51.2%)，臺灣為5.4%。

(六) 中國大陸觀光市場 (資料來源：中國旅遊網)

2006年到訪中國大陸旅客計1億2,494萬2,096人次，較2005年成長3.9%；外籍旅客2,221萬266人次，成長9.7%。就國別 (地區) 分析，以香港7,390萬9,666人次居首位，其次為澳門 (2,440萬8,694人次) 及臺灣 (441萬3,470人次)；以成長率而言，哈薩克44.9%最高，其次為墨西哥 (21.6%) 及瑞典 (17.6%)，臺灣為7.4%。

第二節 來臺旅遊市場

依據95年來臺旅客調查報告，受訪旅客來臺前曾看過臺灣觀光宣傳或旅遊報導者占5成，以觀光目的來臺旅客看過廣告者高達65%，各客源市場旅客來臺前看過觀光宣傳或旅遊報導者均有增加，其中韓國、港澳、新加坡、馬來西亞及日本所占比例均約6成，其主要來源為報章雜誌、電視電臺及網際網路，尤其在「網際網路」的影響程度均逐年增加。顯示我國在主要市場推動國際宣傳策略及臺灣觀光資訊網進行國際網路宣傳均獲具體成效。

在此效果下，95年來臺旅客共計351萬9,827人次，較94年成長4.19%；其中外籍旅客計285萬5,629人次，較94年增加5萬7,419人次 (2.05%)，華僑旅客計66萬4,198人次，較94年增加8萬4,290人次 (14.54%)。全年以新加坡成長10.82%表現

(4) Singapore (Source: Singapore Tourism Board)

A total of 9,748,207 international travelers arrived in Singapore in 2006, for a growth of 9.0% over the previous year. The main source countries (or areas) were Indonesia with 1,921,455, mainland China with 1,036,957, and Australia with 691,547. The most rapid growth was in visitors from Commonwealth of Independence States, with an increase of 38.3%, followed by Saudi Arabia with 36.4% and Iran with 33.9%. Visitors from Taiwan were up 2.5%.

(5) Malaysia (Source: Tourism Malaysia)

Malaysia received a total of 17,546,863 foreign visitors in 2006, for an increase of 6.8% over 2005. The major sources of these visitors were Singapore with 9,656,251, Thailand with 1,891,921, and Indonesia with 1,217,024. Taiwan supplied 181,829 visitors. In terms of growth rate Brunei was on top with an increase of 61.3%, followed by Russia with 54.4% and Finland with 51.2%. Taiwanese travelers to Malaysia were up 5.4%.

(6) Mainland China (Source: China National Tourism Administration)

International arrivals in mainland China reached 124,942,096 in 2006, up 3.9% over the year before. Foreign nationals accounted for 22,210,266 of the total number, for a growth of 9.7%. The biggest source of these visitors was Hong Kong, which supplied 73,909,666 arrivals, followed by Macau with 24,408,694 and Taiwan with 4,413,470. Kazakhstan was in first place in terms of growth rate, with an increase of 44.9%, followed by Mexico with 21.6% and Sweden with 17.6%. The growth in visitors from Taiwan was 7.4%.

II. Taiwan's Inbound Market

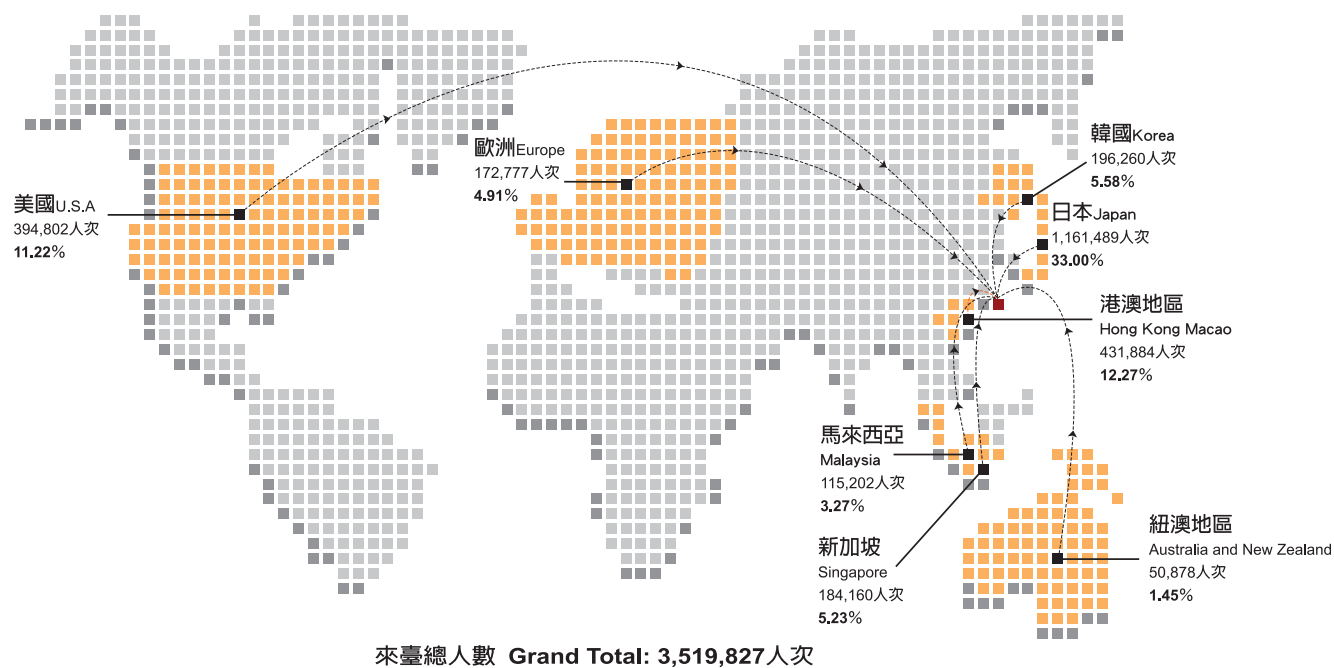
According to the 2006 survey of international arrivals in Taiwan, 50% of all arrivals had seen Taiwan tourism advertisements or news reports before coming. Among those who came for tourism purposes, the percentage who had seen advertisements was 65%. The ratio of those who had seen advertisements or reports before coming showed an increase in all market areas, with the percentage reaching about 60% for Korea, Hong Kong and Macau, Singapore, Malaysia, and Japan. The main sources of the advertisements and reports were newspapers and magazines, television, and the Internet. The impact of the Internet, especially, is growing year by year, showing the effectiveness of Taiwan's promotional strategies and the use of the Taiwan tourism information website in major market areas.

Thanks to these results, Taiwan's visitor arrivals in 2006 totaled 3,519,827, up 4.19% over the previous year. Of this total, foreign nationals accounted for 2,855,629 arrivals, an increase of 57,419 or 2.05% over 2005; overseas Chinese made up 664,198, for a growth of 84,290 or 14.54%. Visitors from Singapore achieved the highest rate of growth, at 10.82%, reflecting the effectiveness of the Tourism





95年來臺旅客居住地分析圖
Visitor Arrivals by Residence, 2006

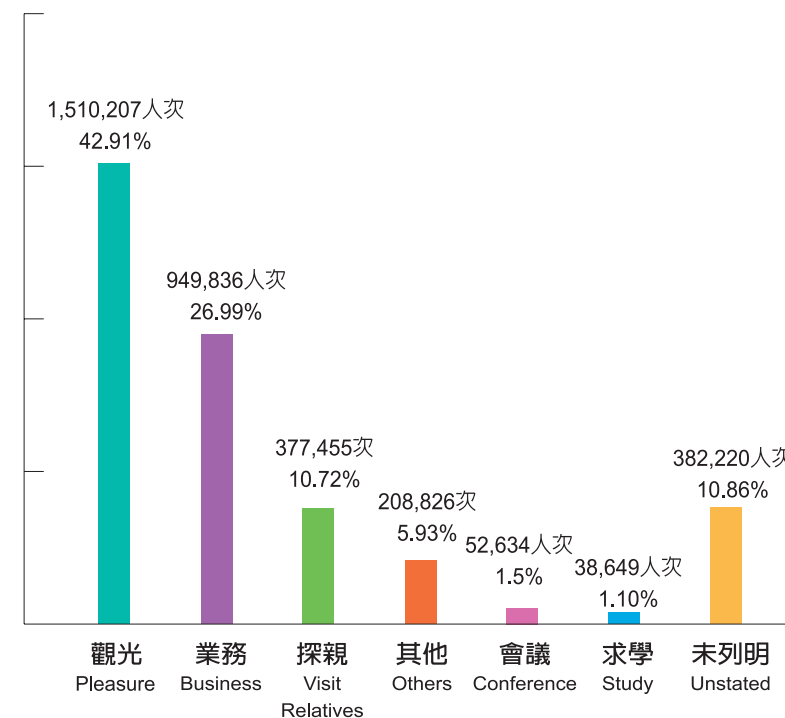


Bureau's intensive advertising and especially planned promotional activities in heightening the desire of Singaporeans to visit Taiwan. Arrivals from both the Korean and Singapore/Malaysian markets recorded growth above 7%, again showing the effectiveness of advertising and promotion activities. It is obvious that the image of Taiwan tourism is making a brand-new impact on the international community.

The largest source of arrivals in Taiwan was Japan, with 1,161,489 (up 3.30% over 2005) or 33.0% of total arrivals. Japan was followed by Hong Kong/Macau with 431,884 (down 0.19%), accounting for 12.27% of the total; the United States with 394,802 (up 0.99%), accounting for 11.22%; South Korea with 196,260 (up 7.53%), accounting for 5.58%; Singapore with 184,160 (up 10.82%), accounting for 5.23%; and Malaysia with 115,202 (up 7.12%), accounting for 3.27%.

Analyzed by purpose of visit, the largest number of arrivals came for tourism; these visitors numbered 1,510,207 (up 9.31%), accounting for 42.91% of the total. In share of the total market, arrivals for tourism purposes saw their biggest increase in 10 years. The figure reached 50.60% in December, of which the Japanese accounted for the greatest number at 721,351, accounting for about 48% of the total; Visitors who came for business purposes reached 949,836 in 2006, accounting for 26.99% of total arrivals. Of all visitor arrivals, 58.98% were male and the largest portion, 24.58%, were in the 30-39 age group. The average length of stay was 6.92 nights.

95年來臺旅客目的分析圖
Visitor Arrivals by Purpose of Visit, 2006



最為突出，受到本局強力宣傳行銷及特別規劃促銷活動的帶動，有效提升新加坡旅客的來臺意願，韓國及星馬等地來臺旅客亦均有7%以上的成長率，顯示國際觀光宣傳推廣成效良好，臺灣觀光形象已在國際舞臺上斬露頭角。

主要來臺市場以日本為第一大客源市場（116萬1,489人次，占33.0%），較94年成長3.30%；其次為港澳地區（43萬1,884人次，占12.27%，負成長0.19%）、美國（39萬4,802人次，占11.22%，成長0.99%）、韓國（19萬6,260人次，占5.58%，成長7.53%）、新加坡（18萬4,160人次，占5.23%，成長10.82%）及馬來西亞（11萬5,202人次、占3.27%，成長7.12%）。

依目的別分析，以「觀光」目的151萬207人次最多，較94年成長9.31%，占來臺旅客總人次42.91%，為近10年來市場占有率跳升最高的一年，12月份更突破5成，達50.60%，其中以日本的72萬1,351人次最高，約占觀光總人次4成8；其次為「業務」目的之94萬9,836人次，占26.99%；來臺旅客中有58.98%為男性，年齡則以30-39歲者最多，占24.58%，平均停留夜數為6.92夜。



第三節 國人出國市場

95年國人出國共計867萬1,375人次，較94年增加46萬3,250人次，成長率5.64%。依出國目的地（班機首站抵達地）分析，以前往亞洲地區為最多，計724萬8,944人次（占83.60%），其次為美洲地區68萬7,038人次（占7.92%）、歐洲地區為25萬8,263人次（占2.98%）、大洋洲地區12萬4,604人次（占1.44%），其他地區為35萬2,526人次（占4.07%）。

依國家（地區）分析，以赴港澳地區422萬5,549人次最多，其次為日本121萬4,058人次、美國59萬3,794人次、韓國39萬6,705人次及泰國37萬9,275人次。

III. Taiwan's Outbound Market

Taiwan citizens made a total of 8,671,375 overseas trips in 2006; this was 463,250 more than the year before, for a growth of 5.64%. Their top destination (based on the first stop of their flight) was Asia, with 7,248,944 arrivals accounting for 83.60% of the total. America followed with 687,038 travelers, accounting for 7.92% of the total; Europe was third with 258,263 travelers accounting for 2.98%; Oceania was fourth with 124,604 travelers accounting for 1.44%; and other areas accounted for 352,526 travelers, or 4.07% of the total number.

Ranked by country or area, the top destination for Taiwan's outbound travelers was Hong Kong/Macau with 4,225,549. Japan followed with 1,214,058, the United States with 593,794, South Korea with 396,705, and Thailand with 379,275.

IV. Taiwan's Domestic Travel Market

Taiwan's 298 (301 in 2005) major tourist destinations attracted a total of 150,409,263 visitors in 2006, and the number of visitors was up 13,717,400 visitors over the year before. Leisure travel has become a part of the life of Taiwan residents; and the substantial improvement in the quality of tourist facilities, plus the organizing of local festival activities, has enlivened the domestic travel market in recent years.

95年國人出國目的地分析圖
Outbound Travel in 2006



第四節 國民旅遊市場

95年臺閩地區298處觀光遊憩區遊客共計1億5,040萬9,263人次，較94年301處成長1,371萬7,400人次，自實施週休二日制度以來，國內旅遊環境及服務品質逐漸提升，加以各縣市政府積極辦理地方文化節慶活動，使得旅遊度假風氣盛行，國民旅遊市場更加熱絡。





各類型遊憩區遊客人數前五名據點表
Top Five Destinations by Category and Number of Visitors

類型 Class	觀光遊憩區 Scenic Sports	遊客人數 Number of Visitors
國家級風景區內觀光遊憩區 National Scenic and Recreation Areas	獅頭山風景區 Lion's Head Mountain Scenic Area	442萬6,275人次 4,426,275 Visitors
	八卦山風景區 Mt. Bagua Scenic Area	330萬6,987人次 3,306,987 Visitors
	日月潭風景區 Sun Moon Lake Scenic Area	114萬3,674人次 1,143,674 Visitors
	阿里山國家森林遊樂區 Alishan National Forest Recreation Area	99萬4,297人次 994,297 Visitors
	九族文化村 Formosan Aboriginal Culture Village	91萬9,767人次 919,767 Visitors
國家公園區內觀光遊憩區 Tourism and Recreation Areas in National Park	臺九線沿線景觀區 The Provincial Highway 9 Scenic Areas	279萬6,904人次 2,796,904 Visitors
	陽明公園 Yangmingshan National Park	223萬1,000人次 2,231,000 Visitors
	臺八線沿線景觀區 The Provincial Highway 8 Scenic Areas	201萬4,894人次 2,014,894 Visitors
	國立海洋生物博物館 National Museum of Marine Biology and Aquarium	176萬8,290人次 1,768,290 Visitors
	布洛灣遊憩區 Buluowan Recreation Area	76萬5,395人次 765,395 Visitors
公營觀光區 Government Sites	國立中正紀念堂 National Chiang Kai-shek Memorial Hall	580萬7,272人次 5,807,272 Visitors
	市立動物園 Taipei City Zoo	346萬300人次 3,460,300 Visitors
	國立自然科學博物館 National Museum of Natural Science	336萬4,236人次 3,364,236 Visitors
	國立故宮博物院 National Palace Museum	199萬5,845人次 1,995,845 Visitors
	國立海洋生物博物館 National Museum of Marine Biology and Aquarium	176萬8,290人次 1,768,290 Visitors
縣市級風景特定區 County / City Scenic Areas	內灣風景區 Neiwan Scenic Area	202萬2,190人次 2,022,190 Visitors
	五峰旗瀑布 Wufongci Waterfall	184萬928人次 1,840,928 Visitors
	港南運河風景區 Gangnan Coastal Scenic Area	92萬2,000人次 922,000 Visitors
	冬山河親水公園 Dongshan River Water Park	86萬8,588人次 868,588 Visitors
	知本溫泉風景特定區 Jihben Hot Spring Scenic Area	79萬5,318人次 795,318 Visitors

類型 Class	觀光遊憩區 Scenic Sports	遊客人數 Number of Visitors
森林遊樂區 Forest Recreation Areas	溪頭森林遊樂區 Sitou Forest Recreation Area	111萬1,840人次 1,111,840 Visitors
	阿里山國家森林遊樂區 Alishan National Forest Recreation Area	99萬4,297人次 994,297 Visitors
	墾丁國家森林遊樂區 Kending National Forest Recreation Area	27萬9,428人次 279,428 Visitors
	武陵國家森林遊樂區 Wulin National Forest Recreation Area	23萬7,225人次 237,225 Visitors
	奧萬大國家森林遊樂區 Aowanda National Forest Recreation Area	22萬8,637人次 228,637 Visitors
海水浴場 Beaches	旗津海水浴場 Cijin Beach	54萬3,500人次 543,500 Visitors
	福隆蔚藍海岸 Fulong Beach	38萬64人次 380,064 Visitors
	翡翠灣濱海遊樂區 Greenbay Beach	32萬7,543人次 327,543 Visitors
	通霄海水浴場 Tongsiao Beach	9萬7,530人次 97,530 Visitors
	崎頂海水浴場 Ciding Beach	5萬2,945人次 52,945 Visitors
民營觀光區 Amusement/ Theme Sites	劍湖山世界 Janfusun Fancyworld	140萬7,364人次 1,407,364 Visitors
	臺北101觀景臺 Taipei 101 Observatory	119萬411人次 1,190,411 Visitors
	六福村主題遊樂園 Leofoo Village Theme Park	106萬9,279人次 1,069,279 Visitors
	月眉育樂世界 Yamay Resort	106萬3,573人次 1,063,573 Visitors
	九族文化村 Formosan Aboriginal Culture Village	91萬9,767人次 919,767 Visitors
寺廟、古蹟、歷史建物及其他 Temples, Historic Sites, and Other Areas	南鯤鯓代天府 Daitian Temple at Nankunshen	903萬9,000人次 9,039,000 Visitors
	北港朝天宮 Chaotian Temple at Beigang	563萬5,500人次 5,635,500 Visitors
	麻豆代天府 Daitian Temple at Madou	343萬8,419人次 3,438,419 Visitors
	淡水金色水岸 Golden Shore at Danshuei	278萬4,000人次 2,784,000 Visitors
	八里左岸公園 Left Bank Park at Bali	246萬3,000人次 2,463,000 Visitors



93至95年觀光外匯收入支出統計表

Foreign Exchange Earnings and Expenditures from Tourism (2004-2006)

項目 Item		年別 Year	95年 2006	94年 2005	93年 2004	
觀光收入 Tourism Revenues	總金額 Total Amount		120.21億美元 US\$12,021 million	109.57億美元 US\$10,957 million	114.30億美元 US\$11,430 million	
	占GDP百分比 % of GDP		3.30%	3.09%	3.45%	
	來臺旅客 Visitor Arrivals	外匯收入金額 Foreign Currency Receipts		51.36億美元 US\$5,136 million	49.77億美元 US\$4,977 million	40.53億美元 US\$4,053 million
		來臺旅客人次 No. of Visitor Arrivals		3,519,827人次 3,519,827	3,378,118人次 3,378,118	2,950,342人次 2,950,342
		每人每日消費額 Spending per Person per Day		210.87美元 US\$210.87	207.50美元 US\$207.50	180.52美元 US\$180.52
		每人平均停留夜數 Average Length of Stay		6.92夜 6.92 nights	7.10夜 7.10 nights	7.61夜 7.61 nights
	國內旅遊 Domestic Travel	國內旅遊支出總額 Spending on Domestic Travel		68.85億美元 (新臺幣2,243億元) US\$6,885 million	59.80億美元 (新臺幣1,926億元) US\$5,980 million	73.77億美元 (新臺幣2,478億元) US\$7,377 million
		國人國內旅客人次 No. of Domestic Trips		1億754萬旅次 107,540,000	9,261萬旅次 92,610,000	1億934萬旅次 109,340,000
		每人每次消費額 Average Spending per Person per Trip		新臺幣2,086元 NT\$2,086	新臺幣2,080元 NT\$2,080	新臺幣2,266元 NT\$2,266
觀光支出 Tourism Expenditures	出國旅客 Outbound Travel	出國旅遊總支出 Total Spending on Outbound Travel	123.26億美元 (新臺幣4,015億元) US\$12,326 million	108.54億美元 (新臺幣3,496億元) US\$10,854 million	97.12億美元 (新臺幣3,262億元) US\$9,712 million	
		出國旅客人次 No. of Outbound Travelers	8,671,375人次 8,671,375	8,208,125人次 8,208,125	7,780,652人次 7,780,652	
		每人每次消費額 Spending per Person per Trip	1,421美元 (新臺幣4萬6,307元) US\$1,421	1,322美元 (新臺幣4萬2,595元) US\$1,322	1,248美元 (新臺幣4萬1,920元) US\$1,248	

註：1. 國內生產毛額 (GDP)：93年為331,007百萬美元、94年為354,918百萬美元、95年為364,422百萬美元。

2. 資料來源：「來臺旅客消費及動向調查報告」、「國人旅遊狀況調查報告」。

Notes: 1. GDP was US\$331,007 million in 2004, US\$354,918 million in 2005, and US\$364,422 million in 2006.

2. Sources: "Survey Report on Visitors Expenditure and Trends in Taiwan" and "Survey of Travel by R.O.C. Citizens".

第五節 觀光對經濟之影響 (觀光衛星帳)

95年編製觀光衛星帳計畫，主要編製91年至94年之帳表，納入觀光支出帳表統計之商品包括：住宿、餐飲、交通、汽車出租、旅行服務、娛樂、購物與其他觀光商品等8項，並按國人出國、國人國內以及來臺旅客3類之在臺支出分別估計於臺灣地區的觀光支出。

91年至94年觀光支出分別為新臺幣5,002.34、4,174.58、5,212.44及5,098.41億元；國人國內旅遊觀光支出最高，來臺旅客支出次之，國人出國支出最低。各類型之觀光支出皆呈現成長趨勢，94年國人出國支出明顯提高，來臺旅客之消費亦創下新高。實施週休二後，國內民眾對休閒觀光需求與日俱增，即使92年受SARS影響，國人國內旅遊支出仍達新臺幣2,077.42億元，93年國人國內旅遊支出高達新臺幣2,434.70億元，來臺旅客支出亦相對提高，由91年新臺幣1,825.79億元攀升至94年新臺幣1,903.64億元。

V. Effect of Tourism on the Economy (Tourism Satellite Account)

The compilation of the tourism satellite account (TSA) in 2006 included primarily the accounts from 2002 through 2005, and encompassed tourism expenditures on eight items: accommodation, dining, transportation, car rental, travel services, entertainment, shopping, and other tourism commodities. It separately calculated tourist spending within Taiwan by three categories of travelers: outbound, domestic, and inbound.

As calculated, tourism expenditures amounted to NT\$500.234 billion in 2002, NT\$417.458 billion in 2003, NT\$521.244 billion in 2004, and NT\$509.841 billion in 2005. The greatest proportion of this spending was on domestic travel, followed by inbound travel and with outbound travel bringing up the rear. The trend was upward for all types of spending; spending by outbound travelers showed an appreciable jump in 2005, and spending by inbound travelers also set up new record high that year. The demand for leisure travel by Taiwan's people has increased constantly after the two-day weekend was implemented; even with the effects of the SARS epidemic in 2003 spending on domestic travel by the people of Taiwan reached NT\$207.742 billion that year, and the figure rose to NT\$243.470 billion the following year. There was a corresponding increase in spending by visitor arrivals, with the figure growing from NT\$182.579 billion in 2002 to NT\$190.364 billion in 2005.





觀光支出最大項目為交通，占30%以上，其中航空運輸高於陸上運輸，且近年比重提高；次為餐飲及購物，餐飲比重皆占20%以上；住宿則占約6~7%。觀光活動之蓬勃對交通運輸業、零售業、餐飲業等產業有帶動及提升之作用。

91年至94年之觀光GDP除92年因SARS影響外，各年約為新臺幣2,500億至2,600億元，占全國GDP 2.25-2.62%；觀光活動所創造的全職員工人數則分別為24萬4,031人、16萬9,462人、26萬1,930人及21萬999人，其中以餐飲業、陸上運輸業以及住宿服務業所能創造的觀光就業機會最多。

The largest portion of tourist spending is on transportation, which accounts for 30% of the total; air transportation takes more than land transportation, and its ratio has been rising in recent years. The next-biggest amount of spending goes for dining and shopping, with dining alone taking more than 20% of the total; accommodation accounts for only about 6-7%. The boom in tourist activity has the effect of stimulating the transportation, retail, dining, and other industries.

With the exception of 2003, when SARS ravaged the industry, Taiwan's tourism GDP amounted to about NT\$250.0 billion to NT\$260.0 billion per year during the 2002-2005 period, accounting for 2.25-2.62% of national GDP. Total full-time job creation by tourism for those years was 244,031, 169,462, 261,930, and 210,999 persons, respectively. The greatest portion of the jobs was provided by the dining, land transportation, and accommodation services industries.



91年至94年觀光支出統計表
Tourism Expenditures for 2002-2005

單位：新臺幣 億元
Unit: NT\$ 100Million

商品項目 Commodity	年別 Year	91年 2002	92年 2003	93年 2004	94年 2005
住宿 Accommodation		330.35	324.70	369.23	350.88
餐飲 Dining		1,203.29	950.53	1,322.03	1,166.49
交通 Transportation		1,602.57	1,362.18	1,744.43	1,812.20
陸上運輸 Land Transport		697.63	547.84	680.67	630.39
航空運輸 Air Transport		904.94	814.34	1,063.76	1,181.81
汽車出租 Car Rental		72.86	74.25	76.90	83.20
旅行服務 Travel Services		136.92	106.51	144.65	153.19
娛樂服務 Entertainment		334.58	250.96	355.52	255.81
購物及其他觀光商品 Shopping and Others		1,321.77	1,105.46	1,198.95	1,276.65
觀光支出合計 Total Travel Spending		5,002.34	4,174.58	5,211.70	5,098.41
類型比例 Ratio, by Type	國人出國 Outbound	20.17%	19.62%	22.34%	25.07%
	國人國內 Domestic	43.33%	49.76%	46.71%	37.59%
	來臺旅客 Inbound	36.50%	30.62%	30.95%	37.34%

91年至94年觀光之國內生產毛額
Tourism GDP, 2002-2005

單位：新臺幣 億元
Unit: NT\$ 100Million

年別 Year	觀光GDP Tourism GDP	觀光GDP成長率(與前一年比較) Tourism GDP Growth (on previous year)	觀光GDP占總GDP比例 Share of Tourism in Overall GDP
91年 2002	2,688.30	—	2.62%
92年 2003	2,195.86	-17.71%	2.13%
93年 2004	2,632.41	19.88%	2.44%
94年 2005	2,507.33	-4.75%	2.25%



第二章 國際觀光宣傳與推廣 Chapter 2 International Tourism Advertising and Promotion

第一節 國際觀光宣傳

95年國際觀光宣傳持續以「Taiwan, Touch Your Heart」作為整體宣傳標語，並就各主要客源市場之特性，分別訂定目標客群、宣傳主軸，透過媒體購買、公關活動、產品開發及推廣行銷等方法辦理國際宣傳。其策略如下：

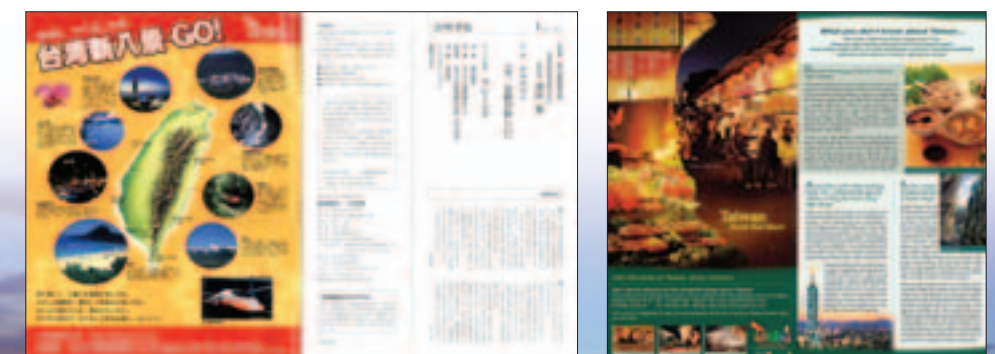
I. International Tourism Advertising

International advertising continued to be carried out under the overall promotional slogan of "Taiwan, Touch Your Heart" in 2006. Target groups and advertising themes were pinpointed for major markets, and media purchasing, public-relations activities, product development, and marketing promotion were carried out accordingly. The strategies used are given in the following tables:

目標市場 Target Market	客群 Market Group	宣傳主軸 Advertising Theme	元素 Advertising Elements
日本 Japan	20歲~30歲女性 30歲~40歲男性 50歲~70歲中高年層 Women aged 20-30 Men aged 30-40 Middle-aged and senior citizens aged 50-70	台灣新8景Go Eight New Taiwan Attractions - Go	購物、美食、風光、美容、按摩、溫泉 Shopping, cuisine, scenery, beauty treatment, massage, hot springs
韓國 Korea	團體旅客、商務人士、獎勵旅遊、包機 Group travelers, business travelers, incentive travel, charter flights	Taiwan, Touch Your Heart.	溫泉、購物、美食 Hot springs, shopping, cuisine
港星馬 Hong Kong/ Singapore/ Malaysia	香港 Hong Kong	30歲~39歲結伴旅遊者 40歲~49歲家庭親子旅遊者 Small-group travelers aged 30-39 Parents aged 40-49 with children	臺灣，一次真的玩不完 Taiwan - You can't see it all in one trip
	新加坡 Singapore	臺灣，原來可以這樣玩 So this is traveling in Taiwan!	臺灣四季新主題遊程，豐富、多樣，值得一來再來 以阿妹（張惠妹）為代言人 New Taiwan theme itineraries for the four seasons, rich variety of attractions worth repeat visits Spokesman: A-mei (Chang Hui-mei)
	馬來西亞 Malaysia	臺灣，歡樂超量 Taiwan for out-of-sight delight	
歐美 Europe and America	35歲以上一般客 35歲以上商務客 50歲以上銀髮族 (住在目標國主要都市，經濟能力較優之人士，喜好旅行，不是第一次出國，而且對亞洲文化有一定程度認識) General travelers aged 35 up Business travelers aged 35 up Seniors aged 50 up (urban residents of target countries, with strong economic power, who like to travel and have traveled abroad before, and who know something about Asian culture)	Taiwan, Touch Your Heart.	「友善人民」與「夜市美食」 Friendly people, night-market cuisine

日本地區廣告宣傳辦理情形 Advertising in Japan

宣傳方式 Advertising Method	內容 Content	期間 Period
電視廣告 TV Commercials	以年輕女性、上班族、銀髮族為主要對象，分別在東京TBS、大阪MBS、名古屋THK、福岡KBC、北海道HBC等頻道播出電視廣告 Directed mainly at young women, office workers, and seniors; aired on TBS in Tokyo, MBS in Osaka, THK in Nagoya, KBC in Fukuoka, and HBC in Hokkaido	95年8月 Aug. 2006
電視節目 TV Programs	1. 拍攝「台灣で一服！元気にキレイになれる旅」節目在旅チャンネル (SKY Perfect TV) 電視臺播出，以週末3天2夜行程來具體介紹只要3小時的航程，就可享受在臺灣度假的樂趣。 2. 於LALA TV 分4集連續播出「感動最前線 台灣之旅」節目。 1. A TV program was produced and broadcast on SKY Perfect TV, introducing a 3-day, 2-night vacation itinerary that can be enjoyed after only a three-hour flight. 2. A four-part series entitled "The Front Lines of Feeling - A Taiwan Tour" was broadcast on LALA TV.	95年12月~96年1月 95年12月 Dec. 2006 - Jan. 2007 Dec. 2006
報紙專欄 Newspaper Columns	於每日新聞刊登3篇「感動最前線 台灣之旅」專欄。 Three "The Front Lines of Feeling - A Taiwan Tour" columns were published in Mainichi Shimbun.	95年12月~96年1月 Dec. 2006 - Jan. 2007
平面報導 Print Reporting	邀請山形新聞、山與溪谷月刊等25家平面媒體來臺採訪報導。 25 print-media representatives were invited to Taiwan to report on the island.	95年全年 All-year 2006





韓國地區廣告宣傳辦理情形

Advertising in Korea

宣傳方式 Advertising Method	內容 Content	期間 Period
電視廣告 TV Commercials	以上班族為主要對象，分別於韓國24小時新聞電視臺YTN、戲劇電視臺SBS DRAMA、24小時連播體育臺MBC ESPN播出電視廣告。 Advertising was directed mainly at office workers and aired on the 24-hour news station YTN, the drama station SBS Drama, and the 24-hour sports station MBC ESPN.	95年8月~12月 Aug. - Dec. 2006
平面廣告 Print Advertising	與航空公司及旅行社合作於報紙刊登臺灣旅遊廣告。 Taiwan tourism ads placed in newspapers in cooperation with airlines and travel agencies.	95年1月~7月 Jan. - Jul. 2006
燈箱廣告 Light Boxes	1. 於首爾乙支路入口、忠武路、高速Terminal站、蠶室站、狎鷗亭站等5處人潮匯集處之地鐵站進行TSB旋轉式燈箱廣告。 2. 於釜山世貿展覽館正門前方進行大型燈箱廣告。 1. TBS revolving light-box ads were placed at five busy subway stations in Seoul. 2. A large light-box ad was placed in front of the entrance to the Pusan World Trade Center Exhibition Hall.	95年2月~12月 95年1月~4月 Feb. - Dec. 2006 Jan. - Apr. 2006
電視報導 TV Reporting	提供相關資訊或行政協助予電視臺，獲宏觀電視、Travel & Leisure TV、Living TV、YTN、KBS、MBC等電視臺節目報導臺灣旅遊訊息。 Information and administrative support was provided to programs on Travel & Leisure TV, Living TV, YTN, KBS, MBC, and other TV stations for the reporting of information on travel in Taiwan.	95年全年 All-year 2006
平面報導 Print Reporting	提供相關資訊或行政協助予報社，獲旅行新聞、旅行Media、釜山日報、每日經濟新聞、東亞日報等50家以上平面媒體報導臺灣旅遊訊息。 Information and administrative support was provided to more than 50 print media for reporting on travel in Taiwan.	95年全年 All-year 2006

港星馬地區廣告宣傳辦理情形

Advertising in Hong Kong, Singapore, and Malaysia

宣傳方式 Advertising Method	內容 Content	期間 Period
電視廣告 TV Advertising	於新加坡Channel 8及Channel U及馬來西亞Astro、TV3、NTV7、8TV等電視播放廣告。 Commercials were aired on Singapore's Channel 8 and Channel U and Malaysia's Astro, TV3, NTV7, and 8TV.	95年7月及8月中旬~9月中旬 July and mid-Aug.~mid-Sep. 2006
電視專輯 TV Serial Programs	於新加坡Channel 8播出5集臺灣鐵道旅遊專輯。 Five "Taiwan Railroad Tours" segments broadcast on Channel 8 in Singapore.	95年9月~10月中旬 Sep.~mid-Oct. 2006
報紙與雜誌廣告 Newspaper and Magazine Advertising	1. 於港澳地區之蘋果日報、東方日報、澳門日報，及星馬地區之Straits Times、Today、聯合早報、Stars、星洲日報、光華日報、China Press等報紙刊登形象廣告。 2. 於港澳地區之忽然一周、新假期、壹周刊、Travel Weekly雙週刊，及星馬地區之I weekly、Citta Bella、Feminine、Women's Weekly、New Icon for Him、V Mag等雜誌刊登形象廣告。 1. Newspaper image ads were placed in the Apple Daily, Orient Daily, and Macau Daily in the Hong Kong-Macau area, and the Straits Times, Today, United Morning News, Stars, Kuanghwa Daily, and China Press in the Singapore-Malaysia area. 2. Magazine image ads were placed in Suddenly This Week, New Vacation, Week, and Travel Weekly in the Hong Kong-Macau area, and the I weekly, Citta Bella, Feminine, Women's Weekly, New Icon for Him, and V Mag in the Singapore-Malaysia area.	95年5月~96年2月 May 2006 ~ Feb. 2007
廣播廣告 Radio Advertising	1. 於新加坡地區FM1003電臺播出「臺灣怎麼玩？」廣播節目專題報導。 2. 配合夏季推廣活動及2007臺灣燈會期間，於馬來西亞地區My FM電臺播放廣告。 1. "What's Fun in Taiwan?" reports were aired on FM1003 in Singapore. 2. Commercials were aired on the My FM station in Malaysia in timing with summer promotional activities and the 2007 Taiwan Lantern Festival period.	95年7月中旬~8月 95年7月~8月中旬及12月中旬~96年1月 Mid-Jul.~Aug. 2006 Jul.~mid-Aug. 2006 and mid-Dec. 2006~Jan. 2007
網路廣告 Internet Advertising	1. 於香港雅虎首頁、旅遊版及生活版刊登網路廣告宣傳臺灣蜜月照網路活動。 2. 於新加坡/馬來西亞MSN首頁Banner及搜尋關鍵字、Hotmail Banner、Yahoo首頁、旅遊、Mail及搜尋版刊登網路廣告宣傳臺灣蜜月照網路活動。 3. 於馬來西亞地區MSN Hotmail刊登廣告，宣傳臺灣冬季行程遊。 1. Ads were placed on Hong Kong Yahoo homepage, travel page, and living page to publicize the Taiwan honeymoon photo Internet activity. 2. Ads were placed on the Singapore/Malaysia MSN homepage and search key, Hotmail banner, Yahoo homepage, travel page, mail page, and search page to publicize the Taiwan honeymoon photo Internet activity. 3. Ads were placed on the Malaysia MSN Hotmail page to publicize Taiwan's winter itineraries.	95年8月中旬~9月中旬 95年7月~8月 95年9月中旬~10月中旬 Mid-Aug.~mid-Sep. 2006 July~Aug. 2006 Mid-Sep.~mid-Oct. 2006



港星馬地區廣告宣傳辦理情形 (續)

Advertising in Hong Kong, Singapore, and Malaysia (Cont.)

宣傳方式 Advertising Method	內容 Content	期間 Period
公關活動 Public Relations Activities	<ol style="list-style-type: none"> 1. 與MTV電視臺在臺辦理封神榜萬人演唱會，吸引14,000多位港星馬遊客與會參加。 2. 辦理臺灣蜜月照網路活動，除邀請張惠妹小姐親赴港星馬三地辦理記者會，爭取媒體曝光外，並邀請港星馬3地共7對幸運得主來臺進行2度蜜月之旅、拍攝婚紗照及參加9月30日於日月潭辦理的頒獎典禮，由本局代言人張惠妹小姐親自頒發。 3. 馬來西亞地區定期發送公關稿，促使臺灣旅遊訊息於當地媒體露出。 	<p>95年7月中旬~9月</p> <p>95年8月中旬~9月</p> <p>95年3月~96年2月</p>
	<ol style="list-style-type: none"> 1. An "Mandarin Awards @ Taiwan" songfest was held in Taiwan in cooperation with MTV, attracting participation by more than 4,000 visitors from Hong Kong, Singapore, and Malaysia. 2. The Taiwan honeymoon photo Internet activity was held; A-mei was invited to hold press conferences in Hong Kong, Singapore, and Malaysia to secure media exposure, and seven lucky winning couples from the three areas were invited to spend second honeymoons in Taiwan, taking wedding photos and participating in an awards ceremony at Sun Moon Lake on Sep. 30. The Tourism Bureau's spokesman, A-mei, made the presentations. 3. Press releases were issued regularly in Malaysia to give Taiwan's travel information media exposure there. 	<p>Mid-July~Sep. 2006</p> <p>Mid-Aug.~Sep. 2006</p> <p>Mar. 2006~Feb. 2007</p>
製作物 Production of Materials	<ol style="list-style-type: none"> 1. 依4季主題：春－嚐鮮農場、夏－玩樂購物、秋－花卉美食及冬－溫泉養生編印報紙／雜誌廣告及海報。 2. 臺灣觀光宣傳單曲阿妹版單曲CD。 3. 編輯製作臺灣自助旅遊手冊中／英文版。 	<p>95年3月~96年2月</p>
	<ol style="list-style-type: none"> 1. Newspaper/magazine ads and posters were produced on themes of the four seasons: Spring - the fresh farm life; summer - entertainment and shopping; fall - flowers and cuisine; and winter - hot springs and health. 2. Taiwan tourism A-mei CD singles produced. 3. Taiwan DIY Travel Manual in Chinese and English produced. 	<p>Mar. 2006~Feb. 2007</p>
網路設計與維護 Website Design and Maintenance	<p>重新設計港星馬地區網站，不定期更新內容，發送電子報，提供詳盡旅遊資訊。</p> <p>Websites in the Hong Kong, Singapore, and Malaysia areas were redesigned and their content updated when necessary, and e-news reports were issued to provide detailed travel information.</p>	<p>95年3月~96年2月</p> <p>Mar. 2006~Feb. 2007</p>

歐美地區廣告宣傳辦理情形

Advertising in Europe and America

宣傳方式 Advertising Method	內容 Content	期間 Period
宣傳製作物 Production of Promotional Materials	<ol style="list-style-type: none"> 1. 規劃英、德、法3種語言版本之形象稿、廣編稿，作為各類平面媒體廣告刊登之素材。 2. 製作「友善人民」與「夜市美食」英語版2篇海報及3種語版之8大景點摺頁。 3. 剪輯30秒CF廣告供電子媒體及網路宣傳使用。 	<p>95年3~5月</p> <p>Mar.~May 2006</p>
電視廣告 TV Advertising	<p>美國CNN電視及歐洲國家地理頻道播放30秒廣告。</p> <p>30-second commercials were aired on CNN in the United States and the National Geographic channel in Europe.</p>	<p>95年6月、9月</p> <p>June and Sep. 2006</p>
平面廣告 Print Advertising	<p>於美國LA Times、NY Times、USA Today、San Francisco Chronicle、Vancouver Sun、Travel & Leisure、Conde Nast Traveler、US Travel Weekly、Travel Age West、英國Daily Telegraph、Sunday Times、Conde Nast Traveler、Sunday Times Travel Magazine、TNT Magazine、Selling Long Haul、Travel Weekly、Travel Weekly及德國Unicum、FAZ/FAS、Sueddeutsche Zeitung、Die Welt/Welt am Sonntag、Travel Talk、Touristik Aktuell、Asien Profil等報紙及雜誌刊登宣傳廣告。</p> <p>Promotional ads were placed in the Los Angeles Times, New York Times, USA Today, San Francisco Chronicle, Vancouver Sun, Travel & Leisure, Conde Nast Traveler, US Travel Weekly, and Travel Age West in America; in the Daily Telegraph, Sunday Times, Conde Nast Traveler, Sunday Times Travel Magazine, TNT Magazine, Selling Long Haul, and Travel Weekly in England; and in Unicum, FAZ/FAS, Sueddeutsche Zeitung, Die Welt/Welt am Sonntag, Travel Talk, Touristik Aktuell, and Asien Profil in Germany.</p>	<p>95年4~12月</p> <p>Apr.~Dec. 2006</p>
網路廣告 Internet Advertising	<p>美國CNN、MSN、Yahoo、Business week及英國Yahoo網站刊登廣告。</p> <p>Ads were placed on CNN, MSN, Yahoo, and Business Week in the United States, and on Yahoo in England.</p>	<p>95年6月~12月</p> <p>June~Dec. 2007</p>
交通廣告 Transportation Advertising	<p>於機場候機室電視播放臺灣觀光宣傳廣告。</p> <p>Taiwan tourism promotional ads were placed on TV screens in airport waiting rooms.</p>	<p>95年6月</p> <p>June 2006</p>
北美網站 North American Website	<p>更新網站版面，增加每月1篇專文報導及更新Tour Operator List，並規劃駐外辦事處訊息專區，每2個月至少寄發1篇電子報（e-news）。</p> <p>The website was updated, one special report per month was added, and the Tour Operator List was updated; a special area for news from overseas representative offices was designed, with the issuance of at least one e-news report every two months.</p>	<p>95年3月~12月</p> <p>Mar.~Dec. 2006</p>



歐美地區廣告宣傳辦理情形 (續)

Advertising in Europe and America (Cont.)

宣傳方式 Advertising Method	內容 Content	期間 Period
公關活動 Public Relations Activities	<p>1. 網路消費者活動：為宣傳北美地區網站，於6月起展開3個月的「臺灣旗艦景點」網路票選活動，活動期間計有34,373人次瀏覽，會員人數較去年成長1.5倍，票選結果前3名為太魯閣、臺北101與日月潭，頭獎為7天6夜免費遊臺灣行程，中獎者已於11月中旬來臺，相關行程花絮亦於本局北美網站及Travel In Taiwan刊物上露出。</p> <p>2. 與英國旅遊雜誌Conde Nast Traveler合作，共同推廣臺灣成為推薦旅遊景點。</p>	95年6~12月
	<p>1. Internet consumer activities: A three-month "Taiwan Flagship Attractions" Internet voting activity was inaugurated in June in order to publicize the North American website; the website received 34,373 hits during the period, and the number of members increased 1.5 times. The Taroko Gorge, Taipei 101, and Sun Moon Lake were voted the top three attractions. The first prize in the voting was a 7-day, 6-night tour of Taiwan; the winner came to Taiwan in November, and vignettes from the tour itinerary were published on the North American website and Travel in Taiwan magazine.</p> <p>2. Taiwan was promoted as a recommended travel destination in cooperation with the Conde Nast Traveler.</p>	June-Dec. 2006

II. International Tourism Promotion

The Tourism Bureau focuses on targeted source groups and core advertising projects in carrying out advertising in major markets in cooperation with its overseas branches, the Taiwan Visitors Association, and the overseas offices of different government ministries and commissions. The main promotional tasks in this effort are described below:

1. Participation in International Travel Fairs to Increase International Exposure

The Bureau worked with the Taiwan Visitors Association and tourism enterprises to organize delegations to eight major international travel fairs: ITB Berlin, the Osaka Expo, the JATA world travel fair in Japan, the KOFTA travel fair in Korea, the International Travel Expo in Hong Kong, the MATTA travel fair in Malaysia, the NATAS travel fair in Singapore, and the World Travel Mart in London. The Tourism Bureau worked with meetings and exhibitions operators to participate in four major international MICE exhibitions--IT&CMA, EIBTM, AIME, and IMEX--and promote Taiwan's travel products to major buyers, international groups, travel operators, and general consumers with the aim of attracting more international conventions and overseas incentive tours to Taiwan and enhancing the international awareness of Taiwan tourism.

2. Special Promotional Campaigns to Market New Taiwan Tourism Products

- (1) In March the Tourism Bureau participated in the Berlin travel fair, the largest of its kind in the world, and held a Taiwan tourism seminar there.
- (2) In April the Bureau participated in the Osaka travel fair; a Taiwan tourism seminar and street performances were held in Fukuoka, and street performances were held in Hiroshima.
- (3) In June a Taiwan Lantern Festival performing group consisting of students from the National Taiwan University of Science and Technology participated in the Yosakoi Soran street-dance activities in Hokkaido; the Tourism Bureau also



第二節 國際觀光推廣活動

配合各主要客源市場宣傳推廣，依據宣傳主軸針對目標客群，由本局、駐外辦事處、臺灣觀光協會及各部會駐外館處，共同執行觀光推廣計畫，推廣工作如下：

一、參加國際旅展，爭取國際曝光度

本局除協同臺灣觀光協會及觀光業者共同組團參加柏林旅展 (ITB)、大阪旅展 (EXPO)、日本世界旅行博覽會 (JATA)、韓國旅展 (KOTFA)、香港旅展 (ITE)、馬來西亞旅展 (MATTA)、新加坡旅展 (NATAS)、倫敦旅展 (WTM) 等8大國際旅展外，並結合會展業者參加亞洲獎勵旅遊暨會議展 (IT&CMA)、歐洲獎勵商務旅遊暨會議執行展 (EIBTM)、亞太獎勵旅遊及會議展 (AIME) 及國際獎勵旅遊與會議展 (IMEX) 等4大國際會議展，主動對重要買家、國際社團、旅行業者及一般消費大眾促銷臺灣旅遊產品，積極爭取國際會議及國外企業獎勵旅遊來臺舉辦，打開臺灣觀光國際知名度。

二、辦理專案推廣活動，行銷臺灣觀光新產品

- (一) 3月參加全世界最大的柏林旅展，並於期間辦理臺灣觀光說明會。



- (二) 4月參加大阪旅展，並於福岡辦理臺灣觀光說明會及街頭展演，及於廣島進行街頭展演。
- (三) 6月邀請由臺灣科技大學學生組成之臺灣燈會表演團參加北海道YOSAKOI SORAN街舞活動；藉參加韓國旅展，於首爾及大邱辦理臺灣觀光說明會；藉參加香港旅展辦理臺灣觀光說明會。
- (四) 8月參加日本盛岡SANSА及仙臺七夕等節慶活動；籌組北美推廣團赴溫哥華、舊金山、洛杉磯等地舉辦交易會及推廣會。
- (五) 9月藉參加東京旅展，於名古屋及東京辦理臺灣觀光說明會；藉參加釜山旅展，於釜山辦理臺灣觀光說明會。並辦理北美推廣會，至紐約、舊金山及洛杉磯等臺灣觀光說明會；並於紐約大都會棒球場辦理臺灣之夜。
- (六) 11月藉參加倫敦旅展，於倫敦辦理臺灣觀光說明會，並於荷蘭阿姆斯特丹舉辦交易會及記者會。

三、本局各駐外辦事處參與各地區中小型旅展，辦理產品說明會計260餘次，並配合駐外使領館及代表處辦理各項活動，共同宣傳推廣臺灣觀光計150餘次，結合各機關駐外單位資源，合力宣傳臺灣，擴大推廣層面。

四、邀請外國旅遊業者、國際媒體等計531人，來臺考察報導臺灣新景點，開發多項旅遊新產品。

第三節 觀光促銷方案

- 一、依本局推動國外包機旅客來臺獎助要點，全年獎助日本來臺包機103架次，送客人數達1萬5,000人次。
- 二、依本局推動國際會議及獎勵旅遊來臺舉辦獎助要點，全年度計辦理43團，送客人數達5,436人次。



participated in the Korea travel fair, holding Taiwan tourism seminars in Seoul and Taegu; and it participated in the Hong Kong travel fair and held a Taiwan tourism seminar there.

- (4) In August the Tourism Bureau participated in the Sansa festival in Morioka and Tanabata festival in Sendai; it also organized a North American promotional mission that visited Vancouver, San Francisco, and Los Angeles for trade marts and promotional meetings.
- (5) In September the Tourism Bureau participated in the Tokyo travel fair, and held Taiwan tourism seminars in Nagoya and Tokyo; it also participated in the Pusan travel fair, holding a Taiwan tourism seminar there as well. A North American promotional mission was organized that month, traveling to New York, San Francisco, and Los Angeles for tourism seminars and holding a "Taiwan Night" party at the Mets baseball stadium in New York.
- (6) In November the Tourism Bureau participated in the London travel fair, where it held a Taiwan tourism seminar. It also held a travel mart and press conference in Amsterdam.

3. The Bureau's overseas branches participated in small and medium-sized travel fairs in their local areas, and held more than 260 seminars during the year. They also held over 150 activities of various kinds in cooperation with overseas embassies, consulates, and representative offices, where they jointly promoted Taiwan tourism. The branches also worked with the overseas representative offices of various agencies to promote Taiwan.

4. A total of 531 foreign travel operators and media representatives were invited to travel to Taiwan to visit and report on the island's new tourist attractions, and to develop new travel products.

III. Tourism Marketing Campaigns

1. Under the Tourism Bureau's guidelines for subsidizing overseas charter-flight travelers coming to Taiwan, subsidies were provided for 103 charter flights from Japan carrying a total of 15,000 tourists.
2. Under the Tourism Bureau's guidelines for subsidizing convention and incentive travel to Taiwan, 43 groups with a total of 5,436 travelers were provided assistance.



- 三、依本局獎勵學校接待境外學生來臺教育旅行補助要點，全年度計吸引2,698人次境外學生來臺進行教育旅行。
- 四、持續實施過境旅客半日遊優惠，全年共計4,802位外籍旅客參加，反應良好。
- 五、爭取國際郵輪來臺停靠，提供具臺灣文化特色的歡迎儀式，全年接待國際郵輪17艘，共1萬6,100人次。
- 六、推廣「香港－臺中」國際線首航，推出「七彩臺灣 盡享悠閒」抽獎活動，鼓勵港澳旅客多利用臺中機場作為赴臺旅遊的出入門戶。
- 七、7月至9月間與日本9家私鐵公司旗下旅行社合作辦理「臺灣新八景—GO!」夏季臺灣旅遊商品促銷活動，活動期間於99個車站、202家店鋪及京王線車廂內張貼海報，並補助日本20家旅行業者印製40種臺灣遊程摺頁。
- 八、與韓國當地旅行社合作促銷自助旅遊商品、中秋節商品等，吸引15,000餘名旅客來臺旅遊。
- 九、依4季遊程提供風味餐、門票及當季水果等優惠內容於香港辦理促銷活動，並針對日益蓬勃發展之自由旅遊者，推出「高級精美背包」及「臺北捷運1日票」伴手禮活動，旅客反應熱烈、成效良好。



十、舉辦港星馬地區「MTV封神榜萬人演唱會」促銷活動，吸引東南亞年輕族群來臺旅遊。

十一、在歐美地區與36家旅行社合作刊登產品廣告及摺頁，其中英國第一大Kuoni旅行社及德國第三大Meier's Weltreisen旅行社亦加入販售臺灣行程之行列。

- 3. Under the Tourism Bureau's guidelines for subsidizing schools in receiving overseas students coming to Taiwan for educational tours, a total of 2,698 overseas students were assisted in undertaking educational tours to Taiwan during the year.
- 4. The program of free half-day tours for transit passengers was continued, and a total of 4,802 foreign passengers participated.
- 5. To persuade international cruise ships to call at Taiwan ports, welcome ceremonies with Taiwanese cultural characteristics were provided; 17 ships called during the year, and a total of 16,100 passengers participated.
- 6. The inaugural Hong Kong-Taichung flight was promoted with a lucky draw aimed at encouraging Hong Kong and Macau travelers to use Taichung Airport as their gateway for Taiwan tours.
- 7. The Tourism Bureau cooperated with nine Japanese travel agencies in organizing "New Eight Taiwan Attractions - GO!" summer tours of Taiwan from July through September. Posters were placed in 99 Japanese stations, 202 stores, and railway carriages, and 20 Japanese travel agencies were subsidized in printing 40 different Taiwan tour brochures.
- 8. DIY tour products and Mid-Autumn Moon Festival products were promoted in cooperation with Korean travel agencies, attracting more than 5,000 tourists to Taiwan.
- 9. Local-flavor meals, gate tickets, and seasonal vegetables were provided in accordance with the four seasons for marketing activities in Hong Kong, and "high-class backpacks" and "one-day Taipei MRT tickets" were presented as gifts to promote increasingly popular DIY travel.
- 10. An "Mandarin Awards @ Taiwan" marketing activity was held in the Hong Kong, Singapore, and Malaysia areas to attract young tourists to Taiwan.
- 11. Product ads were placed and brochures produced in cooperation with 36 travel agencies in Europe and America; England's biggest agency, Kuoni, and Germany's third-biggest agency, Meier's Weltreisen, joined in the selling of Taiwan itineraries.





第三章 國民旅遊

第一節 推動大型節慶活動

為建構臺灣成為亞洲主要的旅遊目的地，及提高臺灣觀光在國際上的能見度，進而吸引國際旅客來臺觀光，本局依據「臺灣暨各縣市觀光旗艦計畫」，將足以代表全國性觀光形象的5大旗艦觀光活動，以及各縣市具代表性之旗艦觀光活動計16項作為行銷宣傳主軸。

一、推動目的

將活動加以產品化並提升至國際化，同時結合地方特色產業深化節慶活動之內涵，期達到帶動國民旅遊、促進地方相關產業發展及招徠國際觀光客來臺觀光、拓展國際知名度的目的。



二、旗艦觀光活動項目

(一) 全國性5大旗艦觀光活動

- 1、臺灣慶元宵系列活動：包括臺灣燈會、臺北燈節、平溪天燈、高雄燈會旗鼓嘉年華、鹽水蜂炮及臺東炸寒單等6項活動。
- 2、宗教主題系列活動：包括大甲媽祖文化節、內門宋江陣及高雄佛光山朝山等3項活動。
- 3、原住民主題系列活動：包括阿里山鄒族生命豆祭、日月潭邵族祭典、花蓮原住民聯合豐年祭及臺東南島文化節等4項活動。
- 4、客家主題系列活動：包括客家桐花季及客家美食等2項活動。
- 5、特色產業系列活動：包括新竹竹塹玻璃藝術季及三義木雕藝術節等2項活動。

(二) 各縣市旗艦觀光活動

計有宜蘭縣國際童玩藝術節、基隆市基隆中元祭、臺北市臺北燈節、臺北縣平溪天燈、新竹市竹塹國際玻璃藝術節、苗栗縣客家桐花祭、臺中縣大甲媽祖文化節、彰化縣光雕大佛、南投縣日月潭萬人泳渡、臺南縣鹽水蜂炮、臺南市七夕國際藝術節、高雄縣內門宋江陣、高雄市高雄燈會、花蓮縣原住民聯合豐年祭、臺東縣南島文化節及臺東炸寒單等16項活動。

Chapter 3 Domestic Travel

I. Promotion of Major Festival Activities

To build Taiwan into a major tourist destination in Asia and boost the visibility of Taiwan tourism in the international arena, and thus attract more international tourists to the island, the Tourism Bureau, the Tourism Bureau has selected, in accordance with the Tourism Flagship Plan, five flagship tourist activities representative of the national tourism image along with 16 more flagship tourist activities representative of different counties and cities to serve as marketing themes.

1. Promotional Goals

The activities were commoditized and internationalized, and, in combination with unique local industries, their content was deepened with the aim of stimulating domestic tourism, promoting the development of related local industries, attracting international tourists to Taiwan, and enhancing international awareness of the island.

2. Flagship Tourist Activities

(1) Five National Flagship Activities

- a. Taiwan Lantern Festival activities: Six events, including the Taiwan Lantern Festival, Taipei Lantern Festival, Pingsi Heavenly Lanterns, Kaohsiung Lantern Festival Carnival, Yanshuei Beehive Rockets, and Bombing of the Deity Han Dan in Taitung.
- b. Religious activities: Three events, including the Dajia Mazu Cultural Festival, Neimen Song Jiang Battle Array, and Kaohsiung Foguangshan festival.
- c. Indigenous peoples activities: Four events, including the Tsou Life Bean Festival at Alishan, Thao festival at Sun Moon Lake, United Harvest Festival in Hualien, and Festival of Austronesian Cultures in Taitung.
- d. Hakka activities: Two events, the Hakka Tung Blossom Festival and Hakka Food Carnival.
- e. Unique industry activities: Two events, the Hsinchu Glass Arts Festival and Sanyi Wood Carving Festival.

(2) County and City Flagship Tourist Activities

These include the International Children's Folklore and Folkgame Festival in Yilan County, Ghost Festival in Keelung City, Taipei Lantern Festival in Taipei City, Pingsi Heavenly Lanterns in Taipei County, Hsinchu Glass Arts Festival in Hsinchu City, Hakka Tung Blossom Festival in Miaoli County, Dajia Mazu Culture Festival in Taichung County, Big Buddha Light Show in Changhua County, Mass Swim Across Sun Moon Lake in Nantou County, Yanshuei Beehive Rockets in Tainan County, Cisi International Art Festival in Tainan City, Neimen Song Jiang Battle Array in Kaohsiung County, Kaohsiung Lantern Festival in Kaohsiung City, United Aborigine Harvest Festival in Hualien County, Festival of Austronesian Cultures in Taitung County, and Bombing of the Deity Han Dan in Taitung City.



三、輔導策略

- (一) 深化節慶活動之內涵，規劃觀光客體驗活動，提升旗艦節慶活動觀光化。
- (二) 構思國內外宣傳話題，豐富活動之故事性，以增添旗艦觀光活動之吸引力。
- (三) 加強旗艦觀光活動之包裝與行銷推廣，輔導旗艦觀光活動國際化與產品化。
- (四) 結合地方特色產業，加強開發旗艦觀光活動紀念商品。

第二節 友善旅遊環境措施

為使國內外觀光客能便捷取得各類觀光旅遊資訊及各項協助，本局以創造優質、友善之國際觀光旅遊環境、提升國際形象為目的，積極推動各項友善旅遊環境計畫，以建立一個溫暖、友善、方便及人性化的旅遊空間。

一、建置旅遊服務中心

- (一) 強化現有桃園及高雄國際機場遊客服務中心各項功能，加強對國際旅客的服務品質。
- (二) 建立旅遊服務中心識別系統（CIS），並輔導地方政府於國內重要交通節點、國際旅客往返頻繁之大都市、套裝路線主要出入門戶及風景點設置旅遊服務中心或遊客中心，計34處。
- (三) 輔導地方政府辦理各旅遊服務中心營運管理事宜及服務人員教育訓練作業。
- (四) 加強旅遊服務中心督導考核，提升服務品質。

3. Guidance Strategies

- (1) Deepening of the content of festival activities and planning of tourist experience activities so as to enhance the tourism value of the flagship activities.
- (2) Planning of overseas advertising topics and enrichment of the narrative nature of the activities so as to strengthen the attractiveness of the flagship tourist activities.
- (3) Strengthening of the packaging and promotion of the flagship tourist activities and provision of assistance for their internationalization and commoditization.
- (4) Incorporation of unique local industries in strengthening the development of souvenir products for the flagship tourist activities.

II. Measures to Create a Friendly Travel Environment

To help domestic and foreign tourists obtain all kinds of tourism information and assistance, the Tourism Bureau is striving to create a high-quality, friendly international tourism environment and enhance Taiwan's tourism image by implementing friendly tourism environment plans designed to establish a tourism space that is warm, friendly, convenient, and human.

1. Establishment of Travel Service Centers

- (1) The functions of the existing Travel Service Centers at Taoyuan and Kaohsiung international airports were strengthened so as to reinforce service quality for international travelers.
- (2) A corporate identity system (CIS) for travel service centers was established and assistance was provided to local governments for setting up 34 new travel service centers or visitor centers at major domestic transportation hubs, major cities with large numbers of tourists, major gateways to package tour routes, and scenic areas.
- (3) Assistance was provided to local governments in operating and managing travel service centers, and in training service personnel
- (4) Supervision and monitoring of travel service centers was strengthened in order to enhance service quality.





二、建置觀光導覽地圖牌

輔導臺北市政府、臺北縣政府、臺中市政府及彰化縣政府於區內重點區域設觀光地圖導覽牌座，並輔導高雄市政府、新竹市政府、南投縣政府辦理轄內街道地圖牌規劃設計作業，95年計完成73面觀光導覽地圖牌。

三、旅遊諮詢服務熱線 0800-011-765

運用24小時免付費旅遊諮詢服務熱線電話（Call Center），提供中、英、日文、韓文之旅遊資訊諮詢服務，95年度計服務1萬9,087人次，累計達4萬7,693人次。

四、建置「臺灣觀光巴士」系統

- (一) 輔導旅行業者，建置具備服務品質、操作標準及品牌形象的觀光巴士旅遊產品，95年全臺灣北、中、南、東及離島共計推出38條路線，搭乘之國外旅客計3萬7,300餘人次，國內旅客計5萬600餘人次，總旅客量計8萬7,900餘人次，直接觀光收益為新臺幣9,111萬元。
- (二) 執行「交通部觀光局補助臺灣觀光巴士宣傳行銷暨提升服務品質要點」，以落實輔導業者之工作。
- (三) 建立「臺灣觀光巴士」統一形象識別系統，製作「臺灣觀光巴士」專屬網站（<http://taiwantourbus.com.tw/>）、產品手冊、海報、巴士形象貼紙及服務人員背心，加強行銷並塑造臺灣觀光巴士品牌形象。
- (四) 與電信業者、電視臺、網路、報紙、雜誌、廣播電臺等媒體及各民間企業團體合作加強宣傳，並配合相關活動、旅展辦理臺灣觀光巴士促銷工作。
- (五) 辦理「臺灣觀光巴士」服務人員訓練及製作多語影音導覽資料庫，提升服務品質。

2. Installation of Tourist Guide Map Signs

Assistance was given to the Taipei City, Taipei County, Taichung City, and Changhua County governments for the installation of tourist guide-map signposts at key spots in their areas, and the governments of Kaohsiung City, Hsinchu City, and Nantou County were helped to carry out planning and design work for street-map signposts in their areas. A total of 73 tourist-map signposts was installed in 2006.

3. Tourist Information Hotline (0800-011-765)

The 24-hour Tourist Information Hotline provides travel information services in Chinese, English, Japanese, and Korean. The call center received 19,087 calls in 2006, bringing the cumulative total of calls handled to 47,693.

4. Establishment of the Taiwan Tour Bus System

- (1) Operators were given assistance in developing Taiwan Tour Bus products featuring service quality, operating standards, and brand image. Thirty-eight tour routes covering northern, central, southern, and eastern Taiwan, as well as offshore islands, were introduced in 2006, and a total of more than 37,300 foreigners and 50,600 domestic travelers used the system during the year, for a total volume of 87,900 tourists. Direct tourism receipts from the tour bus system reached NT\$91.11 million.
- (2) The Guidelines for Tourism Bureau Subsidies for Taiwan Tour Bus Advertising and Marketing, and for Enhancement of Service Quality were implemented to facilitate the provision of assistance to operators.
- (3) A unified corporate identity system for the Taiwan Tour Bus was established, a Taiwan Tour Bus website (<http://taiwantourbus.com.tw/>) was set up, and a product manual, posters, bus image stickers, and service personnel vests were produced so as to strengthen marketing and mold the Taiwan Tour Bus brand image.
- (4) Advertising was strengthened in cooperation with telecoms operators, TV stations, the Internet, newspapers, magazines, and radio stations, as well as private enterprises, and Taiwan Tour Bus marketing was carried out in coordination with related activities and travel fairs.





五、春節期間辦理觀光地區交通疏運措施

- (一) 針對歷年春節易發生聯外道路壅塞及停車問題之觀光地區，協調中央、地方政府各相關單位，共同辦理疏運工作，並於重點觀光地區闢駛景點間接駁專車，配套辦理交通管理措施。
- (二) 印發「臺灣觀光交通路網圖」摺頁、「北、中、南、東臺灣觀光地圖」摺頁，及由各管理處依需求企劃製作轄內疏運宣導資料計16種，放置於各地旅遊／旅客服務中心提供民衆免費索取參用。



第三節 推動國民主遊卡

- 一、公開遴選5家發卡銀行，計發行58萬6,491張國民主遊卡，另審核通過15家收單機構辦理「國民主遊卡」刷卡收單業務，截至95年底已有2萬多家商家加入國民主遊卡特約商店行列。
- 二、95年全年公務人員持國民主遊卡之刷卡消費，總刷卡金額超過新臺幣212億元，符合請領強制休假補助費規定之消費金額超過新臺幣63億3,500萬元，其中60.25%之金額，約新臺幣42.5億元用於觀光相關行業（旅行業、旅宿業、交通運輸業、餐飲業、農特產品及手工藝品等）。

- (5) Taiwan Tour Bus service personnel training was carried out and a multi-language audiovisual guide information databank was established in order to enhance service quality.

5. Traffic Alleviation Measures at Tourist Spots During the Chinese New Year Season

- (1) Coordination was carried out with the central and local governments regarding joint efforts to alleviate the customary traffic congestion and parking problems at tourist spots during the Chinese New Year season, and shuttle bus services were provided at key destinations together with accompanying traffic management measures.
- (2) Taiwan Tourist Transportation Network brochures and Northern, Central, Southern, and Eastern Taiwan Tourist Map brochures were printed. In addition, national scenic area administrations produced 16 transportation information brochures, as needed, for distribution free of charge at travel service centers and visitor centers.

III. Promotion of the Travel Card

- 1. Five issuing banks were chosen in open competition and a total of 586,491 cards were issued; 15 invoice collection agencies were approved to handle the accounts of card consumption, and more than 20,000 establishments had become Travel Card contract stores by the end of 2006.
- 2. Consumption by civil servants using the Travel Card in 2006 exceeded NT\$21.2 billion, of which more than NT\$6.335 billion was paid to the consumers under the compulsory vacation subsidy system. About 60.25% of the total amount, or approximately NT\$4.25 billion, was used on tourism-related industries (travel agencies, accommodation, transportation, dining, agricultural products, and handicrafts).



自然生態

Natural Ecology

臺灣高山宏偉、森林蓊鬱、湖泊靜謐、
溫泉清幽、海洋澎湃，不僅自然山水秀麗非凡，
更孕育出豐富且珍貴的動、植物生態資源。

Taiwan has majestic mountains, dense forests,
tranquil lakes, secluded hot springs, and billowing seas;
but it is more than extraordinary natural beauty,
it nurtures a richness of precious plant and animal resources.





第四章 觀光資源

第一節 觀光資源保育與開發現況

一、觀光資源之開發現況及管理機制

觀光資源大體上可分人文觀光資源及自然觀光資源兩大類，通常所指觀光資源偏重於自然資源部份。臺灣之自然觀光資源相當豐富，其經營管理因行政體制，分由內政部、交通部、農委會、退輔會及地方政府等機關主政，並以合作方式就所轄區域觀光資源進行整體規劃及保育。

(一) 風景特定區：依「發展觀光條例」及「風景特定區管理規則」辦理評鑑劃設之風景特定區，其中國家級風景區共13處，由本局所轄管理處負責規劃經營；縣（市）級風景特定區計14處，由縣（市）政府負責規劃經營。



(二) 國家公園：內政部依「國家公園法」劃設之國家公園共7處，依法設置國家公園管理處專責機關經營管理。

(三) 國家森林遊樂區：行政院農業委員會依「森林法」及「森林遊樂區設置管理辦法」劃設之森林遊樂區共18處，由農委會林務局設置專單位經營管理，另有會屬農林機構森林遊樂區2處，由行政院國軍退除役官兵輔導委員會經營管理，及教育部依「大學法」劃設之大學實驗林2處，亦屬森林遊樂區體系。

(四) 國家農場：行政院國軍退除役官兵輔導委員會依「國軍退除役官兵輔導條例」設置之國家農場共8處，設專責農場單位管理。

(五) 自然保留區及保護區：屬重要動植物或特殊地質地景之保護區，為發展生態觀光之極佳資源。由行政院農委會與經濟部依照「文化資產保存法」、「野生動物保護法」共設立有19處自然保留區、17處野生動物保護區及30處野生動物重要棲息環境及9處國有林自然保護區。

(六) 其他風景區：風景特定區外，由各地方政府開發建設之風景遊憩區。

Chapter 4 Tourism Resources

I. Preservation and Development of Tourism Resources

1. Development and Management of Tourism Resources

Tourism resources can generally be divided into two categories, cultural and natural, and what is usually referred to as tourism resources puts the emphasis on natural resources. Taiwan is rich in natural tourist resources which, under the island's system of administration, are managed by different agencies: the Ministry of the Interior, Ministry of Transportation and Communications, Council of Agriculture, Veterans Affairs Commission, and local governments. These agencies carry out overall planning and conservation of tourism resources within their jurisdictions via cooperative methods.

(1) Scenic areas: Assessment, planning, and establishment of scenic areas are carried out in accordance with the Statute for the Development of Tourism and the Management Regulations for Scenic Areas. There are 13 national scenic areas which are planned and operated by administrations under the Tourism Bureau, as well as 14 county and city scenic areas that are planned and operated by county and city governments.

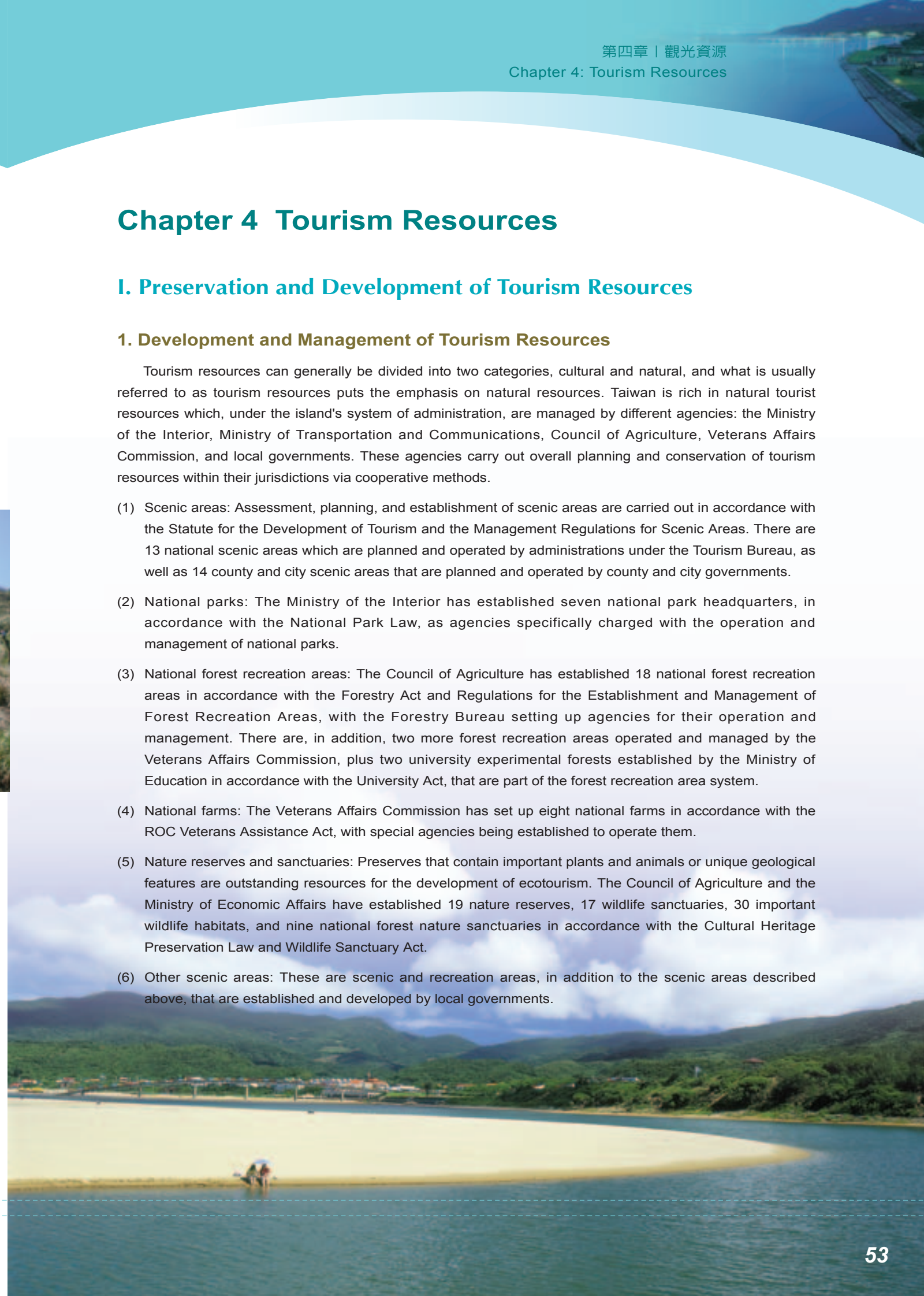
(2) National parks: The Ministry of the Interior has established seven national park headquarters, in accordance with the National Park Law, as agencies specifically charged with the operation and management of national parks.

(3) National forest recreation areas: The Council of Agriculture has established 18 national forest recreation areas in accordance with the Forestry Act and Regulations for the Establishment and Management of Forest Recreation Areas, with the Forestry Bureau setting up agencies for their operation and management. There are, in addition, two more forest recreation areas operated and managed by the Veterans Affairs Commission, plus two university experimental forests established by the Ministry of Education in accordance with the University Act, that are part of the forest recreation area system.

(4) National farms: The Veterans Affairs Commission has set up eight national farms in accordance with the ROC Veterans Assistance Act, with special agencies being established to operate them.

(5) Nature reserves and sanctuaries: Preserves that contain important plants and animals or unique geological features are outstanding resources for the development of ecotourism. The Council of Agriculture and the Ministry of Economic Affairs have established 19 nature reserves, 17 wildlife sanctuaries, 30 important wildlife habitats, and nine national forest nature sanctuaries in accordance with the Cultural Heritage Preservation Law and Wildlife Sanctuary Act.

(6) Other scenic areas: These are scenic and recreation areas, in addition to the scenic areas described above, that are established and developed by local governments.





觀光資源之開發現況

Status of Tourism Resources Development

觀光資源類型 Type of Resource	設立依據 Basis of Establishment	內容 Content
風景特定區 Scenic Areas	交通部觀光局及縣市政府依「發展觀光條例」及「風景特定區管理規則」辦理評鑑劃設 Established by the Tourism Bureau and county and city governments in accordance with the "Statute for the Development of Tourism" and the "Regulations Governing the Administration of Scenic Areas"	<p>1、國家級：包括東北角海岸、東部海岸、澎湖、大鵬灣、花東縱谷、馬祖、日月潭、參山、阿里山、茂林、北海岸及觀音山、雲嘉南濱海及西拉雅，共計13處，分別由觀光局所轄管理處負責規劃經管。</p> <p>2、省級（定）：臺灣省政府前曾公告的計有石門水庫、澄清湖、烏來、碧潭等4處省級（定）風景特定區。</p> <p>3、縣（市）定：青草湖、淡水、礁溪及霧社等4處縣定風景特定區。</p> <p>4、縣（市）級：各縣市政府公告七星潭、十分瀑布、小烏來、月世界、冬山河、明德水庫、知本內溫泉、知本溫泉、泰安溫泉、梅花湖、瑞芳、鳳凰谷、礁溪五旗峰及鐵砧山等14處縣級風景特定區。</p> <p>5、未評定：完成特定區計畫尚未辦理評鑑等級，有大湖、中崙、仁義潭、六龜彩蝶谷、田尾園藝、石岡水壩、吳鳳廟、拉拉山、東埔溫泉、美濃中正湖、草嶺、清泉、溪頭森林遊樂特定區、翠峰、龍潭湖、廬山溫泉及蘭潭等17處風景特定區。</p> <p>1. Thirteen national scenic areas have been established: the Northeast Coast, East Coast, Penghu, Dapeng Bay, East Rift Valley, Matsu, Sun Moon Lake, Tri-Mountain, Alishan, Maolin, North Coast and Guanyinshan, Southwest Coast, and Siraya. They are administered by national scenic area administrations under the Tourism Bureau.</p> <p>2. Four provincial-level scenic areas were previously announced by the Taiwan Provincial Government: Shihmen Reservoir, Cheng Cing Lake, Wulai, and Green Lake.</p> <p>3. Established by counties and cities: Four county-established scenic areas: Cingcaohu, Danshuei, Jiaosi, and Wushe.</p> <p>4. County and city grade: Fourteen county-level scenic areas: Cising Lake, Shihfen Waterfall, Little Wulai, LunarWorld, Dongshan River, Mingde Reservoir, Inner Jhihben Hot Springs, Jhihben Hot Springs, Taian Hot Springs, Meihua Lake, Rueifong, Phoenix Valley, Wucifong at Jiaosi, and Tiejhan Mountain, established by county- and city-government decree.</p> <p>5. Unevaluated: Planning has been completed for seventeen scenic areas that have not yet been assessed as to grade level: Dahu, Jhonglun, Renyi Lake, Liouguei Butterfly Valley, Tianwei Horticultural Area, Shihgang Dam, Wufong Temple, Lalashan, Dongpu Hot Springs, Jhongjheng Lake at Meinong, Caoling, Cingcyuan, Sitou Forest Recreation Area, Cueifong, Longtan Lake, Lushan Hot Springs, and Lantan.</p>
國家公園 National Parks	內政部依「國家公園法」劃設 Established by the Ministry of the Interior in accordance with the "National Park Law"	包括墾丁、玉山、陽明山、太魯閣、雪霸、金門及東沙等7處，由內政部設置國家公園管理處專責經營管理，其中東沙群島於93年2月奉行政院核示規劃，並於96年1月17日正式公告成立國家公園。 Seven national parks have been established: Kenting, Yushan, Yangmingshan, Taroko, Shei-Pa, Kinmen, and Pratas Islands. They are administered by national park headquarters set up by the Ministry of the Interior. The Executive Yuan approved the plan for the Pratas Islands National Park in February 2004, and announced the establishment of the park on Jan. 17, 2007.

觀光資源類型 Type of Resource	設立依據 Basis of Establishment	內容 Content
國家森林遊樂區 National Forest Recreation Areas	行政院農業委員會依「森林法」、「森林遊樂區設置管理辦法」劃設及教育部依「大學法」劃設 Established by the Council of Agriculture by accordance with the "Forestry Act" and "Regulations Governing the Establishment and Management of Forest Recreation Areas," and by the Ministry of Education in accordance with the "University Act"	<p>1、國家森林遊樂區：包括太平山、阿里山、大雪山、墾丁、東眼山、滿月圓、內洞、合歡山、武陵、八仙山、奧萬大、雙流、藤枝、知本、富源、池南、觀霧及向陽，共18處國家森林遊樂區，由行政院農業委員會林務局林區管理處經營管理。</p> <p>2、會屬農林機構：包括棲蘭森林遊樂區及明池森林遊樂區2處，由行政院國軍退除役官兵輔導委員會森林保育事業管理處經營管理。</p> <p>3、大學實驗林：包括溪頭及惠蓀林場2處，分別由臺灣大學及中興大學設置實驗林管理處經營管理。</p> <p>1. National forest recreation areas: A total of 18 national forest recreation areas have been established and are under management by the Forest Administration Division of the Forestry Bureau, Council of Agriculture: Taipingshan, Alishan, Dasyueshan, Kending, Dongyanshan, Manyueyuan, Neidong, Mt. Hehuan, Wuling, Basianshan, Aowanda, Shuangliou, Tengjih, Jhihben, Fuyuan, Chihnan, Guanwu, and Siangyang.</p> <p>2. Agricultural and forestry agencies under the Veterans Affairs Commission: Two forest recreation areas, Cilan and Mingchih, have been established and are managed by the forestry conservation office of the Veterans Affairs Commission.</p> <p>3. University experimental forests: There are also two experimental forests, Sitou and Hueisun, which are administered by National Taiwan University and National Chung Hsing University, respectively.</p>
國家農場 National Farms	行政院國軍退除役官兵輔導委員會依「國軍退除役官兵輔導條例」設置 Established by the Veterans Affairs Commission in accordance with the "ROC Veterans Assistance Act"	包括武陵農場、福壽山農場、清境農場、嘉義生態渡假玩國、美濃南園休閒農場、東河休閒農場等6處，由各該專責農場單位管理。 These Veterans Affairs Commission runs six farms: Wuling Farm, Fushoushan Farm, Cingjing Farm, Chiayi Resort, Meinong Farm, and Donghe Farm.
自然保留區及保護區 Nature Reserves and Sanctuaries	行政院農委會與經濟部依照「文化資產保存法」、「野生動物保護法」等設立 These are established by the Council of Agriculture and the Ministry of Economic Affairs in accordance with the "Cultural Heritage Preservation Law" and "Wildlife Sanctuary Act"	屬重要動植物或特殊地質地景之保護區，為發展生態觀光之重要資源，共設立19處自然保留區、17處野生動物保護區、30處野生動物重要棲息環境及9處國有林自然保護區。 Important plants and animals, as well as unique geological features, are vital resources for the development of ecotourism. There are a total of 19 nature reserves, 17 wildlife preserves, 30 important wildlife habitats, and nine national forest nature preserves.
其他觀光遊憩區 Other Tourist Areas	由相關主管機關、地方政府或民間開發建設 These are developed and established by central or local government agencies, or the private sector	供民眾休閒娛樂之觀光遊憩區，如休閒農業區、休閒農場、大型公園、果園、牧場、遊樂區等。 These include tourist and recreation areas for the leisure and amusement of the public, such as tourist agricultural areas, tourist farms, large parks, fruit orchards, dairy farms, and amusement parks.



第二節 風景特定區建設與經營管理

一、督導觀光遊憩區經營管理

依據本局「國家級風景特定區經營管理與安全維護督導考核作業要點」，95年7月至9月召集相關單位及專家學者，實地督導考核13處國家風景區，經評定以東北角海岸、東部海岸及花東縱谷國家風景區為最優。

二、國家風景特定區建設與經營管理

(一) 東北角海岸國家風景區 <http://www.necoast-nsa.gov.tw>

本區擁有青山綠水、碧海金沙、岬灣奇岩及百年古道等豐富景觀，為自然生態觀察與觀光旅遊之最佳場所。

1、規劃設計與設施建設

- (1) 完成龍門吊橋及福隆海水浴場跨河橋夜景照明工程。
- (2) 兼顧環境、社區、遊客層面，完成福隆火車站前廣場環境地坪景觀改善。
- (3) 依據外澳海水浴場活動基地規劃設計成果，辦理外澳海水浴場設施興建工程，成為水上活動遊憩基地，預計於96年6月完成。
- (4) 以師法自然原則，持續辦理臺2線主廊道相關遊憩設施及周邊聚落環境改善。
- (5) 推動優質公廁，持續辦理區內重點公廁改善。

2、經營管理與發展目標

- (1) 引進芙蓉濱海大飯店股份有限公司參與投資福隆濱海旅館區興建暨營運，採ROT+BOT方式辦理，並於95年6月完成ROT整建工程；另完成北關及鼻頭停車場、大里及福隆賣店委外經營管理。
- (2) 完成本轄區外澳濱海遊憩區、龍洞灣潛水服務區、龍洞南口遊艇港等水域遊憩活動管理要點。
- (3) 落實龜山島生態旅遊管理機制，輔導娛樂漁船業者增進生態旅遊觀念，檢討修訂「龜山島生態旅遊作業管理要點」，並辦理龜山島海域娛樂漁船營運及遊客安全管理聯合檢查及95年度龜山島經營管理檢討會。
- (4) 交通部觀光局辦理95年度國家級風景特定區經營管理與安全維護督導考核，經評定結果榮獲第1名。



II. Establishment and Management of Scenic Areas

1. Supervision of Tourist Area Operation and Management

Under the Tourism Bureau's Guidelines for the Management of and Maintenance, Supervision, and Monitoring of Safety in National Scenic Areas, representatives of relevant agencies along with scholars and experts were called together for on-site supervision and monitoring of 13 national scenic areas from July through September 2006. The Northeast Coast, East Coast, and East Rift Valley national scenic areas were assessed as most outstanding.

2. Establishment and Management of National Scenic Areas

(1) Northeast Coast National Scenic Area (<http://www.necoast-nsa.gov.tw>)

This area encompasses verdant mountains and green streams, blue seas and golden beaches, capes and fantastic rock formations, and a century-old historic trail, making it an outstanding location for ecological observation and tourist travel.

a. Planning, design, and development of facilities

- (a) The installation of nighttime lighting for the Longmen Suspension Bridge and the river bridge at Fulong Beach was completed.
- (b) With due consideration given to the environment, environmental and landscaping improvement of the plaza in front of the Fulong Railway Station was completed, with due consideration given to the environment, the community, and tourist needs.
- (c) The construction of facilities at Waiao Beach was undertaken, in accordance with the results of planning and design of the Waiao Beach activity base, with the aim of transforming the beach into a base for water recreation. Completion is scheduled for June 2007.
- (d) Following natural principles, improvement continued, in emulation of natural principles, of recreational facilities and the environment of neighboring communities along the Provincial Highway 2 corridor.
- (e) High-quality toilets were promoted and the improvement of toilets at key spots within the scenic area was continued.

b. Operating and development targets

- (a) The Hibiscus Hotel Co. was brought in to invest in the construction and operation of the Fulong Coastal Hotel Area via the ROT+BOT method, with ROT remodeling work scheduled for completion in June 2006. Outsourcing of operation of the Beiguan and Bitou Cape parking lots, and of shops in the Dali and Fulong areas, was also completed.
- (b) Management guidelines for the Waiao Coastal Recreation Area, Longdong Bay Skin-diving Service Area, and Longdong South Marina were formulated.
- (c) An ecotourism management mechanism for Turtle Mountain Island was completed and operators of recreational fishing boats were given guidance in improving their ecotourism concepts. The Ecotourism Management Guidelines for Turtle Mountain Island were revised, a joint inspection of the operation of recreational fishing boats in the waters around the island and tourist safety management was carried out, and the 2006 Turtle Mountain Island Management Seminar was held.
- (d) The Northeast Coast National Scenic Area took first place in the Tourism Bureau's management and safety maintenance supervisory assessment of national scenic areas for 2006.





3、觀光推廣宣傳

- (1) 辦理國際樂觀型帆船亞洲錦標賽、東北角峰迴路轉-貢寮雙溪自行車賽等競技行銷活動，95年全年遊客數達327萬人次，較94年成長約6%。
- (2) 提升轄區餐飲業者服務水準，辦理北部海岸旅遊線廁所清潔暨提升服務品質專題演講等活動。
- (3) 與旅行業者合作推出套裝旅遊行程，辦理草嶺古道芒花季活動，計約5萬人次參與，並配合辦理芒花季5年回顧展及深秋奇藝記展等藝文活動。
- (4) 設計友善的旅遊資訊網頁，提供豐富之多語旅遊資訊，結合多元行銷推廣，利用報導提升能見度。
- (5) 辦理解說志工培訓、座談、表揚、考核及人力資料庫之建立，充分運用社會資源及專業知識。
- (6) 修正龜山島生態旅遊線上申請系統，提供遊客優質便利之網路申請服務。
- (7) 透過龜山島即時海氣象資訊系統，確實掌握旅遊景點環境氣候資料，並運用觀光遊憩相關設施管理系統，落實有效查報，強化維修管理。
- (8) 更新無障礙網頁，提供PDA即時資訊下載功能。



c. Tourism advertising and promotion

- (a) An international Asian sailing championship, a Northeast Coast Gongliao-Shuangsi bicycle race, and other marketing activities were organized, helping to boost tourist visitors in 2006 to 3.27 million - a growth of 6% compared with 2005.
- (b) The service standards of food and beverage suppliers within the scenic area were upgraded, and lectures were held on North Coast travel route toilet cleanliness and service quality.
- (c) Package tours were introduced through cooperation with tour operators, and the Caoling Historic Trail Miscanthus Festival was held. Participants totaled about 50,000. A five-year retrospective exhibition and Deep Autumn Art Exhibit were held in conjunction with the festival.
- (d) A friendly travel information website was designed, and updated regularly, to provide an abundance of travel information in multiple languages. This website, together with a diverse range of marketing and promotional activities, helps to heighten the visibility of the national scenic area.
- (e) Volunteer interpreter training, seminars, citations, and evaluations were carried out and a manpower databank established in order to make use of the resources and professional know-how offered by society.
- (f) The online application system for Turtle Mountain Island eco-tours was improved so as to provide tourists with high-quality, convenient online application services.
- (g) The Turtle Mountain Island Real-time Hydrographic Information System was used to maintain an accurate grasp of microclimate information for this tourist spot. The Management System for Tourism Recreation Facilities was used for effective inspection and reporting, and for reinforcement of maintenance management.
- (h) An updated obstacle-free website was established to provide for real-time PDA downloading.



(二) 東部海岸國家風景區 <http://www.eastcoast-nsa.gov.tw>

本區具有臺灣東部海岸地區壯麗山水及豐富的自然生態、獨特的人文風采以及泛舟、泡湯、潛水、賞鯨等多樣性活動，為一處四季皆宜的旅遊勝地。

1、規劃設計與設施建設

- (1) 完成綠島生態研習中心及綠島南寮候船室周邊環境改善工程。
- (2) 完成舊長虹橋照明設施工程及長虹橋賞景區綠化工程。
- (3) 辦理豐濱鄉河濱綠地、玉長公路入口綠地、新港漁港周邊綠地，及成功海濱綠地及街景美化工程。
- (4) 辦理石梯港假日漁市及周邊環境，及石梯坪遊客中心迴車廣場改善工程。
- (5) 辦理秀姑巒溪泛舟中心展示室改善工程。
- (6) 辦理奇美傳統家屋工法展示工程。
- (7) 辦理伽路蘭周邊環境改善工程。



(2) East Coast National Scenic Area (<http://www.eastcoast-nsa.gov.tw>)

This scenic area contains majestic mountain and water scenery and the rich natural ecology of Taiwan's east coast, as well as unique cultures and a wide diversity of activities including rafting, hot-spring bathing, skin diving, and whale watching, making it an outstanding location for travel during all four seasons.

a. Planning, design, and construction of facilities

- (a) Environmental improvement was completed for the surroundings of the Green Island Ecology Center and the Nanliao ferry waiting room on Green Island.
- (b) Lighting for the Old Rainbow Bridge and green engineering for the Rainbow Bridge landscape area were completed.
- (c) Beautification was completed for the riverside green area in Fongbin Township, the entrance green area for the Yuchang Highway, the peripheral green area for the Singang Fishing Harbor, and the Chenggong seashore green area and streetscape.
- (d) Environmental improvement was completed for the Shihti Harbor holiday fish market and the Shihtiping Visitor Center auto plaza.
- (e) Improvement of the Siouguluan River Rafting Center Exhibition Hall was completed.
- (f) The Cimei Traditional Homebuilding Exhibition Hall was completed.
- (g) Jialulan peripheral environmental improvement was completed.





2、經營管理與發展目標

- (1) 辦理轄區據點經營管理與安全維護自主檢查，提升遊憩品質及服務水準。
- (2) 編製防災應變工作手冊，建立緊急應變機制，有效防範災害發生。
- (3) 辦理轄區委外經營業者（綠島朝日溫泉、磯崎海濱遊憩區），及秀姑巒溪泛舟等相關遊憩經營管理及安全維護檢查。
- (4) 辦理三仙臺、小野柳及金樽賣店招租作業。
- (5) 訂立本處清淨家園全民運動細部執行計畫，每月於環境清潔日辦理大掃除活動，加強環境清潔維護及查核督導。
- (6) 辦理東部海岸國家風景區水域載客船舶（含客船、小船、娛樂漁船）聯合稽查作業。
- (7) 促進東部地區觀光旅遊發展、紓解西部風景區之遊憩壓力，並塑造國際級之觀光特色。

3、推廣宣導

- (1) 辦理社區慢走漫遊、伽路蘭手創市集、秀姑巒溪泛舟生態之旅活動及東海岸竹筏暨漂流木競技活動。
- (2) 辦理旗魚美食節活動及阿美族漁獵文化活動，行銷東海岸豐富之漁業資源。
- (3) 辦理綠島生物多樣性保育研討會。
- (4) 辦理導覽服務人員及志工服務禮儀及據點導覽專業訓練。
- (5) 成立阿美族文化與觀光發展諮詢委員會，輔導東部海岸阿美族部落發展觀光產業。
- (6) 辦理社區手工藝品推廣，輔導社區研發傳統手工藝品並學習行銷推廣技巧。
- (7) 製作水岸歌口袋書及DVD，介紹秀姑巒溪及鄰近部落旅遊資源。

b. Operating and development targets

- (a) Autonomous inspection work was carried out for management and safety maintenance at tourist spots within the national scenic area in order to upgrade the quality of recreation and standard of service.
- (b) An emergency response manual was produced and an emergency response mechanism established to prevent the occurrence of disaster.
- (c) Operating and safety maintenance inspections were carried out for outsource operators (for the Chaorih Hot Springs on Green Island and the Jici Coastal Recreation Area) and for rafting operations on the Siouguluan River.
- (d) Leasing of vendors' shops at Sansiantai, Little Yeliou, and Jinzun was carried out.
- (e) Establishment of a detailed implementation plan for the scenic area's "Clean Home" popular movement, with a "big cleanup" activity held on Environmental Cleanliness Day each month to strengthen the maintenance of environmental cleanliness and supervisory inspections.
- (f) Holding of joint inspections of passenger-carrying craft in the East Coast National Scenic Area (including passenger boats, small boats, and recreational fishing boats).
- (g) Promotion of the development of tourist travel in Eastern Taiwan to alleviate leisure-travel pressure and mold international-class tourism features.

c. Advertising and promotion

- (a) Holding of community walks, Jialulan hand-craft market, Siouguluan River rafting eco-tour, and East Coast bamboo-raft and driftwood competition activities.
- (b) The East Coast Swordfish Food Festival and Amis fishing culture activities were held to market the rich fishery resources of the East Coast.
- (c) A Green Island Biological Diversity Conservation Seminar was held.
- (d) Etiquette and key location professional guide training was held for guide service personnel and volunteers.
- (e) An Amis Culture and Tourism Development Consulting Committee was organized to assist the Amis people of the East Coast in developing tourism.
- (f) Community handicraft promotional activities were held to help communities develop traditional handicrafts and learn promotional and marketing skills.
- (g) Coastal song pocket books and DVDs were produced to introduce the tourism resources of tribal villages on and around the Siouguluan River.





(三) 澎湖國家風景區 <http://www.penghu-nsa.gov.tw>

澎湖群島具有豐富的玄武岩地質、歷史悠久的人文古蹟與傳統民俗文化資產，可作為推動水上活動及海洋生態觀光旅遊行程典範。

1、規劃設計與設施建設

- (1) 辦理仙人掌公園用地選址及營運方式評估規劃。
- (2) 推動澎湖國家風景區水域遊憩活動，並規劃安全教育宣導教材。
- (3) 辦理澎湖地區濱海據點觀光遊憩活動與其環境影響之調查分析暨經營管理規劃。
- (4) 製作澎湖地質地形、大地的雕塑—小門嶼、綠蠵龜的故鄉及澎湖國家風景區旅遊導覽簡易摺頁等文宣。
- (5) 辦理全區各遊憩據點鼓勵墳墓遷移補償費作業。
- (6) 辦理山水遊憩區、青螺遊憩區、東衛石雕園區、岐頭、鳥嶼、西嶼遊憩區設施工程及赤崁、沙港、鳥嶼遊憩港浮動碼頭設施工程。

2、經營管理與發展目標

- (1) 完成水上摩托車、獨木舟、潛水、浮潛等活動安全示範圖及水域遊憩活動安全宣導海報，免費提供水域遊憩活動經營業者作為帶客從事活動前之安全教育說明。
- (2) 輔導轄區業者依法登記水域遊憩活動經營業者有60家，實際從事經營並完成備查業者共計19家，合法登記為全省最多。



(3) Penghu National Scenic Area (<http://www.penghu-nsa.gov.tw>)

The Penghu archipelago is rich in basalt geology, ancient cultural sites, and traditional folk culture resources. It can serve as a model for the promotion of water activities and marine eco-tourism.

a. Planning, design, and development of facilities

- (a) Evaluation and planning were carried out for site selection and operating method for the cactus park.
- (b) Water activities in the Penghu National Scenic Area were promoted, and planning of safety educational materials was carried out.
- (c) Environmental impact analysis and management planning were carried out for tourist recreational activities at key coastal locations in the Penghu area.
- (d) Promotional materials were produced, including brochures on the geology of Penghu, the natural sculpture of Siaomen Island, the homeland of the green sea turtle, and a simplified guide to the Penghu National Scenic Area.
- (e) The work of encouraging the compensated transfer of graves from tourist sites was carried out.
- (f) Facilities construction was carried out for the Shanshuei Recreation Area, Cingluo Recreation Area, Dongwei Stone Sculpture Park, Citou, Niaoyu, the Siyu Recreation Area, and floating docks for Chihkan, Shagang, and Niaoyu recreation harbors.

b. Operating and development targets

- (a) Production of safety demonstration charts for jet skiing, canoeing, scuba diving, snorkeling, and other activities, and of water recreation safety posters, for free distribution to water recreation activity operators to use in providing safety instructions to customers before they undertake their activities.
- (b) Provision of guidance to 60 operators within the area in obtaining legal registration for water recreation activities; 19 operators who actually engage in business have been legally registered, the most in Taiwan.
- (c) The commissioning of companies to carry out regular inspection and reporting of fire safety equipment in buildings, public safety inspection and reporting for structures, electrical technology consulting service work at the various visitor centers, and other specialized inspection and maintenance matters. In addition, the taking out of accident insurance for public facilities and of business structural fire insurance to protect the interests of travelers.





- (3) 定期委託廠商辦理建築物消防安全設備檢查及申報、建築物公共安全檢查及申報、各遊客中心電氣技術顧問服務工作等專業檢查維護事宜，同時投保公共設施意外保險、建築物商業火災保險，確保遊客權益。
- (4) 輔導民間經營遊客中心附設餐廳、賣店、遊艇櫃檯，年收入270萬餘元，有效節省委託清潔管理支出，並完成桶盤、虎井、天臺山、吉貝等遊憩據點違法棚架及攤販、租車業者輔導作業。
- (5) 落實澎湖觀光旅遊動線規劃，結合地方特色，推動生態觀光旅遊、人文風情與海上休閒兼備之觀光旅遊內涵。
- (6) 營造便宜、便利、安全、永續的國際青年旅遊環境，整合「觀光島嶼、海洋遊憩、生態體驗、風味美食」，開創國際青年來澎湖旅遊的獨特吸引力及觀光新形象，推廣以國際青年旅遊為標的的國際觀光宣傳。
- (7) 擴大包機服務，輔導建立國際（兩岸）對口結盟旅遊服務窗口，擴大吸引來臺旅遊客源，兼具服務鄉親出國觀光旅遊、落實包機服務功能。
- (8) 維護海洋環境及永續發展，以舉辦海洋年活動方式，凝聚國人「尊重海洋、關懷海洋」之心，持續推廣澎湖海洋文化資產，以資源保育及永續利用之前題下，積極整合與開發各項觀光遊憩活動。



- (d) Provision of guidance for private companies in operating restaurants, shops, and boat counters associated with visitor centers, giving an annual income in excess of NT\$2.7 million and saving money on outsourced cleaning expenses; and completion of guidance for illegal vendors and vehicle rental operators at recreational sites in Tongpan, Hujing, Tiantaishan, and Jibei.
- (e) Implementation of Penghu tourist route plans and promotion, in line with local characteristics, of a tourism content that includes eco-tourism, cultural tourism, and marine leisure activities.
- (f) Creation of an inexpensive, convenient, safe, and sustainable environment for international youth travel; integration of "island tourism, marine recreation, ecological experience, and local cuisine" in the building of a new tourism image that will have a unique attraction for young travelers; and placement of international tourism advertising aimed at young travelers.
- (g) Expansion of charter flight services and guidance for the establishment of an international (cross-straits) alliance to serve as a travel service window so as to broaden the base of tourists coming to Taiwan while, at the same time, serving local residents who travel abroad for tourism so that charter flights can achieve their full utility.
- (h) Maintenance of the marine environment and its sustainability, and strengthening of the spirit of "respect and care for the sea" among the local people through the holding of "Year of the Ocean" activities; continued promotion of the marine cultural assets of Penghu; and, under the preconditions of asset conservation and sustainable utilization, active integration and development of tourist activities.

c. Tourism advertising and promotion

- (a) Seven "Seeing Penghu from the Air" photo exhibits were held at Taipei Airport and other locations.
- (b) Activities that were held to publicize and market Penghu's tourism assets included the bringing of Mazu, the Goddess of the Sea, to the Taipei Tourism Festival; the Penghu fireworks and music festival; the Penghu Spring Celebrity Rock-fishing Competition; a cross-straits tourism exchange seminar; Penghu Carnival; and Penghu products exhibitions.
- (c) Assistance was provided to the Penghu County Government's Bureau of Agriculture and Fishery in holding a series of activities associated with the Gaillardia Island Festival, including a Caiyuan oyster festival, Baisha sardine festival, Siyu fish festival, Cimei abalone festival, and Star of Gaillardia Islands Festival.
- (d) A "Penghu stone fish trap experience" activity, Penghu Sailing Tourism Festival, and International Chinese Penghu Road Run were organized, with over 6,000 people registering to participate.

3、觀光推廣宣傳

- (1) 於臺北航空站等地點辦理7場次「從空中看澎湖」空照展。
- (2) 辦理開臺媽祖進駐臺北觀光節賜福—元宵乞龜民俗活動、澎湖花火音樂季觀光活動、澎湖春季名人杯磯釣賽、海峽兩岸觀光交流座談會、澎湖嘉年華活動及澎湖產物展等，宣傳澎湖觀光資源暨產業行銷活動。
- (3) 配合澎湖縣政府農漁局辦理菊島海鮮節，包括菜園牡蠣節、白沙丁香季、西嶼海鱸節、七美九孔美食節及菊島之星等農漁特產嘉年華系列活動。
- (4) 主辦澎湖石滬生態體驗活動、澎湖風帆觀光節及國際華人澎湖公路賽跑活動，計6,000餘人次報名參加。





(四) 大鵬灣國家風景區 <http://www.tbnsa.gov.tw>

本區緊鄰高雄都會區，擁有內灣潟湖、紅樹林及珊瑚礁海岸之豐富自然人文景緻，未來將成為海上休閒度假勝地，成為體驗現代與知性之旅的全方位風景區。

1、規劃設計與設施建設

- (1) 持續辦理大鵬灣水質改善工作，完成鵬村、大潭2座溼地公園及進行灣域底泥浚渫。
- (2) 持續辦理區內景觀道路—環灣道路施工及琉球風景區建設。

2、經營管理與發展目標

- (1) 辦理大鵬灣國家風景區BOT案履約管理，完成第1期交地作業。
- (2) 完成遊客中心OT案，提供旅遊諮詢解說服務。
- (3) 持續辦理蚵殼島、青洲濱海遊憩區及琉球生態露營區委外經營，提供遊客休憩、賞景、住宿露營及欣賞夜景之場所。
- (4) 以BOT方式吸引民間參與大鵬灣國家風景區建設開發，未來開發成為多功能之水上度假基地，開發完成將帶動區內其他私有地開發意願（BOO），預計可增加引進投資金額計約新臺幣70億元。
- (5) 配合大鵬灣開發，行銷小琉球觀光，促成灣域及海域遊憩活動串聯，形成完整套裝旅遊線及產業聯盟。

3、觀光推廣宣傳

- (1) 配合臺灣超級鐵人三項協會共同辦理奔向臺灣—恆春半島113公里國際鐵人三項競賽。
- (2) 配合屏東縣政府籌劃黑鮪魚文化觀光季及恆春半島藝術季活動。
- (3) 配合住宿旅遊券，並結合50餘家觀光休閒業者共同行銷，於高雄、臺中、臺北國際旅展、臺北國際休閒旅展辦理銷售，以吸引遊客，增進恆春旅遊線觀光熱潮。



(4) Dapeng Bay National Scenic Area (<http://www.tbnsa.gov.tw>)

The Dapeng Bay National Scenic Area is close to metropolitan Kaohsiung and contains a rich variety of natural and cultural attractions including a lagoon, mangrove forests, and a coral coast. In the future it will become a major marine resort that offers a full spectrum of modern and educational travel experiences.

a. Planning, design, and development of facilities

- (a) The work of improving the water quality of Dapeng Bay was continued, the protection of the Pengcun and Datan wetlands was completed, and the dredging of mud from the bottom of the lagoon was carried out.
- (b) Road landscaping work was continued on the round-the-lagoon road, and construction of the Liouciou Scenic Area was carried out.

b. Operating and development targets

- (a) Contract performance management for the Dapeng Bay National Scenic Area BOT project was carried out, and the first-stage transfer of land was completed.
- (b) The visitor center OT project was completed, providing visitors with information and interpretation services.
- (c) The outsourced operation of the oyster-shell island, Cingjhou Coastal Recreation Area, and Liouciou Ecological Campground was continued, providing travelers with places for leisure activities, sightseeing, camping, and observing the nightscape.
- (d) The BOT method is used to attract private companies to participate in the development of the Dapeng Bay National Scenic Area into a multifunctional marine resort. Completion of the development will stimulate the willingness to develop other privately owned land within the area on a BOO basis. The total amount of investment thus brought in is projected at approximately NT\$7.0 billion.
- (e) Tourism on Little Liouciou will be promoted in line with the development of Dapeng Bay, bringing about a linkage of recreational activities in the bay and sea areas and forming a complete package tour route and industrial alliance.

c. Tourism advertising and promotion

- (a) A 113-kilometer "Race Toward Taiwan - Hengchun Peninsula iron man" triathlon competition was organized jointly with the Taiwan Super Triathlon Association.
- (b) Planning was carried out in coordination with the Pingtung County Government for the Bluefin Tuna Culture and Tourism Festival and the Hengchun Peninsula Art Festival.
- (c) Coordination was provided for the lodging coupon joint marketing program together with more than 50 tourism and leisure operators, with sales activities being held at the Kaohsiung and Taichung travel fairs, the Taipei International Travel Fair, and the Taipei international leisure and travel fair with the aim of attracting tourists and bolstering tourism on the Hengchun tour route.





(五) 花東縱谷國家風景區 <http://www.erv-nsa.gov.tw>

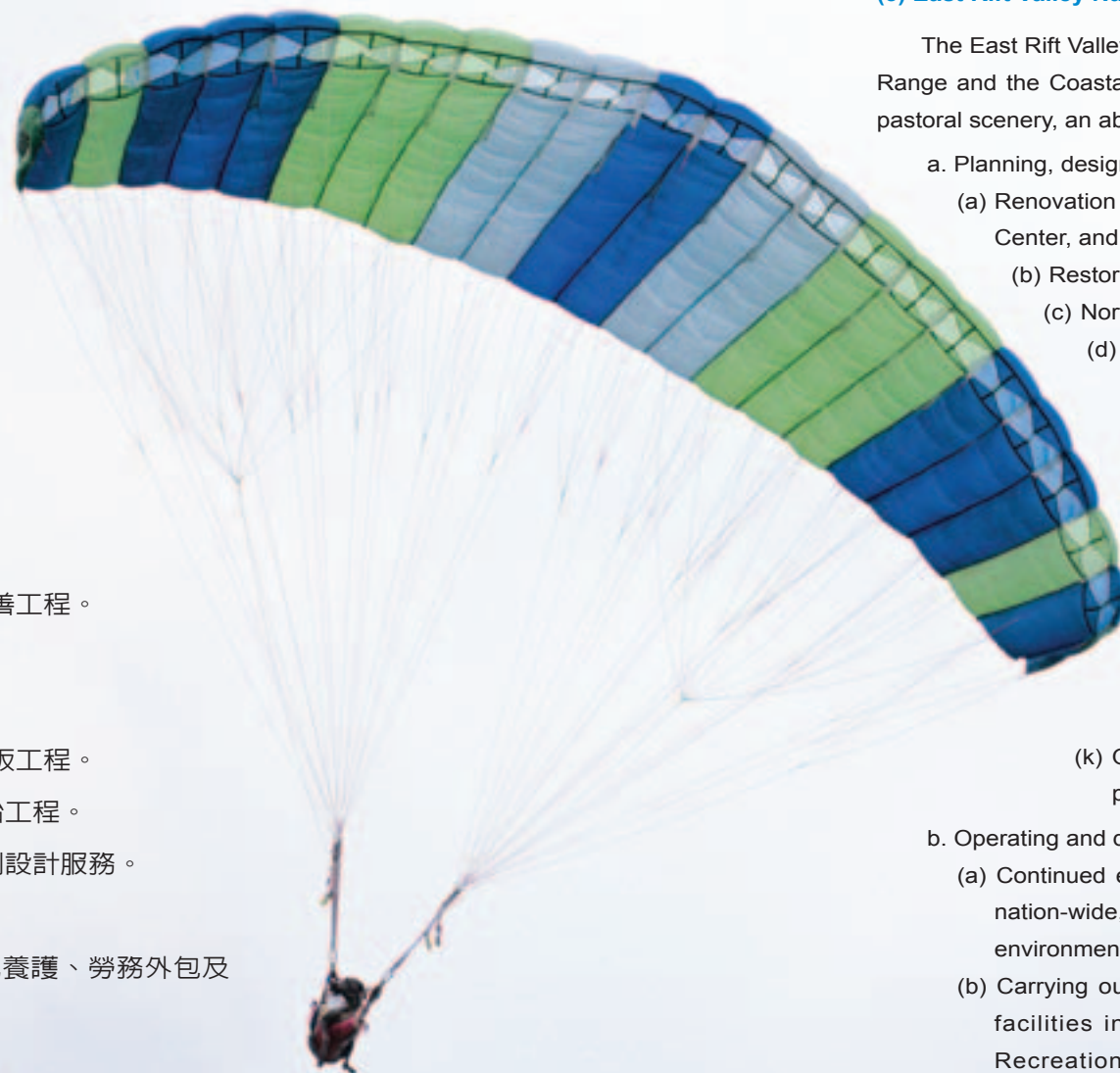
本區位於臺灣東部的中央山脈和海岸山脈之間狹長河谷平原，擁有美麗的田園景觀、豐富的自然資源及獨特的人文資產。

1、規劃設計及設施建設

- (1) 鯉魚潭遊憩區潭北碼頭景觀、遊客中心、周邊涼亭整建工程及優質公廁改善工程。
- (2) 潭南步道風災修復工程。
- (3) 北區指示標誌工程（主系統）。
- (4) 六十石山指示系統及涼亭整修工程。
- (5) 玉里松浦部落公共設施工程。
- (6) 林榮鳳林地區、鶴岡、瑞穗及玉里優質公廁改善工程。
- (7) 鶴岡示範部落環境改善工程。
- (8) 安通溫泉區景觀改善工程。
- (9) 關山景觀橋樑及堤岸生態景觀棧道及多功能看板工程。
- (10) 鹿野高臺飛行傘降落場及周邊道路及環境整治工程。
- (11) 鹿野、延平地區景觀及公共設施委託技術規劃設計服務。

2、經營管理與發展目標

- (1) 賡續辦理全國各經營據點環境清潔及植栽美化養護、勞務外包及環境景觀維護、轄區景點環境整治工作。



(5) East Rift Valley National Scenic Area (<http://www.erv-nsa.gov.tw>)

The East Rift Valley consists of a long river-valley plain situated between the Central Mountain Range and the Coastal Mountain Range on Taiwan's east coast. Its attractions include beautiful pastoral scenery, an abundance of natural resources, and unique cultural assets.

a. Planning, design, and development of facilities

- (a) Renovation of scenery at the north pier of the Liyu (Carp) Lake Recreation Area, Visitor Center, and pavilions, and quality-enhancement toilet improvement.
- (b) Restoration of the trail on the south of the lake following wind damage.
- (c) Northern area signage engineering (primary system).
- (d) Renovation of the Mt. Lioushihdan signage system and pavilions.
- (e) Construction of public facilities at Songpu Village in Yuli.
- (f) Toilet-enhancement improvement in the Fonglin area at Linrong, Hegang, Rueisuei, and Yuli.
- (g) Environmental improvement at Hegang model village.
- (h) Landscape improvement in the Antong Hot Springs area.
- (i) Construction of scenic board walkway and multifunctional signboards for Guanshan Scenic Bridge and the shore wall ecology.
- (j) Renovation of the Luye Plateau parasoaring landing site, and peripheral roads and surrounding environment.
- (k) Outsourcing of technical planning and design services for landscaping and public facilities in the Luye and Yanping areas.

b. Operating and development targets

- (a) Continued environmental cleanliness and planting beautification of operational bases nation-wide, outsourcing of labor and landscape maintenance, and renovation of the environmental landscape within the scenic area.
- (b) Carrying out of outsourcing and leasing of the operation of recreational and service facilities in accordance with the Operating Guidelines for the Leasing Out of Recreational and Service Facilities by the Tourism Bureau and Its Subsidiary Administrations, and Guidelines for the Letting for Adoption of Public Facilities by National Scenic Area Administrations Under the Tourism Bureau, MOTC. Under this program, private parties and community groups "adopt" public facilities within the national scenic area and help to maintain those facilities and the surrounding environment, thus jointly promoting the tourism industry in the East Rift Valley. The leasing of the Liyu Lake Campground and the Chihshang Recreation Area has already been accomplished.





- (2) 依據「交通部觀光局暨所屬管理處辦理遊憩或服務設施出租作業要點」及「交通部觀光局所屬國家風景區公共設施認養要點」規定，辦理遊憩或服務設施委外出租經營管理，結合民間及社區團體資源認養本處公共設施，協助維護設施及周邊環境，共同推動花東縱谷地區觀光產業，已完成鯉魚潭露營區、池上休息區等景點出租作業。
- (3) 加強觀光遊憩設施服務水準、提升餐飲住宿服務品質、重塑道路景觀，並發展及推動溫泉、文化、生態、鄉土、休閒農業及運動環境，藉由結合觀光產業及民間資源，辦理國際性觀光活動，創造商機並帶動地方經濟發展。

3、觀光推廣宣傳

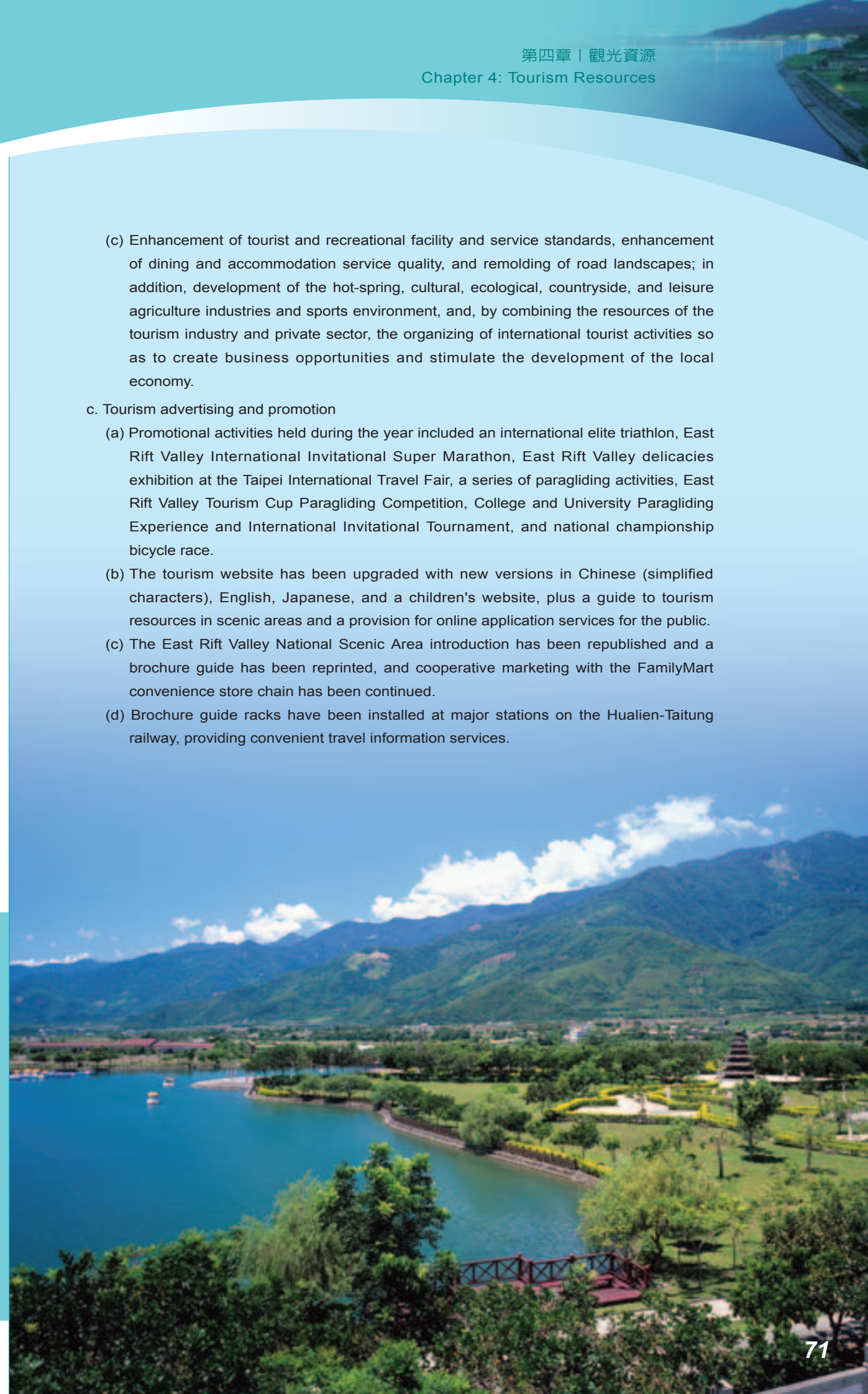
- (1) 辦理來去洄瀾－國際鐵人三項菁英賽、萬統盃－花東縱谷國際超級馬拉松邀請賽、臺北中華美食展－花東縱谷珍饈展、想飛的季節花東縱谷歡樂GO!飛行傘系列活動、花東縱谷觀光杯全國飛行傘排名賽、大專飛行傘體驗趣味暨國際邀請賽及全國自由車公路錦標賽等。
- (2) 觀光旅遊網站重新改版，提供中（簡）、英、日文、兒童網站及風景特定區觀光資源的導覽，提供風景特定區內旅遊資訊及便民服務的線上申請措施。
- (3) 再版兩山之間－花東縱谷國家風景區簡介及增印綠野仙蹤－花東縱谷國家風景區導覽摺頁，廣續與花東地區全家便利商店結盟合作推廣行銷。
- (4) 設置觀光導覽摺頁架置於花東鐵路重要車站，提供便捷旅遊導覽資訊服務。



- (c) Enhancement of tourist and recreational facility and service standards, enhancement of dining and accommodation service quality, and remolding of road landscapes; in addition, development of the hot-spring, cultural, ecological, countryside, and leisure agriculture industries and sports environment, and, by combining the resources of the tourism industry and private sector, the organizing of international tourist activities so as to create business opportunities and stimulate the development of the local economy.

c. Tourism advertising and promotion

- (a) Promotional activities held during the year included an international elite triathlon, East Rift Valley International Invitational Super Marathon, East Rift Valley delicacies exhibition at the Taipei International Travel Fair, a series of paragliding activities, East Rift Valley Tourism Cup Paragliding Competition, College and University Paragliding Experience and International Invitational Tournament, and national championship bicycle race.
- (b) The tourism website has been upgraded with new versions in Chinese (simplified characters), English, Japanese, and a children's website, plus a guide to tourism resources in scenic areas and a provision for online application services for the public.
- (c) The East Rift Valley National Scenic Area introduction has been republished and a brochure guide has been reprinted, and cooperative marketing with the FamilyMart convenience store chain has been continued.
- (d) Brochure guide racks have been installed at major stations on the Hualien-Taitung railway, providing convenient travel information services.





(六) 馬祖國家風景區 <http://www.matsu-nsa.gov.tw>

馬祖列島素有「閩東之珠」美稱，特殊的地理位置與歷史背景，以及渾然天成的海蝕奇景、戰地文化與傳統石屋的閩東人文特色，使馬祖地區成為臺灣旅遊休閒的新天地。



1、規劃設計與設施建設

- (1) 辦理馬祖地區傳統聚落地形地物測量暨資料庫建置案，以建立傳統聚落精確之地形地物資料庫。
- (2) 辦理GIS地理資訊暨觀光導覽系統規劃建置案，彙整相關圖資並將其數位化，掌握轄區土地應用現況，運用於未來觀光遊憩經營行銷及推廣。
- (3) 以北竿坂里至午沙遊憩區為重點建設區，強調自然地質與生態特色，設置木棧道，便利遊客參訪坂里沙灘或前往午沙坑道；串連本區道路動線並打通北海坑道，提供連貫之遊憩系統。
- (4) 以南竿媽祖宗教園區為重點建設區，強調閩東文化特色，整建門前山坑道、登山車道、步道，改善招待所周邊環境景觀，以推廣華人特有之媽祖文化。
- (5) 以南竿北海遊憩區及北竿馬祖戰爭和平紀念公園為重點建設區，強調戰地史蹟特色，整修大漢據點照明、改善周邊道路景觀、新建戰爭和平紀念公園主題館、再利用06軍事據點及坑道，提供遊客特殊的戰地體驗。

2、經營管理與發展目標

- (1) 建立旅遊服務系統，以呈現馬祖生態自然風貌並配合低密度開發為原則，每年度發展一鄉一特色，一島一景點，逐年開發或整建暨有設施為具吸引遊客之觀光景點。
- (2) 整頓馬祖旅遊線各重要觀光據點，改善暨有遊憩據點之公共服務設施，以健全南竿、北竿、東引及莒光各系統之優質旅遊環境。
- (3) 舉辦賞鷗生態旅遊活動，推展小而美之精緻旅遊，並培訓地區專業解說服務員。
- (4) 有效維護資源，建立旅遊秩序，健全優質旅遊環境，以營造國際友善之旅遊線。



(6) Matsu National Scenic Area (<http://www.matsu-nsa.gov.tw>)

The Matsu archipelago has long been known by the lovely name "Pearls of Eastern Fujian," and its special geographic location, plus its fantastic sea-eroded formations, its battlefield culture, and its traditional stone houses and other unique cultural features of Eastern Fujian, make it a new leisure travel paradise for Taiwan.

a. Planning, design, and development of facilities

- (a) A Survey of Topography and Structures of Traditional Matsu Settlements and Databank Establishment project was carried out so as to establish an accurate databank of topography and structures in traditional villages.
- (b) Planning and establishment were carried out for the GIS geographic information and tourism guidance system, with the collection and digitization of geographic data so as to gain a thorough understanding of land utilization within the scenic for use in future tourism marketing and promotion.
- (c) The Banli-Wusha Recreation Area of Beigan was made a key area for development with emphasis on natural geological and ecological characteristics and the construction of wooden walkways for the convenience of travelers visiting Banli Beach or going to Wusha Tunnel. Roads in the area were connected and access provided to Beihai Tunnel, forming a linked travel system.
- (d) The Mazu Religion Park on Nangan was made a key area for development with emphasis on the characteristics of Eastern Fujian culture. Renovation of Mt. Mencian Tunnel and the mountain road and trail was carried out, and environmental landscaping around the hostel was improved, so as to promote the uniquely Chinese Mazu culture.
- (e) The Beihai Recreational Area on Nangan and the Matsu Peace Memorial Park on Beigan were made key areas for development with emphasis on battlefield sites, the renovation of lighting at Dahan Base, the improvement of peripheral road landscapes, the construction of a theme hall for the Peace Memorial Park, and reopening of the 06 Military Base and tunnel to provide travelers with a unique battlefield experience.

b. Operating and development targets

- (a) Establishment of a travel service system that will illustrate the ecological and natural face of Matsu and harmonize with low-density development, with the annual development of "one unique feature per township and one scenic spot per island" annually and the year-by-year development or renovation of existing facilities into tourist spots with a powerful allure.
- (b) To integrate important tourist spots on the Matsu Tour Route, improve public services and facilities at current tour sites, and create an excellent travel environment on Nangan, Beigan, Dongyin, and Juguang islands.
- (c) Organizing of gull-watching eco-tourism activities and the promotion of "small is beautiful" niche travel, and training of professional interpretation personnel.
- (d) Effective maintenance of resources, the establishment of travel order, and the strengthening of a high-quality travel environment so as to create an internationally friendly tour route.



3、觀光推廣宣傳

- (1) 辦理海上守護神－媽祖文化節、媽祖得道升天紀念祭典暨媽祖信仰研討會慶祝系列活動，招攬兩岸三地信眾蒞馬，結合民俗文化與觀光產業，掀起觀光熱潮。
- (2) 配合年度活動與行銷推廣馬祖旅遊，製作馬祖全區導覽摺頁、媽祖宗教文化宣導摺頁、改版製作馬祖采飛錄、印製中國時報馬祖行銷專題報導及自由時報馬祖行銷專題報導、製作大燕鷗及小燕鷗紀念品、燕鷗胸章、燕鷗磁鐵、陳年高粱鑰匙圈及老酒鑰匙圈供遊客索取。
- (3) 辦理生態賞鷗活動，結合生態賞鷗及國民旅遊，吸引旅客1,200餘人次參加，成為地區最具代表性之旅遊活動。
- (4) 辦理馬祖燕鷗生態旅遊推廣計畫，舉行黑嘴端鳳頭燕鷗生態發表暨研討會，並前往英國參加生態旅遊鳥展，拿下鳥展國外組第1名，成功將馬祖生態旅遊推上國際舞臺，提升臺灣國際上之保育形象。
- (5) 推動連江縣生存遊戲競賽活動、戰地密碼之旅等戰地旅遊活動，推廣健康休閒活動及兩棲蛙人操、240砲操表演、雲臺山軍情館參訪等，完整體驗軍事風情，促進馬祖知名度及旅遊市場，推動馬祖動態觀光活動。
- (6) 體驗馬祖地區傳統捕魚活動，辦理開發馬祖北竿鄉水域活動，安排觀光客參與牽罟、夜釣、定置網等活動，推廣休閒漁業，開發新觀光活動。
- (7) 完成福澳港、白沙港、南竿機場等重要交通樞紐之入口意象設計裝修工程，將馬祖獨特的動、植物及景觀塑造造成最佳佈景，營造新形象。



c. Tourism advertising and promotion

- (a) A Protector of the Seas - Mazu Culture Festival, Mazu's Ascension to Heaven Memorial Ceremony, and Mazu Faith Seminar were held, with devotees coming from Taiwan, Hong Kong, and China to worship the goddess. This combining of folk culture with the tourist industry aroused an upsurge in tourism.
- (b) A guide to the entire Matsu area and Matsu religious culture educational brochure were produced, Matsu marketing columns from the China Times and the Liberty Times were reprinted, Little Tern and Big Tern souvenirs were manufactured, Tern pins and refrigerator magnets were made, and Aged Kaoliang and Aged Wine keyrings were produced for tourists.
- (c) Tern-watching activities were held, a combination of ecological bird-watching with domestic travel that attracted over 1,200 participants and emerged as the area's most representative travel activity.
- (d) The Matsu tern ecology travel promotion plan was carried out, with a gull ecology presentation and seminar. Representatives were sent to England to participate in an eco-tour bird exhibition; they came back with first prize in the foreign division, successfully boosting Matsu eco-tourism onto the world stage and enhancing Taiwan's image for conservation in the international arena.
- (e) The Lianjiang County survival game contest, battlefield code tour, and other battlefield tourism activities were held. Healthy leisure activities and amphibious frogman exercise, 240 artillery exercise, and visits to the Mt. Yuntai Military Romance Hall were organized to provide a complete military experience and promote an awareness of Matsu and its travel market.
- (f) To provide an experience of Matsu's traditional fishing methods, water activities in Beigan Township were carried out and arrangements were made for tourists to participate in net-pulling, night fishing, and set-net fishing activities so as to promote leisure fishing and develop new tourist activities.
- (g) Entrance image design and installation were completed for Fuao Harbor, Baisha Harbor, Nangan Airport, and other important transportation hubs in order to create the best possible backdrop for Matsu's unique flora and fauna and mold a new image for the islands.





(七) 日月潭國家風景區 <http://www.sunmoonlake.gov.tw>

日月潭為臺灣第1大湖泊，南形如月弧，北形如日輪，以「高山湖泊」與「邵族文化」為兩大發展主軸，結合水、陸域活動，發展成為高品質、多樣化的休閒度假遊憩體驗區。

1、規劃設計與設施建設

- (1) 持續推動本區公共遊憩建設，如水社、伊達邵及車埕地區水陸視覺景觀改善、環潭步道系統—慈恩塔至頭社步道串聯整建、污水處理廠及下水道興建工程等。
- (2) 推動向山行政中心（含遊客中心）、水社公園等國際競圖案件。
- (3) 持續推動民間自行規劃參與暨興建日月潭—九族文化村纜車系統。
- (4) 規劃辦理向山旅館BOT案及車埕木業展示館OT案。

2、經營管理與發展目標

- (1) 完成臺21線南、北口入口意象工程、旅遊線沿線不良景觀整頓與改善，提升旅遊環境景觀品質，並廣續執行辦理。
- (2) 加強查察驅離流動攤販、辦理重要據點植栽綠美化改善工程，及於觀光路段辦理圍籬區隔工程。
- (3) 提升遊樂安全及品質，辦理觀光遊憩區經營管理與安全維護示範觀摩演習、水上救生訓練、住宿業（旅館及民宿）、遊艇業、餐廳及特產品業等觀光從業人員觀摩與講習訓練。
- (4) 建設日月潭以高山湖泊發展多元觀光產業，及以文化特色為主軸之國際級湖畔休閒度假區。
- (5) 營造國際友善、便利、舒適與安全之旅遊環境，吸引歐美、日本、大陸地區及進行生態旅遊之國際遊客。



3、觀光推廣宣傳

- (1) 辦理日月潭嘉年華—首創水上電影節活動。
- (2) 推動觀光與文化結合之創新行銷推廣策略，辦理日月潭燈飾造街運動比賽、日月潭蜜月照片徵集活動系列及南投地區藝術精英聯展暨南投美術學會30周年年展。
- (3) 執行開放大陸人士來臺觀光之整備工作，辦理「因應開放大陸人士來臺觀光辦理日月潭地區觀光產業行銷推廣專案計畫」。
- (4) 辦理環湖巴士系統，便利遊客遊賞日月潭及環潭道路各景點。

(7) Sun Moon Lake National Scenic Area (<http://www.sunmoonlake.gov.tw>)

Sun Moon Lake is Taiwan's largest lake, with a southern portion that resembles a crescent moon and a northern side that looks like the disk of the sun. It is being developed around the two cores of the alpine lake and Thao culture, with water and land activities being combined together to provide a high-quality, diversified resort experience.



a. Planning, design, and development of facilities

- (a) The development of the area's public recreation facilities continued with visual water and land landscape improvement of the Shueishe, Ita Thao, and Checheng areas, the linking and renovation of the round-the-lake trail system from Cihen Pagoda to Toushe, and the construction of waste-water treatment plants and sewage lines.
- (b) An international design competition for the Siangshan Administrative Center (including a visitors center), Shueishe Park, and other projects was carried out.
- (c) Construction of the Sun Moon Lake-Formosan Aboriginal Culture Village cable car, a self-planned private-sector infrastructure project, was actively promoted.
- (d) The Siangshan BOT hotel project and Checheng Logging Industry Hall OT project were planned and carried out.

b. Operational and development targets

- (a) Completion of the southern and northern entrance images for Provincial Highway 21, rectification and improvement of unsightly landscapes along the tour route, enhancement of the scenic quality of the travel environment, and continued implementation of the projects.
- (b) Inspection and eviction of mobile vendors was enhanced; landscape improvements and beautification were made at major visitor sites; and partition hedges were planted along scenic routes.
- (c) Management and safety maintenance demonstration workshops were organized; ocean rescue training was arranged; and training courses and activities were arranged for water area tourism personnel to enhance recreational safety and quality.
- (d) Molding of Sun Moon Lake as an alpine lake with the development of a diversified tourism industry and an international-class lakeshore resort area centered around cultural attributes.
- (e) Creation of an internationally friendly, convenient, comfortable, and safe travel environment that attracts visitors from Europe, America, Japan, and mainland China, as well as those undertaking eco-tourism.



c. Tourism advertising and promotion

- (a) The Sun Moon Lake Carnival - First Water Film Festival was organized.
- (b) An innovative marketing and promotion strategy combining tourism and culture was implemented, the Sun Moon Lake Street Lighting Contest was held, the Sun Moon Lake Honeymoon Photo Collection series of activities was put on, and the Nantou Joint Art Exhibit and Nantou Art Society's 30th Anniversary Exhibit were held.
- (c) Preparatory work was carried out for the opening of Taiwan to tourists from mainland China, and a Sun Moon Lake Tourism Industry Marketing and Promotion Program in Response to the Opening to Mainland Chinese Tourists was implemented.
- (d) A round-the-lake bus system was put in place for the convenience of travelers visiting Sun Moon Lake and scenic spots along the round-the-lake road.



(八) 參山國家風景區 <http://www.trimt-nsa.gov.tw>

本區所轄之獅頭山、梨山及八卦山風景區擁有豐富多采的高山資源，除可欣賞壯闊之山岳、雲海、地理景觀，並可探訪百年歷史古蹟及原住民、閩、客族群文化，為臺灣中部著名觀光勝地。

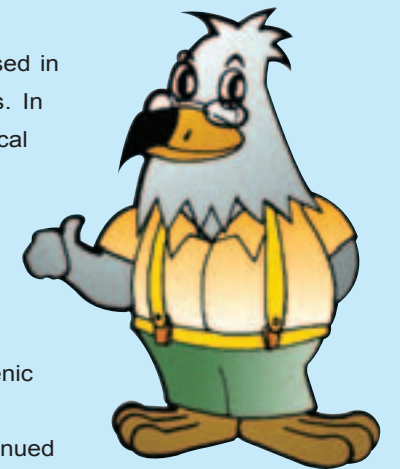
1、規劃設計與設施建設

- (1) 完成獅頭山風景區主題旅遊設施規劃及八卦山風景區主題旅遊設施規劃報告。
- (2) 賡續以參山國家風景區遊客調查暨旅遊人次推估模式推算各風景區旅遊人次。
- (3) 95年10月27日完成民間參與梨山賓館投資整建營運計畫上網公告招商作業。
- (4) 辦理變更南庄都市計畫部分公園兒童用地為機關用地個案，及梨山風景特定區計畫第2次通盤檢討機關9用地都市計畫個案變更作業。
- (5) 完成南庄龍門口步道入口設施整建及美化、苗栗地區遊憩景點及周邊綠美化、南庄鄉蓬萊溪護漁步道周邊公共設施改善、獅頭山風景區苗栗縣地區遊憩景點及周邊綠美化工程等4項工程。
- (6) 完成梨山風景區遊憩據點及周邊綠美化、梨山四季賞花園區遊憩設施修繕、梨山文物館周遭排水改善、梨山地區福壽路道路景觀改善、谷關地區步道及相關設施改善及谷關風景區遊憩景點及周邊綠美化等工程。
- (7) 完成芬園鄉挑水古道入口意象、八卦山風景區植栽綠美化、寶藏寺遊憩區公共服務設施改善、清水岩遊憩區登山步道入口公共服務設施改善、名間鄉松柏嶺砲臺園區景觀改善、150縣道兩側景觀改善及彰化縣社頭鄉龍井村水井巷休憩公園環境綠美化等工程。
- (8) 完成峨眉湖周邊12寮登山步道改善、鹿場公共服務設施工程規劃設計、獅頭山風景區主題旅遊設施規劃、八卦山風景區主題旅遊設施規劃等，並委託臺中縣政府代辦再造谷關觀光發展建構計畫案。



(8) Tri-Mountain National Scenic Area (<http://www.trimt-nsa.gov.tw>)

The Lion's Head Mountain, Lishan, and Mt. Bagua scenic areas encompassed in the Tri-Mountain National Scenic Area contain a richness of alpine resources. In addition to enjoying the sight of majestic mountains, seas of clouds, and geological landscapes, tourists here can also visit century-old historic sites and the cultures of indigenous tribes, Hoklo (southern Fujianese), and Hakka cultures, making this a major tourist destination in central Taiwan.



a. Planning, design, and development of facilities

- (a) The planning of theme travel facilities in the Lion's Head Mountain Scenic Area, and a planning report for theme travel facilities in the Mt. Bagua Scenic Area, were completed.
- (b) The estimation of numbers of visitors to the three scenic areas was continued using Tri-Mountain National Scenic Area surveys and the visitor arrivals estimation model.
- (c) The online solicitation project for private investment in the renovation and operation of the Lishan Guest House was completed on Oct. 27, 2006.
- (d) The rezoning of some children's park land in the Nanjhuang urban plan area for agency use, and the second overall review of the rezoning of agency land in the Lishan Scenic Area, were carried out.
- (e) The renovation and beautification of entrance facilities for the Longmenkou Trail in Nanjhuang, recreational spots and peripheral beautification in the Miaoli area, improvement of public facilities along the Ponglai River Fish Protection Trail in Nanjhuang Township, and beautification of recreational sites in the Miaoli County portion of the Lion's Head Mountain Scenic Area were completed.
- (f) Recreational bases and peripheral beautification in the Lishan Scenic Area, maintenance of recreational facilities in the Lishan Four Seasons Flower Park, improvement of peripheral drainage at the Lishan Museum, roadscape improvement on Fushou Road in Lishan, improvement of trails and related facilities in the Guguan area, and beautification in and around recreational sites in the Guguan Scenic Area were completed.
- (g) The entrance image for the Tiaoshuei Historic Trail in Fenyuan Township, planting of beautification vegetation in the Mt. Bagua Scenic Area, improvement of public facilities in the Baozang Temple Recreation Area, improvement of public service facilities at the entrance to the trail in the Cingshueiyan Recreation Area, landscape improvement at the Songboling Paotai Park area in Mingjian Township, scenic improvement along County Highway 150, and environmental beautification at the Shueijingsiang Recreation Park in Longjing Village, Shetou Township, Changhua County were completed.
- (h) Improvement of the Shiherliao Mountain Trail near Emei Lake, planning and design of public facilities at Luchang in the Lion's Head Mountain Scenic Area, planning for theme travel facilities in the Lion's Head Mountain Scenic Area, and planning for theme travel facilities in the Mt. Bagua Scenic Area were completed. In addition, the Taichung County Government was commissioned to carry out planning for the re-engineering of tourism development and construction at Guguan.



2、經營管理與發展目標

- (1) 完成八卦山風景區寶藏寺遊憩區委託彰化縣芬園鄉公所經營管理。
- (2) 訂定本處設施卡、維護紀錄卡及相關填報須知，落實本處公共設施及遊憩據點安全暨清潔維護管理工作。
- (3) 訂定95年度國家級風景特定區經營管理與安全維護執行計畫，並配合辦理經營管理與安全維護督導考核及平時督檢事宜。
- (4) 辦理緊急災害救護教育第一線救護人員訓練研習會。
- (5) 辦理觀光地區春節交通疏運計畫及協調區內相關單位共同辦理。
- (6) 於土地資源綜合管理系統規劃建置虛擬私有網路系統，以改善處本部、各管理站及遊客中心資料傳輸之便利性，並維護資訊安全，以提升整體行政作業效率與品質。

3、觀光宣傳活動

- (1) 與苗栗縣南庄鄉公所合辦苗栗縣賽夏族巴斯達隘祭典活動，協助南庄鄉東河社區舉辦南庄瓦祿文化節暨工藝農特產品展售等多項活動。
- (2) 完成梨山YAYATA梨山生態饗宴－春之邀約、夏之戀曲系列活動，並與和平鄉公所合辦第13屆梨山馬拉松活動，協助谷關社區發展協會辦理谷關鼓藝節－玩泉打擊活動。
- (3) 完成鷹揚八卦－全民賞鷹活動，與二水鄉公所合辦彰化母親河之八堡圳傳奇－臺灣跑水祭活動。
- (4) 完成參山國家風景區摺頁、參山國家風景區、獅頭山映象、梨山風情畫、八卦山采風摺頁改版加印，並製作參山手札及賀卡。
- (5) 完成解說志工訓練計65名，並於梨山、谷關及松柏嶺遊客中心新增志工導覽解說服務，另持續辦理各項解說教育課程訓練，以提升解說服務品質。



b. Operational and development targets

- (a) Commissioning of the Fen Yuan Township Office in Changhua County to manage the Baozang Temple Recreation Area in the Mt. Bagua Scenic Area.
- (b) Formulation of instructions for the completion of facility cards, maintenance record cards, and other related forms in order to carry through with safety and cleanliness maintenance management for the national scenic area's public facilities and recreational bases.
- (c) Establishment of the 2006 implementation plan for management and the maintenance of safety in the national scenic area, and handling of management and safety maintenance supervision and monitoring.



- (d) Carrying out of emergency rescue training seminars for front-line rescue personnel.
- (e) Carrying out of the traffic alleviation plan for the Chinese New Year, and coordination with related units with the area for joint operations.
- (f) Planning for the establishment of a virtual private network system within the integrated management system for land resources so as to enhance the convenience of the transfer of information among the national scenic area administration, ranger stations, and visitor centers, and to protect information and communications security, thereby upgrading overall administrative efficiency and quality.

c. Tourism advertising and promotion

- (a) Saisiat festival activities were jointly organized with the Nanjhuang Township Office, and the Donghe Community of Nanjhuang Township was assisted in holding the Nanjhuang Tile Green Culture Festival and Art and Produce Exhibition.
- (b) A series of Lishan Yayata Eco-fest - Invitation of Spring, Love Song of Summer activities were held, the 13th Lishan Marathon was organized together with the Heping Township Office, and the Guguan Community was helped to put on the Guguan Drum Arts Festival.
- (c) The Eagles over Bagua National Eagle-watching Activity was held and the Changhua Mother River Festival was organized together with the Ershuei Township Office.
- (d) Tri-Mountain National Scenic Area, Reflections of Lion's Head Mountain, Depictions of Lishan Romance, and Glory of Mt. Bagua brochures were produced or reprinted, and Tri-mountain appointment diaries and congratulatory cards were produced.
- (e) Training was completed for 65 volunteer interpreters, and volunteer interpreter services were added at the Lishan, Guguan, and Songboling visitor centers. The offering of other interpreter training courses continued with the aim of upgrading the quality of interpreter services.



(九) 阿里山國家風景區 <http://www.ali.org.tw>

阿里山素以日出、雲海、森林及鐵路馳名國內外，本區以維護自然生態及當地文化、低度開發方式進行建設，並以知性、感性、品質為重的行銷管理，達到自然生態與觀光旅遊並存共榮的目標。

1、規劃設計及設施建設

- (1) 完成鞍頂服務設施用地變更暨土地取得規劃、社區營造規劃—奮起湖整裝待發計畫、茶之道門戶—太平社區營造規劃、阿里山高山茶區觀光休閒創新價值細部規劃、建築特色計畫研究、遊客量統計校估模式調查研究、觀光遊憩設施管理維護系統建置、轄內舊有吊橋調查及安全評估、鄒族文化園區工藝家聯合展售中心規劃設計執行、頂笨仔地區生態旅遊資源調查規劃執行及社區施工之規劃管理等先期規劃設計案。
- (2) 完成龍頭街景改善工程、來吉斯比斯比產業道路及鐵達尼欄杆、樂野福山停車場、山美達娜伊谷步道、來吉地區管制站護岸工程等遊憩服務設施工程及達德安自然生態步道、新美達谷布雅努溪步道、樂野、特富野、茶山及山美社區內、涼亭、狩獵亭、廣場等社區施工遊憩設施工程。
- (3) 完成奮起湖南側步道至文史陳列室石板步道及涼亭、龍頂步道入口區木棧道等工程。
- (4) 完成瑞峰竹坑溪步道、圓潭遊憩區、太平茶之道設施、豐山觀景臺停車設施、太興生毛樹溪步道及瑞太遊客中心連接野薑花溪步道等遊憩設施工程。
- (5) 完成吳鳳公園無障礙及親子廁所改善、觸口情人吊橋整修、臺18線道路景觀改善、導覽解說牌示製作設置、國家風景區入口意象及達邦村日警官舍整建等工程。

2、經營管理與發展目標

- (1) 協調公路、警政及林務等單位，執行春節暨櫻花季交通疏運計畫，藉由大眾運輸接駁專車及臨時加油專用道之規劃、執行，有效疏解瓶頸路段壅塞情形，提高臺18線阿里山公路行車速率及加強旅遊安全管制。
- (2) 辦理山區第一線緊急救護訓練，強化社區災害應變能力，保障遊客旅遊安全。
- (3) 辦理民宿講習，教導民宿業者簡易英語、盆栽組合及環境美化多元技能，協助觀光產業推動，活絡社區經濟。

(9) Alishan National Scenic Area (<http://www.ali.org.tw>)

Alishan has long been famous, in Taiwan and abroad, for its sunrise, sea of clouds, forest, and mountain railroad. The area is now subject to preservation of the natural ecology and local culture, low-density development, and marketing and management that emphasizes knowledge, sense, and quality with the aim of achieving a balance between the natural ecology and tourist travel.

a. Planning, design, and development of facilities



- (a) Rezoning and land acquisition plan for Anding service facilities was completed, along with the Fencihu remodeling plan for community building, Taiping "gateway to the tea way" community building plan, detailed innovative value plan for tourism in the Alishan tea district, architectural characteristics plan research, survey study of traveler volume estimation model, establishment of a management and maintenance system for tourism facilities, surveying and assessment of old suspension bridges within the administration's jurisdiction, planning, design, and implementation of the Tsou Culture Park's joint handicraft artist exhibition center, planning and implementation of eco-tourism resources in the Dingbenzai area, planning management for community construction work, and other preliminary planning and design projects.
- (b) Projects completed include the improvement of the Longtou streetscape, industry road and Titanic Precipice railings at Sihbisihbi in Laiji, Fushan parking lot at Leyeh, Danayi Trail at Shanmei, bank protection at the Laiji area control station, Dadean Nature Trail, Buyanu River Trail in Sinmeida Valley, and pavilions and plazas in the Leye, Tefuye, Chashan, and Shanmei communities.
- (c) Stone walkways and pavilions at the Fencihu South Trail and board walkways at the Longding Trail entrance were completed.

- (d) The Jhukeng River Trail, Yuantan Recreation Area, Taiping tea facilities, Fongshan scenic pavilion parking lot facilities, Shengmaoshu River Trail at Taising, and the Rueitai Visitor Center link with the Yejianghua River Trail were completed.
- (e) Wufong Park obstacle-free and family toilet improvement were completed, along with renovation of the Lover's Suspension Bridge at Chukou, scenic improvement along Provincial Highway 18, interpretive signage production and installation, national scenic area entrance image, and restoration of the Japanese police barracks at Dabang Village.

b. Operating and development targets

- (a) Coordination was carried out with highway, police, and forestry agencies for the alleviation of traffic congestion during the 2005 Chinese New Year and Cherry Blossom Festival, with shuttle buses and temporary exclusive petrol-filling lanes being planned so as to clear bottlenecks and increase driving speeds on Provincial Highway 18 (the Alishan Highway).
- (b) Front-line mountain-area first-aid training was carried out to reinforce emergency response capabilities, and tourism safety for the travelers.
- (c) Homestay lectures and instruction in simple English, and potted plant and environmental beautification skills for homestay operators were carried out in order to assist with the promotion of the tourism industry and enliven the economy of local communities.





(4) 會同縣府相關單位組成哄抬物價督導小組，不定期訪查茶葉販售情形及違規查處；主動協調各級單位組成奮起湖流動攤販聯合稽查工作小組，不定期上山宣導取締，以杜絕流動攤販，維護良好遊憩環境。

(5) 推動社區參與發展觀光，藉由推廣社區生態旅遊、善用地方人文資源、產業及提供就業機會等方式，輔導協助社區自立自足，以達永續利用經營之目的。

3、觀光推廣宣傳

(1) 舉辦社區志工解說專長進階訓練、鄒族南三村部落美食暨工藝人才培訓，及阿里山國家風景區鄒族歌舞團體甄選暨展演執行等相關培訓計畫。

(2) 參加上海旅展、總統府旅展及穿梭畫中景畫遊阿里山特展等活動，擴大宣傳阿里山套裝遊程和工藝伴手禮。

(3) 辦理阿里山與螢共舞、阿里山鄒族舞弄你、阿里山鄒族生命豆祭、阿里山2代神木誰與爭鋒票選活動及阿里山日出印象音樂會等四季觀光節慶活動。

(4) 攝製奮起湖再發現、達邦情話、新美之戀及大阿里山旅遊卡拉ok多媒體伴唱帶等自然生態及人文風情DVD簡介帶；編製幻化四季阿里山主題旅遊手冊、青年旅遊及阿里山新印象之旅等套裝遊程摺頁。

(5) 本處觀光資訊網站獲得交通部觀光局辦理之國家風景區全球資訊網網站競賽優選，並榮獲研考會舉辦之雙語網站評比競賽票選第1名。



(d) A materials price committee was organized together with relevant agencies of the county government to investigate sales of tea leaves on an unscheduled basis and check illegal situations, and coordination with different agencies was carried out for the organizing of a task force to investigate itinerant vendors at Fencihu and crack down them on an irregular basis so as to maintain a good travel environment.

(d) Community participation in tourism development was promoted with the aim of extending community eco-tourism, optimizing the use of local cultural resources and industries, and providing job opportunities, thereby helping the communities to stand on their own feet and achieving the goal of sustainable operation.

c. Tourism advertising and promotion

(a) Advanced training for community volunteer interpreters, culinary and handicraft training for the Tsou's Nanshan Village, and Alishan National Scenic Area Tsou song-and-dance group selection and training were carried out.

(b) The national scenic area administration participated in a Shanghai travel fair, Presidential Office travel fair, and roving Alishan painting exhibition, and expanded promotion regarding Alishan package itineraries and handicraft souvenirs.

(c) Tourism festival activities for the four seasons were carried out: Dancing with Fireflies at Alishan, Dancing with the Alishan Tsou, Alishan Beans of Life Festival, voting for the second-generation Alishan sacred tree, and Alishan Sunrise Concert.

(d) "Rebirth of Fencihu," "Dabang Sweet Talk," "Love of Sinmei," and Alishan travel card karaoke multimedia CDs were produced to introduce the nature and culture of the area, and an "Illusions of the Four Seasons" Alishan theme travel manual as well as youth travel and "New Image of Alishan" package tour brochures were printed.

(e) The Alishan National Scenic Area Administration's travel information website received a superior rating in the Tourism Bureau's global information website competition, and won first place in the Research, Development and Evaluation Commission's bilingual website rating competition.





(十) 茂林國家風景區 <http://www.maolin-nsa.gov.tw>

本區著重生態旅遊發展，保育自然環境，輔導部落觀光，打造五星級露營場地，推動刺激冒險戶外活動，使高屏山麓旅遊線山川秀麗、人文薈萃，透過套裝遊程展現於遊客眼前。

1、規劃設計與設施建設

- (1) 茂林國家風景區遊憩據點自導式指標設置改善工程。
- (2) 新威森林公園植栽美化、植物解說牌、生態園區景觀佈置競賽工程。
- (3) 全區各據點美化建設工程及設施維持環境維護。
- (4) 新威大橋新建工程。
- (5) 高屏山麓旅遊線交通道路指標系統改善工程。
- (6) 賽嘉樂園思源樓整修工程。
- (7) 荖濃溪畔眺景公園工程。
- (8) 三地門鄉遊憩據點公共設施改善工程。

2、經營管理與發展目標

- (1) 制定荖濃溪泛舟活動、公共廁所巡查、春節交通疏運及轄區據點清潔維護等SOP標準作業流程，加強各項經營管理維護機制。
- (2) 妥善利用社會資源，輔導社區協會認養溪流步道，委託專業公司，辦理景點清潔維護。
- (3) 建設無障礙休憩空間（交通部觀光局評比第2名），營造雙語旅遊環境（行政院研考會評比特優），整建人性化公廁（交通部觀光局評比第2名），辦公室使用環境保護措施（交通部評比第1名）。
- (4) 與各機關合作、整合觀光資源，改造城鄉街景，型塑部落特色，加強各項管理，營造舒適、友善旅遊環境，並配合舉辦大型國際魅力活動，提升知名度。

3、觀光推廣宣傳

- (1) 辦理梅飛色舞系列活動、紫紫點點賞蝶活動、颯山競水季全國荖濃溪泛舟活動、南島族群嘉年華婚禮活動、中華美食展活動及霧臺生態旅遊計畫等行銷推廣活動。
- (2) 加強境外宣傳手法，結合鄰近交通要道，推動公廁新文化，利用空間廣設宣傳看板，介紹高屏山麓旅遊線美麗風景。
- (3) 提升解說人員素質，推行解說人員認證制度，結合旅行社，進行深度導覽旅遊。
- (4) 印製簡式及精美導覽摺頁手冊，發送於各交通要道及旅館服務臺，方便遊客索取，了解各項旅遊資訊。



(10) Maolin National Scenic Area (<http://www.maolin-nsa.gov.tw>)

This national scenic area emphasizes the development of eco-tourism, conservation of the natural environment, guidance for aborigine tourism, the creation of a five-star camping area, the promotion of outdoor adventure tourism, and the bringing of the beautiful scenery and unique culture of the Kaohsiung-Pingtung mountain foothills before the eyes of travelers through package tour itineraries.

a. Planning, design, and development of facilities

- (a) Installation and improvement of self-guide signage at tourist sites.
- (b) Engineering work was carried out in respect to planting beautification, plant explanation plaques, and eco-park landscape competitions within Sinwei Forest Park.
- (c) Beautification engineering and facilities maintenance were carried out area-wide.
- (d) Sinwei Bridge construction.
- (e) Improvement of highway signage systems along the Kaohsiung-Pingtung mountain foothills tour route.
- (f) Renovation of the Sihyuan Building in Saijia Park.
- (g) Development of Laonong River Scenic Park.
- (h) Improvement of public facilities at Sandimen Township tourist sites.

b. Operating and development targets

- (a) Establishment of standard operating procedures for Laonong River rafting activities, roving toilet inspections, Chinese New Year traffic alleviation, and the maintenance of cleanliness at tourist sites within the national scenic area, and strengthening of the management and maintenance mechanisms.
- (b) Appropriate use of community resources, guidance for the "adoption" of stream trails by community associations, and the commissioning of professional firms to maintain cleanliness at tourist sites.
- (c) Development of an obstacle-free leisure space (rated 2nd by the Tourism Bureau), creation of a bilingual travel environment (rated superior by the Research, Development and Evaluation Commission), reconstruction of human-oriented toilets (rated 2nd by the Tourism Bureau), and implementation of office-environment protection measures (rated 1st by the Ministry of Transportation and Communications).
- (d) Cooperation with other agencies in the integration of tourism resources, re-engineering of urban and rural streetscapes, molding of unique tribal characteristics, strengthening of management, creation of a comfortable and friendly travel environment, and coordination with the organizing of large-scale international activities so as to enhance awareness of the Maolin National Scenic Area.

c. Tourism advertising and promotion

- (a) "Plum Blossoms Fly and Colors Dance" activities, purple butterfly-watching activities, national Laonong River rafting activities, Austronesian carnival wedding activities, Chinese Food Festival activities, and Wutai eco-tour planning were carried out to promote and market the area.
- (b) External promotional methods were strengthened, with the promotion of a "new public toilet culture" and the use of space for the widespread erection of billboards introducing the scenery of the Kaohsiung-Pingtung mountain foothills.
- (c) The quality of interpreters was heightened, an interpreter certification system was implemented, and in-depth guided tours were established in cooperation with travel agents.
- (d) Brochure guides were produced and distributed at transportation hubs and in hotels to help travelers obtain travel information more conveniently.





(十一) 北海岸及觀音山國家風景區 <http://www.northguan-nsa.gov.tw>

北海岸、野柳及觀音山地處臺灣北部，山明水秀，天藍海深、風景奇麗、古蹟林立，為兼具自然景觀、溫泉資源與古蹟、藝術文化寶地。

1、規劃設計與設施建設

- (1) 白沙灣海水浴場及周邊環境改善計畫－第一服務中心新建工程。
- (2) 野柳遊憩區周邊景觀改善工程。
- (3) 金山鄉跳石區域公共設施新建工程。
- (4) 石門老梅風箏公園環境改善工程。
- (5) 北觀處臨時辦公室室內裝修工程。
- (6) 員潭溪、臺二線及磺港周邊環境、三芝石門據點及觀音山道路景觀改善工程。

2、經營管理與發展目標

- (1) 以顧客導向理念，充實遊憩軟硬體設施，加強人性化服務，與設施國際化，營造友善與安全旅遊環境，讓觀光客有賓至如歸，與溫馨感受，並結合相關單位共同致力維護風景區的環境品質，兼顧生態資源及遊憩需求，以符永續經營目標。
- (2) 於各遊憩據點設置巡邏箱與設施清潔維護檢查表，落實遊憩設施安全暨清潔維護管理工作；引藉民間資源參與公共設施維護，有效節省公部門於相關維護之支出，鼓勵公私機構團體及個人認養本處所管公共設施。
- (3) 安全維護：執行公共安全白皮書－觀光地區遊樂設施安全管理之策略與措施，落實安全管理及教育訓練；配合中華民國大型活動緊急救護協會辦理觀光旅遊地區緊急救護人員訓練，積極維護遊客安全措施。

3、觀光推廣宣傳

- (1) 製作北海岸及觀音山景點解說摺頁，提供觀光資訊與服務，讓遊客深度了解北海岸及觀音山豐富的觀光資源，傳達北海岸及觀音山文化、自然、知性、生態的觀光景點。
- (2) 邀請國內、外媒體蒞處採訪，透過專題報導及影片介紹展現北海岸及觀音山生態之美，增加北海岸及觀音山觀光資源之曝光度，並結合北海岸觀光巴士及溫泉資源，進而吸引國人優先選擇來北海岸及觀音山觀光旅遊、泡湯，促進北海岸及觀音山觀光之發展。
- (3) 舉辦石門風箏節、北海岸婚紗留倩影、金山萬里溫泉季、北海岸觀光巴士、淺水灣夕陽音樂會及邀請中南部旅行社業者北海岸熟悉之旅等觀光活動，效果顯著，遊客量年成長19%，對產業發展有實質助益。



(11) North Coast and Guanyinshan National Scenic Area (<http://www.northguan-nsa.gov.tw>)

The North Coast, Yeliou, and Mt. Guanyin areas of northern Taiwan feature exquisite mountains and waters, blue skies and deep seas, beautiful scenery, and numerous historic sites, providing unparalleled opportunities for experiencing natural scenery, hot-spring resources, history, art, and culture.

a. Planning, design, and development of facilities

- (a) The First Service Center was constructed as part of the Baishawan Beach and peripheral environment improvement plan.
- (b) Scenic improvement was carried out in the Yeliou Recreation Area and its surroundings.
- (c) New public facilities were constructed in the Tiaoshih area of Jinshan Township.
- (d) Environmental improvement was carried out at the Laomei Kite Park in Shihmen.
- (e) Interior decoration of the temporary national scenic area headquarter at Beiguan was carried out.
- (f) Scenic improvement was carried out around Yuantan Stream, Provincial Highway 2, and Huanggang, at tourist sites in Sanjihh and Shihmen, and along roads at Guanyin shan.

b. Operating and development targets

- (a) Adoption of a customer orientation in beefing up recreational hardware and software facilities, strengthening human-based services, and internationalizing facilities so as to create a friendly and safe travel environment in which travelers will feel at home; and cooperation with other related agencies in the maintenance of the area's environmental quality, with attention to both ecological resources and recreational needs, so as to achieve the goal of sustainable operation.
- (b) Installation of patrol boxes and cleanliness inspection forms at tourist sites so as to assure the maintenance of safety and cleanliness; the bringing of private resources into the maintenance of public facilities so as to lessen related public-sector spending; and the encouragement of public and private groups and individuals to "adopt" public facilities under the jurisdiction of the scenic area administration.
- (c) In the maintenance of safety, the Administration implemented the White Paper on Public Safety-Safety Management Strategies and Measures for Recreational Facilities in Tourist Areas. Assurance of and education in safety through implementation of the safety-management strategies and measures for tourist-area amusement park facilities as included in the "Public Safety White Paper"; the organizing of emergency rescue personnel training for tourist recreation sites in cooperation with the Association of Emergency Medical Services at Mass Gatherings; and the maintenance of traveler safety measures.

c. Tourism advertising and promotion

- (a) A scenic-spot brochure for the North Coast and Guanyinshan was produced and tourist information and services provided to give travelers an in-depth understanding of the rich tourist resources of the area and publicize the cultural, natural, knowledge-based, and ecological sites there.
- (b) Domestic and foreign media representatives were invited to visit and present the ecological beauties of the North Coast and Guanyinshan through reports and films, and thus increase the exposure of the area's tourist resources; and the North Coast Tour Bus system and hot-spring resources were used to attract domestic residents to give priority to the North Coast and Guanyinshan in their choice of a destination for sightseeing and hot-spring travel, thus advancing the development of tourism in the area.
- (c) The Shihmen Kite Festival, North Coast Wedding Photo activity, Jinshan-Wanli Hot-spring Festival, North Coast Tour Bus system, and Cianshuei Bay Sunset Concert were organized, and travel agents from central and southern Taiwan were invited on familiarization tours. The result of these efforts was a 19% increase in visitor numbers, giving a substantial boost to development of the tourism industry.





(十二) 雲嘉南濱海國家風景區 <http://www.swcoast-nsa.gov.tw>

本區以沙岸海灘、潟湖、河口濕地、黑面琵鷺、紅樹林生態系統及鹽田產業等景觀為主，推動濱海聚落與社區再造，轉型經營觀光產業，建設本區為以濕地生態觀光、水域遊憩及開臺歷史文化為主之觀光地帶。

1、規劃設計與設施建設

- (1) 北門溼地復育防災先期調查測量及水理分析作業及鹽灘溼地改善復育調查規劃。
- (2) 北門遊客服務中心暨景觀遊憩區規劃設計及行政辦公廳舍整建工程。
- (3) 北門新舊臺17線北側入口景觀改善工程。
- (4) 好美寮地區周邊景觀暨公共設施改善工程規劃設計及委託設計監造。
- (5) 臺江遊憩設施區細部規劃。
- (6) 網寮白水湖溼地復育先期調查測量及水理分析作業。
- (7) 七股鹽山鹽博館周邊景觀暨公共設施改善工程規劃設計。
- (8) 馬沙溝濱海遊憩區民間參與經營管理規劃案。
- (9) 南鯤鯓宗教特定區停車場及周邊綠地廣場先期工程。
- (10) 布袋觀光漁市第二停車場新建工程。



2、經營管理與發展目標

- (1) 不定期巡查轄區景點，並將委外人員分配至各遊憩據點，加強海岸線及遊憩據點環境整理維護，避免經管範圍之土地遭濫用、佔用。
- (2) 邀集相關機關單位，就區內觀光發展議題溝通協調，取得共識，共同推動濱海旅遊線發展。
- (3) 建立縣市聯繫會報機制，召開協調會報，建立良好互動。
- (4) 善用區內特有之自然生態、開臺史蹟及鹽業風華，發展潟湖、濕地、紅樹林與文化體驗等特殊的海岸生態旅遊及文化采風觀光活動。
- (5) 雲嘉系統旅遊重點以濕地、漁市、沙洲及歷史悠久的廟宇為主，南瀛系統旅遊重點以鹽場、潟湖、水域、黑面琵鷺為主，臺江系統旅遊重點則以遺址、史蹟、紅樹林生態系為主。



(12) Southwest Coast National Scenic Area (<http://www.swcoast-nsa.gov.tw/>)

The attractions of this area consist largely of sandy beaches, lagoons, estuary wetlands, the black-faced spoonbill, mangrove ecology, and salt-field industry. The re-engineering of coastal settlements and communities is being promoted, along with a transition to tourism operations, with the aim of developing the area into a tourism belt based on wetland ecologies, water recreation, and the culture of early Taiwan.

a. Planning, design, and development of facilities

- (a) A preliminary study for Beimen Wetlands restoration and disaster prevention as well as hydrographic analysis were carried out, and a survey plan for the improvement and restoration of salty-shore wetlands was formulated.
- (b) Planning and design were carried out of the Beimen Visitor Center/scenic and recreation area, and reconstruction of the administrative office premises was completed.
- (c) Scenic improvement of the northern entrance to new and old Provincial Highway 17 in Beimen was carried out.
- (d) Planning and design for the improvement of scenery and facilities in the Haomeiliao area, along with the commissioning of design construction supervision, were carried out.
- (e) Detailed design work was done for the Taijiang Recreation Area.
- (f) Preliminary surveying and hydrographic analysis were carried out for the restoration of the Baishuei Lake Wetlands at Wangliao.
- (g) Planning and design were carried out for landscape and public facilities improvement around the Salt Mountains and Salt Industry Museum at Cigu.
- (h) Planning was carried out for private-sector operation of the Mashagou Coastal Recreation Area.
- (i) Preliminary construction work was carried out on the parking lot and peripheral green plaza in the Nankunshen Religion Area.
- (j) A second parking lot was constructed at the Budai Tourist Fish Market.

b. Operating and development targets

- (a) Irregular patrols of tourist sites within the area and dispatching of contract personnel to tourist sites to strengthen environmental cleaning and maintenance along the coastline and in recreation areas, so as to prevent the illegal occupation and use of land.
- (b) To communicate and coordinate with relevant government agencies on tourism development in the scenic area and forge consensus on the joint development of coastal tour routes.
- (c) To establish a mechanism for holding meetings and coordinating with county and city government agencies so as to form closer interactions with these agencies.
- (d) Make optimal use of the area's unique natural resources, traces of Taiwan's early development, and the salt industry to develop tours focusing on lagoon, wetlands, mangrove forests, cultural experiences, and other coastal ecological features.
- (e) Placing of emphasis on wetlands, fish markets, sandbanks, and historic temples in the Yunjia system; on salt fields, lagoons, water areas, and black-faced spoonbills in the Nanying system; and on historic sites and the mangrove ecology in the Taijiang system.



- (6) 建設本風景特定區以濕地水鳥生態、內海水域遊憩、人文產業文化為主要魅力之國際級濱海生態公園，提升國際能見度，並實踐國土復育目標，朝向環境資源永續發展。
- (7) 結合雲嘉南濱海地區生態、生產、生活「三生」的發展，復育、保育及教育「三育」並行，促進生態保育、觀光產業及在地文化之發展，為民衆提供知識性、觀賞性、體驗性之深度旅遊型態，並作跨縣市的整合及協調，提升觀光遊憩環境品質，帶動地方經濟成長。

3、觀光推廣宣傳

- (1) 舉辦鯤鯓王平安鹽祭活動。
- (2) 舉辦錢來也雜貨店開放活動。
- (3) 舉辦「認識雲嘉南1日遊」公益活動。
- (4) 舉辦導覽解說人員暨志工研習訓練及臺灣觀光大使訓練課程。
- (5) 辦理雲嘉南濱海國家風景區主題網頁製作及攝影集設計印製。
- (6) 設計吉祥物紀念品－黑面琵鷺布偶。
- (7) 與臺南市政府共同合辦臺江候鳥季活動，及與臺南縣將軍鄉公所共同合辦馬沙溝夏之戀活動。
- (8) 與嘉義縣政府觀光旅遊局共同合辦東石布袋餐飲輔導計畫，並協辦嘉義縣「媽祖海上會香活動」。



- (f) Building of the Southwest Coast National Scenic Area into an international-class coastal ecology park with the wetlands waterfowl ecology, inland sea activities, and industrial culture as its main attractions, boosting of the international visibility of the area, realization of the goal of restoration of national lands, and development in the direction of environmental resource sustainability.
 - (g) Combining of the development of the Southwest Coast ecology, production, and life; simultaneous implementation of restoration, conservation, and education; promotion of the development of ecological conservation, tourism, and local culture; provision of in-depth educational, observational, and experiential tourism for the public; and use of inter-city and -county integration and coordination to upgrade the quality of the travel and tourism environment and stimulate the growth of the local economy.
- b. Tourism advertising and promotion
- (a) The Kunshen King Peace Salt Festival was organized.
 - (b) The Cianlaiye general store opening activity was held.
 - (c) The public-benefit "Get to Know the Southwest Coast One-day Tour" activity was organized.
 - (d) Interpreter/guide and volunteer training courses and "Taiwan tourism ambassador" training courses were provided.
 - (e) A Southwest Coast National Scenic Area theme web page was designed, and a photo book was designed and printed.
 - (f) A cloth black-faced spoonbill doll was designed as a mascot souvenir.
 - (g) The Taijiang Migratory Bird Season was organized jointly with the Tainan City Government, and the Mashagou Summer Love activity was held jointly with the Jiangjyun Township Office.
 - (h) The Dongshih-Budai F&B guidance project was carried out jointly with the Tourism Bureau of the Chiayi County Government, and assistance was provided for the "Mazu Gathering of Incense at Sea" activity in Chiayi County.

(十三) 西拉雅國家風景區 <http://www.siraya-nsa.gov.tw>

本區具有獨特的月世界青灰岩地形、地熱地質、傳統的西拉雅公廨與特有的夜祭活動，打造成為以生態、產業及具臺灣原鄉特色之國際旅遊基地。

1、規劃設計與設施建設

- (1) 著重於自然生態，改善不良景觀與設施物，提供自然優質遊憩環境，辦理烏山頭水庫周邊公共設施及綠美化工程、梅嶺風景區公共設施及綠美化工程及烏山頭風景區堤頂景觀道路改善工程。
- (2) 因應據點規劃，改善遊憩設施，充實旅遊機能，提升服務水準，辦理大埔鄉白馬亭步道及停車場興建工程。
- (3) 辦理全區零星工程，包含烏山頭旅遊服務中心旁公廁及曾文水庫曾文之眼公廁整修。

2、經營管理與發展目標

- (1) 與臺南縣政府辦理聯合整頓關仔嶺水火同源周邊違規攤販作業，成效良好，目前周邊已無違規攤販營業。

(13) Siraya National Scenic Area (<http://www.siraya-nsa.gov.tw>)

This area contains the unique gray-stone landscape of Lunar World, geothermal geology, traditional Siraya Tribe buildings, and the special Night Sacrifice ceremony, creating an international tourist destination featuring ecology, industry, and native Taiwanese characteristics.

a. Planning, design, and development of facilities

- (a) Emphasis on the natural ecology and improvement of poor landscapes and facilities to provide a high-quality natural recreational environment; implementation of peripheral public facilities and beautification engineering at Wushantou Reservoir and the Meiling Scenic Area, and improvement of the Tiding Scenic Road in the Wushantou Scenic Area.
- (b) Recreational facilities were improved in line with site planning to enrich the travel experience and upgrade service standards, and construction work was completed on the Baimating Trail and parking lot in Dapu Township.
- (c) Scattered pieces of construction work were carried out throughout the national scenic area, including renovation of the public toilets beside the Wushantou Travel Service Center and in front of the "Eye of Zengwun" at Zengwun Reservoir.

b. Operating and development targets

- (a) Carrying out of a joint crackdown on illegal vendors around the Fire and Water Spring at Guanzihling together with the Tainan County Government, with good results; no illegal vendors are now operating there.



- (2) 邀集轄內各遊憩據點環境清潔權責單位、飯店、餐飲業者及本處同仁辦理「公共廁所衛生清潔與管理維護」暨「清淨家園全民運動計畫」宣導研習會，以提升轄內景點及重點飯店、餐飲業廁所清潔程度，輔導推動優質公廁，創造更具友善性及競爭力之旅遊環境。
- (3) 依據行政院環保署「清淨家園全民運動計畫」及交通部觀光局「清淨家園全民運動計畫之細部執行計畫」訂定本處清潔維護細部執行計畫，並據以訂定期程定期辦理環境清潔考核。
- (4) 訂定「災害防救緊急應變及通報作業要點」及「緊急救護暨傷病患後送規劃方案作業要點」，建立災害防救通訊網，俾供緊急聯絡救護，並辦理第一線緊急救護訓練，強化災害應變能力。
- (5) 以「舊景點風華再現，創造魅力新景點」為目標更新五大遊憩系統，投入重點建設、促成轄內舊環境更新，以創造觀光新氣象，提供更優質的旅遊環境。
- (6) 建設主題性園區，創造具娛樂、地景、教育與文化結合之園區，配合Eco-color計畫，將舊景點重新包裝行銷，由點、線、面之規劃層次，進行遊憩資源之整合。
- (7) 以烏山頭觀光旗艦計畫為執行核心，建立國際級之入口門戶意象，並配合區域發展趨勢，適時引進五星級飯店等高級之旅遊設施，以成就國際級之旅遊景點。
- (8) 加強資源調查與管理，積極投入生態資料庫之建置，並利用植栽特性，串聯景觀廊道、塑造綠環境，提供遊客多樣化且知性與感性兼具的山水遊憩體驗，達成生態旅遊與環境保育之目標。

3、觀光推廣宣傳

- (1) 設計開發本處吉祥物—水雉（菱角鳥、凌波仙子），製作鑰匙圈等附加商品。
- (2) 辦理西拉雅發現之旅系列活動，讓遊客深入了解西拉雅。
- (3) 提升觀光產業從業人員服務品質，與臺南休閒文化協會合辦西拉雅國家風景區初級解說人員培訓。
- (4) 振興地方產業，活化在地觀光旅遊，與地方政府和鄉鎮公所合辦玉井芒果節產業文化活動、虎頭埤水與綠嘉年華—蟋蟀文化節、東山龍眼咖啡產業文化活動、官田菱角節產業文化活動、關懷新港情—新市夜未眠及新化山水藝文彩風一日遊活動等各項行銷活動。
- (5) 肩負延續西拉雅文化之使命，與地區團體合辦傳遞山村的喜帖—山村文化市集及吉貝亞西拉雅文化節—阿立母夜祭與孝海，傳承西拉雅傳統民俗文化。

- (b) Organizations in charge of cleaning and operators of hotels and restaurants at tourist spots within the national scenic area, and personnel from the national scenic area administration, were called together for "Public Toilet Sanitation, Cleanliness, Management, and Maintenance" and "Clean Home National Movement Plan" seminars held with the aim of upgrading the cleanliness of toilets at major scenic spots and within key hotels and restaurants, helping with the promotion of high-quality toilets, and creating a friendlier and more competitive travel environment.
- (c) A detailed implementation plan for the maintenance of cleanliness within the national scenic area was drawn up in accordance with the Environmental Protection Administration's "Clean Home National Movement Plan" and the Tourism Bureau's "Detailed Implementation Plan for the Clean Home National Movement Plan," and regular environmental cleanliness monitoring was carried out accordingly.
- (d) "Emergency Disaster Prevention and Rescue Response and Reporting Guidelines" and "Program Planning Guidelines for Emergency Rescue and Transportation of the Ill and Injured" were set up and a disaster prevention and rescue communication network was established for emergency liaison and rescue, and front-line emergency rescue training was carried out to reinforce disaster response capabilities.



- (e) Five major recreation systems were renewed in pursuit of the goal of "Reliving the glory of old tourist spots and creating alluring new tourist spots," with efforts devoted to the construction of key sites and the renewal of old environments so as to create a new atmosphere for tourism and provide an even better tourism environment.
 - (f) Building of themed parks and creation of parks that combine entertainment, scenery, education, and culture; and, in line with the eco-color plan, repackaging and marketing of old tourist sites with the integration of recreational resources via planning on the point, line, and area levels.
 - (g) Establishment of an international-class entrance image with the core of implementation being the Wushantou Tourism Flagship Plan, and coordination with regional development trends by bringing in five-star hotels and other high-class travel facilities at the proper time so as to create an international-class tourist destination.
 - (h) Strengthening of resources surveying and management, vigorous efforts to establish an ecological databank, and use of the characteristics of plants to link scenic corridors, create a green environment, and provide travelers with a diversified knowledge- and sense-based travel experience with mountains and waters, while also achieving the goal of eco-tourism with environmental conservation.
- c. Tourism advertising and promotion
- (a) A mascot for the national scenic was designed-- the pheasant-tailed jacana-- and keychains and other associated products were produced.
 - (b) "Siraya Journey of Discovery" activities were organized to give visitors an in-depth understanding of the area.
 - (c) The service quality of tourism personnel was upgraded, and initial training for interpreters was held together with the Tainan Leisure Culture Association.
 - (d) The Yujing Mango Festival, Hutoupi Water and Greenery Carnival and Cricket Culture Festival, Dongshan Longan Coffee Industry Culture activities, Guantian Water Caltrop Festival, and one-day "Care for Singang" tours were organized together with local governments in order to revitalize local industries and enliven local tourism.
 - (e) The mission of passing on Siraya culture was shouldered and, together with local groups, mountain-village markets and cultural festivals were held in order to propagate the folk culture of the Siraya people.



交通部觀光局所屬國家風景區特定區一覽表
National Scenic Areas Under the Tourism Bureau

特定區名稱 Name	範圍 Geographical Scope	面積 (公頃) Area (hectares)			成立日期 Date of Establishment
		陸域 Land	水域及 海域 Water	合計 Total	
東北角海岸 國家風景區 Northeast Coast National Scenic Area	位於臺灣的東北隅，海岸線全長66公里，東臨太平洋，北側鄰近基隆市。陸地範圍北起臺北縣瑞芳鎮南雅里，南至宜蘭縣頭城鎮北港口，西至山脊線，東臨海岸礁岩，計9,450公頃；另龜山島面積285公頃，於88年12月奉准納入本區統籌開發與管理。海域範圍則為鼻頭角至三貂角接連線，計4,275公頃。 A long, narrow area stretching 66 km along the northeast corner of Taiwan. Faces the Pacific Ocean to the east and the East China Sea to the north. Its land area covers 9,450 hectares reaching from Nanya Li in Rueifong Town, Taipei County in the north to Beigangkou in Toucheng Town, Yilan County in the south, and from the coral-rock coastline in the east to the first mountain ridgeline in the west. Turtle Mountain Island, with an area of 285 hectares, was taken under its jurisdiction in December 1999. The sea area covers 4,275 hectares defined by a line from Bitou Cape to Sandiao Cape.	9,735	4,275	14,010	73年6月1日 June 1, 1984
東部海岸 國家風景區 East Coast National Scenic Area	北起花蓮溪口，南迄小野柳風景特定區，東至海平面20公尺等深線，西達臺11線公路目視所及第1條山稜線為界，另外包括秀姑巒溪瑞穗以下泛舟河段及綠島。 From the mouth of the Hualien River in the north to the Little Yeliou Scenic Area in the south; from the 20-meter depth line in the sea to the east to the first mountain ridge visible from Provincial Highway 11 to the west. Also includes the rafting section of the Siouguluan River from Ruesuei eastward, and Green Island.	25,799	15,684	41,483	77年6月1日 June 1, 1988
澎湖國家風 景區 Penghu National Scenic Area	陸域範圍為澎湖縣轄內除馬公、鎖港、通樑等3處都市計畫區外，其餘非都市土地皆屬之，面積約1萬873公頃；海域範圍為澎湖縣轄20公尺等深線內之海域，面積約7萬4,730公頃。 The land area encompasses all land in Penghu County with the exception of the Magong, Suogang, and Tongliang urban-plan areas, totaling approximately 10,873 hectares. The sea area encompasses the seas within the jurisdiction of Penghu County extending to a depth of 20 meters, totaling approximately 74,730 hectares.	10,873	74,730	85,603	84年7月1日 July 1, 1995
花東縱谷國 家風景區 East Rift Valley National Scenic Area	北起木瓜溪南側，南至臺東市都市計畫區以北，南北長達158公里，東自海岸山脈臺9線目視所及第1條山稜線，西至臺9線目視所及第1條山稜線，總面積達13萬8,386公頃。 From the southern bank of Mugua River in the north to the northern edge of the Taitung City urban plan area in the south, for a total length of 158 kilometers; from the first ridge of the Coastal Mountain Range visible from Provincial Highway 9 in the east to the first mountain ridge visible from Provincial Highway 9 in the west. The total area is 138,386 hectares.	138,218	150	138,368	86年4月15日 Apr. 15, 1997
大鵬灣國家 風景區 Dapeng Bay National Scenic Area	包括大鵬灣、琉球2大風景區。 大鵬灣風景區位居屏東縣東港鎮、林邊鄉交界處，西南濱臨臺灣海峽，陸域面積649公頃、灣域面積532公頃、水域面積257公頃。 琉球風景特定區包含琉球島嶼，面積691公頃，海岸高潮線向外延伸600公尺之海域，面積635公頃。 Includes two scenic areas: Dapeng Bay and Liouciou. The Dapeng Bay Scenic Area is situated at the boundary between Donggang Town and Linbian Township in Pingtung County, adjoining the Taiwan Straits on the southwest. It has a land area of 649 hectares, a bay area of 532 hectares, and a water area of 257 hectares. The Liouciou Scenic Area encompasses Liouciou Island with an area of 691 hectares, plus 635 hectares of water stretching 600 meters into the sea from the high-tide mark.	1,340	1,424	2,764	86年11月18日 Nov. 18, 1997

交通部觀光局所屬國家風景區特定區一覽表 (續)
National Scenic Areas Under the Tourism Bureau (Cont.)

特定區名稱 Name	範圍 Geographical Scope	面積 (公頃) Area (hectares)			成立日期 Date of Establishment
		陸域 Land	水域及 海域 Water	合計 Total	
馬祖國家風 景區 Matsu National Scenic Area	包含連江縣南竿、北竿、莒光及東引4鄉，以及各島嶼周岸海濱0.5海哩，水深20公尺以內之大陸棚區域。 Includes Nangan, Beigan, Jyuguang, and Dongyin townships in Lienchiang County, as well as the surrounding seas to a distance of 0.5 nautical miles from the shore and a water depth of within 20 meters.	2,952	22,100	25,052	88年11月26日 Nov. 26, 1999
日月潭國家 風景區 Sun Moon Lake National Scenic Area	北臨南投縣魚池鄉都市計畫線，東至水社大山之山脊線，西臨水里鄉與中寮鄉之鄉界，南側以臺21省道及水里鄉都市計畫線為界，區內包含原日月潭特定區之範圍：頭社、車埕、九族文化村、集集大山及水里溪等據點。 Reaches to the border of the Yuchih Township urban area in the north, the ridge of Mt. Shueishe in the east, the borders of Shueili and Jhongliang townships in the west, and the borders of Provincial Highway 21 and Shueili township urban area in the south. Encompasses the area of the Sun Moon Lake special zone as well as Toushe, Checheng, the Formosan Aboriginal Culture Village, Mt. Jiji, and the River Shueili.	8,173	827	9,000	89年1月24日 Jan. 24, 2000
參山風景區 國家風景區 Tri- Mountain National Scenic Area	包括獅頭山、梨山及八卦山風景區。 獅頭山風景區包括新竹縣峨眉鄉、北埔鄉、竹東鎮與苗栗縣南庄鄉、三灣鄉等5鄉鎮，面積約為2萬4,221公頃，分為獅頭山、五指山及南庄等3個遊憩系統。 梨山風景區包括臺中縣東勢鎮、和平鄉與南投縣仁愛鄉等3鄉鎮，面積約為3萬1,300公頃，分為谷關、梨山、思源埡口等3個遊憩系統。 八卦山風景區包括彰化縣彰化市、花壇鄉等及南投縣南投市及名間鄉等10鄉鎮市，面積約為2萬2,000公頃，分為八卦山、百果山及松柏嶺等3個遊憩系統。 Includes the Lion's Head Mountain, Lishan, and Mt. Bagua Scenic Areas. The Lion's Head Mountain Scenic Area encompasses Hsinchu County's Emei Township, Beipu Township, and Jhudong Town, and Miaoli County's Nanjuang and Sanwan townships, with a total area of 24,221 hectares divided into three recreation systems: Shihtoushan, Wujihshan, and Nanjuang. The Lishan Scenic Area encompasses Taichung County's Dongshih Town and Heping Township, and Nantou County's Ren-ai Township, with a total area of about 31,300 hectares divided into three recreation systems: Guguan, Lishan, and Sihyuan Pass. The Mt. Bagua Scenic Area encompasses 10 cities, towns, and townships, including Changhua County's Changhua City and Huatan Township and Nantou County's Nantou City and Mingjian Township, with a total area of about 22,000 hectares divided into three recreation systems: Mt. Bagua, Mt. Baiguo, and Songboling.	76,932	589	77,521	90年3月16日 Mar. 16, 2001
阿里山國家 風景區 Alishan National Scenic Area	位於嘉義縣東半部丘陵及中高海拔山區，東鄰南投縣玉山山脈，北接雲林縣草嶺地區，西近嘉義市區，南鄰高雄縣三民鄉，範圍包含嘉義縣梅山、竹崎、番路等3鄉之山區17個漢人聚落，以及阿里山鄉5個漢人聚落與8個原住民部落。 Situated in the hills and medium- to high-elevation mountains in the eastern half of Chiayi County. In the east it borders on the Yushan Mountain Range, in the north it connects with the Caoling area of Yunlin County, in the west it approaches the urban area of Chiayi City, and on the south it borders Sanmin Township in Kaohsiung County. It encompasses 17 Han Chinese villages in the mountainous areas of Meishan, Jhuci, and Fanlu townships of Chiayi County, as well as five Han Chinese villages and eight indigenous villages in Alishan Township.	41,520	0	41,520	90年7月23日 July 23, 2001

交通部觀光局所屬國家風景區特定區一覽表 (續)
National Scenic Areas Under the Tourism Bureau (Cont.)

特定區名稱 Name	範圍 Geographical Scope	面積 (公頃) Area (hectares)			成立日期 Date of Establishment
		陸域 Land	水域及 海域 Water	合計 Total	
茂林國家風景區 Maolin National Scenic Area	包括高雄縣桃源、六龜及茂林3鄉及屏東縣三地門、霧臺及瑪家等6個鄉鎮部分行政區域，全區為南北狹長、東高西低的縱谷地形，北部屬阿里山山麓與玉山山脈，中、南部為中央山脈。全區為荖濃溪、濁口溪及隘寮溪等水域貫穿全境，轄內原住民以排灣族、魯凱族、布農族及南鄒族等原住民族群為主。 Encompasses Kaohsiung County's Taoyuan, Liouguei, and Maolin townships, and part of six towns and townships in Pingtung County including Sandimen, Wutai, and Majia. The area stretches in a narrow strip of north-to-south valley terrain, high in the east and low in the west. The northern part consists of the foothills of Alishan and the Yushan Range, while the central and southern parts are in the Central Mountain Range. The Laonong River, Jhuokou River, and Ailiao River traverse the entire scenic area, whose indigenous tribes consist of the Paiwan, Rukai, Bunun, and Southern Tsou.	59,800	0	59,800	90年9月21 Sep. 21, 2001
北海岸及觀音山國家風景區 North Coast and Guanyinshan National Scenic Area	包含北海岸區 (含野柳風景特定區) 及觀音山風景區，行政區域分屬臺北縣萬里、金山、石門、三芝、五股及八里等6鄉鎮。 北海岸風景區陸域部份自萬里都市計畫界起，西迄三芝鄉與淡水鎮之鄉鎮界；海域部份自海岸線起至20公尺等深線，陸域面積6,085公頃，海域面積4,411公頃。觀音山風景區則均為陸域，東以龍形都市計畫範圍為界，西迄林口臺地邊緣界，北以八里都市計畫為界，南臨五股都市計畫範圍，陸域面積1,856公頃。 Includes the North Coast Scenic Area (including the Yeliou Scenic Area) and the Guanyinshan Scenic Area, encompassing six townships and towns of Taipei County: Wanli, Jinshan, Shihmen, Sanjhjh, Wugu, and Bali. The land portion of the North Coast Scenic Area stretches from the border of the Wanli urban plan zone in the east to the boundary of Sanjhjh Township and Danshuei Town in the west; the sea portion reaches from the shoreline to the 20-meter depth line in the sea. The area consists of 6,085 hectares of land and 4,411 hectares of sea. The Guanyinshan Scenic Area is all land, bordered by the Longsing urban plan area in the east and the edge of the Linkou Plateau in the west, and reaching from the border of the Bali urban plan area in the north to the boundary of the Wugu urban plan area in the south. Its area is 1,856 hectares.	7,941	4,411	12,352	91年7月22日 July 22, 2002
雲嘉南濱海國家風景區 Southwest Coast National Scenic Area	北起雲林縣牛挑灣溪，南至臺南市鹽水溪，東以臺17線公路為界，向西延伸至海底等深線20公尺處。 Reaches from Nioutiaowan River of Yunlin County in the north to the Yanshuei River of Tainan City in the south, and from Provincial Highway 17 in the east to the 20-meter depth line in the sea to the west.	33,413	50,636	84,049	92年12月24日 Dec. 24, 2003
西拉雅國家風景區 Siraya National Scenic Area	為於臺南縣嘉南平原東部高山與平原交接處，北起臺南縣白河鎮及嘉義縣大埔鄉，南至臺南縣新化鎮南界及左鎮鄉西南界，東至大埔鄉、楠西鄉及南化鄉東界，西至國道3號高速公路及烏山頭風景特定區計畫範圍。 Situating where the Jianan Plain meets the high mountains in Tainan County, reaching from Tainan County's Baihe Town and Chiayi County's Dapu Township in the north to the southern boundary of Tainan County's Sinhua Town and the southwestern boundary of Zuojhen Township in the south, and from the eastern boundary of Dapu Township, Nansi Township, and Nanhua Township in the east to Freeway 3 and the Wushantou Scenic Area in the west.	88,070	3,380	91,450	94年11月26日 Nov. 26, 2005
總計 Total		504,766	178,206	682,971	

第三節 套裝旅遊線之整備

以「顧客導向」之思維，配合減量原則、維護生態、環境優先、國際水準、便利遊客之規劃理念，有效運用資源，改善旅遊線各項軟硬體設施，建構具國際魅力之套裝旅遊線路。路線之規劃先以國家風景區為主，整合國家公園及具國際魅力的風景區、森林遊樂區與民營旅遊區，作為統合發展觀光資源的骨幹，整頓沿線地區周邊環境。依此將全臺觀光資源納入北部海岸、日月潭、阿里山、恆春半島、花東、蘭陽北橫、桃竹苗、雲嘉南濱海、高屏山麓、脊樑山脈、離島澎湖及離島馬祖旅遊線共計12條裝旅遊線，進行總體性的規劃建設與經營管理。

為讓改善計畫效果更符實際需要，各套裝旅遊路線主辦管理處邀請具有實戰經驗的專業人士擔任「企劃總監」與「地景總顧問」，提供專業性的指導；為解決旅遊線上之橫向溝通聯繫問題，由主辦管理處邀集地方政府及其他相關行政單位組成「工作圈」，協助檢視與辦理套裝旅遊線各項規劃與建設，讓各項公共建設得以延續；另依循顧客導向原則，讓觀光客各項需求都能獲得妥善的服務與照顧，由旅遊線之主辦管理處邀集餐飲業、飯店業、交通業、旅遊業等相關觀光產業業者組成「產業聯盟」，以建立共同行銷之聯盟關係。

III. Preparation of Package Tour Routes

With a customer-oriented thinking and adherence to the principles of waste reduction, protection of the ecology, priority to the environment, international standards, and convenience for customers, the Tourism Bureau is working to use resources effectively and improve hardware and software facilities along tour routes, and to build package tour routes with international allure. Planning of the routes is first focused on national scenic areas and integrates national parks, other scenic areas with international attraction, forest recreation areas, and private tourist areas as the main framework for the unified development of tourism resources. Remediation is carried out for peripheral environments along the tour routes. In this way, tourism resources all over the island are encompassed in 12 package tour routes -- North Coast, Sun Moon Lake, Alishan, Hengchun Peninsula, Hualien-Taitung, Lanyang Plain and Northern Cross-Island Highway, Taoyuan-Hsinchu-Miaoli Counties, Yunlin-Chiayi-Tainan Counties, Kaohsiung-Pingtung Foothills, Central Mountain Range, Penghu, and Matsu -- which are designed for integrated planning, development, and operation.

To improve planning results and conform more closely to actual needs, the administration in charge of each tour route invites specialists with practical experience to serve as chief planning monitor and general landscape consultant, and provide professional guidance. To solve problems of lateral communication along the tour routes, the administrations in charge invite local governments and other related administrative units to organize working groups that help review and implement tour-route plans and





此外，為提升套裝旅遊線公共工程設計品質，選擇雲嘉南濱海、澎湖離島及馬祖離島旅遊線之指標景點及辦理向天湖賽夏文化區及周邊環境改善工程、野柳遊憩區入口服務區及周邊環境改善計畫、四草大橋橋頭公園公共設施改善計畫及北竿、南竿東引及南竿莒光等聚落保存改善計畫4處國內比圖作業，爭取國際觀光旅館，活絡地方經濟。

第四節 整建公共設施形塑友善旅遊環境

一、持續推動風景區及溫泉區之整建

- (一) 依據「溫泉開發管理方案」及「溫泉觀光整體開發建設計畫」，繼續推動辦理各溫泉區之整建及開發工作。
- (二) 95年度選列北投、烏來、東埔、廬山溫泉4處整建溫泉區進行環境品質改善，並協助臺北縣、臺中縣、嘉義縣、高雄縣、屏東縣及花蓮縣等6縣市辦理溫泉區管理計畫。
- (三) 持續推動執行補助直轄市、縣（市）級風景區興建公共設施，協助各直轄市、縣（市）政府積極發展縣（市）級風景區特有之自然、人文等資源發展潛力，並整體開發建設執行公共遊憩設施興建及環境整頓景觀工程。

二、推動「國家風景區管理處服務廳所（場站）無障礙設施」作業

- (一) 本局為提升改善國家風景區管理處服務廳所（場站）無障礙設施，提供遊客更友善旅遊環境，就成立較久目前已設置服務廳所之11個管理處，各推薦1處管理站或服務中心，進行無障礙設施總體檢及改善作業。
- (二) 未來所屬各國家風景區管理處將持續推動管理處現有服務廳所（場站）無障礙設施分期改善，並於委託服務技術（設計）服務甄選須知中明訂考量無障礙設施，針對既有公共服務設施現況檢討，包含周邊設施（路緣斜坡、引導設施、無障礙坡道及無障礙汽機車停車位）及室內設施（服務處、無障礙服務鈴、指引標誌、無障礙廁所及訊號顯示系統）相關設施之改善與設置。

construction work so that the development of public infrastructure can be carried through. The customer-orientation principle is also followed in assuring that all of the needs of tourists receive appropriate service and care, with the agencies in charge of the tour routes calling together operators of restaurants, hotels, transportation providers, travel agencies, and other tourism-related enterprises to form industry alliances and establish joint-marketing relationships.

To enhance the design quality of public construction work for package tour routes, tourist-site signage on the Yunlin-Chiayi-Tainan Coastal Tour Route, Penghu Offshore Islands Tour Route, and Matsu Offshore Islands Tour Route was selected, improvement of the Siangtian Lake Saisiat Culture Area and surrounding environment was carried out, and international design competitions were held for the Yeliou Recreation Area entrance service area and surrounding environment improvement project, Sihcao Bridgehead Park public facilities improvement project, and Beigan-Nangan-Dongyin and Nangan-Jyuguang village preservation and improvement projects so as to attract international-class hotels and enliven the local economies.

IV. Renovation of Public Facilities and Molding of a Friendly Travel Environment

1. Continued Renovation of Scenic and Hot-spring Areas

- (1) In accordance with the Hot-spring Development and Management Program and the General Plan for the Development of Hot-spring Tourism, the Tourism Bureau continued implementing the reconstruction and development of hot-spring areas.
- (2) The Beitou, Wulai, Dongpu, and Lushan hot springs were chosen for environmental quality improvement in 2006, and the Taipei County, Taichung County, Chiayi County, Kaohsiung County, Pingtung County, and Hualien County governments were assisted in carrying out hot-spring area management plans.
- (3) The provision of subsidies for the construction of public facilities in city and county scenic areas was continued, and city and county governments were given help in developing the unique natural and cultural resources of city and county scenic areas.



三、補助地方政府興建風景區公共設施

補助臺北、基隆、苗栗、臺中、臺東、花蓮、雲林、彰化、南投等24縣市政府共新臺幣4億9,350萬元，執行108件風景區公共設施整建及興建工程；補助高雄及安平等2處門戶計畫計新臺幣1億4,400萬元，及補助高雄市政府新臺幣5,000萬元辦理高雄旅遊線計畫。

第五節 觀光資源政策及法案之推動

- 一、因應現有水域遊憩活動管理需要，公告認定東部海岸、大鵬灣、花東縱谷、日月潭、參山、雲嘉南濱海等6處國家風景區之橡皮艇、拖曳浮胎、水上腳踏車活動，適用「水域遊憩活動管理辦法」之規定。
- 二、依「溫泉標章申請使用辦法」辦理溫泉檢驗機關（構）審查，於95年度辦理2次受理申請案，目前業認可13家溫泉檢驗機構；年底辦理之審查案件，將於96年初確認通過認可新增家數。
- 三、依「溫泉區管理計畫審核及管理辦法」補助臺北縣、高雄縣、臺中縣、屏東縣、花蓮縣及嘉義縣等6個縣市辦理溫泉區管理計畫擬訂；截至95年度止，共補助13個縣市辦理溫泉區規劃事宜。其中，臺北市政府擬訂之溫泉區管理計畫，經本局95年10月27日開會審查，業提送交通部核定中。

2. Implementation of Work on "Obstacle-free Facilities at National Scenic Area Administration Service Premises"

- (1) To improve obstacle-free facilities at the service premises of national scenic area administrations and provide travelers with a friendlier travel environment, each of the 11 older administrations with existing service lobbies have recommended one ranger station or visitor service center for the implementation of general examination and improvement.
- (2) In the future, the national scenic area administrations will continuously carry out the staged improvement of obstacle-free facilities at existing service premises, and will clearly specify consideration for obstacle-facilities in instructions for outsourced technical and design services. The status of existing public service facilities, including peripheral facilities (highway-edge slopes, access facilities, and obstacle-free ramps and parking spaces) and indoor facilities (service areas, obstacle-free call buttons, instruction signage, obstacle-free toilets, and signal systems), will be reviewed and improved.

3. Subsidies for the Construction of Public Facilities in Scenic Areas by Local Governments

Subsidies totaling NT\$493.5 million were given to the governments of 24 cities and counties, including Taipei, Keelung, Miaoli, Taichung, Taitung, Hualien, Yunlin, Changhua, and Nantou, for the implementation of 108 public-facility renovation and construction projects in scenic areas; the governments of Kaohsiung and Anping were given NT\$144 million in subsidies for gateway projects; and the Kaohsiung City Government was given a subsidy of NT\$50 million to carry out Kaohsiung tour route planning.

V. Promotion of Tourism Resource Policies and Bills

1. In response to the need to manage existing water recreation activities, an announcement was made that six national scenic areas-East Coast, Dapeng Bay, East Rift Valley, Sun Moon Lake, Tri-Mountain, and Southwest Coast-will apply the provisions of the Regulations Governing Water Recreation Activities.





四、辦理2場溫泉法規及實務管理研習，結合理論規範及實務現況，加強地方政府推動溫泉業務的認知，並促進溫泉業者與公部門之溝通互動。

五、為加速輔導溫泉業者取得溫泉標章，於95年5月結合經濟部水利署、地方政府及水利、應用地質技師籌組溫泉標章申辦輔導小組，實地拜訪16家優先列入優先輔導之現有溫泉業者，辦理溫泉標章申請等作業，並收集溫泉法施行後之相關建議事項，統籌納參研議辦理。

六、修正「溫泉取供事業申請經營許可辦法」，簡化溫泉取供事業申請經營許可之作業；相關法制作業程序，預計於96年初完成。

2. Examination of hot-spring inspection agencies was carried out in accordance with the Regulations Governing Application to Use the Official Hot-Spring Logo; applications were accepted twice in 2006, and there are now 13 approved hot-spring inspection agencies. More will be added following the approval of additional applications in early 2007.

3. The governments of Taipei County, Kaohsiung County, Taichung County, Pingtung County, Hualien County, and Chiayi County were given subsidies, under the Regulations for the Examination and Administration of Hot-Spring Area Management Plans, to formulate hot-spring management plans, bringing to 13 the number of county and city governments that had been given subsidies for this purpose by the end of 2006. The hot-spring area administration plan formulated by the Taipei City Government was examined by the Tourism Bureau on Oct. 27, 2006, and has been submitted to the Ministry of Transportation and Communications for approval.

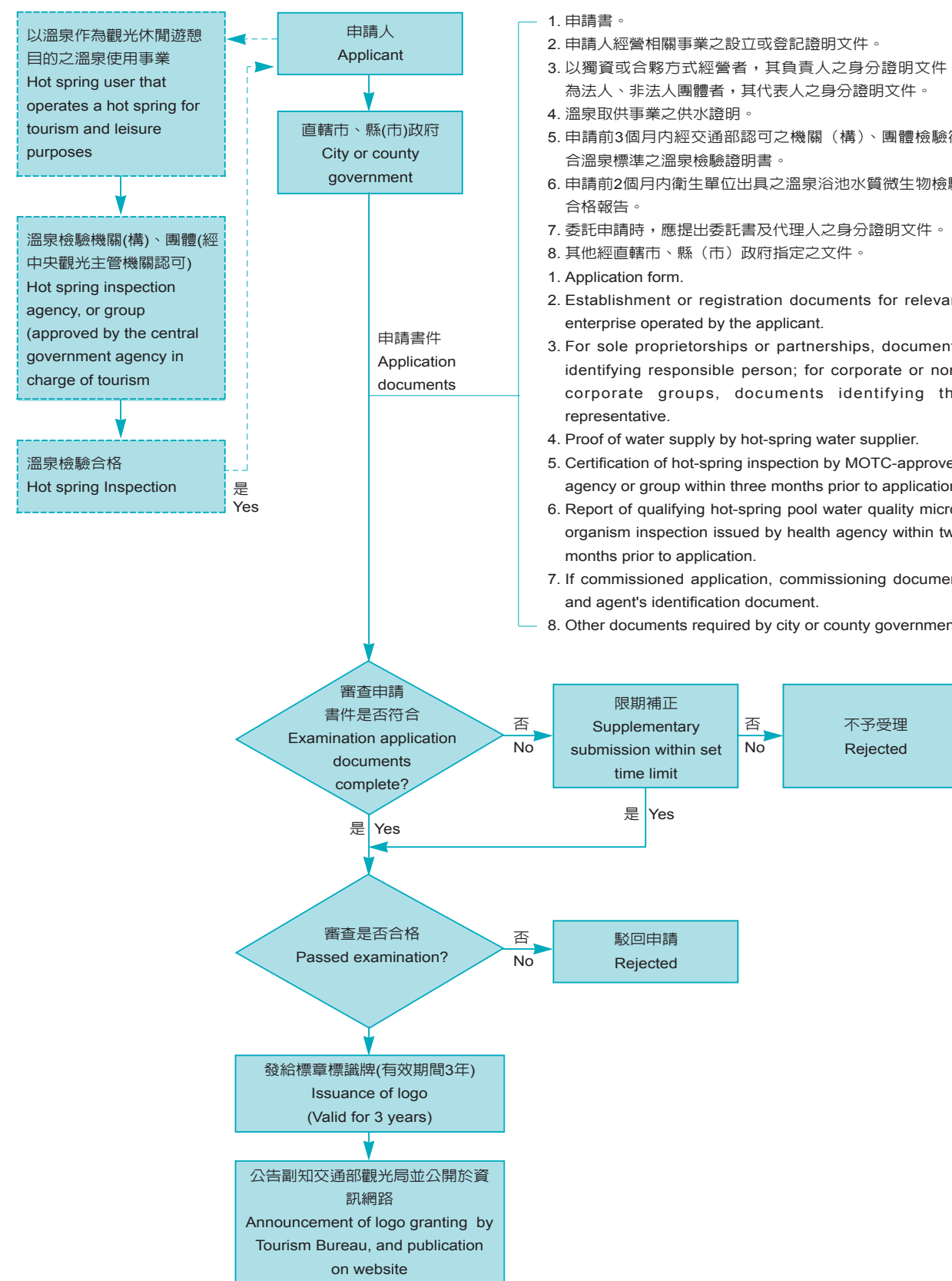
4. Two hot-spring regulation and practice seminars were held, combining theoretical rules with actual practice to make local governments more knowledgeable about promoting the hot-spring business and stimulate communication and exchange among hot-spring operators.

5. To help hot-spring operators acquire the official logo more quickly, in May 2006 the Tourism Bureau worked with the Water Resources Agency of the Ministry of Economic Affairs, local governments, and hydraulic and applied geology technicians to organize a hot-spring logo application guidance committee which paid on-site visits to 16 existing hot-spring operators on the priority list to help them apply for the logo and to solicit suggestions regarding the situation following implementation of the Hot Spring Act.

6. The Regulations Governing Application for an Operating Permit by an Enterprise that Obtains and Provides Hot Spring Water was revised to simplify operating permit application procedures for hot-spring water suppliers. The related legal procedures are expected to be completed in early 2007.

溫泉標章標識牌申請作業流程

Hot Spring Logo Application Procedure





民俗節慶

Folk Festivals

台灣富蘊殊勝人文丰采，歲時祭儀繽紛、廟會慶典多元，傳統精粹交織現代風華，無時、無地不上演著如嘉年華盛會般的生活饗宴。

Taiwan is a land of cultural splendors, with an endless succession of seasonal festivals and temple celebrations, the essence of its traditions weaving a modern brilliance and offering an endless, ongoing carnival of life.





第五章 觀光產業之輔導與管理

第一節 旅行業

一、旅行業及其從業人員之管理與督導

(一) 截至95年12月31日止，臺灣地區旅行社共計2,126家，其中綜合旅行社89家、甲種旅行社1,896家、乙種旅行社141家，從業人員共計3萬7,546人。

(二) 訂定發布「海外度假村會員卡(權)定型化契約範本」

鑑於消費者購買海外度假村會員卡消費糾紛層出不窮，本局依行政院消保會指示研擬「海外度假村會員卡(權)定型化契約範本」，陳報行政院消費者保護委員會95年9月28日第139次委員會議審議通過，並於10月30日發布實施，提供消費者與業者簽約使用，俾保障消費者權益，減少糾紛。

(三) 輔導旅行社依法經營旅行業務，除不定期赴旅行社瞭解業務執行情形，並輔導各旅行業公會成立稽查小組，隨時監督所屬會員之產品售價、財務狀況，如有異常立即通知本局前往瞭解，並發布新聞，提醒旅客注意，另於寒暑假旅遊旺季前，公布營運異常旅行社名單。

(四) 督導旅行業確實投保責任保險及履約保證保險，並使用合法之住宿設施及車輛，降低業者經營風險及維護旅客權益。

(五) 加強旅行業業務督導及「取締違法經營旅行業務專案執行小組」執行功能，保障合法業者及旅客權益，95年稽查旅行業業務計93件，導遊、領隊、送機人員計372件，取締違法經營旅行業務計35件。

(六) 受理旅遊糾紛申訴及調處

旅遊糾紛原屬民事法律關係，旅客應循司法途徑處理，惟因訴訟標的小且訴訟程序繁複，為協助保護旅遊消費者權益，並藉以督導旅行業，本局設有2支免費申訴電話(0800-211334、0800-211734)，專人受理旅客之申訴及協調工作。為加強調解糾紛服務，本局並輔導中華民國旅行業品質保障協會調處該會會員之旅遊糾紛，95年共計受理申訴案件592件。

Chapter 5 Guidance and Administration of the Tourism Industry

I. Travel Agencies

1. Administration and Supervision of Travel Agencies and Personnel

(1) At the end of 2006 Taiwan had a total of 2,126 travel agencies, of which 89 were consolidated travel agencies, 1,896 were A-class travel agencies, and 141 were B-class travel agencies. Together, they employed 37,546 people.

(2) Establishment of a Standard Contract for Overseas Membership Resort Cards (Membership)

In response to the constant stream of consumer disputes arising from membership in overseas membership resorts, the Tourism Bureau, on instructions from the Consumer Protection Commission, established a Standard Contract for Overseas Membership Resort Cards (Membership). The Standard Contract was approved by the Consumer Protection Commission on Sept. 28, 2006 and implemented on Oct. 30 that year, providing consumers and operating companies with a contract that will help protect consumers and reduce disputes.

(3) Travel agencies were provided guidance in operating the travel business in accordance with law. In addition to unscheduled visits to travel agencies to investigate their business operations, travel agents' associations were also assisted in organizing investigation committees to monitor the product prices and financial conditions of their member companies at all times and notify the Tourism Bureau immediately upon the discovery of any abnormality. Once this happens, the Tourism Bureau visits the travel agency in question to understand the situation and issues press releases to alert travelers. In addition, name lists of travel agencies with abnormalities are published during the winter and summer vacation peak travel periods.

(4) Travel agencies were supervised to assure that they were taking out liability and contract performance insurance, and that they were using legal lodging facilities and vehicles, so as to reduce the operating risk of the agencies and protect the interests of travelers.

(5) Supervision of the business of travel agencies and the function of the Task Force for Enforcement Against Illegal Travel Enterprise Operations was strengthened to protect the interests of legal travel enterprises and travelers. A total of 93 investigations of travel enterprises, 372 investigations of tour guides, tour managers, and airport transfer personnel, and 35 cases of enforcement against illegally operating travel agencies were carried out in 2006.





(七) 配合辦理大陸人士來臺觀光業務

1. 自民國91年起開放第三類及第二類大陸地區人民來臺觀光，迄95年底已達18萬6,869人次，共計1萬3,811團。惟為落實全面開放大陸人民來臺觀光政策，涉及旅客身分查核、違法滯留遣返、雙方旅行社合作規範、旅遊糾紛調處及通報窗口建立等，仍須雙方協商解決。行政院大陸委員會業委託臺旅會協助處理大陸人民來臺觀光兩岸協商相關事宜，該協會與中國大陸海旅會已進行頻繁聯繫與數次技術性磋商，未來本局將持續協助臺旅會辦理，以循序漸進落實大陸地區人民來臺觀光之政策。



2. 95年全年有7,336團（9萬8,535人）大陸地區人民來臺觀光，迄95年12月31日執行接待業務之旅行社有132家。為提升大陸地區人民來臺觀光旅遊品質，本局與中華民國旅行商業同業公會全國聯合會及中華民國旅行業品質保障協會達成共識，自96年1月1日起落實每人每天接待團費至少80美元之方案。該項方案已於95年11月1日起實施，為落實執

行該項方案，本局責成旅行公會全聯會查核旅行社團費及品質，品保協會查核「品保標章」購物商店之標價及佣金，並持續會同相關機關檢查觀光團住宿之旅館、餐廳、遊覽車及行程等，維護觀光團安全及品質。

3. 配合行政院大陸委員會95年12月25日通過「大陸地區人民來臺從事觀光活動許可辦法」修正案，賦予旅行業全聯會自律公約處分權，業者如在團費報價上或安排團體住宿、餐食、交通、行程等之品質未達最低接待標準；或安排團體前往未加入品保協會旅行購物保障制度之商店購物致衍生糾紛者，旅行公會全聯會得不予核發接待數額1個月。

第二節 觀光旅館業

一、臺灣地區觀光旅館截至95年12月底共計89家，客房數2萬1,095間。其中國際觀光旅館60家，客房數1萬7,830間；一般觀光旅館29家，客房數3,265間。

(6) Handling of Tourism Disputes, Complaints, and Mediation

Tourism disputes are basically matters for the civil courts, and travelers should resolve them through the legal process. But since these matters of litigation are small and the litigation process complicated, the Tourism Bureau has established two hotlines (0800-211-334 and 0800-211-734) to protect the interests of travelers and provide guidance to travel agencies. The hotline staff handles tourist complaints and provides coordination work. To strengthen dispute settlement services, the Tourism Bureau assists the Travel Quality Assurance Association of the ROC in the mediation of tourism-related disputes involving its member companies. A total of 592 complaints were handled in 2006.

(7) Coordination with Development of Chinese Tourism in Taiwan

a. A total of 186,869 persons from mainland China visited Taiwan in 13,811 groups from the time that the island was opened up to visits Category 3 and Category 2 mainlanders in 2002 to the end of 2006. The overall opening of Taiwan to mainland tourists, however, involves the investigation of their status, repatriation of overstayers, rules for cooperation between travel agencies from the two sides, the resolution of travel disputes, and the establishment of reporting windows, and negotiations between the two sides are needed to deal with these issues. The Mainland Affairs Council has commissioned the Travel Agent Association of the ROC to help with bilateral negotiations on tourist travel to Taiwan by mainland Chinese, and that association has established close contact with its counterpart from the mainland and carried out several rounds of technical talks. The Tourism Bureau will continue to help the association pursue this work so as to achieve the progressive and orderly implementation of the policy on mainland tourist travel to Taiwan.

b. A total of 7,336 groups of mainland Chinese with 98,535 members visited Taiwan in 2006, and at the end of the year there were 132 Taiwan travel agencies handling these groups. To enhance the quality of travel for mainland Chinese tourists in Taiwan, the Tourism Bureau reached a consensus with the Travel Agent Association of the ROC and the Travel Quality Assurance Association to institute a minimum charge of US\$80 per person per day for such tourists on Jan. 1, 2007. This program was actually implemented on Nov. 1, 2006, and to carry it through the Bureau has commissioned the Travel Agent Association to investigate travel agencies in regard to costs and quality, and the Travel Quality Assurance Association to inspect shops bearing the "guaranteed quality" logo in regard to posted prices and commissions. The Bureau also constantly works with related agencies in inspecting the hotels where mainland tourists lodge, restaurants where they eat, tour buses in which they travel, and itineraries which they follow so as to protect their safety and the quality of their tours.

c. In coordination with the revision of the Rules Governing Permits for People from Mainland China Conducting Tourist Activities in Taiwan by the Mainland Affairs Council on Dec. 25, 2006, the Travel Agent Association of the ROC has been given the authority to enforce self-discipline contracts. If group accommodation, meals, transportation, or itineraries should fail to meet the minimum standards in terms of prices or arrangements, or if disputes should arise because of groups being taken to stores not belonging to the Travel Quality Assurance Association's purchasing guarantee system, then the Travel Agent Association may not issue a quota allocation to the offending travel agent for one month.

II. Tourist Hotels

1. At the end of 2006 Taiwan had 89 tourist hotels with a total of 21,095 rooms. 60 of the hotels with a total of 17,830 rooms were international tourist class, and 29 with 3,265 rooms were tourist class.



二、95年申請核准籌設之觀光旅館計有8家，客房數為1,508間，總投資金額為新臺幣76.48億元。經本局「觀光旅館審查委員會」審查通過，尚須俟環境影響評估說明書或評估書完成審查或認可，始核發籌設許可之觀光旅館計有3家，其客房數為1,032間，總投資金額為新臺幣51.13億元；另經查驗合格並取得觀光旅館營業執照者計有4家，增加之客房數計為628間。



三、95年4月27日至6月30日實施國際觀光旅館及直轄市以外一般觀光旅館定期檢查，計檢查74家觀光旅館，並督導觀光旅館業切實投保公共責任意外保險，俾降低業者經營風險及維護旅客住宿安全。

四、95年輔導觀光旅館業購置自動化、防治污染及提升企業數位資訊效能設備或技術申請抵減應納營利事業所得稅之申請案共計18件，金額總計約為新臺幣1,800萬元。

五、為配合國人訂房方式朝向多元化之趨勢，爰規劃實施「觀光旅館旅客直接訂房定型化契約」制度，俾保障不同方式訂房之旅客權益。本局業擬定「觀光旅館旅客直接訂房定型化契約範本草案」，該契約範本草案業經4次修正，刻轉陳行政院消費者保護委員會審議。

2. Applications for the construction of eight new tourist hotels with a total investment of NT\$7.648 billion and having a total of 1,508 rooms were approved in 2006. Following approval by the Tourism Bureau's Tourist Hotel Examination Committee, these projects must still obtain approval for their environmental impact statements before receiving construction permits. Such permits have been issued for three projects having a total of 1,032 rooms and a total investment of NT\$5.113 billion. Four hotels were found qualified and were issued business licenses, adding 628 to the island's total room count.

3. Scheduled inspections of 74 international tourist hotels as well as ordinary tourist hotels outside of cities directly under the jurisdiction of the Executive Yuan were carried out from April 27 through June 30, 2006. Guidance was provided to assure the purchase of liability insurance by tourist hotels so as to lower the operating risks of the owners and protect the interests of their lodgers.

4. A total of 18 applications for tax offsets for the procurement of equipment or technology by tourist hotels for automation, pollution prevention, and the enhancement of digital information performance were handled in 2006. The total amount of the offsets was approximately NT\$18 million.

5. In coordination with the trend toward diversification in the making of hotel reservations by the people of Taiwan, the Tourism Bureau has planned and implemented a standard contract system for the direct reservation of rooms in tourist hotels to protect the interests of travelers reserving hotel rooms by different means. The Bureau has also drawn up a draft "Standard Contract for the Direct Reservation of Rooms in Tourist Hotels," which, following four revisions, will soon be submitted to the Consumer Protection Commission for review.

臺灣地區觀光旅館統計表
Tourist Hotels in Taiwan

地區 Area	國際觀光旅館 International Tourist Hotels		一般觀光旅館 Tourist Hotels	
	飯店名稱 Hotels	家數 No. of Hotels	飯店名稱 Hotels	家數 No. of Hotels
基隆市 Keelung City			長榮桂冠酒店(基隆) Evergreen Laurel Hotel (Keelung)	1
臺北市 Taipei City	圓山大飯店、國賓大飯店、臺北華國大飯店、華泰王子大飯店、國王大飯店、豪景大飯店、臺北凱撒大飯店、康華大飯店、神旺大飯店、兄弟大飯店、三德大飯店、亞都麗緻大飯店、國聯大飯店、臺北喜來登大飯店、富都大飯店、臺北老爺大酒店、福華大飯店、力霸皇冠大飯店、陽明山中國麗緻大飯店、臺北君悅大飯店、晶華酒店、西華大飯店、遠東國際大飯店、六福皇宮、美麗信花園酒店 The Grand Hotel, The Ambassador Hotel, Imperial Taipei, Gloria Prince Hotel, Emperor Hotel, Hotel Riverview Taipei, Caesar Park Taipei, Golden China Hotel, San Want Hotel, Brother Hotel, Santos Hotel, The Ritz Landis Hotel, United Hotel, Sheraton Taipei Hotel, Taipei Fortuna Hotel, Hotel Royal Taipei, Howard Plaza Hotel, Rebar Crown Plaza Taipei, Hotel Landis China Yangmingshan, Grand Hyatt Taipei, Grand Formosa Regent Taipei, The Sherwood Hotel Taipei, Far Eastern Plaza Hotel Taipei, The Westin Taipei, Miramar Garden Taipei	25	亞士都飯店、第一大飯店、六福客棧、帝后大飯店、華華大飯店、麒麟大飯店、歐華酒店、慶泰大飯店、天成大飯店 Astar Hotel, First Hotel, The Leofoo Hotel, Empress Hotel, Hotel Flowers, Kilin Hotel Taipei, The Riviera Hotel, Gala Hotel, Cosmos Hotel	9
臺北縣 Taipei County			福朋喜來登飯店、麗景四季飯店、碧特弗大飯店、美麗春天大酒店 Four Points Sheraton Chung Ho, Taipei, Lake Hotel, Beautiful Hotel, Beautiful Hotel	4
桃園縣 Taoyuan County	桃園大飯店、大溪別館 Taoyuan Holiday Hotel, Ta Shee Resort Hotel	2	尊爵大飯店、古華花園飯店 The Monarch Plaza Hotel, Hotel Kuva Chateau	2
新竹市 Hsinchu City	新竹老爺大酒店、新竹國賓大飯店 Hotel Royal Hsinchu, The Ambassador Hotel Hsinchu	2	新竹福華大飯店 Howard Plaza Hotel Hsinchu	1



臺灣地區觀光旅館統計表 (續)
Tourist Hotels in Taiwan (Cont.)

地區 Area	國際觀光旅館 International Tourist Hotels		一般觀光旅館 Tourist Hotels	
	飯店名稱 Hotels	家數 No. of Hotels	飯店名稱 Hotels	家數 No. of Hotels
臺中市 Taichung City	全國大飯店、通豪大飯店、長榮桂冠酒店(臺中)、臺中福華大飯店、日華金典酒店 Hotel National, Plaza International Hotel, Evergreen Laurel Hotel, Howard Prince Hotel Taichung, The Splendor Taichung	5	裕元花園酒店 Windsor Hotel	1
臺中縣 Taichung County			龍谷大飯店 Dragon Valley Hotel	1
南投縣 Nantou County	涵碧樓大飯店 The Lulu Sun Moon Lake	1	水沙蓮大飯店 El Dorado Hotel	1
嘉義市 Chiayi City	耐斯王子大飯店 Niceprince Hotel	1		
嘉義縣 Chiayi County			阿里山賓館、名都觀光度假大飯店 Alishan House, Beau Max Resort	2
臺南市 Tainan City	臺南大飯店、大億麗緻酒店、臺糖長榮酒店(臺南) Hotel Tainan, Tayih Landis Tainan Hotel, Evergreen Plaza Hotel (Tainan)	3		
臺南縣 Tainan County	曾文山芙蓉度假大酒店 The Hibiscus Resorts	1	遠百企業觀光旅館 Far Eastern Continent Tourist Hotel	1
高雄市 Kaohsiung City	華王大飯店、華園大飯店、寒軒國際大飯店、高雄國賓大飯店、漢來大飯店、高雄福華大飯店、高雄金典酒店、麗尊大飯店 Hotel Kingdom, Holiday Garden Kaohsiung, Han-Hsien International Hotel, The Ambassdor Hotel Kaohsiung, Grand Hi-Lai Hotel, Howard Plaza Hotel Kaohsiung, The Splendor Kaohsiung, Royal Less Hotel	8		

臺灣地區觀光旅館統計表 (續)
Tourist Hotels in Taiwan (Cont.)

地區 Area	國際觀光旅館 International Tourist Hotels		一般觀光旅館 Tourist Hotels	
	飯店名稱 Hotels	家數 No. of Hotels	飯店名稱 Hotels	家數 No. of Hotels
高雄縣 Kaohsiung County	高雄圓山大飯店 The Grand Hotel Kaohsiung	1		
屏東縣 Pingtung County	凱撒大飯店、墾丁福華度假飯店 Caesar Park Hotel Kenting, Howard Beach Resort Kenting	2	墾丁賓館、南臺灣大飯店 Kenting House, South Formosa Hotel	2
宜蘭縣 Ilan County	礁溪老爺大酒店 Hotel Royal Chiao-His	1	幼獅大飯店、山泉大飯店 Lion Hotel, Sun Spring Resort	2
花蓮縣 Hualien County	花蓮亞士都飯店、統帥大飯店、中信大飯店(花蓮)、美侖大飯店、天祥晶華度假酒店、遠雄悅來大飯店 Astar Hotel, Marshal Hotel, Chinatrust Hotel Hualien, Parkview Hotel, Grand Formosa Hotel, Taroko, Farglory Hualien	6	華京大飯店 Starhotel-Hualien	1
臺東縣 Taitung County	知本老爺大酒店、娜路彎大酒店 Hotel Royal Chihpen Spa, Formosan Naruwan Hotel	2		
澎湖縣 Penghu County			寶華大飯店 Pao Hwa Hotel	1
總計 Total		60		29





第三節 旅館業、民宿及青年旅舍

- 一、截至95年12月底止全國現有一般旅館3,218家，其中合法2,598家，非法620家。本於「中央督導，地方執行」之原則，實施定期、不定期督導32次，地方政府稽查次數計2,845家次，輔導合法登記70家。
- 二、依據「民宿管理辦法」，督導地方政府輔導辦理民宿申請登記作業，並辦理相關研習，提升民宿經營者經營理念與品質，截至95年12月底止，計輔導546家合法登記。
- 三、輔導臺北市政府辦理一般旅館「安全、乾淨、安靜優質住宿環境輔導計畫」，完成「安全、安靜、乾淨」三項指標操作手冊之撰擬及48家一般旅館之檢測工作，提供旅客更多住宿的選擇。
- 四、輔導臺北市旅館業者改善軟硬體設施，且對有意願有能力接待國際旅客之旅館業者，依安全、安靜、乾淨三項指標辦理考核評選。
- 五、輔導中華民國國際青年之家協會改組，並協助其辦理青年之家（Youth Hostel；YH）認證培訓班，完成28家青年之家總會認證。輔導中華民國國際青年之家協會辦理國際青年旅館取得國際訂房系統（International Booking Network；IBN）認證者9家，取得青年之家認證者計16家。
- 六、協助中華民國國際青年之家協會加強宣傳推廣工作，爭取加入國際青年之家總會（International Youth Hostel Federation；IYHF）。
- 七、為提供來臺旅客更多元化的住宿選擇，並提高一般旅館住宿品質，本局研訂「一般旅館品質提升計畫」協助業主提升旅館軟、硬體服務品質，建立全國示範觀摩旅館，並辦理一般旅館客房品質提升相關諮詢輔導作業。95年度計輔導91家旅館，客房總數5,243間，核准4家旅館辦理觀光產業優惠貸款，核准貸款總金額新臺幣1億3,250萬元；截至95年度底累計輔導355家旅館，客房總數2萬194間，並核准17家一般旅館、觀光旅館2家及觀光遊樂業1家貸款案，總核准貸款金額新臺幣6億1,880萬元，貼補利息共計新臺幣622萬5,000元，辦理獎勵一般旅館業品質提升補助軟硬體規劃費用計9家，補助金額新臺幣566萬9,934元。



III. General Hotels, Home Stays, and Youth Hostels

1. At the end of 2006 there were 3,218 general hotels in Taiwan, of which 2,598 were legal and 620 illegal. Under the principle of "central supervision with local implementation," the Tourism Bureau carried out 32 scheduled and unscheduled supervisory inspections during the year and local governments carried out 2,845 inspections. Seventy hotels were assisted in gaining legal registration.
2. In accordance with the Regulations for the Management of Home Stay Facilities, the Tourism Bureau provided supervision to local governments in guiding home-stay business registration and carried out related seminars with the aim of upgrading the quality of the facilities and the management concepts of their operators. A total of 546 home stays were legally registered at the end of 2006.
3. The Taipei City Government was assisted in implementing the "Guidance Plan for a Safe, Clean, and Quiet Quality Accommodation Environment" for general hotels, in compiling a "Safety, Quietness, Cleanliness" operations manual, and carrying out the inspection of 48 general hotels, thus offering more accommodation choices for travelers.
4. Hotel operators in Taipei were helped to improve their hardware and software facilities, and those with the desire and the ability to receive international travelers were evaluated as to the three indexes of safety, quietness, and cleanliness.
5. The Chinese Taipei (Taiwan) Youth Hostel Association was provided guidance in reorganization and was helped to carry out Youth Hostel (YH) certification training, and 28 certifications were issued by the headquarters association. The Youth Hostel Association was also assisted in obtaining International Booking Network (IBN) certification for nine properties and YH certification for 16.
6. The Chinese Taipei (Taiwan) Youth Hostel Association was assisted in advertising and promotion work, and was helped with joining the International Youth Hostel Federation (IYHF). It became a formal member of the IYHF on July 17, 2006.
7. To provide travelers coming to Taiwan with a greater diversity of accommodation choice, and to heighten the quality of accommodation in general hotels, the Tourism Bureau formulated a General Hotel Quality Enhancement Plan designed to help operators upgrade the quality of their hardware and software services and to establish a national demonstration hotel, and extended consultation and guidance for quality enhancement by general hotels. This assistance was provided to 91 hotels with a total of 5,243 guest rooms in 2006, and preferential-rate tourism-industry loans with a total amount of NT\$132.5 million were approved for four hotels. By the end of 2006 guidance had been extended to an accumulated total of 355 hotels with 20,194 rooms and loans in the total amount of NT\$618.8 million (for which interest subsidies amounted to NT\$6,225,000) had been approved for 17 general hotels, two tourist hotels, and one tourist amusement facility. Subsidies totaling NT\$5,669,934 were granted to nine general hotels for the upgrading of software and hardware.





八、95年度辦理旅館中、高階經理人研習訓練計10場次，710人次受訓，輔導各旅館公會及縣市政府辦理基層從業人員教育訓練，計27場次，2,790人次。

九、輔導民宿提升經營管理專業能力，舉辦民宿經營管理研習訓練，參訓學員計108人。

第四節 觀光遊樂業

觀光遊樂業係屬本土化、深植化之產業，於國家整體產業發展及觀光旅遊市場中扮演重要角色，更是活絡地方經濟之龍頭產業。由於具有日益月異、變化快速的特性，因此觀光遊樂業屬於資本密集、人力密集、科技密集及知識密集之產業。是故，為了掌握觀光旅遊的脈動，觀光旅遊業必須隨環境的變化作改變及調整，持續更新設備及進行再投資計畫才能保持競爭優勢。

一、設立審查

(一) 依據「觀光遊樂業管理規則」及「申請開發遊憩設施區興辦事業計畫審查作業要點」等相關規定，輔導民間興辦觀光遊樂設施，並受理審辦完成興辦事業計畫審查。

(二) 95年度經審議核准者計有度假旅館類之瑞穗春天觀光飯店案、森之楓知本度假村變更案、澎湖風櫃休閒度假村定稿本案等3案；觀光遊樂設施類之新竹楓育樂中心及成豐夢幻世界事業計畫內容變更案2案，總計核准5案，預計投資總金額達30餘億元，完成後將提供500多個就業機會。

8. Ten training seminars for mid- and high-level hotel managers in 2006, with 710 trainees attending. Hotel associations and local governments were assisted in organizing 27 training courses for basic-level personnel, with 2,790 people participating.

9. Seminar training in home stay management was carried out, with 108 persons participating, to help home stays upgrade their professional management capabilities.

IV. Tourist Amusement Facilities

Tourist amusement is a native industry that has deep roots and plays an important role in overall national industrial development as well as in the travel and tourism market. It is a locomotive in the enlivening of local economies. Because it is characterized by rapid change, tourist amusement is a capital-, labor-, technology-, and knowledge-intensive industry; to keep up with it, the tourism industry must be prepared to change and adjust along with the environment at all times and, to remain competitive, must continuously renew its equipment and carry out reinvestment projects.

1. Examination of Project Establishment

(1) Assistance is provided to the private sector, in accordance with the provisions of the Regulations Governing Amusement Park Enterprises and Guidelines for the Examination of Applications for the Development of Recreation Area Facilities, in developing tourist amusement facilities. The Tourism Bureau also accepts construction plans for examination.

(2) Three resort hotel plans were approved in 2006: changes to the Jui Sui Spring Resort and Resort Senzhufeng Chihpen, and the finalized plan for the Penghu Fongkue Resort. Changes in plans for two tourist amusement facilities were also approved: Maple Resort and Fantasy World. The total investment in these projects is projected to top NT\$3 billion, and when completed they will provide more than 500 jobs.

2. Assistance with Incentives

(1) Tourism amusement enterprises were assisted in applying for tax and financing incentives stipulated in the Statute for Encouragement of Private Participation in Infrastructure Projects, "Medium and Long-term Capital Utilization Rules," Statute for Upgrading Industries and "Preferential Loans Guidelines for Encouragement of the Tourism Industry."





二、輔導獎勵

- (一) 輔導觀光遊樂業依「促進民間參與公共建設法」、「中長期資金運用作業須知」、「促進產業升級條例」及「獎勵觀光產業升級優惠貸款要點」等規定，申辦租稅優惠、融資等事宜。
- (二) 輔導觀光遊樂業購置自動化、防治污染設備或技術依「促進產業升級條例」申請抵減應納營利事業所得稅及相關投資抵減。
- (三) 依「發展觀光條例」規定協助民間機構取得公有土地開發觀光遊樂業。
- (四) 訂頒「交通部適用發展觀光條例第45條或第46條規定審查作業要點」，建立合理、透明、效率之輔導獎勵機制。



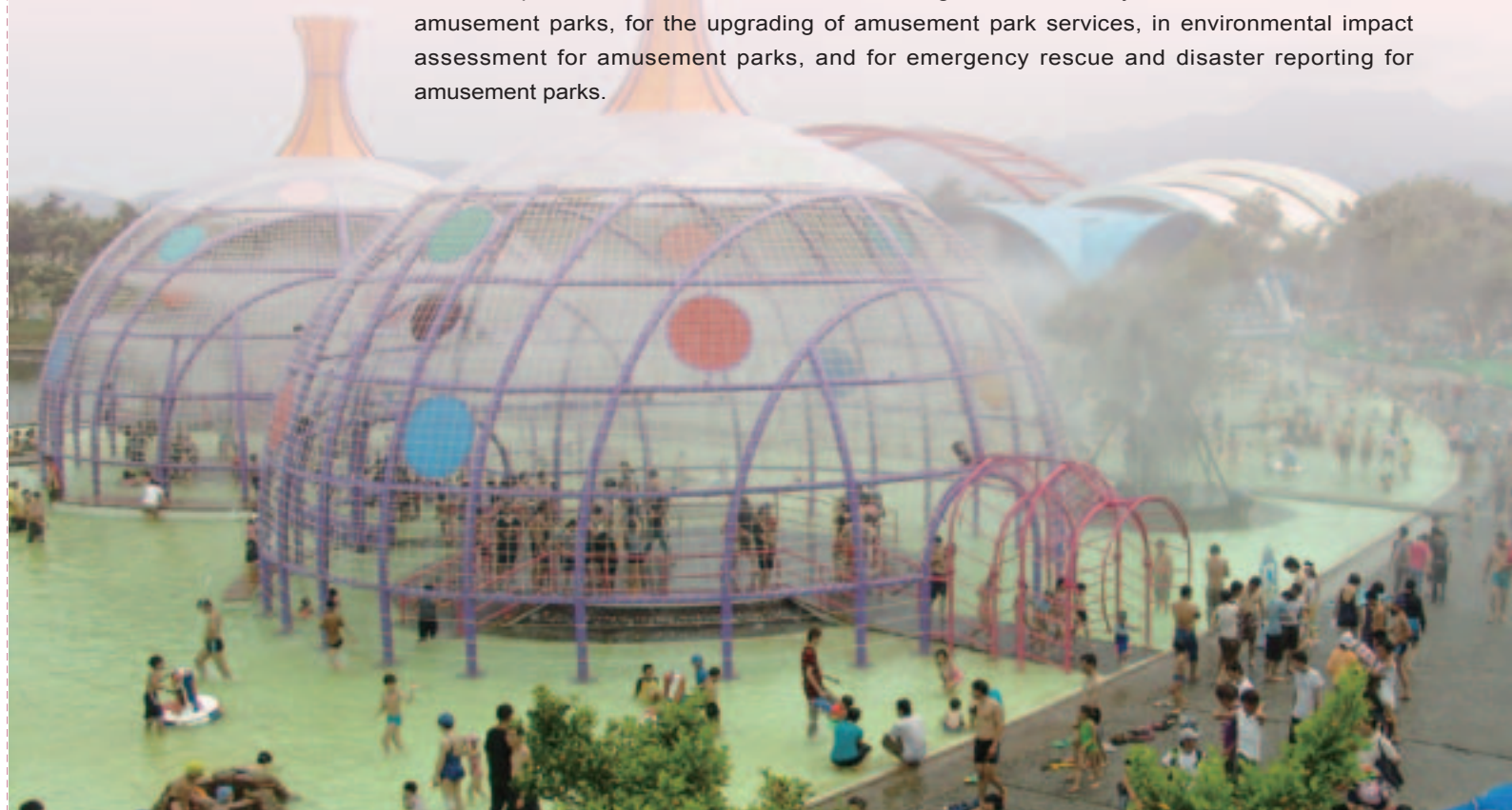
三、經營管理

- (一) 目前已領有觀光遊樂業執照業者總計23家，屬重大投資案之觀光遊樂業者計21家，非屬重大投資案之觀光遊樂業者2家。
- (二) 為提升觀光遊樂業之觀光遊樂設施品質，依「觀光遊樂業管理規則」暨「觀光遊樂業經營管理與安全維護督導考核競賽作業要點」規定，辦理檢查暨督導考核競賽，於95年7至9月間，分32場次進行督考。辦理觀光遊樂業督導考核競賽暨重點檢查業務，經評定特優等為劍湖山世界、九族文化村、六福村主題遊樂園、西湖度假村、月眉育樂世界、小人國主題樂園、遠雄海洋公園、小叮嚀科學遊樂區計8家，優等為尖山埤江南度假村、杉林溪森林遊樂區、布魯樂谷主題親水樂園、泰雅度假村、香格里拉樂園、頑皮世界、八仙海岸、野柳海洋世界計8家，餘不列等。
- (三) 依「發展觀光條例」、「觀光遊樂業管理規則」及行政院「公共安全白皮書」等規定，辦理觀光遊樂業機械遊樂設施安全維護及管理訓練、提升觀光遊樂業服務品質訓練、觀光遊樂業配合環境影響評估作業訓練及觀光遊樂業緊急救護暨災害通報作業訓練等4場次專業訓練。

- (2) Tourist amusement enterprises were assisted in apply for tax credits and offsets for the procurement of automation and pollution-prevention equipment under the Statute for Upgrading Industries.
- (3) Private organizations were helped to obtain government land for the development of tourist amusement facilities under the Statute for the Development of Tourism.
- (4) Operating Guidelines for MOTC Review Work Under Article 45 or Article 46 of the Statute for Development of Tourism were formulated and promulgated in order to establish a reasonable, transparent, and efficient assistance and incentive mechanism.

3. Operations and Management

- (1) Taiwan currently has a total of 23 licensed tourist amusement enterprises; 21 are included in the category of "important investment projects," and two are outside that category.
- (2) To upgrade the quality of tourist amusement facilities, the Tourism Bureau carried out an inspection and guidance competition, in accordance with the Regulations Governing Amusement Park Enterprises and the Guidelines for Management and Safety Maintenance Guidance and Evaluation Competitions in the Tourist Amusement Industry, with 32 evaluations being carried out from July through September, 2006. After tourist amusement park guidance and evaluation competitions and key inspection work were carried out, the parks assessed as being Exceptional included Janfusun Fancyworld, Formosan Aboriginal Culture Village, Leofoo Village Theme Park, West Lake Resortopia, Yamay Resort, Window on China, Hualien Farglory Ocean Park, and Little Ding-Dong Science Park. Those receiving Outstanding ratings included Jianshanbi Resort, Sun Link Sea Forest Recreation Area, Blue Lagoon Water Park, Atayal Resort, Shangrila Paradise, Wan-Pi World, Formosa Fun Coast, and Yeliou Ocean World. The remaining facilities were not rated.
- (3) Four training classes were held, in accordance with the Statute for Development of Tourism, Regulations Governing Amusement Park Enterprises, and the Executive Yuan's Public Safety White Paper: for the maintenance and management of safety for mechanical rides at amusement parks, for the upgrading of amusement park services, in environmental impact assessment for amusement parks, and for emergency rescue and disaster reporting for amusement parks.





四、行銷推廣

- (一) 辦理「Fun春假 遊樂園」整合性行銷推廣、促銷活動及聯合促銷記者會，整合性觀光遊樂業聯合促銷活動，藉此宣導合法之觀光遊樂業。
- (二) 將觀光遊樂業中具世界或亞洲之最的觀光遊樂設施，透過國際宣傳推廣，將觀光遊樂業行銷國外。
- (三) 協助觀光遊樂業界參與臺北國際旅展及國外旅展，展現國內觀光產業之蓬勃發展。



五、建置觀光遊樂業網頁 <http://www.taiwanthemeparks.com.tw/>

為提供遊客有關觀光遊樂業相關旅遊資訊，特別建置觀光遊樂業網頁，方便民眾上網查詢；該網頁提供觀光遊樂業基本資料、交通資訊、促銷活動、每季主題活動之最新消息、具世界或亞洲之最的觀光遊樂設施等相關旅遊資訊。

4. Advertising and Promotion

- (1) The "Fun Spring Vacation – Amusement Parks" integrated advertising and promotion program was carried out, together with sales activities and joint promotional press conferences, and integrated joint amusement park sales activities were held to publicize the legal amusement park industry.
- (2) Domestic amusement park rides that are the foremost of their kind in the world or in Asia were publicized internationally to market Taiwan's amusement parks internationally.
- (3) Amusement park enterprises were assisted in participating in the Taipei International Travel Fair and overseas travel fairs so as to show the booming development of Taiwan's travel industry.

5. Establishment of an Amusement Park Web Page (<http://www.taiwanthemeparks.com.tw/>)

A special web page was set up to provide travelers with information on amusement parks. The web page offers basic information, transportation information, tips on marketing activities, the latest news on seasonal theme activities, and information on park rides that are the foremost of their kind in Asia or the world.

業經主管機關核發觀光遊樂業執照名冊

Licensed Tourism Amusement Enterprises in Taiwan

執照號碼 License No.	核發機關 Issuing Agency	發照日期 Date of Issuance	縣市別 Location	觀光遊樂業名稱 Name
001	觀光局 Tourism Bureau	92年10月8日 Oct. 8, 2003	花蓮縣 Hualien County	遺雄海洋公園 Hualien Farglory Ocean Park
002	觀光局 Tourism Bureau	92年12月12日 Dec. 12, 2003	南投縣 Nantou County	九族文化村 Formosan Aboriginal Culture Village
003	觀光局 Tourism Bureau	92年12月15日 Dec. 15, 2003	新竹縣 Hsinchu County	成豐夢幻世界 Fantasy Wold
004	觀光局 Tourism Bureau	93年10月1日 Oct. 1, 2004	苗栗縣 Miaoli County	西湖渡假村 West Lake Resortopia
005	觀光局 Tourism Bureau	93年10月1日 Oct. 1, 2004	台南縣 Tainan County	頑皮世界 Wan-Pi World
006	觀光局 Tourism Bureau	93年10月1日 Oct. 1, 2004	南投縣 Nantou County	泰雅渡假村 Atayal Resort
007	觀光局 Tourism Bureau	93年10月14日 Oct. 14, 2004	新竹縣 Hsinchu County	六福村主題遊樂園 Leofoo Village Theme Park
008	觀光局 Tourism Bureau	93年10月4日 Oct. 4, 2004	彰化縣 Changhua County	台灣民俗村 Taiwan Folk Village
009	觀光局 Tourism Bureau	93年10月7日 Oct. 7, 2004	南投縣 Nantou County	杉林溪森林遊樂區 Sun Link Sea Forest Recreation Area
010	觀光局 Tourism Bureau	93年10月27日 Oct. 27, 2004	苗栗縣 Miaoli County	香格里拉樂園 Shangrila Paradise
011	觀光局 Tourism Bureau	93年10月13日 Oct. 13, 2004	雲林縣 Yunlin County	劍湖山世界 Janfusun Fancyworld
012	觀光局 Tourism Bureau	93年10月6日 Oct. 6, 2004	桃園縣 Taoyuan County	小人國主題樂園 Window on China Theme Park
013	觀光局 Tourism Bureau	93年10月14日 Oct. 14, 2004	苗栗縣 Miaoli County	火炎山溫泉遊樂區 Hou Yan Shan Hot-Spring Area
014	觀光局 Tourism Bureau	93年10月14日 Oct. 14, 2004	屏東縣 Pingtung County	8大森林博覽樂園 Bada Forest Theme Park
015	觀光局 Tourism Bureau	93年10月12日 Oct. 12, 2004	新竹縣 Hsinchu County	小叮噹科學遊樂區 Little Ding-Dong Science Park
016	觀光局 Tourism Bureau	93年11月12日 Nov. 12, 2004	新竹縣 Hsinchu County	萬瑞森林樂園 Wanjui Forest Recreation Area
017	觀光局 Tourism Bureau	93年10月27日 Oct. 27, 2004	屏東縣 Pingtung County	小墾丁牛仔渡假村 Kentington Resort
018	觀光局 Tourism Bureau	93年11月10日 Nov. 10, 2004	台南縣 Tainan County	尖山埤江南渡假村 Jianshanpi Resort
019	觀光局 Tourism Bureau	93年11月10日 Nov. 10, 2004	高雄市 Kaohsiung City	布魯樂谷親水樂園 Blue Lagoon Water Park
020	觀光局 Tourism Bureau	93年12月21日 Dec. 21, 2004	台中縣 Taichung County	月眉育樂世界 Yamay Resort
021	觀光局 Tourism Bureau	94年11月11日 Nov. 11, 2005	台北縣 Taipei County	八仙海岸 Formosa Fun Coast
001	嘉義縣政府 Chiayi County Government	93年2月16日 Feb. 16, 2004	嘉義縣 Chiayi County	藝都表演村 Yito Show
001	台北縣政府 Taipei County Government	94年6月29日 June 29, 2005	台北縣 Taipei County	野柳海洋世界 Yeliou Ocean World



第五節 觀光產業教育訓練及人才整備

培訓觀光產業人才，增進觀光從業人員專業知能，強化經營管理行銷及服務理念，以全面提升旅遊服務品質。

一、培訓觀光從業人員

- (一) 為確保旅遊服務品質，配合考選部95年「專門職業及技術人員普通考試領隊人員、導遊人員考試」於95年7月至96年4月分別規劃辦理領隊、導遊人員職前訓練27期次、25期次，該兩項訓練分別於北、中、南3區開班；至95年12月止完成領隊人員訓練18期次，共2,220人（外語1,151人、華語1,069人），導遊人員訓練17期次，共1,656人（外語343人、華語1,313人）。
- (二) 為培育旅行業經營管理人才，加強旅行業主管人員法規知識及服務理念，委託中華民國旅行業經理人協會及各地區旅行商業同業公會辦理北、中、南3區旅行業經理人職前訓練，至95年12月底止，訓練人數共計248人（3期）。
- (三) 為因應韓語導遊人力不足，由旅行社推薦具韓語能力者參加儲備培訓，加強其專業知識，輔導取得導遊執業證，以投入接待韓國來臺旅客之行列，共計14人參訓，其中6人通過專門職業及技術人員普通考試導遊人員（韓語組）考試。

二、增進觀光從業人員專業知能

- (一) 補助中華民國觀光導遊協會、臺北市導遊協會、高雄市觀光導遊發展協會辦理「導遊人員在職進修訓練」，以增進在職導遊熟稔遊程導覽能力及帶團技巧。
- (二) 辦理觀光旅館從業人員「培訓訓練員」研習班，加強各觀光旅館擔任訓練業務者，訓練之規劃及執行技巧。



V. Tourism Industry Education and Training

Tourism workers are given training to increase their professional know-how; reinforce operational, management, marketing, and service principles; and bring about an overall upgrading of the quality of travel services.

1. Training of Tourism Personnel

- (1) To assure the quality of travel services and coordinate with the Ministry of Examination's 2006 General Test for Professional and Technical Personnel – Tour Guides and Tour Managers, the Tourism Bureau organized 27 courses and 25 courses of pre-employment training for tour managers and tour guides, respectively from July 2006 through April 2007. The courses were held in northern, central, and southern Taiwan. By the end of 2006 a total of 18 courses for tour managers had been held, with 2,220 participants (1,151 in foreign languages, 1,069 in Chinese), and 17 courses for tour guides had been completed, with 1,656 trainees (343 in foreign languages and 1,313 in Chinese).
- (2) To develop managerial personnel for the travel industry, and to strengthen the regulatory knowledge and service concepts of travel-industry managers, the ROC Association of Travel Agency Managers and local travel agents' associations were commissioned to carry out pre-employment managerial training in northern, central, and southern Taiwan. A total of 248 people had taken this training by the end of 2006.
- (3) In response to the insufficiency of Korean-speaking tour guides, travel agencies recommended people with Korean language ability to participate in reserve training designed to strengthen their professional know-how. They were assisted in obtaining tour-guide licenses so that they could join the ranks of guides handling Korean tour groups. A total of 14 people participated in this program and six of them passed the General Test for Professional and Technical Personnel – Tour Guide (Korean-language Division) Test.

2. Improvement of the Professional Know-how of Tourism Personnel

- (1) The Tourist Guide Association of the ROC, Taipei Tour Guide Association, and Kaohsiung City Tour Guide Development Association were given subsidies to provide advanced on-the-job training for tour guides so as to make the guides more familiar with tour itineraries and improve their guide skills.
- (2) Train-the-trainer seminars were held for tourist hotel personnel so as to strengthen the planning and implementation skills of persons in charge of training in tourist hotels.



第六章 觀光資訊及安全服務

第一節 旅遊資訊服務

為適時提供全方位旅遊資訊服務，深入推介臺灣地區各觀光景點，並即時提供最新之旅遊資訊，本局95年度具體辦理情形如下：

- 一、輔導相關地方政府及單位，依本局訂定之旅遊服務中心識別系統（CIS），建立彰化火車站、水頭碼頭、美麗華購物中心、陽明公園、新港等地設置5處旅遊服務中心及遊客中心，提供專人之多語文旅遊諮詢及資訊服務。
- 二、結合臺灣鐵路管理局、民航局、高速公路局於尚未設置旅遊服務中心之交通節點設置交通旅遊資訊服務場站，免費提供旅遊文宣摺頁服務。
- 三、辦理4梯次旅遊服務中心服務人員教育訓練講習，提升旅遊服務人員品質。
- 四、建立旅遊服務中心內部管理機制，並派員赴34處旅遊服務中心實地辦理督導考核作業，將督導考核紀錄函送各地方政府及相關單位責請立即改善，提升旅遊服務中心服務品質。
- 五、統計全國34處旅遊服務中心全年共提供54萬7,207人旅次諮詢服務，其中外國旅客人數為9萬3,674人次，佔總服務人次17.1%。
- 六、輔導臺北市政府、臺北縣政府、臺中市政府、彰化縣政府於博愛特區、新北投地區、淡水、鶯歌、三峽、九份、經國綠園道、彰化市及田尾公路花園等地區建置73面觀光地圖導覽牌，提供便利旅遊資訊。
- 七、編印北、中、南、東臺灣中文觀光導覽地圖、臺灣觀光交通路網圖、臺灣觀光巴士旅遊產品摺頁與手冊及鐵路旅遊手冊，充實旅遊資訊。



Chapter 6 Tourism Information and Safety Services

I. Travel Information Services

The Tourism Bureau implemented the following measures in 2006 to provide a full spectrum of timely travel information, give in-depth introductions to tourist sites throughout Taiwan, and offer the most up-to-date travel news:

1. Assistance was provided to local governments and other organizations in setting up travel information service centers and visitor centers, in accordance with the travel service center corporate identity system (CIS) established by the Tourism Bureau, at the Changhua Railway Station, Shueitou Wharf, Miramar Shopping Center, Yangming Park, and Singang so as to provide multi-lingual travel consultation and information services by specialized personnel.
2. Travel information service kiosks providing free travel brochures were established at transportation hubs without travel service centers in conjunction with the Taiwan Railway Administration, Civil Aeronautics Administration, and Taiwan Area National Freeway Bureau.
3. Four training programs were held for travel service center personnel so as to upgrade their quality.
4. An internal management mechanism for travel service centers was established and personnel were sent to carry out supervisory monitoring of their operations. The records of the monitoring were sent to the local governments and other related agencies, with requests for immediate improvement, so as to enhance the quality of service at the centers.
5. Thirty-four travel service centers throughout Taiwan provided consultation to 547,207 travelers during the year. Foreign travelers accounted for 93,674 consultations, making up 17.1% of the total.
6. The governments of Taipei City, Taipei County, Taichung City, and Changhua County were assisted in erecting guide-map signposts to provide convenient travel information at 73 locations, including the Boai Special District, New Beitou area, Danshuei, Yingge, Sansia, Jiufen, Jing-guo Boulevard, Changhua City, and Tianwei Highway Park.
7. The Bureau published Chinese-language tourist maps of northern, central, southern, and eastern Taiwan; a Taiwan tourist transportation network map; a Taiwan Tour Bus travel product brochure and manual; and a railroad travel manual.





八、提供國內外民衆無遠弗屆之即時觀光旅遊資訊，加強維護旅遊資訊網站 (<http://taiwan.net.tw/>)，並設置「臺灣觀光巴士」專屬網站 (<http://taiwantourbus.com.tw/>)。

九、設置免付費旅遊諮詢服務熱線 (0800-011-765)，提供全國境內之國外旅客24小時中、英、日、韓文之交通、旅遊及緊急聯絡電話等相關資訊之專人諮詢服務，95年共服務1萬9,087人次。

第二節 國際門戶第一線服務

觀光局為提供來臺旅客完整、便捷的旅遊諮詢服務，在桃園及高雄國際機場設置旅客服務中心，並於機場入境迎客大廳設置服務臺，配合班機入境時間提供入境旅客各項服務。桃園、高雄國際機場旅客服務中心服務項目包括：大陸人士來臺觀光通報、提供旅遊相關資訊、指引通關、答詢航情、處理申訴、代洽旅館、交通工具及機場各單位之聯繫指引、協助接待受邀來臺貴賓及團體及其他有關旅客服務事項。配合促進外籍旅客來臺旅遊之各項觀光宣傳推廣計畫，執行各項接待及促銷活動，為加強觀光宣傳業務，於機場設有觀光宣傳圖片燈箱、資料陳列架，提供百餘種旅遊宣傳摺頁供旅客自行索取。亦有針對自助旅遊旅客設計遊程，利用電腦網路提供旅客更快速、詳盡的臺灣觀光資訊，並以中、臺、英、日、法、德、西語等多種語言為旅客提供各項諮詢服務，全年無休。

為進一步提升服務品質，方便旅客觀光資訊搜尋，於高雄國際機場入境處設置無人服務臺，完整提供旅遊資料及網際網路服務，並於出境處設置自動影音播放系統，介紹國內各地旅遊景點，推展臺灣觀光新形象，拓展國際觀光客源。95年度共服務旅客諮詢78萬2,757人次，提供旅遊資料142萬7,760份。



8. Maintenance of the travel information website (http://taiwan.net.tw) was strengthened, and a Taiwan Tour Bus website (http://taiwantourbus.com.tw) was established, to provide tourism and travel information to domestic and foreign travelers at all places and all times.

9. A toll-free tourist information hotline (0800-011-765) was set up to provide 24-hour transportation and tourism information, as well as emergency contact assistance, to foreign travelers throughout Taiwan in Chinese, English, Japanese and Korean. The hotline took a total of 19,087 calls during the year.

II. Front-line Services at International Gateways

To provide a complete range of convenient information to travelers arriving in Taiwan, the Tourism Bureau has set up Travel Service Centers at Taoyuan and Kaohsiung international airports, with service counters in the greeters' lobbies to offer assistance of all kinds. The services provided by these two Travel Service Centers include the reporting of mainland Chinese tourists, the provision of travel-related information, directions concerning customs clearance, answers about flight conditions, the handling of complaints, contact with hotels, transportation providers, and airport units, help in the reception of VIP travelers, and the provision of group and other traveler-related services. The service personnel also carry out traveler reception and marketing activities in line with advertising and promotion programs designed to attract foreign tourists to Taiwan. To strengthen the promotion of tourism, the Tourism Bureau has also set up photo light boxes at airports and has installed display racks offering more than 100 types of brochures for the taking. Help is provided via the Internet to FIT traveler designing their own tour itineraries, with the provision of rapidly accessible and detailed information on Taiwan tourism and 24-hour, 365-day consultation services offered in Mandarin Chinese, Taiwanese, English, Japanese, French, German, and Spanish.

To further upgrade service quality and make it convenient for travelers to retrieve tourism information, the Tourism Bureau has installed an automated service counter in the arrivals area of Kaohsiung International Airport to provide a full range of travel information and Internet services. An automated audiovisual broadcasting system has also been installed in the departures area of the airport to introduce Taiwan's tourist attractions, promote a new image for Taiwan tourism, and develop international tourist sources. Consultation services were provided to 782,757 persons in 2006, along with 1,427,760 pieces of tourism materials.



第三節 強化臺灣觀光資訊網站服務陣容

為加強宣傳臺灣觀光，本局於95年度進行臺灣觀光資訊網 (<http://taiwan.net.tw/>) 中、英、日文版改版作業，除強化原有功能外，並增加觀光旗艦單元介紹、寄送電子賀卡功能，及提供更友善的觀光宣傳影片介面；另配合政府即將開放大陸人士來臺觀光政策，對全球華人宣傳臺灣地區各旅遊景點及人文景色，業已建置完成簡體版網站；95年度瀏覽人次共計1,996萬6,383人次，累計瀏覽人次達5,978萬5,966人次。同年9月本局以「taiwan」為名，申辦「taiwan.travel」頂級網域名註冊，與臺灣觀光資訊網網址串連結合，以該新管道提高臺灣觀光在網路資訊世界中的曝光度。

為提供民眾線上自行規劃行程服務及獲得行程之資訊，本局接受行政院研考會委託辦理之創新e化服務之建置「觀光行程暨預約服務」專案網站 (<http://travel.taiwan.net.tw/>)，其定位為臺灣觀光資訊網之子網站，強化與民眾互動功能，增加線上旅遊服務之深度，民眾可透過此網站獲得更多行程資訊，自行規劃、設計出符合自己需要之旅遊行程。95年已完成個人行程DIY、旅行社套裝行程、機關建議行程、導覽預約、入園申請及門票預約等服務項目並上線。



III. Strengthening of the Taiwan Tourism Website Service Team

The Tourism Bureau carried out work on the revision of the Taiwan Tourism Information Website (<http://taiwan.net.tw/>) in Chinese, English, and Japanese versions in 2006. In addition to reinforcing the website's original functions, introductions of tourism flagship units and an e-postcard function were added and a more friendly tourism promotional video interface was provided. In coordination with government's impending opening of Taiwan to tourists from mainland China, a website using simplified Chinese characters has been set up to publicize Taiwan's tourist sites and cultural attractions to Chinese people from throughout the world. The website received 19,966,383 hits in 2006, bringing the accumulated total of hits to 59,785,966. In September 2006 the Tourism Bureau registered the top-flight "taiwan.travel" domain name and linked it with the Taiwan Tourism Information Website, using it as a new channel for the heightening of Taiwan tourism's exposure in the Internet information world.

To provide the public with DIY travel itinerary planning services and with itinerary information for retrieval, the Bureau accepted a commission from the Research, Development and Evaluation Commission to institute an innovative digital Tourist Itinerary and Prearrangement Service Website (<http://travel.taiwan.net.tw/>), positioned as a subsidiary of the Taiwan Tourism Information Website, to strengthen the interactive function and deepen online travel services. The public can use this website to obtain even more of the itinerary-related information needed to plan and design travel itineraries tailored to the individual. Personal itinerary DIY, travel agent's package itineraries, recommended itineraries, guidance prearrangement, membership application, and gate-ticket reservation services were put online in 2006.





第四節 旅遊安全及意外因應

為確保若因災害發生導致遊客受困時，能立即採取有效之救援措施，並即時通報相關單位協助處理，依據「中央災害應變中心作業要點補充規定」，於中央或各部會成立災害應變中心，於遊客發生受困時及時通報，並責由本局於災時掌握國家公園、風景區觀光景點等遊客動態資訊，提供災情監控組最新災情。國家風景區管理處除負責各管轄區內外，並負責彙整縣級風景區部分災情資訊，隨時注意相關鄰近地區之災情並通報，通報內容包含遊客受困明細表（如地點、受困日期時間、原因、人數、因應措施等）、位置圖及照片等資料。

95年度持續辦理各國家風景區管理處年度經營管理與安全維護督導考核作業，分就提升遊客安全、設施維護管理、環境整潔美化及提升遊憩服務品質等項目進行考核，並將缺點列案追蹤。持續要求各國家風景區管理處依「公共安全白皮書」實施計畫－觀光地區遊樂設施安全管理所訂實施措施，確實執行連續假期等出現大量人潮之安全管理對策、加強遊客安全教育實施計畫及緊急救護計畫等業務。

另為保障旅客旅遊安全，本局除加強消費者旅遊交易及安全宣導外，亦協調各旅行業公會依「旅行業出國觀光團體國外緊急事故處理作業要點」之規定，輔導各經營出國觀光團體旅行業務之旅行社建立緊急事故處理體系，切實執行通報及處理外，並於本局網站建置「出國旅遊團體動態登錄」系統，供旅行業事先上網登錄出國旅行團體隨團領隊、團員及行程相關資料，俾利本局及我國相關駐外館處隨時瞭解我旅行團動態資料，適時採取維護旅行團安全及旅客權益措施。

IV. Travel Safety and Accident Response

To assure that relief measures can be undertaken immediately whenever travelers are involved in disaster situations, and that reports will be sent immediately to concerned units requesting assistance, disaster response centers have been set up in the central government or in the ministries and commissions in accordance with the Supplementary Operating Guidelines for Central Government Disaster Response Centers so that accidents to travelers can be reported at once. The Tourism Bureau is charged with maintaining a firm grasp of dynamic information from travelers in national parks, scenic areas, and other tourist spots so that the most updated disaster information can be provided to the disaster monitoring team. Besides being responsible for the area under their jurisdiction, national scenic area administrations are also charged with collecting some disaster information from county-level scenic areas and for watching out for disaster conditions and disaster reporting in neighboring areas. This reporting includes detailed lists of particulars about accidents (including location, date and time, reason for the problem, number of people involved, and response measures), location maps, photos, and other related data.

The work of carrying out annual supervisory evaluations of management and safety maintenance by national scenic area administrations was continued in 2006. The items evaluated were upgrading traveler safety, facilities maintenance and management, environmental cleanliness and beautification, and upgrading of recreational service quality. Deficiencies were listed for follow-up monitoring. The national scenic area administrations were requested to continue implementing the measures included in the White Paper on Public Safety Implementation Plan – Safety Management of Amusement Facilities in Tourist Areas, and to carry through thoroughly with the safety management countermeasures formulated to deal with mass travel during long holidays, the implementation plan for strengthened traveler safety education, and the emergency rescue plan.

To protect the safety of travelers, the Tourism Bureau has not only strengthened educational publicity regarding travel transactions and safety but has also coordinated with travel agents' associations about the establishment, in accordance with the stipulations of the Guidelines for the Handling of Overseas Emergency Situations that Occur to Groups Dispatched Abroad by Travel Agencies, of emergency accident handling systems and the thorough implementation of reporting and disposition by travel agents that engage in the outbound tour group business. The Bureau has also set up a Status Registration System for Outbound Tour Groups on its website so that travel agents can go online and register the tour managers, lists of participants, and itineraries of their outbound groups prior to departure, enabling the Bureau and Taiwan's overseas diplomatic missions and representative offices to know about the status of tour groups at all times and take action to protect the safety of the groups and the interests of their participants.



第七章 展望2007

96年將以「建構質量並進的觀光榮景」為願景，來臺旅客成長7%為目標。除將延續「觀光客倍增計畫」的架構及理念，推動各項軟體服務與硬體設施品質提升工作外，亦將全力衝刺行政院「2015經濟發展願景第1階段3年衝刺計畫」，以構建「美麗臺灣」、「特色臺灣」、「友善臺灣」、「品質臺灣」及加強「行銷臺灣」為主軸，全方位打造質量並進、優質的臺灣觀光品牌形象，讓感動人的事、物成為觀光產品的內涵，讓好的改變可以看得見，讓旅客可以感受到感動。

一、美麗臺灣

- (一) 以行政院「清淨家園全民運動計畫」為打造美麗臺灣的基礎，5條環島重點旅遊線（北部海岸旅遊線、日月潭旅遊線、阿里山旅遊線、恆春半島旅遊線、花東旅遊線）之景點整頓、環境改善、據點串連、推動住宿設施BOT案（包括福隆芙蓉濱海度假酒店第2期；日月潭向山旅館區BOT案；大鵬灣BOT計畫完成四星、平價旅館；推動鳳林、金崙溫泉區旅館BOT案）、提升服務機能為工作重點。
- (二) 對地方重要景點的再造，以補助地方政府之重點發展計畫，讓地方風華再現，如已辦理之金九黃金博物館周邊改善、新竹內灣親水公園、彰化八卦山大佛區、臺南虎頭埤、高雄旗津、美濃中正湖、花蓮七星潭、臺東森林公園的改善，將持續就地方政府所提計畫，予以重點補助。
- (三) 溫泉資源的開發工作，包括泉井開鑿與整建、公共管線規劃與設置及溫泉區周邊環境整頓。目前已辦理地區包括泰安、礁溪、烏來、東埔、中崙、廬山等溫泉區，其中烏來地區96年將完成家戶接管並核發溫泉標章，讓溫泉資源步入永續經營新紀元。

Chapter 7 Plans for 2007

The vision for 2007 is to "Building a Tourism Boom Through Enhanced Quality and Quantity," and to achieve a 7% growth in visitor arrivals. In addition to carrying on with the framework and principles of the Doubling Tourist Arrivals Plan, which calls for the quality upgrading of both software services and hardware facilities, full efforts will be devoted to the implementation of the Executive Yuan's Economic Development Vision for 2015 – First-stage Three-year Sprint Program centered around the building of a "Beautiful Taiwan, Unique Taiwan, Friendly Taiwan, and Quality Taiwan" and the strengthening of "Marketing Taiwan." The goal is to create a brand image for high-quality Taiwan tourism in which quantity and quality are given equal emphasis and in which activities and objects alike "Touch Your Heart," with changes for the better being made visible so that tourists can both see and feel them.

I. Beautiful Taiwan

- (1) Taking the Executive Yuan's "National Clean Home Movement Plan" as the foundation for creating a "Beautiful Taiwan," the Tourism Bureau will renovate tourist sites, carry out environmental improvement and the linkage of attractions on five key tour routes around Taiwan— the North Coast Tour Route, Sun Moon Lake Tour Route, Alishan Tour Route, Hengchun Peninsula Tour Route, and Hualien-Taitung Tour Route— and will promote the BOT development of accommodation facilities (including the second stage of the Hibiscus Resort at Fulong, the Sun Moon Lake Hsiang Shan Hotel Area, planning for a four-star and an ordinary budget BOT hotel at Dapeng Bay, and BOT hotel projects in the Fonglin and Jinlun hot-spring areas), and the upgrading of service capabilities.
- (2) Major tourist attractions in local areas will be re-engineered through the provision of subsidies for the key development plans of local governments so that local areas can revive their golden days. This program includes peripheral improvement around the Gold Museum, Neiwan Water Park in Hsinchu, Mt. Bagua Great Buddha Area in Changhua, Hutoubi in Tainan, Cijin in Kaohsiung, Jhongjheng Lake in Meinong, Cising Lake in Hualien, and Taitung Forest Park. Key-area subsidies will continue to be provided for plans proposed by local governments.



二、特色臺灣

將相關部會主導之旅遊產品包裝為特色臺灣之優勢旅遊產品，包括鐵道旅遊（臺鐵、高鐵）、農業觀光、溫泉養生、保健旅遊、生態旅遊、蜜月婚紗旅遊、運動觀光、修學旅行、青年旅遊、銀髮族來臺長住（Long Stay）及文化觀光等。

三、友善臺灣

- (一) 建立觀光旅遊假日門市服務機制，包括輔導138處旅遊服務中心發揮假日門市功能、成立貼心服務專線0800-011-765及落實清淨家園全民運動計畫，加強各景點清潔維護及垃圾清運。
- (二) 開發臺灣觀光巴士旅遊產品，天天出發、專人雙語導覽，行程涵蓋全臺知名景點。
- (三) 建置旅遊服務中心，統一識別系統，提供專人雙語諮詢服務與旅遊文宣資訊。
- (四) 輔導地方政府於都會區及觀光市鎮設置觀光地圖導覽牌。

四、品質臺灣

包括一般旅館品質提升計畫，以專家諮詢輔導、貸款利息補貼及補助設計規劃費為誘因，輔導改善；對觀光從業人員施予專業知識、執業技能、基礎外語、禮儀、服務觀念等輔導訓練；加強大陸旅行團品質管理，提升觀光團品質、維護旅客安全。

- (3) The development of hot-spring resources will be carried out, including spring drilling and reconstruction, planning and installation of public conduits, and environmental rectification around hot-spring areas. Areas where this work has already been carried out include Taian, Jiaosi, Wulai, Dongpu, Zhonglun, and Lushan. Pipe connection and the issuance of hot-spring logos at Wulai will be completed in 2007, bringing the sustainable operation of hot-spring resources into a new era.

2. Unique Taiwan

Travel products under the guidance of different ministries and commissions will be packaged into "Unique Taiwan" products in which Taiwan holds an advantage, including railway tours (both the conventional Taiwan Railway Administration and the Taiwan High-speed Rail Corporation), agricultural tourism, hot-spring tourism, health tourism, eco-tourism, honeymoon and wedding-photo tourism, sports tourism, educational tourism, youth tourism, long-stay tourism for senior citizens, and cultural tourism.

3. Friendly Taiwan

- (1) A tourism and vacation retail service mechanism will be established. This mechanism will include guidance for 138 visitor centers in fulfilling the holiday retail function, the setting up of the service hotline 0800-011-765, implementation of the National Clean Home Sports Plan will be carried out, and strengthening of cleaning and garbage removal at tourist spots.
- (2) Taiwan Tour Bus products will be developed, with daily departures and bilingual guides and with routes that cover top tourist spots all over Taiwan.
- (3) Travel service centers with a unified identity system will be established for the provision of bilingual information services and the distribution of printed travel materials.
- (4) Local governments will be assisted in the installation of tourist guide-map signposts in metropolitan areas as well as tourist cities and towns.

4. Quality Taiwan

This encompasses general hotel quality improvement plans, with guidance and consultation by experts, subsidies for loan interest and for planning and design, and other incentives for improvement. It also includes training in specialized know-how, professional skills, basic foreign languages, etiquette, service concepts, and other subjects for tourism workers, as well as the strengthening of quality management, the heightening of tour group quality, and the maintenance of travel safety for mainland Chinese tour groups.



五、行銷臺灣

96年本局於國際觀光市場將持續使用「Taiwan, touch your heart」作為對外宣傳口號，其作法包括：

- (一) 針對各目標市場研擬策略：日韓市場將以F4偶像劇置入性行銷、港星馬市場將以四季主題及開發自助旅遊市場為策略、歐美市場則運用公關公司打入主流旅行社，以擴張通路。
- (二) 製作臺灣特色文宣品：包括新增12款主題旅遊摺頁及海報、強化文宣分送通路等。
- (三) 佈建海外經銷網：觀光局除扮演宣傳臺灣觀光形象之角色，亦將負起海外經銷商佈點之責任，加強與航空公司及海外旅行社之合作，以增加臺灣旅遊產品之行銷。
- (四) 深度報導臺灣：以故事行銷及推出旅遊專書的方式，吸引國際旅客深度品味臺灣。
- (五) 靈活運用網路行銷，提供多語版臺灣觀光資訊網詳實旅遊資訊。



六、國內旅遊市場

- (一) 提升非假日國民旅遊比例：包括針對公務人員推出「319鄉鎮微笑臺灣—國民旅遊卡專案」；針對銀髮族推出觀光巴士及鐵道旅遊產品；針對公司行號人員推出會議旅遊與獎勵旅遊產品等。
- (二) 開發國內特色旅遊產品：包括綠色旅遊（休閒農業）、產業觀光（觀光工廠、一鄉鎮一產品）、特色地方（農漁村、部落、社區）及生態、文化觀光等。
- (三) 推出「寶貝臺灣、挖寶行動」活動：帶動全民參與挖掘、遴選具「特色、友善、美麗、品質」等條件之臺灣經典。

5. Marketing Taiwan

The Tourism Bureau will continue to use the slogan "Taiwan, Touch Your Heart" in its international advertising in 2007. Methods of advertising are described below:

- (1) Formulation of strategies for target markets: In the Japanese and Korean markets, the pop group F4 will be used as a marketing tool, in the Hong Kong-Singapore-Malaysia market the strategy will be on seasonal themes and the development of the DIY travel market, and in the European and American market PR firms will be used to reach mainstream travel agencies and expand marketing channels.
- (2) Production of publicity materials focused on Taiwan's special features: This includes the production of 12 new theme-tour brochures and posters, and the strengthening of publicity distribution channels.
- (3) Establishment of an overseas marketing network: In addition to playing the role of a promoter of Taiwan's tourism image, the Tourism Bureau is also responsible for the appointment of agents at overseas points

and for strengthening cooperation with airlines and overseas travel agencies so as to boost the marketing of Taiwan's tourism products.

(4) In-depth reporting on Taiwan: Story marketing and the introduction of travel books will be used to attract international travelers to come for an in-depth taste of Taiwan.

(5) Internet marketing: nimble use will be made of Internet marketing to provide detailed multi-lingual information on travel in Taiwan.



6. The Domestic Travel Market

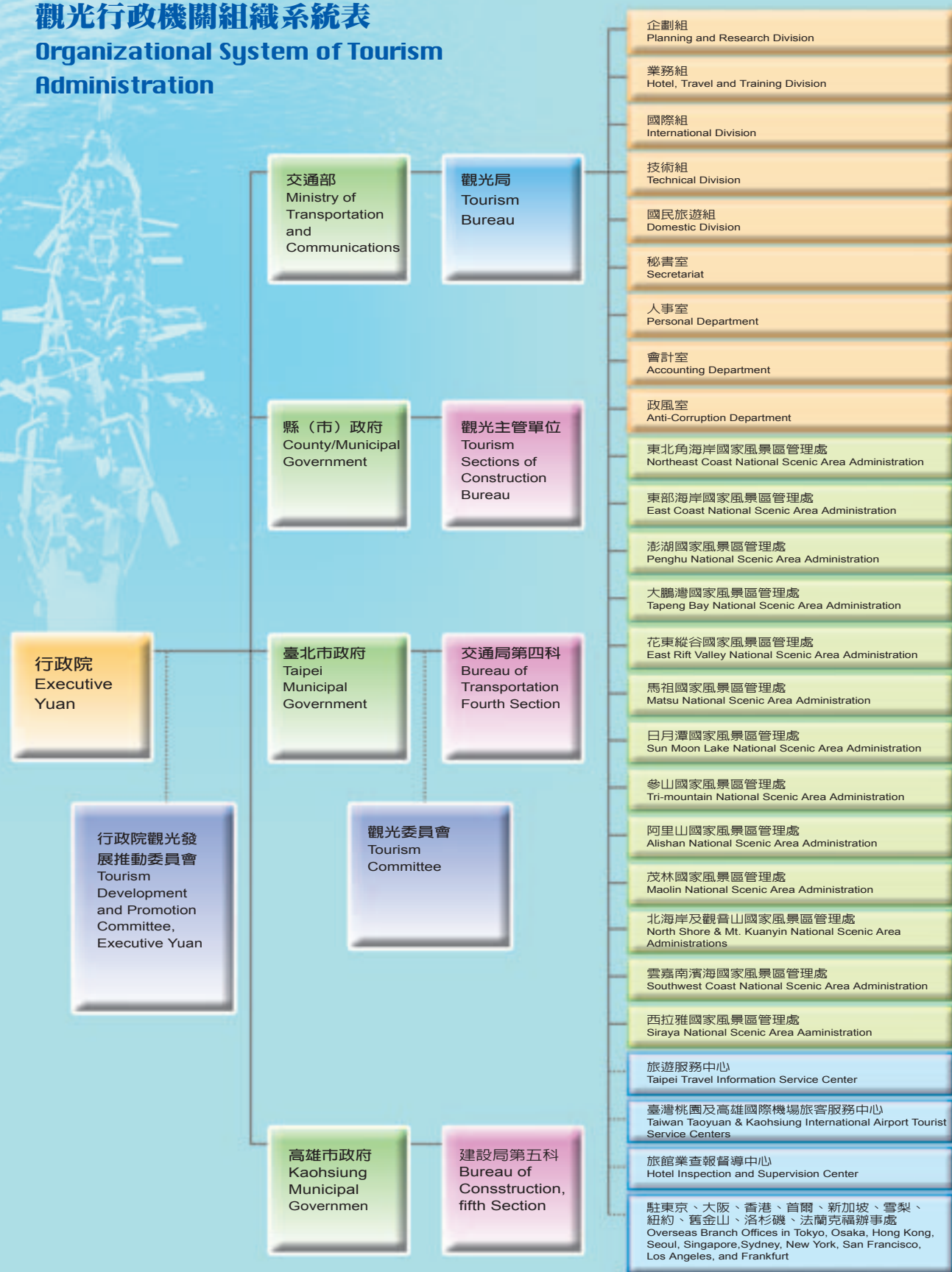
(1) Heightening of the ratio of non-holiday domestic travel: This effort includes the "319 Town and Township Smiling Taiwan – Domestic Travel Card Program" for civil servants, the introduction of tourist bus and railway travel products for senior citizens, and the promotion of convention and incentive travel for company employees.

(2) Development of domestic travel products with unique characteristics: This includes green travel (agricultural tourism), industrial tourism (tourist factories, local products), unique places (farming and fishing villages, indigenous villages, communities), and ecological and cultural tourism.

(3) Introduction of "Precious Taiwan, Treasure-digging" activities to stimulate all the local people to discover and choose "Taiwan classics" with the characteristics of "uniqueness, friendliness, beauty, and quality."



觀光行政機關組織系統表 Organizational System of Tourism Administration



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歷年來臺旅客統計 Visitor Arrivals, 1961-2006

年別 Year	總計 Total			外籍旅客 Foreigners			華僑旅客 Overseas Chinese		
	人數 No. of Visitors	成長率 Growth Rate %	指數 Index 1991=100	人數 No. of Visitors	成長率 Growth Rate %	佔總計 百分比 % of Total	人數 No. of Visitors	成長率 Growth Rate %	佔總計 百分比 % of Total
50年 1961	42,205	78.56	2.28	34,831	67.49	82.53	7,374	159.65	17.47
51年 1962	52,304	23.93	2.82	44,625	28.12	85.32	7,679	4.14	14.68
52年 1963	72,024	37.70	3.88	61,348	37.47	85.18	10,676	39.03	14.82
53年 1964	95,481	32.57	5.15	83,017	35.32	86.95	12,464	16.75	13.05
54年 1965	133,666	39.99	7.21	118,460	42.69	88.62	15,206	22.00	11.38
55年 1966	182,948	36.87	9.87	160,279	35.30	87.61	22,669	49.08	12.39
56年 1967	253,248	38.43	13.66	198,218	23.67	78.27	55,030	142.75	21.73
57年 1968	301,770	19.16	16.27	250,599	26.43	83.04	51,171	-7.01	16.96
58年 1969	371,473	23.10	20.03	321,188	28.17	86.46	50,285	-1.73	13.54
59年 1970	472,452	27.18	25.48	409,756	27.58	86.73	62,696	24.68	13.27
60年 1971	539,755	14.25	29.11	466,570	13.87	86.44	73,185	16.73	13.56
61年 1972	580,033	7.46	31.28	499,715	7.10	86.15	80,318	9.75	13.85
62年 1973	824,393	42.13	44.45	703,775	40.84	85.37	120,618	50.18	14.63
63年 1974	819,821	-0.55	44.21	702,963	-0.12	85.75	116,858	-3.12	14.25
64年 1975	853,140	4.06	46.00	715,630	1.80	83.88	137,510	17.67	16.12
65年 1976	1,008,126	18.17	54.36	853,875	19.32	84.70	154,251	12.17	15.30
66年 1977	1,110,182	10.12	59.86	933,936	9.38	84.12	176,246	14.26	15.88
67年 1978	1,270,977	14.48	68.53	1,045,916	11.99	82.29	225,061	27.70	17.71
68年 1979	1,340,382	5.46	72.28	1,096,735	4.86	81.82	243,647	8.26	18.18
69年 1980	1,393,254	3.94	75.13	1,111,130	1.31	79.75	282,124	15.79	20.25
70年 1981	1,409,465	1.16	76.00	1,116,008	0.44	79.18	293,457	4.02	20.82
71年 1982	1,419,178	0.69	76.53	1,111,406	-0.41	78.31	307,772	4.88	21.69
72年 1983	1,457,404	2.69	78.59	1,166,791	4.98	80.06	290,613	-5.58	19.94
73年 1984	1,516,138	4.03	81.75	1,227,450	5.20	80.96	288,688	-0.66	19.04
74年 1985	1,451,659	-4.25	78.28	1,195,443	-2.61	82.35	256,216	-11.25	17.65
75年 1986	1,610,385	10.93	86.84	1,333,315	11.53	82.79	277,070	8.14	17.21
76年 1987	1,760,948	9.35	94.96	1,510,972	13.32	85.80	249,976	-9.78	14.20
77年 1988	1,935,134	9.89	104.35	1,696,677	12.29	87.68	238,457	-4.61	12.32
78年 1989	2,004,126	3.57	108.07	1,768,541	4.24	88.25	235,585	-1.20	11.75
79年 1990	1,934,084	-3.49	104.29	1,712,680	-3.16	88.55	221,404	-6.02	11.45
80年 1991	1,854,506	-4.11	100.00	1,629,448	-4.86	87.86	225,058	1.65	12.14
81年 1992	1,873,327	1.01	101.01	1,649,726	1.24	88.06	223,601	-0.65	11.94
82年 1993	1,850,214	-1.23	99.77	1,601,228	-2.94	86.54	248,986	11.35	13.46
83年 1994	2,127,249	14.97	114.71	1,856,685	15.95	87.28	270,564	8.67	12.72
84年 1995	2,331,934	9.62	125.74	2,066,333	11.29	88.61	265,601	-1.83	11.39
85年 1996	2,358,221	1.13	127.16	2,088,539	1.07	88.56	269,682	1.54	11.44
86年 1997	2,372,232	0.59	127.92	2,115,641	1.30	89.18	256,591	-4.85	10.82
87年 1998	2,298,706	-3.10	123.95	2,031,811	-3.96	88.39	266,895	4.02	11.61
88年 1999	2,411,248	4.90	130.02	2,115,653	4.13	87.74	295,595	10.75	12.26
89年 2000	2,624,037	8.82	141.50	2,310,670	9.22	88.06	313,367	6.01	11.94
90年 2001	2,831,035	7.89	152.66	2,291,871	-0.81	80.96	539,164	72.06	19.04
91年 2002	2,977,692	5.18	160.57	2,354,017	2.71	79.06	623,675	15.67	20.94
92年 2003	2,248,117	-24.50	121.22	1,812,034	-23.02	80.60	436,083	-30.08	19.40
93年 2004	2,950,342	31.24	159.09	2,428,297	34.01	82.31	522,045	19.71	17.69
94年 2005	3,378,118	14.50	182.16	2,798,210	15.23	82.83	579,908	11.08	17.17
95年 2006	3,519,827	4.19	189.80	2,855,629	2.05	81.13	664,198	14.54	18.87

95年來臺旅客居住地統計 Visitor Arrivals by Residence, 2006

居住地 Residence	95年 2006			94年 2005			比較 Change +-%		
	合計 Total	華僑旅客 Overseas Chinese	外籍旅客 Foreigners	合計 Total	華僑旅客 Overseas Chinese	外籍旅客 Foreigners	合計 Total	華僑旅客 Overseas Chinese	外籍旅客 Foreigners
香港 澳門 Hong Kong, Macao	431,884	354,335	77,549	432,718	355,443	77,275	-0.19	-0.31	0.35
日本 Japan	1,161,489	1,956	1,159,533	1,124,334	2,142	1,122,192	3.30	-8.68	3.33
韓國 Korea	196,260	3,739	192,521	182,517	3,553	178,964	7.53	5.24	7.58
印度 India	18,047	27	18,020	17,512	37	17,475	3.06	-27.03	3.12
中東 Middle East	12,799	107	12,692	13,534	103	13,431	-5.43	3.88	-5.50
馬來西亞 Malaysia	115,202	441	114,761	107,549	465	107,084	7.12	-5.16	7.17
新加坡 Singapore	184,160	649	183,511	166,179	513	165,666	10.82	26.51	10.77
印尼 Indonesia	90,870	277	90,593	88,464	378	88,086	2.72	-26.72	2.85
菲律賓 Philippines	79,993	4,753	75,240	92,074	4,869	87,205	-13.12	-2.38	-13.72
泰國 Thailand	95,643	999	94,644	93,568	984	92,584	2.22	1.52	2.23
東南亞其他地區 Others	77,470	3,432	74,038	89,091	3,218	85,873	-13.04	6.65	-13.78
東南亞小計 Sub-Total	643,338	10,551	632,787	636,925	10,427	626,498	1.01	1.19	1.00
亞洲其他地區 Others	358,103	286,653	71,450	271,457	200,203	71,254	31.92	43.18	0.28
亞洲合計 Total	2,821,920	657,368	2,164,552	2,678,997	571,908	2,107,089	5.33	14.94	2.73
加拿大 Canada	53,821	596	53,225	54,464	626	53,838	-1.18	-4.79	-1.14
美國 U.S.A.	394,802	2,798	392,004	390,929	2,776	388,153	0.99	0.79	0.99
墨西哥 Mexico	2,106	9	2,097	2,023	24	1,999	4.10	-62.50	4.90
巴西 Brazil	3,261	233	3,028	3,024	205	2,819	7.84	13.66	7.41
阿根廷 Argentina	717	65	652	729	77	652	-1.65	-15.58	0.00
美洲其他地區 Others	6,326	165	6,161	5,987	177	5,810	5.66	-6.78	6.04
美洲合計 Total	461,033	3,866	457,167	457,156	3,885	453,271	0.85	-0.49	0.86
比利時 Belgium	3,859	27	3,832	4,226	18	4,208	-8.68	50.00	-8.94
法國 France	22,622	250	22,372	21,967	182	21,785	2.98	37.36	2.69
德國 Germany	38,764	162	38,602	39,821	195	39,626	-2.65	-16.92	-2.58
義大利 Italy	10,765	43	10,722	10,955	42	10,913	-1.73	2.38	-1.75
荷蘭 Netherlands	11,490	72	11,418	12,117	33	12,084	-5.17	118.18	-5.51
瑞士 Switzerland	6,440	80	6,360	6,401	60	6,341	0.61	33.33	0.30
西班牙 Spain	4,598	32	4,566	4,614	35	4,579	-0.35	-8.57	-0.28
英國 U.K.	36,007	213	35,794	35,950	202	35,748	0.16	5.45	0.13
奧地利 Austria	5,501	37	5,464	5,067	18	5,049	8.57	105.56	8.22
希臘 Greece	1,259	2	1,257	1,288	1	1,287	-2.25	100.00	-2.33
瑞典 Sweden	5,549	16	5,533	5,597	26	5,571	-0.86	-38.46	-0.68
歐洲其他地區 Others	25,923	27	25,896	24,491	17	24,474	5.85	58.82	5.81
歐洲合計 Total	172,777	961	171,816	172,494	829	171,665	0.16	15.92	0.09
大洋洲 澳大利亞 Australia	42,549	435	42,114	46,394	377	46,017	-8.29	15.38	-8.48
紐西蘭 New Zealand	8,329	140	8,189	8,174	159	8,015	1.90	-11.95	2.17
大洋洲其他地區 Others	1,141	11	1,130	1,164	11	1,153	-1.98	0.00	-1.99
大洋洲合計 Total	52,019	586	51,433	55,732	547	55,185	-6.66	7.13	-6.80
非洲 南非 S. Africa	5,494	162	5,332	5,775	155	5,620	-4.87	4.52	-5.12
非洲其他地區 Others	3,417	35	3,382	3,426	28	3,398	-0.26	25.00	-0.47
非洲合計 Total	8,911	197	8,714	9,201	183	9,018	-3.15	7.65	-3.37
未列明 Unstated	3,167	1,220	1,947	4,538	2,556	1,982	-30.21	-52.27	-1.77
總計 Grand Total	3,519,827	664,198	2,855,629	3,378,118	579,908	2,798,210	4.19	14.54	2.05



95年來臺旅客目的統計

Visitor Arrivals by Purpose of Visit, 2006

居住地 Residence	合計 Total	業務 Business	觀光 Pleasure	探親 Visit Relatives	會議 Conference	求學 Study	其他 Others	未列明 Unstated
香港、澳門 Hong Kong, Macao	431,884	88,527	274,222	22,486	6,530	6,571	26,546	7,002
日本 Japan	1,161,489	319,379	721,351	29,132	7,444	4,423	11,170	68,590
韓國 Korea	196,260	67,400	77,254	17,605	3,818	2,513	6,918	20,752
印度 India	18,047	10,808	434	1,837	915	557	1,666	1,830
中東 Middle East	12,799	8,727	538	1,257	303	228	457	1,289
亞洲其他地區 Others	358,103	58,024	106,201	64,493	9,936	2,716	61,153	55,580
亞洲合計 Total	2,821,920	668,656	1,358,781	205,468	39,448	29,192	186,492	333,883
北美洲其他地區 Others	6,326	1,862	964	1,030	373	708	466	923
北美洲合計 Total	461,033	158,665	107,000	140,239	7,023	5,628	12,227	30,251
歐洲其他地區 Others	25,923	12,052	4,912	3,247	885	666	1,665	2,496
歐洲合計 Total	172,777	100,082	29,496	19,200	4,101	2,983	5,944	10,971
大洋洲其他地區 Others	1,141	305	278	150	101	65	107	135
大洋洲合計 Total	52,019	18,034	14,076	10,688	1,801	504	3,179	3,737
非洲其他地區 Others	3,417	1,616	113	491	194	198	174	631
非洲合計 Total	8,911	4,314	727	1,676	258	316	559	1,061
未列明 Unstated	3,167	85	127	184	3	26	425	2,317
總計 Grand Total	3,519,827	949,836	1,510,207	377,455	52,634	38,649	208,826	382,220
百分比 %	100.00	26.99	42.91	10.72	1.50	1.10	5.93	10.86

95年來臺旅客國籍統計

Visitor Arrivals by Nationality, 2006

國籍 Nationality	95年 2006	94年 2005	比較 Change +-%
日本 Japan	1,163,835	1,127,184	3.25
韓國 Korea	198,507	184,559	7.56
印度 India	22,463	21,986	2.17
中東 Middle East	12,687	13,262	-4.34
亞洲其他地區 Others	5,600	6,427	-12.87
亞洲合計 Total	2,047,633	1,992,357	2.77
北美洲其他地區 Others	6,865	6,378	7.64
北美洲合計 Total	504,876	499,550	1.07
歐洲其他地區 Others	35,524	33,785	5.15
歐洲合計 Total	228,854	227,732	0.49
大洋洲其他地區 Others	735	687	6.99
大洋洲合計 Total	64,400	68,238	-5.62
非洲其他地區 Others	3,699	3,803	-2.73
非洲合計 Total	9,636	10,008	-3.72
未列明 Unstated	230	325	-29.23
華僑 Overseas chinese	664,198	579,908	14.54
總計 Grand Total	3,519,827	3,378,118	4.19



95年來臺旅客職業統計

Visitor Arrivals by Occupation, 2006

居住地 Residence		合計 Total	商人 銷售人員 Merchant & Salesman	秘書職員 Secretary & Clerk	專門技術 人員 Technical Personnel	文化工作 人員 Cultural Personnel	家庭主婦 退休人員 Housewife & Retired	軍公職 人員 Military & Gov't	其他 Others	未列明 Unstated	
亞洲 ASIA	香港、澳門 Hong Kong, Macao	431,884	88,511	49,139	12,487	46,052	26,955	2,328	192,997	13,415	
	日本 Japan	1,161,489	111,731	566,345	23,135	82,435	132,764	16,680	55,626	172,773	
	韓國 Korea	196,260	46,159	27,954	12,286	25,905	20,582	812	18,726	43,836	
	印度 India	18,047	6,152	1,435	2,703	1,543	645	65	4,191	1,313	
	中東 Middle East	12,799	4,028	411	3,254	641	174	64	2,140	2,087	
	東南亞 Southeast Asia	馬來西亞 Malaysia	115,202	32,392	7,558	8,415	17,022	12,617	197	13,621	23,380
		新加坡 Singapore	184,160	52,689	16,879	16,263	22,042	15,633	8,270	24,904	27,480
		印尼 Indonesia	90,870	6,391	3,137	9,114	5,352	8,092	240	11,290	47,254
		菲律賓 Philippines	79,993	6,083	3,201	29,755	2,790	3,343	122	28,155	6,544
		泰國 Thailand	95,643	7,701	38,395	6,764	3,500	1,969	756	7,202	29,356
		東南亞其他地區 Others	77,470	3,134	1,453	5,192	2,228	16,251	140	11,537	37,535
東南亞小計 Sub-Total		643,338	108,390	70,623	75,503	52,934	57,905	9,725	96,709	171,549	
亞洲其他地區 Others	358,103	46,221	20,923	9,092	20,858	25,728	1,751	170,729	62,801		
亞洲合計 Total	2,821,920	411,192	736,830	138,460	230,368	264,753	31,425	541,118	467,774		
美洲 AMERICA	加拿大 Canada	53,821	9,819	3,537	4,171	11,092	4,424	115	8,438	12,225	
	美國 U.S.A.	394,802	83,122	20,560	55,704	59,362	29,117	997	56,663	89,277	
	墨西哥 Mexico	2,106	490	218	310	277	106	20	515	170	
	巴西 Brazil	3,261	779	78	663	480	90	10	740	421	
	阿根廷 Argentina	717	175	49	70	106	29	2	208	78	
	美洲其他地區 Others	6,326	1,205	246	873	1,142	194	107	1,828	731	
	美洲合計 Total	461,033	95,590	24,688	61,791	72,459	33,960	1,251	68,392	102,902	
歐洲 EUROPE	比利時 Belgium	3,859	1,016	386	600	368	117	34	514	824	
	法國 France	22,622	5,761	1,066	3,294	1,819	594	86	3,577	6,425	
	德國 Germany	38,764	8,765	1,459	8,173	2,801	977	109	5,653	10,827	
	義大利 Italy	10,765	3,770	1,109	1,426	697	108	10	1,594	2,051	
	荷蘭 Netherlands	11,490	3,764	687	1,788	859	242	42	2,019	2,089	
	瑞士 Switzerland	6,440	1,762	441	1,344	368	218	13	1,205	1,089	
	西班牙 Spain	4,598	1,273	173	772	499	91	16	851	923	
	英國 U.K.	36,007	11,101	3,584	5,170	4,142	2,267	219	5,830	3,694	
	奧地利 Austria	5,501	980	264	577	807	190	22	970	1,691	
	希臘 Greece	1,259	183	40	411	55	10	0	209	351	
	瑞典 Sweden	5,549	1,668	229	1,230	506	86	6	940	884	
	歐洲其他地區 Others	25,923	5,761	1,427	3,995	3,422	476	259	4,724	5,859	
	歐洲合計 Total	172,777	45,804	10,865	28,780	16,343	5,376	816	28,086	36,707	
大洋洲 OCEANIA	澳大利亞 Australia	42,549	11,310	3,777	3,502	6,318	3,515	235	8,647	5,245	
	紐西蘭 New Zealand	8,329	2,024	595	601	1,659	612	27	1,654	1,157	
	大洋洲其他地區 Others	1,141	158	209	50	152	47	52	256	217	
	大洋洲合計 Total	52,019	13,492	4,581	4,153	8,129	4,174	314	10,557	6,619	
非洲 AFRICA	南非 S. Africa	5,494	1,425	255	311	1,840	236	33	948	446	
	非洲其他地區 Others	3,417	1,069	158	351	416	105	98	684	536	
	非洲合計 Total	8,911	2,494	413	662	2,256	341	131	1,632	982	
未列明 Unstated	3,167	134	11	24	52	60	2	559	2,325		
總計 Grand Total	3,519,827	568,706	777,388	233,870	329,607	308,664	33,939	650,344	617,309		
百分比 %	100.00	16.16	22.09	6.64	9.36	8.77	0.96	18.48	17.54		

95年來臺旅客年齡統計

Visitor Arrivals by Age, 2006

居住地 Residence		合計 Total	9歲及以下 9 years and Under	10至19歲 10-19 years	20至29歲 20-29 years	30至39歲 30-39 years	40至49歲 40-49 years	50至59歲 50-59 years	60歲以上 60 years and Over	
亞洲 ASIA	香港、澳門 Hong Kong, Macao	431,884	10,912	24,988	102,447	115,694	101,007	52,307	24,529	
	日本 Japan	1,161,489	16,520	25,825	172,375	256,581	219,954	257,095	213,139	
	韓國 Korea	196,260	3,977	8,311	30,527	51,058	45,771	33,508	23,108	
	印度 India	18,047	350	289	3,945	6,619	4,081	2,095	668	
	中東 Middle East	12,799	170	248	1,752	4,516	3,545	1,911	657	
	東南亞 Southeast Asia	馬來西亞 Malaysia	115,202	3,916	7,448	26,242	30,806	21,920	15,387	9,483
		新加坡 Singapore	184,160	6,440	12,448	34,708	48,979	42,131	26,710	12,744
		印尼 Indonesia	90,870	935	2,654	42,723	26,030	7,440	6,723	4,365
		菲律賓 Philippines	79,993	785	1,345	32,784	25,644	11,099	5,343	2,993
		泰國 Thailand	95,643	946	1,631	27,917	40,918	16,347	5,352	2,532
		東南亞其他地區 Others	77,470	711	2,166	41,913	16,876	8,082	5,436	2,286
東南亞小計 Sub-Total		643,338	13,733	27,692	206,287	189,253	107,019	64,951	34,403	
亞洲其他地區 Others	358,103	6,445	9,082	74,057	99,179	85,438	57,379	26,523		
亞洲合計 Total	2,821,920	52,107	96,435	591,390	722,900	566,815	469,246	323,027		
美洲 AMERICA	加拿大 Canada	53,821	2,390	3,148	11,728	11,433	9,929	9,423	5,770	
	美國 U.S.A.	394,802	23,467	28,826	47,147	65,854	91,013	90,173	48,322	
	墨西哥 Mexico	2,106	38	93	373	628	519	291	164	
	巴西 Brazil	3,261	141	235	622	837	750	444	232	
	阿根廷 Argentina	717	55	40	82	193	145	120	82	
	美洲其他地區 Others	6,326	170	415	1,170	1,507	1,575	998	491	
	美洲合計 Total	461,033	26,261	32,757	61,122	80,452	103,931	101,449	55,061	
歐洲 EUROPE	比利時 Belgium	3,859	98	108	475	1,028	1,154	669	327	
	法國 France	22,622	818	747	3,071	6,301	5,699	4,299	1,687	
	德國 Germany	38,764	733	745	4,119	10,766	12,437	6,584	3,380	
	義大利 Italy	10,765	127	112	1,090	3,507	3,235	1,885	809	
	荷蘭 Netherlands	11,490	236	269	1,409	3,150	3,473	2,048	905	
	瑞士 Switzerland	6,440	204	125	649	1,774	1,748	1,220	720	
	西班牙 Spain	4,598	83	94	672	1,589	1,031	739	390	
	英國 U.K.	36,007	804	958	4,297	8,713	9,893	7,228	4,114	
	奧地利 Austria	5,501	110	188	1,050	1,378	1,311	921	543	
	希臘 Greece	1,259	6	16	149	301	360	293	134	
	瑞典 Sweden	5,549	109	122	673	1,614	1,459	1,086	486	
	歐洲其他地區 Others	25,923	411	1,145	5,356	7,574	6,327	3,800	1,310	
	歐洲合計 Total	172,777	3,739	4,629	23,010	47,695	48,127	30,772	14,805	
大洋洲 OCEANIA	澳大利亞 Australia	42,549	1,783	2,220	7,735	8,617	9,209	8,173	4,812	
	紐西蘭 New Zealand	8,329	450	507	1,888	1,903	1,531	1,393	657	
	大洋洲其他地區 Others	1,141	17	63	177	255	273	237	119	
	大洋洲合計 Total	52,019	2,250	2,790	9,800	10,775	11,013	9,803	5,588	
非洲 AFRICA	南非 S. Africa	5,494	177	256	1,500	1,503	1,060	720	278	
	非洲其他地區 Others	3,417	60	194	424	990	959	533	257	
	非洲合計 Total	8,911	237	450	1,924	2,493	2,019	1,253	535	
未列明 Unstated	3,167	96	103	709	896	675	471	217		
總計 Grand Total	3,519,827	84,690	137,164	687,955	865,211	732,580	612,994	399,233		
百分比 %	100.00	2.41	3.90	19.55	24.58	20.81	17.42	11.34		



95年來臺旅客性別統計 Visitor Arrivals by Gender, 2006

居住地 Residence	合計 Total	男 Male		女 Female	
		人數 No. of Visitors	佔合計百分比 % of Total	人數 No. of Visitors	佔合計百分比 % of Total
香港、澳門 Hong Kong, Macao	431,884	222,000	51.40	209,884	48.60
日本 Japan	1,161,489	738,442	63.58	423,047	36.42
韓國 Korea	196,260	122,234	62.28	74,026	37.72
印度 India	18,047	15,966	88.47	2,081	11.53
中東 Middle East	12,799	11,406	89.12	1,393	10.88
亞洲其他地區 Others					
馬來西亞 Malaysia	115,202	60,471	52.49	54,731	47.51
新加坡 Singapore	184,160	105,367	57.21	78,793	42.79
印尼 Indonesia	90,870	24,894	27.40	65,976	72.60
菲律賓 Philippines	79,993	36,730	45.92	43,263	54.08
泰國 Thailand	95,643	70,953	74.19	24,690	25.81
東南亞其他地區 Others	77,470	19,863	25.64	57,607	74.36
東南亞小計 Sub-Total	643,338	318,278	49.47	325,060	50.53
亞洲合計 Total	2,821,920	1,594,555	56.51	1,227,365	43.49
美洲其他地區 Others	358,103	166,229	46.42	191,874	53.58
美洲合計 Total	461,033	302,819	65.68	158,214	34.32
歐洲其他地區 Others					
加拿大 Canada	53,821	33,487	62.22	20,334	37.78
美國 U.S.A.	394,802	260,500	65.98	134,302	34.02
墨西哥 Mexico	2,106	1,562	74.17	544	25.83
巴西 Brazil	3,261	2,371	72.71	890	27.29
阿根廷 Argentina	717	524	73.08	193	26.92
美洲其他地區 Others	6,326	4,375	69.16	1,951	30.84
歐洲合計 Total	172,777	135,574	78.47	37,203	21.53
大洋洲其他地區 Others					
澳大利亞 Australia	42,549	28,242	66.38	14,307	33.62
紐西蘭 New Zealand	8,329	5,485	65.85	2,844	34.15
大洋洲其他地區 Others	1,141	758	66.43	383	33.57
大洋洲合計 Total	52,019	34,485	66.29	17,534	33.71
非洲其他地區 Others					
南非 S. Africa	5,494	3,562	64.83	1,932	35.17
非洲其他地區 Others	3,417	2,879	84.26	538	15.74
非洲合計 Total	8,911	6,441	72.28	2,470	27.72
未列明 Unstated	3,167	2,131	67.29	1,036	32.71
總計 Grand Total	3,519,827	2,076,005	58.98	1,443,822	41.02
百分比 %	100	58.98		41.02	

95年來臺旅客搭乘交通工具及入境港口統計 Visitor Arrivals by Mode of Transport & Port of Entry, 2006

居住地 Residence	合計 Total	小計 Subtotal	輪船 Sea				飛機 Air			
			高雄 Kaohsiung	基隆 Keelung	臺中 Taichung	其他 Others	高雄 Kaohsiung	桃園機場 TTY	其他 Others	
香港、澳門 Hong Kong, Macao	431,884	1,310	1,201	82	26	1	430,574	42,260	387,329	985
日本 Japan	1,161,489	3,229	576	2,404	5	244	1,158,260	83,913	1,073,698	649
韓國 Korea	196,260	349	190	79	75	5	195,911	13,276	182,572	63
印度 India	18,047	458	311	27	103	17	17,589	1,544	16,044	1
中東 Middle East	12,799	175	40	130	2	3	12,624	999	11,624	1
亞洲其他地區 Others										
馬來西亞 Malaysia	115,202	78	34	10	11	23	115,124	12,441	102,676	7
新加坡 Singapore	184,160	696	548	14	6	128	183,464	15,498	167,962	4
印尼 Indonesia	90,870	2,609	2,460	74	67	8	88,261	13,194	75,066	1
菲律賓 Philippines	79,993	3,770	2,970	308	387	105	76,223	14,446	61,774	3
泰國 Thailand	95,643	62	52	4	5	1	95,581	14,804	80,776	1
東南亞其他地區 Others	77,470	795	642	108	41	4	76,675	18,030	58,644	1
東南亞小計 Sub-Total	643,338	8,010	6,706	518	517	269	635,328	88,413	546,898	17
亞洲合計 Total	2,821,920	57,462	9,938	3,368	1,141	43,015	2,764,458	268,240	2,494,202	2,016
美洲其他地區 Others	358,103	43,931	914	128	413	42,476	314,172	37,835	276,037	300
美洲合計 Total	461,033	6,115	69	6,026	14	6	454,918	33,244	421,621	53
歐洲其他地區 Others										
比利時 Belgium	3,859	35	5	28	2	0	3,824	322	3,502	0
法國 France	22,622	71	9	61	1	0	22,551	1,963	20,583	5
德國 Germany	38,764	846	429	415	2	0	37,918	4,602	33,304	12
義大利 Italy	10,765	34	16	13	5	0	10,731	1,202	9,524	5
荷蘭 Netherlands	11,490	115	65	40	10	0	11,375	1,272	10,099	4
瑞士 Switzerland	6,440	167	57	110	0	0	6,273	524	5,746	3
西班牙 Spain	4,598	92	43	49	0	0	4,506	526	3,979	1
英國 U.K.	36,007	2,009	77	1,923	9	0	33,998	3,227	30,763	8
奧地利 Austria	5,501	125	32	93	0	0	5,376	540	4,836	0
希臘 Greece	1,259	183	114	13	46	10	1,076	308	768	0
瑞典 Sweden	5,549	31	9	20	2	0	5,518	472	5,045	1
歐洲其他地區 Others	25,923	1,246	509	593	128	16	24,677	2,644	22,025	8
歐洲合計 Total	172,777	4,954	1,365	3,358	205	26	167,823	17,602	150,174	47
大洋洲其他地區 Others										
澳大利亞 Australia	42,549	528	11	516	1	0	42,021	3,958	38,050	13
紐西蘭 New Zealand	8,329	39	4	35	0	0	8,290	712	7,572	6
大洋洲其他地區 Others	1,141	9	3	6	0	0	1,132	91	1,040	1
大洋洲合計 Total	52,019	576	18	557	1	0	51,443	4,761	46,662	20
非洲其他地區 Others										
南非 S. Africa	5,494	13	5	8	0	0	5,481	597	4,881	3
非洲其他地區 Others	3,417	6	3	3	0	0	3,411	216	3,195	0
非洲合計 Total	8,911	19	8	11	0	0	8,892	813	8,076	3
未列明 Unstated	3,167	468	96	95	223	54	2,699	168	2,027	504
總計 Grand Total	3,519,827	69,594	11,494	13,415	1,584	43,101	3,450,233	324,828	3,122,762	2,643
百分比 %	100.00	1.98	0.33	0.38	0.05	1.22	98.02	9.23	88.72	0.08



95年來臺旅客停留夜數統計

Visitor Arrivals by Length of Stay, 2006

居住地 Residence		1夜 1 Night	2夜 2 Nights	3夜 3 Nights	4夜 4 Nights	5至7夜 5-7 Nights	
亞洲 ASIA	香港、澳門 Hong Kong, Macao	31,944	90,484	165,255	53,674	36,016	
	日本 Japan	49,689	348,565	386,723	134,480	90,184	
	韓國 Korea	23,106	47,151	64,668	17,925	13,898	
	印度 India	1,223	2,070	2,456	2,059	2,902	
	中東 Middle East	841	1,817	2,023	1,986	2,909	
	東南亞 Southeast Asia	馬來西亞 Malaysia	3,783	6,091	11,193	12,712	45,224
		新加坡 Singapore	8,407	18,058	25,784	26,806	67,422
		印尼 Indonesia	1,558	2,196	3,127	2,919	7,680
		菲律賓 Philippines	3,192	2,583	3,232	2,287	4,278
		泰國 Thailand	2,011	5,297	5,018	4,378	5,322
		東南亞其他地區 Others	693	624	1,105	1,350	3,239
	東南亞小計 Sub-Total	19,644	34,849	49,459	50,452	133,165	
	亞洲其他地區 Others	23,941	16,321	9,960	10,508	121,231	
	亞洲合計 Total	150,388	541,257	680,544	271,084	400,305	
美洲 AMERICA	加拿大 Canada	6,543	5,252	6,133	3,886	7,168	
	美國 U.S.A.	29,537	38,919	40,942	31,174	66,755	
	墨西哥 Mexico	151	215	251	225	498	
	巴西 Brazil	148	371	323	333	652	
	阿根廷 Argentina	26	66	80	75	129	
	美洲其他地區 Others	257	460	644	587	1,169	
	美洲合計 Total	36,662	45,283	48,373	36,280	76,371	
歐洲 EUROPE	比利時 Belgium	508	628	586	318	585	
	法國 France	2,315	3,362	3,103	1,829	3,169	
	德國 Germany	3,563	5,873	5,501	3,720	5,765	
	義大利 Italy	1,299	1,902	1,835	1,217	1,763	
	荷蘭 Netherlands	1,384	1,890	1,634	1,104	1,938	
	瑞士 Switzerland	622	957	903	673	999	
	西班牙 Spain	427	726	744	451	705	
	英國 U.K.	4,172	5,655	5,221	3,112	4,633	
	奧地利 Austria	750	651	559	349	827	
	希臘 Greece	196	183	152	87	184	
	瑞典 Sweden	462	967	914	624	1,004	
	歐洲其他地區 Others	2,059	2,978	3,906	2,638	5,080	
	歐洲合計 Total	17,757	25,772	25,058	16,122	26,652	
	大洋洲 OCEANIA	澳大利亞 Australia	6,681	5,099	5,064	3,911	6,127
紐西蘭 New Zealand		1,153	851	982	695	1,183	
大洋洲其他地區 Others		58	156	191	130	225	
大洋洲合計 Total		7,892	6,106	6,237	4,736	7,535	
非洲 AFRICA	南非 S. Africa	233	435	484	417	682	
	非洲其他地區 Others	70	195	391	398	915	
	非洲合計 Total	303	630	875	815	1,597	
未列明 Unstated	434	183	216	107	170		
總計 Grand Total	213,436	619,231	761,303	329,144	512,630		
百分比 %	6.98	20.26	24.91	10.77	16.77		

8至15夜 8-15 Nights	16至30夜 16-30 Nights	31至60夜 31-60 Nights	停留夜數合計 Total Visitor Nights	人數合計 Total Visitors	平均停留夜數 Average Length of Stay
17,625	7,645	8,683	1,862,656	411,326	4.53
55,165	46,905	15,977	5,331,205	1,127,688	4.73
8,229	8,203	2,318	848,752	185,498	4.58
1,743	1,210	1,478	156,928	15,141	10.36
1,525	633	317	79,802	12,051	6.62
15,011	7,421	2,380	804,501	103,815	7.75
19,617	11,124	2,062	1,162,505	179,280	6.48
5,680	5,099	4,898	482,136	33,157	14.54
4,153	3,321	3,356	329,646	26,402	12.49
4,314	3,032	2,712	314,608	32,084	9.81
3,692	4,263	4,301	386,563	19,267	20.06
52,467	34,260	19,709	3,479,959	394,005	8.83
42,574	24,816	33,164	3,409,407	282,515	12.07
179,328	123,672	81,646	15,168,709	2,428,224	6.25
7,553	6,094	3,219	468,952	45,848	10.23
84,297	50,440	20,868	3,730,359	362,932	10.28
232	157	61	13,972	1,790	7.81
446	304	248	29,255	2,825	10.36
103	82	78	7,946	639	12.44
860	650	435	56,256	5,062	11.11
93,491	57,727	24,909	4,306,740	419,096	10.28
487	276	123	25,422	3,511	7.24
2,974	2,388	1,091	179,439	20,231	8.87
5,200	3,689	1,632	293,268	34,943	8.39
1,068	656	236	61,992	9,976	6.21
1,381	892	363	76,699	10,586	7.25
881	666	260	49,632	5,961	8.33
605	297	181	31,491	4,136	7.61
4,217	2,942	1,287	241,705	31,239	7.74
716	666	281	45,482	4,799	9.48
106	85	23	6,512	1,016	6.41
631	455	233	41,031	5,290	7.76
3,090	1,619	867	170,480	22,237	7.67
21,356	14,631	6,577	1,223,153	153,925	7.95
5,860	3,909	1,076	283,478	37,727	7.51
1,256	1,017	319	67,389	7,456	9.04
122	125	44	8,784	1,051	8.36
7,238	5,051	1,439	359,651	46,234	7.78
561	519	449	47,320	3,780	12.52
582	335	171	30,223	3,057	9.89
1,143	854	620	77,543	6,837	11.34
205	238	239	21,237	1,792	11.85
302,761	202,173	115,430	21,157,033	3,056,108	6.92
9.91	6.62	3.78		100.00	



95年來臺旅客啓程來臺國家統計

Visitor Arrivals by Last Place of Call before Arrival, 2006

Table with 10 columns: Residence, Total, Hong Kong, Japan, Korea, Ryukyus, Philippines, Thailand, Others. Rows include Asia (e.g., Hong Kong, Japan, Korea), America (e.g., Canada, U.S.A.), Europe (e.g., Belgium, France), Oceania (Australia), and Africa (S. Africa).

95年來臺旅客離臺後前往國家統計

Visitor Arrivals by Next Place of Call after Departure, 2006

Table with 10 columns: Residence, Total, Hong Kong, Japan, Korea, Ryukyus, Philippines, Thailand, Others. Rows include Asia (e.g., Hong Kong, Japan, Korea), America (e.g., Canada, U.S.A.), Europe (e.g., Belgium, France), Oceania (Australia), and Africa (S. Africa).



95年來臺旅客年齡與來臺目的交叉分析 Visitor Arrivals by Age/Purpose of Visit, 2006

年齡 Age	業務 Business	觀光 Pleasure	探親 Visit Relatives	求學 Study	會議 Conference	其他 Others	未列明 Unstated	合計 Total	百分比 %
9歲及以下 9 and Under	4,772	34,904	29,265	442	101	7,802	7,404	84,690	2.41
10至19歲 10-19	5,901	72,967	30,490	6,710	785	10,071	10,240	137,164	3.90
20至29歲 20-29	96,844	299,969	84,017	22,876	5,257	68,466	110,526	687,955	19.55
30至39歲 30-39	298,645	316,387	73,968	4,862	13,941	52,695	104,713	865,211	24.58
40至49歲 40-49	302,761	259,351	58,878	2,041	15,676	33,330	60,543	732,580	20.81
50至59歲 50-59	182,077	282,382	63,105	1,131	11,289	23,257	49,753	612,994	17.42
60歲及以上 60 and Over	58,836	244,247	37,732	587	5,585	13,205	39,041	399,233	11.34
合計 Total	949,836	1,510,207	377,455	38,649	52,634	208,826	382,220	3,519,827	100.00
百分比 %	26.99	42.91	10.72	1.10	1.50	5.93	10.86	100.00	

95年來臺旅客職業與來臺目的交叉分析 Visitor Arrivals by Occupation/Purpose of Visit, 2006

職業 Occupation	業務 Business	觀光 Pleasure	探親 Visit Relatives	求學 Study	會議 Conference	其他 Others	未列明 Unstated	合計 Total	百分比 %
商人·銷售人員 Merchant & Salesman	344,434	144,574	36,262	1,082	8,542	9,621	24,191	568,706	16.16
秘書·職員 Secretary & Clerk	273,539	401,363	23,389	741	7,399	11,852	59,105	777,388	22.09
專門技術人員 Technical Personnel	123,578	35,151	19,216	707	4,385	22,188	28,645	233,870	6.64
文化工作人員 Cultural Personnel	25,305	174,740	56,304	28,931	9,791	18,933	15,603	329,607	9.36
家庭主婦·退休人員 Housewife and Retired	10,841	199,472	59,767	340	1,072	14,385	22,787	308,664	8.77
軍公職人員 Military & Government Service	2,193	20,703	1,450	167	791	7,012	1,623	33,939	0.96
其他 Others	83,457	322,804	91,920	3,758	16,799	95,367	36,239	650,344	18.48
未列明 Unstated	86,489	211,400	89,147	2,923	3,855	29,468	194,027	617,309	17.54
合計 Total	949,836	1,510,207	377,455	38,649	52,634	208,826	382,220	3,519,827	100.00
百分比 %	26.99	42.91	10.72	1.10	1.50	5.93	10.86	100.00	



90年至95年來臺旅客居住地統計 Visitor Arrivals by Residence, 2001-2006

居住地 Residence	90年 2001	91年 2002	92年 2003	93年 2004	94年 2005	95年 2006
香港、澳門 Hong Kong, Macao	435,164	456,554	323,178	417,087	432,718	431,884
日本 Japan	976,750	998,497	657,053	887,311	1,124,334	1,161,489
韓國 Korea	85,744	83,624	92,893	148,095	182,517	196,260
印度 India	13,106	13,999	12,464	16,305	17,512	18,047
中東 Middle East	9,254	10,028	7,760	12,654	13,534	12,799
馬來西亞 Malaysia	57,615	66,304	67,014	92,760	107,549	115,202
新加坡 Singapore	98,771	111,024	78,739	116,885	166,179	184,160
印尼 Indonesia	89,921	87,728	38,078	44,161	88,464	90,870
菲律賓 Philippines	74,028	79,261	80,026	87,005	92,074	79,993
泰國 Thailand	118,453	110,650	98,390	103,089	93,568	95,643
東南亞其他地區 Others	50,180	75,352	94,856	124,369	89,091	77,470
東南亞小計 Sub-Total	488,968	530,319	457,103	568,269	636,925	643,338
亞洲其他地區 Others	215,370	238,196	217,189	226,203	271,457	358,103
亞洲合計 Total	2,224,356	2,331,217	1,767,640	2,275,924	2,678,997	2,821,920
加拿大 Canada	43,187	49,119	34,369	50,518	54,464	53,821
美國 U.S.A.	348,808	377,470	272,858	382,822	390,929	394,802
墨西哥 Mexico	1,606	2,199	1,222	2,160	2,023	2,106
巴西 Brazil	2,396	2,414	1,929	2,854	3,024	3,261
阿根廷 Argentina	993	623	485	743	729	717
美洲其他地區 Others	5,337	5,253	3,858	5,431	5,987	6,326
美洲合計 Total	402,327	437,078	314,721	444,528	457,156	461,033
比利時 Belgium	3,519	3,846	3,033	3,830	4,226	3,859
法國 France	21,250	20,813	15,340	21,354	21,967	22,622
德國 Germany	33,906	33,979	28,577	37,242	39,821	38,764
義大利 Italy	10,656	10,732	7,695	10,343	10,955	10,765
荷蘭 Netherlands	11,067	10,380	8,061	11,225	12,117	11,490
瑞士 Switzerland	5,937	5,653	4,519	6,198	6,401	6,440
西班牙 Spain	3,784	3,846	2,788	4,400	4,614	4,598
英國 U.K.	33,769	34,492	28,458	37,146	35,950	36,007
奧地利 Austria	4,415	4,340	3,127	4,321	5,067	5,501
希臘 Greece	1,096	1,175	857	1,444	1,288	1,259
瑞典 Sweden	4,852	4,930	3,880	5,503	5,597	5,549
歐洲其他地區 Others	14,318	14,611	12,508	21,939	24,491	25,923
歐洲合計 Total	148,569	148,797	118,843	164,945	172,494	172,777
澳大利亞 Australia	31,187	33,752	26,612	41,981	46,394	42,549
紐西蘭 New Zealand	6,752	7,172	5,418	7,716	8,174	8,329
大洋洲其他地區 Others	423	299	300	1,261	1,164	1,141
大洋洲合計 Total	38,362	41,223	32,330	50,958	55,732	52,019
南非 S. Africa	5,328	5,812	5,313	6,361	5,775	5,494
非洲其他地區 Others	3,544	3,443	2,210	3,394	3,426	3,417
非洲合計 Total	8,872	9,255	7,523	9,755	9,201	8,911
未列明 Unstated	8,549	10,122	7,060	4,232	4,538	3,167
總計 Grand Total	2,831,035	2,977,692	2,248,117	2,950,342	3,378,118	3,519,827
成長率 Growth Rate	7.89	5.18	-24.50	31.24	14.50	4.19

90年至95年來臺旅客國籍統計 Visitor Arrivals by Nationality, 2001-2006

國籍 Nationality	90年 2001	91年 2002	92年 2003	93年 2004	94年 2005	95年 2006
日本 Japan	977,705	991,224	659,972	890,444	1,127,184	1,163,835
韓國 Korea	86,408	84,354	94,060	149,182	184,559	198,507
印度 India	17,379	18,598	15,817	20,538	21,986	22,463
中東 Middle East	10,224	10,938	8,422	12,838	13,262	12,687
馬來西亞 Malaysia	66,516	75,659	75,869	105,246	123,961	132,996
新加坡 Singapore	80,028	90,487	66,629	101,379	146,621	163,169
印尼 Indonesia	92,076	89,029	39,826	46,713	91,356	93,847
菲律賓 Philippines	70,501	75,651	77,570	84,219	89,263	77,596
泰國 Thailand	116,394	105,412	98,056	101,784	92,342	94,191
東南亞其他地區 Others	57,175	82,158	104,094	132,122	95,396	82,742
東南亞小計 Sub-Total	482,690	518,396	462,044	571,463	638,939	644,541
亞洲其他地區 Others	4,798	5,445	4,792	8,202	6,427	5,600
亞洲合計 Total	1,579,204	1,628,955	1,245,107	1,652,667	1,992,357	2,047,633
加拿大 Canada	61,779	63,735	50,766	71,692	77,291	77,096
美國 U.S.A.	366,297	378,521	291,290	402,669	409,740	414,305
墨西哥 Mexico	1,833	2,476	1,404	2,257	2,177	2,298
巴西 Brazil	2,482	2,585	2,093	3,086	3,210	3,519
阿根廷 Argentina	1,036	692	534	792	754	793
美洲其他地區 Others	5,976	5,886	4,337	5,779	6,378	6,865
美洲合計 Total	439,403	453,895	350,424	486,275	499,550	504,876
比利時 Belgium	4,234	4,430	3,493	4,494	4,922	4,642
法國 France	26,736	26,017	19,681	26,386	27,442	28,388
德國 Germany	37,955	37,452	31,643	40,755	43,752	42,757
義大利 Italy	11,668	11,595	8,442	11,232	12,021	11,922
荷蘭 Netherlands	13,792	12,872	10,152	13,401	14,463	13,985
瑞士 Switzerland	6,261	5,840	4,752	6,391	6,739	6,974
西班牙 Spain	4,049	4,011	2,998	4,656	4,847	4,924
英國 U.K.	68,414	67,111	53,210	67,084	66,897	66,156
奧地利 Austria	4,946	4,725	3,334	4,198	4,885	5,656
希臘 Greece	1,196	1,299	959	1,599	1,462	1,435
瑞典 Sweden	6,140	6,125	4,710	6,460	6,517	6,491
歐洲其他地區 Others	23,719	23,033	18,544	28,363	33,785	35,524
歐洲合計 Total	209,110	204,510	161,918	215,019	227,732	228,854
澳大利亞 Australia	39,595	41,020	34,071	51,387	56,765	52,909
紐西蘭 New Zealand	8,348	8,692	7,309	10,122	10,786	10,756
大洋洲其他地區 Others	391	310	282	682	687	735
大洋洲合計 Total	48,334	50,022	41,662	62,191	68,238	64,400
南非 S. Africa	5,486	6,278	5,712	6,804	6,205	5,937
非洲其他地區 Others	3,993	3,897	2,566	3,710	3,803	3,699
非洲合計 Total	9,479	10,175	8,278	10,514	10,008	9,636
未列明 Unstated	6,341	6,460	4,645	1,631	325	230
華僑 Overseas chinese	539,164	623,675	436,083	522,045	579,908	664,198
總計 Grand Total	2,831,035	2,977,692	2,248,117	2,950,342	3,378,118	3,519,827
成長率 Growth Rate	7.89	5.18	-24.50	31.24	14.50	4.19



歷年觀光外匯收入統計

Visitor Expenditures, 1961-2006

年別 Year	來臺人數 No. of Visitors	觀光外匯收入 (美元) Visitor Expenditures (US\$)	成長率 Growth Rate (%)	指數 80年=100 Index 1991=100	每一旅客平均在 臺消費額 (美元) Spending Per Person (US\$)	每一旅客每日平 均消費額 (美元) Spending Per Person Per Day (US\$)	每一旅客平均在 臺停留夜數 (夜) Average Length of Stay (Nights)
50年 1961	42,205	2,638,000	78.61	0.13	62.50	25.00	2.50
51年 1962	52,304	3,269,000	23.92	0.16	62.50	25.00	2.50
52年 1963	72,024	7,202,000	120.31	0.36	100.00	25.00	4.00
53年 1964	95,481	10,345,000	43.64	0.51	108.35	27.50	3.94
54年 1965	133,666	18,245,000	76.37	0.90	136.50	37.50	3.64
55年 1966	182,948	30,353,000	66.36	1.50	165.91	35.30	4.70
56年 1967	253,248	42,016,000	38.42	2.08	-	-	-
57年 1968	301,770	53,271,000	26.79	2.64	176.53	31.58	5.59
58年 1969	371,473	56,055,000	5.23	2.78	150.94	33.10	4.56
59年 1970	472,452	81,720,000	45.79	4.05	172.97	35.59	4.86
60年 1971	539,755	110,000,000	34.61	5.45	203.85	44.22	4.61
61年 1972	580,033	128,707,000	17.01	6.38	221.90	48.45	4.58
62年 1973	824,393	245,882,000	91.04	12.18	298.26	64.98	4.59
63年 1974	819,821	278,402,000	13.23	13.80	339.59	76.83	4.42
64年 1975	853,140	359,358,000	29.08	17.81	421.22	66.86	6.30
65年 1976	1,008,126	466,077,000	29.70	23.10	462.32	68.90	6.71
66年 1977	1,110,182	527,492,000	13.18	26.14	475.14	72.43	6.56
67年 1978	1,270,977	608,000,000	15.26	30.13	478.37	70.87	6.75
68年 1979	1,340,382	919,000,000	51.15	45.54	685.58	95.22	7.20
69年 1980	1,393,254	988,000,000	7.51	48.96	709.05	104.58	6.78
70年 1981	1,409,465	1,080,000,000	9.31	53.52	766.46	115.78	6.62
71年 1982	1,419,178	953,000,000	-11.76	47.22	671.54	109.55	6.13
72年 1983	1,457,404	990,000,000	3.88	49.06	679.53	105.19	6.46
73年 1984	1,516,138	1,066,000,000	7.68	52.82	702.82	110.68	6.35
74年 1985	1,451,659	963,000,000	-9.66	47.72	663.56	101.93	6.51
75年 1986	1,610,385	1,333,000,000	38.42	66.06	827.49	120.45	6.87
76年 1987	1,760,948	1,619,000,000	21.46	80.23	919.53	132.88	6.92
77年 1988	1,935,134	2,289,000,000	41.38	113.43	1,182.93	168.99	7.00
78年 1989	2,004,126	2,698,000,000	17.87	133.70	1,346.40	187.00	7.20
79年 1990	1,934,084	1,740,000,000	-35.51	86.22	899.90	130.42	6.90
80年 1991	1,854,506	2,018,000,000	15.98	100.00	1,088.39	148.89	7.31
81年 1992	1,873,327	2,449,000,000	21.36	121.36	1,307.10	174.28	7.50
82年 1993	1,850,214	2,943,000,000	20.17	145.84	1,590.66	198.09	8.03
83年 1994	2,127,249	3,210,000,000	9.07	159.07	1,509.21	200.16	7.54
84年 1995	2,331,934	3,286,000,000	2.37	162.83	1,409.06	190.93	7.38
85年 1996	2,358,221	3,636,000,000	10.65	180.18	1,542.09	208.39	7.40
86年 1997	2,372,232	3,402,000,000	-6.44	168.58	1,434.28	193.56	7.41
87年 1998	2,298,706	3,372,000,000	-0.88	167.10	1,466.83	190.25	7.71
88年 1999	2,411,248	3,571,000,000	5.90	176.96	1,481.05	191.35	7.74
89年 2000	2,624,037	3,738,000,000	4.68	185.23	1,424.65	192.52	7.40
90年 2001	2,831,035	4,335,000,000	15.97	214.82	1,531.26	207.77	7.37
91年 2002	2,977,692	4,584,000,000	5.74	227.16	1,539.29	204.15	7.54
92年 2003	2,248,117	2,976,000,000	-35.08	147.47	1,323.66	166.08	7.97
93年 2004	2,950,342	4,053,000,000	36.19	200.84	1,373.76	180.52	7.61
94年 2005	3,378,118	4,977,000,000	22.80	246.63	1,473.25	207.50	7.10
95年 2006	3,519,827	5,136,000,000	3.19	254.51	1,459.22	210.87	6.92

95年各居住地來臺旅客平均每人每日消費額統計

Average Daily Expenditures per Visitor by Residence, 2006

單位：美元 (US\$)

居住地 Residence	支出內容 Expenditures							總計 Total
	旅館內支出費 Hotel Bills	旅館外餐飲費 Meals Outside Hotel	境內交通費 Domestic Transportation	娛樂費 Entertainment	雜費 Miscellaneous	購物費 Shopping		
日本 Janpan	110.79	33.77	23.69	25.22	5.92	65.44	264.83	
香港、澳門 Hong Kong, Macao	53.37	26.54	12.96	13.45	4.38	48.62	159.30	
新加坡 Singapore	57.73	19.11	12.51	10.84	3.65	31.79	135.64	
韓國 Korea	75.36	19.21	21.22	14.90	8.68	56.46	195.83	
馬來西亞 Malaysia	41.53	14.56	10.33	9.62	3.95	37.11	117.10	
印尼 Indonesia	59.19	16.84	10.52	3.56	0.00	14.88	104.99	
亞洲其他地區 Other Asian	90.36	22.04	15.00	10.34	6.05	35.94	179.72	
美國 U.S.A.	103.65	28.46	14.25	10.63	5.10	19.15	181.23	
加拿大 Canada	69.21	22.90	11.78	10.07	7.21	27.17	148.33	
英國 U.K.	133.30	24.85	14.76	8.37	5.43	5.41	192.12	
法國 France	92.96	17.78	11.12	8.85	11.21	9.23	151.16	
德國 Germany	86.60	21.59	13.87	9.55	5.48	14.28	151.37	
歐洲其他地區 Other European	123.14	29.99	11.95	11.00	4.57	21.74	202.39	
紐澳 Australia & New Zealand	92.81	23.59	16.54	14.79	6.73	19.00	173.47	
其他地區 Others	51.75	24.62	11.43	7.93	8.80	65.32	169.86	
平均 Average	94.34	26.72	18.15	17.72	5.40	48.54	210.87	
百分比 %	44.74	12.67	8.61	8.40	2.56	23.02	100.00	



95年臺灣地區觀光旅館統計 Tourist Hotels in Taiwan, 2006

地區 Area	國際觀光旅館 International Tourist Hotels					一般觀光旅館 Tourist Hotels					合計 Total				
	家數 No. of Hotels	客房數 No. of Rooms				家數 No. of Hotels	客房數 No. of Rooms				家數 No. of Hotels	客房數 No. of Rooms			
		單人房 Single	雙人房 Twin	套房 Suite	小計 Subtotal		單人房 Single	雙人房 Twin	套房 Suite	小計 Subtotal		單人房 Single	雙人房 Twin	套房 Suite	小計 Subtotal
臺北市 Taipei City	25	2,853	4,580	891	8,324	9	476	639	148	1,263	34	3,329	5,219	1,039	9,587
高雄市 Kaohsiung City	8	1,239	1,361	253	2,853	0	0	0	0	0	8	1,239	1,361	253	2,853
基隆市 Keelung City	0	0	0	0	0	1	73	64	4	141	1	73	64	4	141
臺北縣 Taipei County	0	0	0	0	0	4	155	72	47	274	4	155	72	47	274
桃園縣 Taoyuan County	2	168	393	37	598	2	231	65	51	347	4	399	458	88	945
新竹市 Hsinchu City	2	208	223	31	462	1	76	41	4	121	3	284	264	35	583
臺中市 Taichung City	5	739	545	77	1,361	1	116	26	7	149	6	855	571	84	1,510
臺中縣 Taichung County	0	0	0	0	0	1	45	139	9	193	1	45	139	9	193
南投縣 Nantou County	1	4	22	70	96	1	28	24	2	54	2	32	46	72	150
嘉義縣 Chiayi County	0	0	0	0	0	2	69	44	19	132	2	69	44	19	132
嘉義市 Chiayi City	1	23	216	6	245	0	0	0	0	0	1	23	216	6	245
臺南市 Tainan City	3	324	264	76	664	0	0	0	0	0	3	324	264	76	664
臺南縣 Tainan County	1	34	158	9	201	1	17	21	2	40	2	51	179	11	241
高雄縣 Kaohsiung County	1	9	87	11	107	0	0	0	0	0	1	9	87	11	107
屏東縣 Pingtung County	2	122	519	14	655	2	24	124	6	154	4	146	643	20	809
臺東縣 Taitung County	2	143	247	69	459	0	0	0	0	0	2	143	247	69	459
花蓮縣 Hualien County	6	517	1,020	70	1,607	1	15	86	8	109	7	532	1,106	78	1,716
宜蘭縣 Yilan County	1	36	132	30	198	2	102	77	31	210	3	138	209	61	408
澎湖縣 Penghu County	0	0	0	0	0	1	44	17	17	78	1	44	17	17	78
小計 Sub-total	27	2,327	3,826	500	6,653	20	995	800	207	2,002	47	3,322	4,626	707	8,655
合計 Total	60	6,419	9,767	1,644	17,830	29	1,471	1,439	355	3,265	89	7,890	11,206	1,999	21,095

90年至95年臺灣地區觀光旅館住用率統計 Tourist Hotel Occupancy Rate in Taiwan, 2001-2006

旅館類別 Class	地區 Area	住用率 (%) Occupancy Rate						
		90年 2001	91年 2002	92年 2003	93年 2004	94年 2005	95年 2006	
國際觀光旅館 International Tourist Hotels	臺北地區 Taipei	69.65	69.12	57.37	69.30	76.96	74.96	
	高雄地區 Kaohsiung	56.39	53.71	56.86	62.64	71.66	68.92	
	臺中地區 Taichung	53.57	54.39	58.12	68.10	83.56	78.17	
	花蓮地區 Hualien	47.75	50.34	65.25	59.12	60.80	57.07	
	風景區 Scenic Areas	57.90	64.35	63.96	62.70	62.53	61.19	
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	49.32	48.90	42.30	56.78	70.32	68.58	
	其他地區 Others	45.62	49.33	57.04	71.19	70.87	60.98	
	平均 Average	62.02	61.63	57.43	66.22	73.33	70.39	
	一般觀光旅館 Tourist Hotels	臺北地區 Taipei	74.02	70.06	54.66	72.02	77.22	76.68
		高雄地區 Kaohsiung	-	-	-	-	-	-
臺中地區 Taichung		-	-	-	-	-	45.65	
花蓮地區 Hualien		21.16	22.28	39.51	30.25	23.65	41.61	
風景區 Scenic Areas		39.12	39.75	41.55	43.08	35.54	37.66	
桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas		63.60	77.36	65.30	81.84	85.49	84.14	
其他地區 Others		35.77	43.21	38.33	45.15	49.56	47.29	
平均 Average		58.87	59.11	49.99	61.76	64.05	62.51	
總平均 Overall Average		臺北地區 Taipei	70.21	69.25	57.06	69.64	77.00	75.18
		高雄地區 Kaohsiung	56.39	53.71	56.86	62.64	71.66	68.92
	臺中地區 Taichung	53.57	54.39	58.12	68.10	83.56	75.81	
	花蓮地區 Hualien	45.20	47.84	63.39	57.05	58.14	55.94	
	風景區 Scenic Areas	54.07	58.42	58.62	58.18	56.60	55.44	
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	51.73	54.54	48.03	64.36	74.96	73.34	
	其他地區 Others	39.91	46.90	48.81	60.70	62.01	55.37	
	平均 Average	61.62	61.30	56.43	65.59	72.00	69.20	



90年至95年臺灣地區觀光旅館平均房價統計

Average Tourist Hotel Room Rate in Taiwan, 2001-2006

旅館類別 Class	地區 Area	平均房價(元) Average Room Rate						
		90年 2001	91年 2002	92年 2003	93年 2004	94年 2005	95年 2006	
國際觀光旅館 International Tourist Hotels	臺北地區 Taipei	3,528	3,438	3,177	3,411	3,565	3,801	
	高雄地區 Kaohsiung	2,063	2,029	2,021	2,123	2,134	2,174	
	臺中地區 Taichung	2,415	2,282	2,155	2,303	2,389	2,387	
	花蓮地區 Hualien	2,141	2,154	2,768	2,969	2,789	2,757	
	風景區 Scenic Areas	3,248	3,462	3,508	3,694	3,931	4,326	
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	2,355	2,616	2,538	2,656	2,357	2,385	
	其他地區 Others	2,378	2,668	2,432	2,446	2,664	2,750	
	平均 Average	3,072	3,025	2,855	3,044	3,114	3,272	
	一般觀光旅館 Tourist Hotels	臺北地區 Taipei	1,994	1,993	1,866	1,848	1,893	1,986
		高雄地區 Kaohsiung	-	-	-	-	-	-
臺中地區 Taichung		-	-	-	-	-	3,352	
花蓮地區 Hualien		1,040	1,082	1,264	1,044	1,005	950	
風景區 Scenic Areas		2,419	2,593	2,566	2,264	2,482	2,247	
桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas		2,434	2,259	2,183	2,342	2,445	2,523	
其他地區 Others		1,953	2,069	2,269	2,297	2,293	2,334	
平均 Average		2,070	2,101	2,075	2,054	2,117	2,185	
總平均 Overall Average		臺北地區 Taipei	3,322	3,249	3,031	3,211	3,352	3,565
		高雄地區 Kaohsiung	2,063	2,029	2,021	2,123	2,134	2,174
	臺中地區 Taichung	2,415	2,282	2,155	2,303	2,389	2,429	
	花蓮地區 Hualien	2,091	2,110	2,701	2,896	2,737	2,659	
	風景區 Scenic Areas	3,126	3,320	3,349	3,450	3,732	3,980	
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	2,371	2,515	2,418	2,536	2,388	2,434	
	其他地區 Others	2,157	2,449	2,376	2,401	2,541	2,605	
	平均 Average	2,951	2,907	2,763	2,913	2,987	3,124	

95年臺灣地區觀光旅館本國籍住宿旅客人數比較

Visitors of R.O.C Nationals in Tourist Hotel, 2006

旅館類別 Class	地區 Area	本國籍住宿旅客人數(人) R.O.C Nationals			
		95年 2006 人數 Number	94年 2005 人數 Number	增減數 Growth	
國際觀光旅館 International Tourist Hotels	臺北地區 Taipei	490,540	563,531	-72,991	
	高雄地區 Kaohsiung	495,215	501,474	-6,259	
	臺中地區 Taichung	190,139	209,464	-19,325	
	花蓮地區 Hualien	500,360	582,612	-82,252	
	風景區 Scenic Areas	797,801	739,536	58,265	
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	131,331	142,579	-11,248	
	其他地區 Others	282,189	274,234	7,955	
	合計 Total	2,887,575	3,013,430	-125,855	
	一般觀光旅館 Tourist Hotels	臺北地區 Taipei	107,175	119,016	-11,841
		高雄地區 Kaohsiung	-	-	-
臺中地區 Taichung		24,458	-	24,458	
花蓮地區 Hualien		28,881	23,333	5,548	
風景區 Scenic Areas		204,730	144,634	60,096	
桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas		22,632	23,288	-656	
其他地區 Others		189,727	178,122	11,605	
合計 Total		577,603	488,393	89,210	
總平均 Grand Total		臺北地區 Taipei	597,715	682,547	-84,832
		高雄地區 Kaohsiung	495,215	501,474	-6,259
	臺中地區 Taichung	214,597	209,464	5,133	
	花蓮地區 Hualien	529,241	605,945	-76,704	
	風景區 Scenic Areas	1,002,531	884,170	118,361	
	桃竹苗地區 Taoyuan, Hsinchu & Miaoli Areas	153,963	165,867	-11,904	
	其他地區 Others	471,916	452,356	19,560	
	合計 Total	3,465,178	3,501,823	-36,645	



95年臺灣地區旅行業統計 Travel Agencies in Taiwan, 2006

地區 Area	綜合 Consolidated		甲種 A		乙種 B		合計 Total	
	總公司 Main Office	分公司 Branch Office	總公司 Main Office	分公司 Branch Office	總公司 Main Office	分公司 Branch Office	總公司 Main Office	分公司 Branch Office
臺北市 Taipei City	67	15	963	52	13	0	1,043	67
臺北縣 Taipei County	0	7	40	8	5	2	45	17
桃園縣 Taoyuan County	0	22	107	25	14	1	121	48
基隆市 Keelung City	0	0	3	2	0	0	3	2
新竹市 Hsinchu City	0	16	31	18	6	0	37	34
新竹縣 Hsinchu County	0	0	13	5	1	0	14	5
苗栗縣 Miaoli County	0	2	26	12	0	0	26	14
花蓮縣 Hualien County	0	5	16	7	5	0	21	12
宜蘭縣 Yilan County	0	3	15	5	12	1	27	9
臺中市 Taichung City	2	33	166	66	9	1	177	100
臺中縣 Taichung County	0	4	38	11	3	1	41	16
彰化縣 Changhua County	0	8	42	12	3	1	45	21
南投縣 Nantou County	0	1	14	5	0	0	14	6
嘉義市 Chiayi City	0	7	31	14	2	0	33	21
嘉義縣 Chiayi County	0	1	4	3	6	0	10	4
雲林縣 Yunlin County	0	4	20	4	3	0	23	8
臺南市 Tainan City	1	17	95	23	5	1	101	41
臺南縣 Tainan County	0	1	8	8	2	1	10	10
澎湖縣 Penghu County	0	1	8	5	18	1	26	7
高雄市 Kaohsiung City	19	28	215	67	14	1	248	96
高雄縣 Kaohsiung County	0	1	11	4	3	0	14	5
屏東縣 Pingtung County	0	4	10	9	2	0	12	13
金門縣 Kinmen County	0	0	11	11	1	0	12	11
連江縣 Lienchiang County	0	0	3	2	0	0	3	2
臺東縣 Taitung County	0	1	6	4	14	0	20	5
合計 Total	89	181	1,896	382	141	11	2,126	574

95年臺灣地區旅行業導遊人員統計 Tourist Guides in Taiwan, 2006

語言別 Language	執業區分 License	導遊人數 No. of Guide			語言別百分比 % by Language
		男性 Male	女性 Female	合計 Total	
華語 China	專任 Full time	621	399	1,020	51.78
	特約 Part time	1,544	931	2,475	
	小計 Sub-total	2,165	1,330	3,495	
英語 English	專任 Full time	113	59	172	17.97
	特約 Part time	627	414	1,041	
	小計 Sub-total	740	473	1,213	
日語 Japanese	專任 Full time	179	80	259	26.92
	特約 Part time	1,163	395	1,558	
	小計 Sub-total	1,342	475	1,817	
法語 French	專任 Full time	1	0	1	0.30
	特約 Part time	5	14	19	
	小計 Sub-total	6	14	20	
德語 German	專任 Full time	0	0	0	0.49
	特約 Part time	9	24	33	
	小計 Sub-total	9	24	33	
西班牙語 Spanish	專任 Full time	0	2	2	0.36
	特約 Part time	5	17	22	
	小計 Sub-total	5	19	24	
阿拉伯語 Arabic	專任 Full time	0	0	0	0.09
	特約 Part time	3	3	6	
	小計 Sub-total	3	3	6	
韓語 Korean	專任 Full time	5	4	9	1.67
	特約 Part time	55	49	104	
	小計 Sub-total	60	53	113	
印馬語 Indonesian	專任 Full time	3	0	3	0.10
	特約 Part time	3	1	4	
	小計 Sub-total	6	1	7	
義大利語 Italian	專任 Full time	0	1	1	0.04
	特約 Part time	0	2	2	
	小計 Sub-total	0	3	3	
俄語 Russian	專任 Full time	0	0	0	0.22
	特約 Part time	6	9	15	
	小計 Sub-total	6	9	15	
英語 English 阿拉伯語 Arabic	專任 Full time	0	0	0	0.01
	特約 Part time	1	0	1	
	小計 Sub-total	1	0	1	
韓語 Korean 英語 English	專任 Full time	0	0	0	0.01
	特約 Part time	0	1	1	
	小計 Sub-total	0	1	1	
韓語 Korean 日語 Japanese	專任 Full time	0	0	0	0.01
	特約 Part time	0	1	1	
	小計 Sub-total	0	1	1	
英語 English 日語 Japanese	專任 Full time	0	0	0	0.01
	特約 Part time	1	0	1	
	小計 Sub-total	1	0	1	
合計 Total	專任 Full time	922	545	1,467	100.00
	特約 Part time	3,422	1,861	5,283	
	小計 Sub-total	4,344	2,406	6,750	



歷年中華民國國民出國人數統計

Outbound Departures of Nationals of the Republic of China by Year, 1980-2006

年別 Year	人數 Number	成長率 Growth Rate %	指數(80年=100) Index (1991=100)	觀光外匯支出(美元) Visitor Bills (US\$)
69年 1980	484,901	-	14.41	0
70年 1981	575,537	18.69	17.10	0
71年 1982	640,669	11.32	19.03	0
72年 1983	674,578	5.29	20.04	0
73年 1984	750,404	11.24	22.29	0
74年 1985	846,789	12.84	25.16	0
75年 1986	812,928	-4.00	24.15	0
76年 1987	1,058,410	30.20	31.44	0
77年 1988	1,601,992	51.36	47.59	0
78年 1989	2,107,813	31.57	62.62	0
79年 1990	2,942,316	39.59	87.41	0
80年 1991	3,366,076	14.40	100.00	0
81年 1992	4,214,734	25.21	125.21	0
82年 1993	4,654,436	10.43	138.27	0
83年 1994	4,744,434	1.93	140.95	7,885,000,000
84年 1995	5,188,658	9.36	154.15	7,149,000,000
85年 1996	5,713,535	10.12	169.74	6,493,000,000
86年 1997	6,161,932	7.85	183.06	5,670,000,000
87年 1998	5,912,383	-4.05	175.65	5,050,000,000
88年 1999	6,558,663	10.93	194.85	5,635,000,000
89年 2000	7,328,784	11.74	217.72	6,376,000,000
90年 2001	7,152,877	-2.40	212.50	6,346,000,000
91年 2002	7,319,466	2.33	217.45	6,956,000,000
92年 2003	5,923,072	-19.08	175.96	6,480,000,000
93年 2004	7,780,652	31.36	231.15	8,170,000,000
94年 2005	8,208,125	5.49	243.85	8,682,000,000
95年 2006	8,671,375	5.64	257.61	8,746,000,000

註：83-89年觀光外匯支出係依國人出國旅遊消費及動向調查，90年依國人旅遊狀況調查估算，91年以後觀光外匯支出係由中央銀行提供旅行外匯支出。

Note: Figures for 1994 through 2000 are from the R.O.C. Outbound Travelers Survey, figures for 2001 are from the Survey of Travel by R.O.C. Citizens; and beginning with 2002 the figures are taken from Central Bank of China statistics on foreign exchange spending on travel.

90年至95年中華民國國民出國目的地人數統計

Outbound Departures of Nationals of the Republic of China by Destination, 2001-2006

首站抵達地 First Destination	90年 2001	91年 2002	92年 2003	93年 2004	94年 2005	95年 2006
香港 Hong Kong	2,320,843	2,418,872	1,869,069	2,559,705	2,807,027	2,993,317
日本 Japan	765,247	797,460	731,330	1,051,954	1,180,406	1,214,058
韓國 Korea	115,623	120,208	179,893	298,325	368,206	396,705
新加坡 Singapore	210,982	190,455	125,491	160,088	184,926	204,834
馬來西亞 Malaysia	248,552	186,791	121,267	180,883	161,296	181,911
泰國 Thailand	558,173	530,945	392,414	422,189	268,231	379,275
菲律賓 Philippines	100,014	128,158	91,418	112,552	119,125	110,041
印尼 Indonesia	233,636	259,610	251,284	283,757	185,348	186,165
汶萊 Brunei	8,611	5,850	3,770	5,795	296	276
越南 Vietnam	191,948	225,733	222,487	266,115	234,009	242,852
澳門 Macao	1,174,575	1,269,840	837,936	1,038,006	1,163,822	1,232,232
緬甸 Myanmar	21,923	19,814	17,152	18,064	15,518	14,606
亞洲其他地區 Others	8,955	15,895	9,234	31,097	52,211	92,672
亞洲合計 Total	5,959,082	6,169,631	4,852,745	6,428,530	6,740,421	7,248,944
美洲地區 AMERICA						
美國 U.S.A.	532,010	532,180	479,264	536,217	578,998	593,794
加拿大 Canada	141,893	132,605	95,226	112,413	104,346	93,244
美洲其他地區 Others	3	9	11	0	0	0
美洲合計 Total	673,906	664,794	574,501	648,630	683,344	687,038
歐洲地區 EUROPE						
法國 France	24,745	28,967	24,245	26,423	26,696	29,287
德國 Germany	15,494	18,911	20,524	25,160	33,911	33,651
義大利 Italy	15,625	16,346	16,367	24,484	25,809	20,552
荷蘭 Netherlands	135,484	129,124	105,885	128,162	121,728	93,422
瑞士 Switzerland	15,654	4	2	0	0	0
英國 U.K.	19,487	25,764	23,432	34,071	33,831	39,255
奧地利 Austria	19,883	24,654	21,754	22,045	39,047	42,096
歐洲其他地區 Others	287	771	7	0	0	0
歐洲合計 Total	246,659	244,541	212,216	260,345	281,022	258,263
大洋洲地區 OCEANIA						
澳大利亞 Australia	87,427	70,141	70,679	75,957	87,912	76,424
紐西蘭 New Zealand	30,703	35,758	24,819	21,047	20,742	21,495
帛琉 Palau	13,680	15,812	28,388	41,909	31,012	26,685
大洋洲其他地區 Others	0	0	0	0	0	0
大洋洲合計 Total	131,810	121,711	123,886	138,913	139,666	124,604
非洲地區 AFRICA						
南非 S.Africa	0	0	0	0	0	0
非洲其他地區 Others	0	0	0	0	0	0
非洲合計 Total	0	0	0	0	0	0
其他 Others	141,420	118,789	159,724	304,234	363,672	352,526
總計 Grand Total	7,152,877	7,319,466	5,923,072	7,780,652	8,208,125	8,671,375
成長率 Growth Rate	-2.40	2.33	-19.08	31.36	5.49	5.64



95年中華民國國民出國年齡統計

Outbound Departures of Nationals of the Republic of China by Age, 2006

首站抵達地 First Destination	年齡								合計 Total
	12歲以下 12 and Under	13至19歲 13-19	20至29歲 20-29	30至39歲 30-39	40至49歲 40-49	50至59歲 50-59	60歲及以上 60 and Over		
香港 Hong Kong	133,648	60,367	347,836	778,407	814,154	569,854	289,051	2,993,317	
日本 Japan	88,008	48,032	224,454	298,682	229,541	182,340	143,001	1,214,058	
韓國 Korea	22,420	15,095	67,651	98,020	86,150	63,695	43,674	396,705	
新加坡 Singapore	16,652	10,823	32,816	54,340	44,711	29,375	16,117	204,834	
馬來西亞 Malaysia	14,047	6,787	31,804	47,352	38,988	27,450	15,483	181,911	
泰國 Thailand	22,234	12,285	84,265	92,219	77,029	58,139	33,104	379,275	
菲律賓 Philippines	7,287	3,456	15,420	25,789	27,102	20,744	10,243	110,041	
印尼 Indonesia	13,750	5,185	49,283	54,657	32,958	20,489	9,843	186,165	
汶萊 Brunei	26	21	33	32	61	65	38	276	
越南 Vietnam	27,718	1,798	20,333	50,292	64,388	52,622	25,701	242,852	
澳門 Macao	40,188	17,629	102,858	286,027	353,971	277,310	154,249	1,232,232	
緬甸 Myanmar	998	227	1,072	2,826	4,124	3,390	1,969	14,606	
亞洲其他地區 Others	3,573	1,747	13,217	22,470	19,759	19,706	12,200	92,672	
亞洲合計 Total	390,549	183,452	991,042	1,811,113	1,792,936	1,325,179	754,673	7,248,944	
美洲 U.S.A.	28,895	25,065	99,964	131,153	112,325	111,855	84,537	593,794	
加拿大 Canada	5,053	7,112	13,129	13,570	20,187	21,553	12,640	93,244	
美洲其他地區 Others	0	0	0	0	0	0	0	0	
美洲合計 Total	33,948	32,177	113,093	144,723	132,512	133,408	97,177	687,038	
歐洲 France	924	733	5,244	10,183	6,620	3,875	1,708	29,287	
德國 Germany	823	764	6,239	11,203	7,780	5,113	1,729	33,651	
義大利 Italy	416	501	5,162	6,978	3,497	2,688	1,310	20,552	
荷蘭 Netherlands	4,861	2,979	22,557	24,830	18,928	12,885	6,382	93,422	
瑞士 Switzerland	0	0	0	0	0	0	0	0	
英國 U.K.	1,761	1,567	7,719	10,315	8,554	6,390	2,949	39,255	
奧地利 Austria	1,292	1,294	7,082	12,787	9,030	6,906	3,705	42,096	
歐洲其他地區 Others	0	0	0	0	0	0	0	0	
歐洲合計 Total	10,077	7,838	54,003	76,296	54,409	37,857	17,783	258,263	
大洋洲 Australia	5,085	4,572	16,126	16,118	13,316	13,789	7,418	76,424	
紐西蘭 New Zealand	1,207	1,879	3,353	3,499	4,035	4,914	2,608	21,495	
帛琉 Palau	1,539	1,046	8,883	8,408	4,006	1,994	809	26,685	
大洋洲其他地區 Others	0	0	0	0	0	0	0	0	
大洋洲合計 Total	7,831	7,497	28,362	28,025	21,357	20,697	10,835	124,604	
非洲 S.Africa	0	0	0	0	0	0	0	0	
非洲合計 Total	0	0	0	0	0	0	0	0	
其他 Others	20,985	6,529	27,604	66,021	100,409	82,782	48,196	352,526	
總計 Grand Total	463,390	237,493	1,214,104	2,126,178	2,101,623	1,599,923	928,664	8,671,375	
百分比 %	5.34	2.74	14.00	24.52	24.24	18.45	10.71	100.00	

95年中華民國國民出國性別統計

Outbound Departures of Nationals of the Republic of China by Gender, 2006

首站抵達地 First Destination	男 Male		女 Female		合計 Total
	人數 No. of Visitors	佔合計百分比 % of Total	人數 No. of Visitors	佔合計百分比 % of Total	
香港 Hong Kong	1,884,624	62.96	1,108,693	37.04	2,993,317
日本 Japan	515,287	42.44	698,771	57.56	1,214,058
韓國 Korea	177,615	44.77	219,090	55.23	396,705
新加坡 Singapore	100,233	48.93	104,601	51.07	204,834
馬來西亞 Malaysia	89,144	49.00	92,767	51.00	181,911
泰國 Thailand	190,578	50.25	188,697	49.75	379,275
菲律賓 Philippines	62,863	57.13	47,178	42.87	110,041
印尼 Indonesia	89,922	48.30	96,243	51.70	186,165
汶萊 Brunei	125	45.29	151	54.71	276
越南 Vietnam	170,669	70.28	72,183	29.72	242,852
澳門 Macao	869,716	70.58	362,516	29.42	1,232,232
緬甸 Myanmar	8,728	59.76	5,878	40.24	14,606
亞洲其他地區 Others	43,845	47.31	48,827	52.69	92,672
亞洲合計 Total	4,203,349	57.99	3,045,595	42.01	7,248,944
美洲 U.S.A.	279,431	47.06	314,363	52.94	593,794
加拿大 Canada	40,944	43.91	52,300	56.09	93,244
美洲其他地區 Others	0	-	0	-	0
美洲合計 Total	320,375	46.63	366,663	53.37	687,038
歐洲 France	13,514	46.14	15,773	53.86	29,287
德國 Germany	17,407	51.73	16,244	48.27	33,651
義大利 Italy	8,795	42.79	11,757	57.21	20,552
荷蘭 Netherlands	46,247	49.50	47,175	50.50	93,422
瑞士 Switzerland	0	-	0	-	0
英國 U.K.	21,139	53.85	18,116	46.15	39,255
奧地利 Austria	17,993	42.74	24,103	57.26	42,096
歐洲其他地區 Others	0	-	0	-	0
歐洲合計 Total	125,095	48.44	133,168	51.56	258,263
大洋洲 Australia	33,128	43.35	43,296	56.65	76,424
紐西蘭 New Zealand	9,558	44.47	11,937	55.53	21,495
帛琉 Palau	13,077	49.01	13,608	50.99	26,685
大洋洲其他地區 Others	0	-	0	-	0
大洋洲合計 Total	55,763	44.75	68,841	55.25	124,604
非洲 S.Africa	0	-	0	-	0
非洲合計 Total	0	-	0	-	0
其他 Others	250,065	70.94	102,461	29.06	352,526
總計 Grand Total	4,954,647	57.14	3,716,728	42.86	8,671,375



95年中華民國國民出國搭乘交通工具及出境港口統計

Outbound Departures of Nationals of the Republic of China by Mode of Transport & Port of Departure, 2006

首站抵達地 First Destination	飛機 Air				
	桃園 TTY	松山 Sung Shan	高雄 Kaohsiung	小計 Subtotal	基隆 Keelung
香港 Hong Kong	2,523,837	0	469,480	2,993,317	0
日本 Japan	1,048,521	0	165,537	1,214,058	0
韓國 Korea	346,868	0	49,837	396,705	0
新加坡 Singapore	187,653	0	17,181	204,834	0
馬來西亞 Malaysia	149,678	0	32,233	181,911	0
泰國 Thailand	312,141	0	67,134	379,275	0
菲律賓 Philippines	78,460	0	31,581	110,041	0
印尼 Indonesia	162,999	0	23,166	186,165	0
汶萊 Brunei	256	0	20	276	0
越南 Vietnam	184,396	0	58,456	242,852	0
澳門 Macao	924,908	0	307,324	1,232,232	0
緬甸 Myanmar	13,975	0	631	14,606	0
亞洲其他地區 Others	87,818	0	4,854	92,672	0
亞洲合計 Total	6,021,510	0	1,227,434	7,248,944	0
美國 U.S.A.	546,661	0	47,133	593,794	0
加拿大 Canada	82,196	0	11,048	93,244	0
美洲其他地區 Others	0	0	0	0	0
美洲合計 Total	628,857	0	58,181	687,038	0
法國 France	26,563	0	2,724	29,287	0
德國 Germany	29,237	0	4,414	33,651	0
義大利 Italy	18,589	0	1,963	20,552	0
荷蘭 Netherlands	89,667	0	3,755	93,422	0
瑞士 Switzerland	0	0	0	0	0
英國 U.K.	37,521	0	1,734	39,255	0
奧地利 Austria	38,191	0	3,905	42,096	0
歐洲其他地區 Others	0	0	0	0	0
歐洲合計 Total	239,768	0	18,495	258,263	0
澳大利亞 Australia	66,939	0	9,485	76,424	0
紐西蘭 New Zealand	19,420	0	2,075	21,495	0
帛琉 Palau	26,502	0	183	26,685	0
大洋洲其他地區 Others	0	0	0	0	0
大洋洲合計 Total	112,861	0	11,743	124,604	0
南非 S.Africa	0	0	0	0	0
非洲合計 Total	0	0	0	0	0
其他 Others	31,771	0	26,466	58,237	1,045
總計 Grand Total	7,034,767	0	1,342,319	8,377,086	1,045
百分比 %	81.13	0.00	15.48	96.61	0.01

臺中 Taichung	輪船 Sea						小計 Subtotal	合計 Total
	蘇澳 Suao	花蓮 Hua-lien	高雄 Kaohsiung	金門 Kinmem	馬祖 Matsu			
0	0	0	0	0	0	0	2,993,317	
0	0	0	0	0	0	0	1,214,058	
0	0	0	0	0	0	0	396,705	
0	0	0	0	0	0	0	204,834	
0	0	0	0	0	0	0	181,911	
0	0	0	0	0	0	0	379,275	
0	0	0	0	0	0	0	110,041	
0	0	0	0	0	0	0	186,165	
0	0	0	0	0	0	0	276	
0	0	0	0	0	0	0	242,852	
0	0	0	0	0	0	0	1,232,232	
0	0	0	0	0	0	0	14,606	
0	0	0	0	0	0	0	92,672	
0	0	0	0	0	0	0	7,248,944	
0	0	0	0	0	0	0	593,794	
0	0	0	0	0	0	0	93,244	
0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	687,038	
0	0	0	0	0	0	0	29,287	
0	0	0	0	0	0	0	33,651	
0	0	0	0	0	0	0	20,552	
0	0	0	0	0	0	0	93,422	
0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	39,255	
0	0	0	0	0	0	0	42,096	
0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	258,263	
0	0	0	0	0	0	0	76,424	
0	0	0	0	0	0	0	21,495	
0	0	0	0	0	0	0	26,685	
0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	124,604	
0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	
101	0	13	1,507	275,037	16,586	294,289	352,526	
101	0	13	1,507	275,037	16,586	294,289	8,671,375	
0.00	0.00	0.00	0.02	3.17	0.19	3.39	100.00	



95年中華民國國民出國停留夜數分析

Outbound Departures of Nationals of the Republic of China by Length of Stay, 2006

首站抵達地 First Destination	1夜 1 Night	2夜 2 Nights	3夜 3 Nights	4夜 4 Nights	5至7夜 5-7 Nights
香港 Hong Kong	62,710	269,576	281,637	289,248	641,371
日本 Japan	13,309	49,950	128,919	558,250	232,766
韓國 Korea	7,938	20,914	65,087	169,376	67,537
新加坡 Singapore	4,084	15,577	49,529	24,322	32,463
馬來西亞 Malaysia	1,252	4,863	14,878	103,232	23,519
泰國 Thailand	2,064	9,027	20,116	79,901	170,831
菲律賓 Philippines	1,700	19,774	25,464	21,705	11,340
印尼 Indonesia	638	3,547	11,307	101,359	30,230
汶萊 Brunei	0	0	0	0	0
越南 Vietnam	2,464	8,415	14,090	39,252	64,089
澳門 Macao	20,019	65,154	96,905	176,014	349,203
緬甸 Myanmar	46	281	523	1,785	3,931
亞洲其他地區 Others	354	907	2,759	45,720	12,383
亞洲合計 Total	116,578	467,985	711,214	1,610,164	1,639,663
美洲 AMERICA					
美國 U.S.A.	4,578	5,666	13,993	85,944	82,828
加拿大 Canada	284	385	522	832	9,434
美洲其他地區 Others	0	0	0	0	0
美洲合計 Total	4,862	6,051	14,515	86,776	92,262
歐洲 EUROPE					
法國 France	31	44	72	344	5,494
德國 Germany	26	45	82	429	5,417
義大利 Italy	7	29	102	160	2,382
荷蘭 Netherlands	149	809	2,016	5,263	50,540
瑞士 Switzerland	0	0	0	0	0
英國 U.K.	559	2,066	3,256	3,788	9,632
奧地利 Austria	59	299	222	788	7,213
歐洲其他地區 Others	0	0	0	0	0
歐洲合計 Total	831	3,292	5,750	10,772	80,678
大洋洲 OCEANIA					
澳大利亞 Australia	96	116	273	2,012	30,295
紐西蘭 New Zealand	28	30	33	76	2,715
帛琉 Palau	45	250	3,355	12,702	1,878
大洋洲其他地區 Others	0	0	0	0	0
大洋洲合計 Total	169	396	3,661	14,790	34,888
非洲 AFRICA					
南非 S.Africa	0	0	0	0	0
非洲合計 Total	0	0	0	0	0
其他 Others	22,794	38,664	49,258	118,812	107,469
總計 Grand Total	145,234	516,388	784,398	1,841,314	1,954,960
百分比 %	1.82	6.47	9.83	23.07	24.49

8至15夜 8-15 Nights	16至30夜 16-30 Nights	31至60夜 31-60 Nights	停留夜數合計 Total Visitor Nights	人數合計 Total Visitors	平均停留夜數 Average Length of Stay
546,578	274,254	311,983	32,237,056	2,677,357	12.04
67,836	27,239	32,594	6,806,035	1,110,863	6.13
24,346	9,859	9,762	2,210,903	374,819	5.90
34,622	15,977	12,205	1,739,361	188,779	9.21
13,225	5,785	6,031	1,150,726	172,785	6.66
49,880	18,784	12,812	2,819,036	363,415	7.76
8,690	5,819	5,624	749,676	100,116	7.49
10,900	9,658	3,648	1,130,462	171,287	6.60
0	0	0	0	0	-
41,404	28,746	20,708	2,658,219	219,168	12.13
191,836	96,769	121,032	12,797,822	1,116,932	11.46
2,768	2,564	1,026	167,647	12,924	12.97
8,444	2,135	1,422	461,631	74,124	6.23
1,000,529	497,589	538,847	64,928,574	6,582,569	9.86
127,468	76,170	67,139	6,879,396	463,786	14.83
39,521	13,760	12,861	1,303,914	77,599	16.80
0	0	0	0	0	-
166,989	89,930	80,000	8,183,310	541,385	15.12
17,174	2,337	1,213	305,960	26,709	11.46
19,665	2,757	1,805	366,825	30,226	12.14
13,409	854	316	173,755	17,259	10.07
21,667	4,248	3,049	741,321	87,741	8.45
0	0	0	0	0	-
8,186	3,242	3,568	396,722	34,297	11.57
25,487	2,077	1,033	380,075	37,178	10.22
0	0	0	0	0	-
105,588	15,515	10,984	2,364,658	233,410	10.13
7,086	4,093	5,012	590,101	48,983	12.05
5,195	1,624	1,442	169,118	11,143	15.18
186	206	127	83,591	18,749	4.46
0	0	0	0	0	-
12,467	5,923	6,581	842,810	78,875	10.69
0	0	0	0	0	-
0	0	0	0	0	-
89,845	56,419	63,537	6,342,723	546,798	11.60
1,375,418	665,376	699,949	82,662,075	7,983,037	10.35
17.23	8.33	8.77		100.00	



95年臺灣桃園機場入·出境總機位數及載客數

Number of Available Airline Seats and Passengers Load Factor for Taiwan Taoyuan International Airport, 2006

月別 Month	入境 Arrivals							
	機位數 Available Seats			載客數 Number of Passengers			載客率% Load Factor	
	95年 2006	94年 2005	成長率% Change +-%	95年 2006	94年 2005	成長率% Change +-%	95年 2006	94年 2005
合計 Total	16,782,078	15,744,409	6.59	12,297,546	11,694,435	5.16	73.28	74.28
1 月 Jan.	1,393,930	1,284,742	8.50	930,261	856,515	8.61	66.74	66.67
2 月 Feb.	1,280,383	1,250,749	2.37	954,810	920,883	3.68	74.57	73.63
3 月 Mar.	1,356,544	1,276,716	6.25	993,717	935,715	6.20	73.25	73.29
4 月 Apr.	1,357,110	1,263,651	7.40	1,029,874	968,636	6.32	75.89	76.65
5 月 May	1,394,371	1,322,844	5.41	992,877	973,952	1.94	71.21	73.63
6 月 Jun.	1,354,654	1,304,871	3.82	1,022,824	1,005,788	1.69	75.50	77.08
7 月 Jul.	1,486,593	1,361,606	9.18	1,166,171	1,116,171	4.48	78.45	81.97
8 月 Aug.	1,460,423	1,365,365	6.96	1,134,317	1,103,331	2.81	77.67	80.81
9 月 Sep.	1,405,310	1,306,107	7.60	985,488	957,724	2.90	70.13	73.33
10 月 Oct.	1,463,592	1,368,008	6.99	1,062,167	1,004,947	5.69	72.57	73.46
11 月 Nov.	1,384,494	1,290,721	7.27	988,806	909,844	8.68	71.42	70.49
12 月 Dec.	1,444,674	1,349,029	7.09	1,036,234	940,929	10.13	71.73	69.75

月別 Month	出境 Departures							
	機位數 Available Seats			載客數 Number of Passengers			載客率% Load Factor	
	95年 2006	94年 2005	成長率% Change +-%	95年 2006	94年 2005	成長率% Change +-%	95年 2006	94年 2005
合計 Total	16,791,521	15,736,553	6.70	12,125,970	11,709,972	3.55	72.21	74.41
1 月 Jan.	1,393,352	1,285,335	8.40	971,323	896,124	8.39	69.71	69.72
2 月 Feb.	1,284,548	1,247,879	2.94	939,929	940,361	-0.05	73.17	75.36
3 月 Mar.	1,359,897	1,279,327	6.30	965,193	938,752	2.82	70.98	73.38
4 月 Apr.	1,356,960	1,262,591	7.47	1,003,400	971,457	3.29	73.94	76.94
5 月 May	1,395,953	1,326,176	5.26	974,164	991,710	-1.77	69.78	74.78
6 月 Jun.	1,355,382	1,306,092	3.77	1,028,415	1,035,543	-0.69	75.88	79.29
7 月 Jul.	1,486,987	1,357,973	9.50	1,140,943	1,145,874	-0.43	76.73	84.38
8 月 Aug.	1,462,182	1,374,848	6.35	1,104,124	1,113,280	-0.82	75.51	80.97
9 月 Sep.	1,408,074	1,297,311	8.54	971,885	952,995	1.98	69.02	73.46
10 月 Oct.	1,461,179	1,358,973	7.52	1,061,880	968,591	9.63	72.67	71.27
11 月 Nov.	1,385,018	1,291,261	7.26	973,948	863,890	12.74	70.32	66.90
12 月 Dec.	1,441,989	1,348,787	6.91	990,766	891,395	11.15	68.71	66.09



95年臺閩地區主要觀光遊憩區遊客人次月別統計 Visitors to the Principal Scenic Spots in Taiwan by Month, 2006

類型 Class	觀光遊憩區 Scenic Spots	縣市別 Location	1月 Jan.	2月 Feb.
國家風景區 National Scenic Areas	東北角海岸國家風景區 Northeast Coast National Scenic Area			
	鼻頭港服務區 Bitou Harbor Service Area	臺北縣 Taipei County	27,759	31,647
	龍洞灣公園 Longdongwan Coast Park	臺北縣 Taipei County	2,982	2,270
	龍洞南口海洋公園 Longdong South Ocean Park	臺北縣 Taipei County	2,433	2,808
	福隆遊客服務中心 Fulong Visitor Center	臺北縣 Taipei County	42,117	49,034
	龍門露營區 Longmen Camp Site	臺北縣 Taipei County	1,625	1,327
	鹽寮海濱公園 Yanliao Beach Park	臺北縣 Taipei County	2,718	1,986
	福隆蔚藍海岸◎ Fulong Beach	臺北縣 Taipei County	7,139	10,406
	鼻頭角步道 Bitou Cape Trail	臺北縣 Taipei County	4,221	4,058
	草嶺古道系統(含遠望坑親水公園) Caoling Historic Trail System (including Yuanwangkeng Riverside Park)	宜蘭縣 Yilan County	35,427	22,360
	桃源谷步道系統 Taoyuan Valley Trail System	宜蘭縣 Yilan County	2,540	2,355
	大里遊客服務中心 Dali Visitor Center	宜蘭縣 Yilan County	41,956	45,957
	龜山島海域遊憩區 Turtle Island Coast Recreation Area	宜蘭縣 Yilan County	558	256
	石城服務區 Shihcheng Service Area	宜蘭縣 Yilan County	4,289	3,855
	北關海潮公園 Beiguan Tidal Park	宜蘭縣 Yilan County	23,740	29,300
	東部海岸國家風景區 East Coast National Scenic Area			
	秀姑巒溪泛舟 Siouguluan River	花蓮縣 Hualien County	1,344	656
	石梯坪 Shihtiping	花蓮縣 Hualien County	13,658	20,626
	磯崎海水浴場◎ Jici Beach	花蓮縣 Hualien County	407	228
	花蓮管理站遊客中心 Hualien Ranger Station Visitor Center	花蓮縣 Hualien County	8,010	8,604
花蓮海洋公園◎ Hualien Ocean Park	花蓮縣 Hualien County	56,902	101,665	
小野柳(加路蘭) Jialulan	臺東縣 Taitung County	32,404	43,155	
三仙臺 Sansiantai	臺東縣 Taitung County	40,732	66,751	
八仙洞 Basian Cave	臺東縣 Taitung County	15,965	29,601	
綠島 Lyudao (Green Island)	臺東縣 Taitung County	14,014	13,992	
都歷處本部 East Coast National Scenic Area Administration Headquarters	臺東縣 Taitung County	12,815	17,212	
澎湖國家風景區 Penghu National Scenic Area				
澎湖遊客中心 Penghu Visitor Center	澎湖縣 Penghu County	1,135	1,864	
南海遊客中心 South Sea Visitor Center	澎湖縣 Penghu County	5,384	5,037	
北海遊客中心 North Sea Visitor Center	澎湖縣 Penghu County	4,488	4,060	
吉貝遊客中心 Jibei Visitor Center	澎湖縣 Penghu County	2,200	2,133	
澎湖水族館 Penghu Aquarium	澎湖縣 Penghu County	2,257	3,188	
林投公園 Lintou Park	澎湖縣 Penghu County	1,000	750	
西嶼西臺 Siyu Western Fort	澎湖縣 Penghu County	358	956	
漁翁島遊客中心 Yuwongdau Visitor Center	澎湖縣 Penghu County	1,117	1,017	
小門地質展示中心 Siaoamen Geology Gallery	澎湖縣 Penghu County	1,293	1,635	
綠蠵龜觀光保育中心 Green Turtle Tourism and Conservation Center"	澎湖縣 Penghu County	88	315	
七美人塚◎ Seven Beauties Tomb	澎湖縣 Penghu County	0	0	

3月 Mar.	4月 Apr.	5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total
30,097	38,440	31,870	32,090	36,490	35,112	22,590	32,550	29,200	21,820	369,665
1,908	2,135	1,879	2,783	9,927	7,149	2,449	4,203	1,833	0	39,518
1,127	1,594	1,478	2,747	10,415	9,938	2,107	1,272	1,292	1,091	38,302
34,602	75,031	72,996	62,246	139,678	95,358	34,788	46,572	64,458	36,858	753,738
2,347	4,229	5,011	3,249	17,438	9,346	8,303	12,176	2,425	1,822	69,298
2,564	4,592	5,124	4,590	4,249	3,392	1,044	1,263	1,011	322	32,855
4,543	0	0	9,247	307,505	20,325	7,196	8,076	3,321	2,306	380,064
4,597	8,408	9,193	7,718	7,232	5,439	3,959	5,683	6,009	4,507	71,024
21,095	26,378	27,223	28,387	26,890	21,080	24,370	26,350	42,418	40,511	342,489
2,495	2,851	2,605	2,540	2,605	2,086	2,016	2,272	1,936	2,355	28,656
32,812	34,582	36,163	31,421	33,309	31,362	24,523	29,701	65,255	52,157	459,198
5,241	11,186	18,447	20,101	30,001	34,322	16,785	18,980	4,347	0	160,224
0	3,850	6,813	21,546	19,855	8,550	7,664	7,030	6,770	6,102	96,324
30,910	38,880	32,540	34,890	49,090	41,650	36,840	48,940	37,000	29,420	433,200
108	1,301	3,441	9,262	25,632	17,315	19,953	21,802	741	502	102,057
14,750	41,137	36,238	30,508	29,570	46,228	37,448	52,159	41,200	31,090	394,612
0	465	1,083	2,600	6,263	6,253	1,585	1,276	0	37	20,197
5,168	8,668	8,778	7,949	11,770	11,761	8,061	13,041	11,455	9,913	113,178
38,426	50,100	38,538	46,751	113,283	115,123	46,105	62,124	40,996	33,797	743,810
25,879	26,679	19,554	20,751	30,653	27,306	21,025	28,002	23,781	22,997	322,186
40,414	42,525	32,588	37,312	47,764	43,913	34,154	48,027	40,452	38,828	513,460
17,235	17,830	10,840	12,310	21,006	16,140	11,518	19,352	14,553	14,127	200,477
12,799	36,092	36,203	51,087	67,268	59,222	43,735	33,092	9,036	6,368	382,908
8,498	12,644	7,588	8,695	8,287	5,975	6,714	8,417	11,246	8,451	116,542
4,938	21,772	26,215	26,285	33,192	22,444	19,926	10,124	3,206	2,840	173,941
13,207	30,703	44,923	51,507	21,481	42,101	30,281	16,398	5,523	9,221	275,766
7,518	28,594	42,660	60,521	87,247	68,800	18,232	6,574	2,105	1,858	332,657
2,835	37,061	35,900	15,419	30,107	93,718	25,128	7,720	2,276	3,674	258,171
5,218	22,828	35,486	38,776	55,612	38,976	22,748	11,139	1,163	881	238,272
820	780	1,200	2,500	2,000	1,800	2,000	1,500	205	100	14,655
3,360	14,265	22,595	27,955	38,044	26,588	14,482	7,681	1,538	1,231	159,053
905	1,789	2,744	4,131	5,918	5,328	3,271	2,170	417	48	28,855
3,774	17,271	24,723	23,403	34,027	24,581	12,559	6,621	2,396	1,723	154,006
1,739	15,296	20,625	24,940	38,096	22,121	12,906	5,665	356	144	142,291
0	9,692	15,346	16,835	18,416	12,561	6,381	1,540	0	0	80,771



95年臺閩地區主要觀光遊憩區遊客人次月別統計 (續)
Visitors to the Principal Scenic Spots in Taiwan by Month, 2006 (Cont.)

類型 Class	觀光遊憩區 Scenic Spots	縣市別 Location	1月 Jan.	2月 Feb.
國家風景區 National Scenic Areas	大鵬灣國家風景區 Tapeng Bay National Scenic Area			
	琉球風景區 Liuciou Scenic Area	屏東縣Pingtung County	7,268	13,323
	青洲濱海遊憩區 Chingchou Ocean Recreational Area	屏東縣Pingtung County	3,406	3,743
	大鵬營區 Dapeng Camp	屏東縣Pingtung County	21,869	28,058
	花東縱谷國家風景區 East Rift Valley National Scenic Area			
	鯉魚潭風景特定區 Liyu Lake Scenic Area	花蓮縣 Hualien County	88,449	67,293
	池南國家森林遊樂區◎ Chihnan National Forest Recreation Area	花蓮縣 Hualien County	2,414	2,700
	新光兆豐休閒農場 Jhaofong Leisure Farm	花蓮縣 Hualien County	26,770	35,988
	富源國家森林遊樂區◎ Fuyuan National Forest Recreation Area	花蓮縣 Hualien County	6,834	10,545
	關山親水公園 Guanshan Water Park	臺東縣 Taitung County	97,041	29,137
	池上牧野渡假村 Chihshang Pastoral T.S.C	臺東縣 Taitung County	8,962	7,966
	初鹿牧場 Chulu Pasturage	臺東縣 Taitung County	28,440	65,000
	臺東紅葉溫泉親水公園 Taitung Hungyeh (Red Leaves) Hot Spring Riverside Park	臺東縣 Taitung County	9,171	10,781
	鹿野高臺 Luyeh High Terrace	臺東縣 Taitung County	48,800	55,360
	馬祖國家風景區 Matsu National Scenic Area			
	北竿遊客中心 Beigan Visitor Center	連江縣 Lienchiang County	196	203
	莒光遊客中心 Jhyuguang Visitor Center	連江縣 Lienchiang County	272	210
	東引遊客中心 Dongyin Visitor Center	連江縣 Lienchiang County	548	450
	南竿遊客中心 Nangan Visitor Center	連江縣 Lienchiang County	418	291
	日月潭國家風景區 Sun Moon Lake National Scenic Area			
	日月潭風景區 The Sunmoonlake Scenic Area	南投縣 Nantou County	62,204	259,485
九族文化村◎ Formosan Aboriginal Culture Village	南投縣 Nantou County	79,827	332,998	
水里蛇窯 Shueili Snake Kiln	南投縣 Nantou County	11,135	14,263	
車埕 Checheng	南投縣 Nantou County	55,545	75,354	
參山國家風景區 Tri-Mountain National Scenic Area				
獅頭山風景區 Lion's Head Mountain Scenic Area	新竹縣 Hsinchu County 苗栗縣 Miaoli County	233,343	394,624	
梨山風景區 Lishan Scenic Area	臺中縣 Taichung County	48,699	21,705	
八卦山風景區 Mt. Bagua Scenic Area	彰化縣 Changhua County 南投縣 Nantou County	449,780	516,511	
阿里山國家風景區 Alishan National Scenic Area				
瑞太遊客服務中心 Rueili-Taihe Visitor Center	嘉義縣 Chiayi County	6,687	7,262	
阿里山國家森林遊樂區◎ Alishan National Forest Recreation Area	嘉義縣 Chiayi County	70,332	113,786	
達娜伊谷 Danayigu	嘉義縣 Chiayi County	13,620	19,172	
茂林國家風景區 Maolin National Scenic Area				
茂林風景區〈含情人谷、多納溫泉〉 Maolin Scenic Area (including Lovers' Valley and Duona Springs)	高雄縣 Kaohsiung County	24,068	35,013	
寶來、不老溫泉區 Boalai, Bulao Hot Springs	高雄縣 Kaohsiung County	42,533	134,500	
六龜服務區 Liouguei Service Area	高雄縣 Kaohsiung County	5,678	35,071	

3月 Mar.	4月 Apr.	5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total
6,097	9,260	11,070	7,907	10,494	10,494	2,231	2,634	9,394	7,094	97,266
1,520	2,642	3,309	2,112	2,416	2,816	1,935	1,935	2,483	1,419	29,736
8,764	10,250	10,633	8,351	10,965	11,984	5,297	0	0	0	116,171
25,087	40,601	69,340	38,973	60,033	66,569	60,295	61,653	61,059	67,560	706,912
3,121	2,629	1,387	1,533	3,184	2,967	2,130	3,229	2,003	1,732	29,029
16,220	33,895	21,378	25,567	48,225	47,374	25,859	33,647	46,533	28,316	389,772
4,252	7,198	5,787	5,376	8,231	9,925	4,968	7,733	5,234	5,366	81,449
12,491	12,161	5,374	16,085	20,391	17,367	31,102	11,754	10,023	24,609	287,535
5,284	13,163	10,219	8,113	7,223	3,297	1,658	4,615	2,469	2,116	75,085
27,063	79,178	27,443	25,667	56,235	64,065	33,356	50,756	30,361	32,526	520,090
2,871	4,901	2,616	1,963	5,488	6,153	2,621	4,932	3,169	4,181	58,847
24,948	47,883	42,657	25,518	79,722	93,453	56,727	77,301	64,152	95,520	712,041
364	1,017	1,726	1,573	1,359	1,698	1,151	2,622	1,833	875	14,617
408	656	842	1,293	1,680	1,804	1,703	1,702	966	655	12,191
390	570	680	1,280	700	800	900	900	700	700	8,618
294	780	1,459	2,074	2,557	2,662	3,444	2,832	2,152	1,023	19,986
50,836	42,723	28,630	24,312	32,144	58,639	120,967	392,165	37,169	34,400	1,143,674
65,239	54,826	36,741	31,200	41,251	75,251	53,009	57,580	47,700	44,145	919,767
6,388	8,218	8,408	4,933	8,176	9,114	6,202	10,782	6,324	8,663	102,606
40,784	48,727	36,801	28,573	42,916	45,821	34,958	57,102	46,163	49,682	562,426
263,007	309,385	357,783	271,765	433,008	324,985	471,120	509,486	406,279	451,490	4,426,275
41,495	44,416	55,588	36,444	52,015	59,430	54,317	56,095	60,374	61,190	591,768
356,250	261,905	215,215	191,803	210,549	210,449	200,712	253,643	224,779	215,391	3,306,987
5,642	7,003	5,739	4,307	4,187	5,766	6,758	7,756	6,403	4,355	71,865
219,159	140,301	51,766	31,027	52,993	70,244	48,786	75,187	59,075	61,641	994,297
19,884	24,776	14,829	6,170	12,798	17,245	11,974	17,608	12,201	9,080	179,357
15,189	15,563	11,817	1,423	7,212	11,161	8,338	16,650	12,074	14,319	172,827
65,693	66,459	66,292	68,501	64,208	65,123	48,376	59,796	57,495	63,879	802,855
16,423	17,478	17,610	19,934	19,262	10,800	9,832	9,347	9,257	11,798	182,490



95年臺閩地區主要觀光遊憩區遊客人次月別統計 (續)
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國家風景區 National Scenic Areas	臺灣原住民文化園區 Taiwan Aboriginal Culture Park	屏東縣 Pingtung County	23,962	30,386	14,412	17,955	11,703	10,811	15,223	21,356	23,637	46,666	40,548	39,629	296,288	
	賽嘉遊憩區 Saijia Recreation Area	屏東縣 Pingtung County	0	0	0	0	0	0	0	0	0	0	0	0	0	
	霧臺遊憩區 Wutai Recreation Area	屏東縣 Pingtung County	4,403	6,916	2,875	2,493	2,391	607	552	1,253	985	3,027	3,610	4,268	33,380	
	北海岸及觀音山國家風景區 North Coast & Guanyinshan National Scenic Area															
	野柳風景區 Yeliu Scenic Area	臺北縣 Taipei County	47,787	55,879	53,835	67,294	52,287	48,747	59,404	63,286	49,237	99,522	94,945	66,046	758,269	
	石門洞 Shihmen Sea Cave	臺北縣 Taipei County	31,831	30,934	25,785	36,069	32,135	32,097	34,285	34,496	34,121	59,545	39,877	39,628	430,803	
	野柳海洋世界◎ Ocean World™	臺北縣 Taipei County	8,375	5,157	11,894	16,401	9,268	6,752	10,077	11,803	12,824	20,079	25,593	12,586	150,809	
	金山遊客中心 Jinshan Visitor Center	臺北縣 Taipei County	1,437	1,638	2,829	2,416	1,772	1,558	2,479	2,663	2,262	2,795	3,764	1,800	27,413	
	三芝遊客中心 Sanzhi Visitor Center	臺北縣 Taipei County	6,616	12,784	13,044	11,788	10,016	8,328	11,286	11,466	10,041	21,118	10,850	8,130	135,467	
	金山溫泉館 Jinshan Hot-Spring Gym Pool	臺北縣 Taipei County	4,060	6,784	3,384	3,104	4,662	4,165	6,929	7,691	4,583	5,852	3,434	5,637	60,285	
	翡翠灣濱海遊樂區◎ Green Bay	臺北縣 Taipei County	12,250	10,306	12,078	11,901	12,369	16,550	86,025	80,542	26,503	20,681	18,918	19,420	327,543	
	觀音山 Guanyinshan	臺北縣 Taipei County	32,584	37,113	53,221	53,886	53,776	43,420	51,038	44,182	58,370	63,427	37,299	43,832	572,148	
	雲嘉南濱海國家風景區 Southwest Coast National Scenic Area															
	雙春濱海遊憩區 Shuangchun Coastal Ecology Park	臺南縣 Tainan County	4,638	6,105	6,312	10,485	9,710	6,171	8,767	6,655	5,953	8,337	4,832	4,486	82,451	
	七股鹽山 Cigu Salt Mountains	臺南縣 Tainan County	52,649	92,197	46,416	54,287	38,909	29,382	60,428	50,333	49,798	77,160	65,930	66,065	683,554	
馬沙溝濱海遊憩區◎ Mashagou Seafront Pleasure Ground	臺南縣 Tainan County	0	0	0	0	0	0	4,967	2,358	1,315	2,406	0	0	11,046		
臺灣鹽博物館◎ Taiwan Salt Museum	臺南縣 Tainan County	11,988	18,776	5,514	6,721	5,127	3,901	9,494	11,627	4,611	9,598	7,271	6,049	100,677		
國家公園 National Parks	墾丁國家公園 Kenting National Park															
	墾丁國家公園管理處遊客中心 Kenting National Park Headquarters Visitor Center	屏東縣 Pingtung County	22,572	17,058	22,521	22,608	22,031	14,911	30,685	29,132	39,847	48,762	25,272	32,608	328,007	
	鵝鑾鼻公園 Eluanbi Park	屏東縣 Pingtung County	23,392	67,860	30,396	34,222	43,724	44,299	61,913	60,884	56,549	72,587	45,480	42,587	583,893	
	貓鼻頭公園 Maobitou Park	屏東縣 Pingtung County	28,308	57,863	43,018	51,921	63,246	54,259	63,937	56,121	62,231	82,664	52,268	47,087	662,923	
	墾丁國家森林遊樂區◎ Kenting National Forest Recreation Area	屏東縣 Pingtung County	25,650	29,749	17,799	25,221	13,936	16,518	26,103	26,978	23,451	31,157	24,681	18,185	279,428	
	佳樂水 Jialeshuei	屏東縣 Pingtung County	18,119	25,621	10,868	15,492	13,114	14,044	21,102	18,020	12,244	17,373	10,281	9,895	186,173	
	社頂自然公園 Sheding Nature Park	屏東縣 Pingtung County	13,078	24,807	13,983	17,378	18,359	17,688	23,703	22,192	21,160	27,915	18,179	15,138	233,580	
	南灣遊憩區 Nanwan Recreation Area	屏東縣 Pingtung County	6,728	11,089	18,654	22,160	23,109	24,203	28,680	38,267	32,658	10,347	7,220	4,400	227,515	
	龍鑾潭自然中心 Longluan Lake Nature Center	屏東縣 Pingtung County	11,572	10,869	9,938	10,653	10,214	9,656	12,182	9,256	13,001	22,106	14,346	14,219	148,012	
	砂島貝殼砂展示館 Shadao Shell Beach Exhibition Hall	屏東縣 Pingtung County	2,697	2,639	1,693	4,020	2,611	4,755	5,717	4,005	1,550	3,154	3,516	2,130	38,487	
	國立海洋生物博物館◎ National Museum of Marine Biology & Aquarium	屏東縣 Pingtung County	101,648	150,999	73,680	119,049	130,861	151,713	263,932	258,436	144,961	176,706	111,959	84,346	1,768,290	
	玉山國家公園 Yushan National Park															
	管理處遊客服務中心 Headquarters Visitor Center	南投縣 Nantou County	3,604	3,574	2,434	2,594	2,703	2,548	2,960	3,018	2,196	2,431	2,016	2,705	32,783	
	排雲山莊 Paiyun Lodge	南投縣 Nantou County	1,633	974	853	4,370	4,374	4,180	4,632	4,532	4,281	4,849	4,712	3,145	42,535	
	塔塔加遊憩區 Tataka Recreation Area	南投縣 Nantou County 嘉義縣 Chiayi County	66,225	52,980	76,821	51,470	40,146	16,058	40,145	50,347	36,215	80,555	44,305	53,714	608,981	
梅山遊客中心 Meishan Visitor Center	高雄縣 Kaohsiung County 臺東縣 Taitung County	85,830	68,664	49,438	63,775	49,744	17,410	22,633	57,408	48,307	89,556	46,729	60,730	660,224		
南安遊客中心 Nanan Visitor Center	花蓮縣 Hualien County	3,202	4,392	3,856	3,060	2,797	3,342	5,534	4,736	2,962	3,581	2,360	2,816	42,638		
陽明山國家公園 Yangmingshan National Park																
遊客中心 Visitor Center	臺北市 Taipei City	13,000	18,664	19,910	14,687	9,760	17,604	16,993	17,218	11,027	19,766	14,043	14,358	187,030		



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國家公園 National Parks	陽明書屋 Yangming Shuwu	臺北市 Taipei City	2,639	4,618	6,073	4,751	2,710	3,016	3,735	3,772	2,871	3,638	3,623	3,130	44,576	
	陽明公園 Yangming Park	臺北市 Taipei City	182,000	360,000	1,070,000	122,000	43,000	45,000	89,000	87,000	67,000	65,000	54,000	47,000	2,231,000	
	童軍露營場 Boy Scout Campground	臺北市 Taipei City	2,082	847	112	769	1,704	1,468	2,949	1,265	3,675	3,034	586	1,562	20,053	
	大屯遊憩區 Datun Recreation Area	臺北市 Taipei City	32,350	30,150	34,950	30,000	23,750	31,150	46,030	36,500	23,450	44,200	37,800	28,000	398,330	
	龍鳳谷遊憩區 Longfonggu Recreation Area	臺北市 Taipei City	28,335	26,375	35,740	72,750	18,840	22,930	48,030	32,620	23,100	33,310	19,620	17,220	378,870	
	太魯閣國家公園 Taroko National Park															
	太魯閣國家公園遊客中心 Taroko National Park Visitor Center	花蓮縣 Hualien County	50,112	69,816	46,966	51,439	43,968	48,742	75,366	63,487	46,242	71,808	67,821	53,013	688,780	
	布洛灣遊憩區 Pulowan Recreation Area	花蓮縣 Hualien County	51,355	83,700	61,396	92,362	57,859	49,457	73,399	72,652	45,573	64,051	73,867	39,724	765,395	
	臺九線沿線景觀區 Provincial Highway 9 Scenic Area	花蓮縣 Hualien County	183,087	274,559	218,979	242,603	199,228	208,482	260,083	306,675	219,562	241,530	227,169	214,947	2,796,904	
	臺八線沿線景觀區 Provincial Highway 8 Scenic Area	花蓮縣 Hualien County	147,884	196,114	156,414	173,288	142,306	148,916	185,768	219,054	156,830	172,522	162,264	153,534	2,014,894	
	雪霸國家公園 Shei-pa National Park															
	汶水遊客中心 Wenshui Visitor Center	苗栗縣 Miaoli County	14,831	13,804	14,976	11,902	25,986	16,644	25,012	17,933	14,708	21,064	24,857	17,589	219,306	
	武陵遊客中心 Wuling Visitor Center	臺中縣 Taichung County	5,650	5,636	3,686	5,477	3,795	4,095	6,725	5,850	4,033	5,832	3,853	3,389	58,021	
	武陵國家森林遊樂區 Wuling National Forest Recreation Area	臺中縣 Taichung County	19,261	24,861	14,002	17,008	10,455	10,411	25,090	30,440	17,062	26,736	20,893	21,006	237,225	
	金門國家公園 Kinmen National Park															
	中山紀念林 Sun Yat-sen Memorial Forest	金門縣 Kinmen County	5,491	6,801	8,650	12,316	11,719	13,155	19,650	16,232	16,916	15,766	14,937	9,654	151,287	
	翟山 Jhaishan	金門縣 Kinmen County	9,610	11,256	15,026	16,182	17,863	17,009	23,224	19,219	17,146	22,610	20,090	14,777	204,012	
	自然中心 Nature Center	金門縣 Kinmen County	8,776	9,854	13,222	14,820	15,351	14,477	20,333	16,483	15,858	19,354	17,927	13,349	179,804	
古寧頭戰史館 Guniungtou War Museum	金門縣 Kinmen County	6,562	8,992	12,068	13,943	14,436	13,359	17,008	14,103	12,985	17,586	14,544	9,576	155,162		
民俗村 Kinmen Folk Culture Village	金門縣 Kinmen County	4,912	6,153	7,623	6,506	6,717	7,449	10,164	7,461	7,563	9,696	8,553	7,038	89,835		
四維坑道 Sz-Wei Tunnels	金門縣 Kinmen County	3,879	4,688	6,886	6,507	8,287	8,098	11,711	10,097	8,660	8,441	9,523	6,301	93,078		
八二三砲戰紀念館 August 23rd Bombardment Memorial Hall	金門縣 Kinmen County	8,440	10,420	12,193	14,211	15,740	13,948	19,951	17,400	15,689	19,299	15,786	11,956	175,033		
公園 Government Sites	中正公園 Jhong-Jheng Park	基隆市 Keelung City	40,292	46,623	52,280	52,219	56,362	53,349	60,081	71,557	53,517	52,010	43,909	39,991	622,190	
	情人湖公園 Cingrenhu Park	基隆市 Keelung City	6,481	6,281	6,816	6,858	5,378	6,266	7,175	6,105	5,532	5,677	5,395	4,658	72,622	
	暖東峽谷 Nuandung Valley	基隆市 Keelung City	842	877	1,132	1,633	2,719	1,931	2,549	2,178	509	855	634	171	16,030	
	國立故宮博物院 National Palace Museum	臺北市 Taipei City	170,168	184,165	195,113	175,062	173,238	144,963	153,255	169,062	135,587	169,655	160,758	164,819	1,995,845	
	市立美術館 Taipei Fine Arts Museum	臺北市 Taipei City	37,305	34,288	46,065	33,813	30,739	23,495	41,815	29,657	3,426	26,383	33,685	35,059	375,730	
	忠烈祠 National Revolutionary Martyrs Shrine	臺北市 Taipei City	20,000	22,000	21,000	21,500	20,000	20,200	22,600	24,800	25,800	25,000	25,600	26,800	275,300	
	國立歷史博物館 National Museum of History	臺北市 Taipei City	15,793	26,073	33,182	44,642	17,769	12,677	26,650	24,537	11,911	9,255	9,108	11,247	242,844	
	國立臺灣科學教育館 National Taiwan Science Education Center	臺北市 Taipei City	69,564	96,684	83,078	72,374	70,367	87,759	144,346	152,828	106,870	120,427	85,042	86,368	1,175,707	
	國立臺灣藝術教育館 National Taiwan Art Education Center	臺北市 Taipei City	25,090	25,902	26,758	31,013	24,602	21,630	25,904	30,964	25,754	26,284	25,050	28,441	317,392	
	市立動物園 Taipei Zoo	臺北市 Taipei City	273,716	424,575	247,437	283,569	204,077	175,377	309,806	359,178	199,807	402,784	324,288	255,686	3,460,300	
	市立兒童育樂中心 Taipei Children's Recreation Center	臺北市 Taipei City	76,330	106,771	74,882	99,098	69,638	47,308	110,878	85,841	50,630	95,999	123,567	120,312	1,061,254	
	市立天文科學教育館 Taipei Astronomical Museum	臺北市 Taipei City	38,041	46,876	64,687	64,001	50,495	32,600	75,567	90,458	62,294	86,110	81,512	68,918	761,559	
	市立兒童交通博物館 Taipei Children's Museum of Transportation and Communication	臺北市 Taipei City	15,660	26,601	14,997	18,166	14,575	13,798	26,664	30,074	10,714	22,451	18,678	14,409	226,787	
	國父紀念館 National Dr. Sun Yat-Sen Memorial Hall	臺北市 Taipei City	95,634	126,941	72,735	87,300	88,392	96,268	126,031	109,229	75,898	87,593	93,932	88,731	1,148,684	
	士林官邸 Chiang Kai-Shek Shihlin Residence	臺北市 Taipei City	115,610	150,858	130,000	145,800	127,270	96,500	90,120	80,910	77,850	86,287	100,500	225,600	1,427,305	
	國立中正紀念堂 National Chiang Kai-Shek Memorial Hall	臺北市 Taipei City	50,939	5,096,123	39,518	92,908	46,885	35,811	47,547	135,259	115,849	42,896	75,088	28,449	5,807,272	
	臺北自來水園區 Taipei Water Park	臺北市 Taipei City	3,962	5,454	6,332	11,779	15,356	25,692	63,839	78,078	11,869	11,190	11,231	8,977	253,759	



95年臺閩地區主要觀光遊憩區遊客人次月別統計 (續)
Visitors to the Principal Scenic Spots in Taiwan by Month, 2006 (Cont.)

類型 Class	觀光遊憩區 Scenic Spots	縣市別 Location	月別												
			1月 Jan.	2月 Feb.	3月 Mar.	4月 Apr.	5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total
公園 觀光遊憩區 Government Sites	二二八紀念館 Taipei 228 Memorial Park	臺北市 Taipei City	1,393	3,565	3,612	2,374	1,737	2,178	1,960	2,767	2,202	2,274	2,362	2,704	29,128
	臺北探索館 Discovery Center of Taipei	臺北市 Taipei City	10,250	16,491	21,435	18,601	18,000	15,758	35,126	30,590	15,822	16,564	14,743	18,151	231,531
	臺北偶戲館 Puppetry Art Center of Taipei	臺北市 Taipei City	2,104	1,268	1,570	2,485	1,612	852	2,484	2,921	317	1,256	2,238	1,672	20,779
	凱達格蘭文化館 Ketagalan Culture Center	臺北市 Taipei City	3,298	3,678	5,032	4,804	4,814	5,178	6,064	6,227	4,683	6,220	8,155	18,142	76,295
	坪林茶業博物館 Pinglin Tea Museum	臺北縣 Taipei County	2,701	3,400	2,304	2,956	2,534	2,235	3,427	3,639	2,666	4,203	2,349	2,611	35,025
	臺北縣立鶯歌陶瓷博物館 Taipei County Yingge Ceramics Museum	臺北縣 Taipei County	14,300	20,513	15,894	24,889	17,770	0	24,503	29,467	13,699	44,258	16,758	16,745	238,796
	烏來風景特定區 Wulai Special Scenic Area	臺北縣 Taipei County	129,580	131,526	22,776	43,110	59,030	42,444	53,448	59,337	41,123	60,988	45,186	74,790	763,338
	碧潭風景特定區 Bitan Special Scenic Area	臺北縣 Taipei County	169,146	189,602	63,148	68,503	95,467	98,169	69,195	63,128	70,156	168,499	57,643	79,126	1,191,782
	臺北縣客家文化園區 Taipei County Hakka Museum	臺北縣 Taipei County	8,457	10,150	9,493	11,069	13,786	10,674	14,072	15,305	9,552	13,326	11,073	12,921	139,878
	十分旅遊服務中心 Shihfen Sightseeing Service Center	臺北縣 Taipei County	37,818	178,769	35,802	37,517	35,069	27,699	42,873	36,697	32,989	52,394	40,288	40,178	598,093
	淡水漁人碼頭 Tamshui Fishman's Wharf	臺北縣 Taipei County	113,420	125,997	117,543	148,675	125,656	132,366	165,516	141,026	111,448	155,854	104,461	97,491	1,539,453
	瑞芳風景特定區 Rueifan Special Scenic Area	臺北縣 Taipei County	193,820	164,980	102,150	118,310	100,120	120,700	175,801	192,058	162,474	135,862	132,552	128,535	1,727,362
	臺北縣立十三行博物館 Taipei County Shinsanhang Museum of Archaeology	臺北縣 Taipei County	23,954	30,506	26,646	43,834	25,762	20,271	47,168	46,435	23,571	36,100	29,420	22,249	375,916
	臺北縣黃金博物館園區 Taipei County Gold Ecological Park	臺北縣 Taipei County	49,144	84,054	55,008	68,498	53,821	38,617	86,213	93,139	57,523	80,796	72,371	52,610	791,794
	中正航空科學館 Chung Cheng Aviation Museum	桃園縣 Taoyuan County	6,953	11,803	9,129	9,505	8,072	7,796	14,749	16,086	9,850	15,058	11,406	11,017	131,424
	石門水庫風景區 Shihmen Reservoir	桃園縣 Taoyuan County	63,925	197,146	88,957	135,942	97,629	82,507	99,182	86,030	103,603	127,360	104,845	78,498	1,265,624
	木雕博物館 Miaoli Woodsculpture Museum	苗栗縣 Miaoli County	4,719	8,677	5,035	13,191	13,892	8,765	14,077	15,947	9,734	10,099	9,386	8,222	121,744
	國立自然科學博物館 National Museum of Natural Science	臺中市 Taichung City	234,720	277,359	261,209	258,424	189,918	184,631	331,649	336,453	212,998	304,575	288,864	483,436	3,364,236
	臺中公園 Taichung Park	臺中市 Taichung City	26,111	23,330	25,112	23,322	20,300	23,820	23,362	22,830	20,013	20,965	22,996	22,002	274,163
	大坑登山步道 Ta-Keng Hiking Path	臺中市 Taichung City	45,269	46,888	42,220	46,003	39,801	45,010	45,550	46,507	41,205	45,011	46,250	46,661	536,375
	福壽山農場 Fushoushan Farm	臺中縣 Taichung County	5,636	6,625	3,924	4,409	3,008	1,677	7,281	8,024	5,946	12,160	7,263	6,459	72,412
	武陵農場 Wuling Farm	臺中縣 Taichung County	19,261	24,861	14,002	17,008	10,455	10,411	25,090	30,440	17,062	26,736	20,893	21,006	237,225
	后里馬場 Houli Race Course	臺中縣 Taichung County	9,108	14,223	3,878	5,234	8,373	2,343	4,476	6,338	3,426	7,045	4,443	4,039	72,926
	鳳凰谷鳥園 Phoenix Valley Bird Park	南投縣 Nantou County	9,716	15,878	8,516	12,512	9,432	1,495	0	0	0	10,763	9,602	8,645	86,559
	清境農場 Cingjing Farm	南投縣 Nantou County	101,403	146,386	69,668	81,409	66,780	48,408	114,829	156,590	87,046	124,758	100,746	107,320	1,205,343
	臺灣省特有生物研究保育中心 Taiwan Endemic Species Research Institute	南投縣 Nantou County	9,942	11,976	9,803	13,792	9,596	5,003	16,566	17,220	7,734	12,157	10,901	7,012	131,702
	嘉義市立博物館 The Museum of Chiayi City	嘉義市 Chiayi City	10,004	9,518	11,224	10,865	10,141	8,390	11,872	10,109	10,616	12,670	10,269	11,225	126,903
	嘉義農場生態渡假玩國 Chiayi Farm Ecological Resort	嘉義縣 Chiayi County	17,396	16,790	6,422	10,389	11,979	8,547	9,006	9,103	8,110	16,144	14,259	18,499	146,644
	尖山埤江南渡假村 Jianshanbi Scenic Area	臺南縣 Tainan County	13,483	17,689	14,680	17,910	11,252	8,645	10,374	9,016	12,191	21,974	19,147	16,026	172,387
	曾文水庫 Zengwun Dam	臺南縣 Tainan County	25,361	28,621	14,225	16,922	19,140	12,691	23,004	24,117	21,606	26,930	30,355	34,574	277,546
	烏山頭水庫風景區 Wu Shan Tou Reservoir	臺南縣 Tainan County	15,655	23,507	11,189	16,714	15,754	11,973	20,731	22,533	14,815	42,295	12,743	16,995	224,904
	烏樹林休閒園區 Wu Shu Lin Recreational Park	臺南縣 Tainan County	13,554	17,566	15,355	16,772	11,263	9,021	17,104	13,941	10,769	17,622	15,462	12,952	171,381
	臺灣鹽博物館 Taiwan Salt Museum	臺南縣 Tainan County	11,988	18,776	5,514	6,721	5,127	3,901	9,494	11,627	4,611	9,598	7,271	6,049	100,677
	壽山動物園 Shoushan Zoo	高雄市 Kaohsiung City	50,663	73,524	33,780	38,812	27,034	15,901	28,122	45,578	30,536	49,619	41,162	41,607	476,338
	前清打狗英國領事館 British Consulate at Takao	高雄市 Kaohsiung City	34,000	40,000	32,000	27,000	27,500	23,100	27,500	28,500	28,100	32,000	37,000	35,000	371,700
	旗津海岸公園 Cijin Seashore Park	高雄市 Kaohsiung City	185,700	285,200	67,200	83,000	67,500	63,000	55,300	72,500	87,000	137,800	82,500	102,000	1,288,700
	蓮池潭 Lotus Pond	高雄市 Kaohsiung City	230,000	130,000	50,000	47,000	30,000	35,000	30,000	40,000	80,000	120,000	45,000	50,000	887,000
	國立科學工藝博物館 National Science and Technology Museum	高雄市 Kaohsiung City	82,667	135,858	129,704	315,813	85,350	104,274	187,511	165,058	87,698	115,472	142,906	90,383	1,642,694
	高雄市立美術館 Kaohsiung Museum of Fine Arts	高雄市 Kaohsiung City	21,099	38,995	28,085	31,584	22,786	18,734	26,988	31,506	19,428	26,186	27,165	21,858	314,414
	高雄市立歷史博物館 Kaohsiung Museum of History	高雄市 Kaohsiung City	10,269	29,727	17,367	15,556	13,583	7,999	11,792	13,649	12,384	18,646	16,418	20,230	187,620



95年臺閩地區主要觀光遊憩區遊客人次月別統計 (續) Visitors to the Principal Scenic Spots in Taiwan by Month, 2006 (Cont.)

類型 Class	觀光遊憩區 Scenic Spots	縣市別 Location	1月 Jan.	2月 Feb.	3月 Mar.	4月 Apr.	5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total
國 營 公 園 Government Sites	高雄市中正文化中心 Kaohsiung Chiang Kai-Shek Cultural Center	高雄市 Kaohsiung City	157,410	367,287	10,150	152,150	15,250	28,272	22,342	16,854	25,550	78,300	24,000	22,700	920,265
	高雄休閒農場 Kaohsiung Recreation Farm	高雄縣 Kaohsiung County	15,151	12,020	3,173	2,375	2,345	1,348	2,005	1,693	1,139	2,250	1,771	1,380	46,650
	美濃客家文物館 Meei-Nong The Hakkas Museum	高雄縣 Kaohsiung County	10,848	10,804	5,657	6,386	4,459	2,818	5,038	6,009	3,474	6,710	7,319	4,702	74,224
	澄清湖 Chengching Lake	高雄縣 Kaohsiung County	76,722	131,064	117,357	125,297	120,321	112,092	106,691	123,286	125,967	129,205	131,568	133,801	1,433,371
	國立海洋生物博物館 National Museum of Marine Biology & Aquarium	屏東縣 Pingtung County	101,648	150,999	73,680	119,049	130,861	151,713	263,932	258,436	144,961	176,706	111,959	84,346	1,768,290
	武荖坑風景區 Wulaokeng Scenic Area	宜蘭縣 Yilan County	4,820	5,627	88,355	176,635	53,859	8,103	159,109	146,673	18,727	19,637	6,477	3,834	691,856
	蘇澳冷泉 Su-ao Cold Spring	宜蘭縣 Yilan County	983	693	920	2,176	2,681	14,623	37,636	43,543	8,354	5,375	1,551	1,304	119,839
	慶修院 Chinxiu Temple	花蓮縣 Hualien County	18,580	1,831	926	2,564	2,823	3,500	5,100	5,617	5,617	6,000	7,500	6,000	66,058
	花蓮縣石雕博物館 Hualien Stone Sculpture Museum	花蓮縣 Hualien County	682	1,365	1,451	2,582	1,348	1,595	2,825	2,689	1,036	3,002	15,377	2,663	36,615
	國立臺灣史前文化博物館 National Museum of Prehistory	臺東縣 Taitung County	17,968	21,006	14,454	19,332	15,073	12,698	31,686	22,747	15,056	17,824	18,005	16,491	222,340
	國立臺東海洋生物展覽館 National Taitung Oceanarium	臺東縣 Taitung County	6,623	8,702	2,105	4,024	2,345	2,801	5,899	6,292	2,445	4,732	3,478	2,782	52,228
	卑南文化公園 Beinan Cultural Park	臺東縣 Taitung County	29,266	39,345	28,697	29,805	24,073	18,789	32,070	26,343	22,701	29,941	25,488	24,141	330,659
	莒光樓 Juguang Tower	金門縣 Kinmen County	6,759	7,017	12,027	13,875	13,262	13,116	17,024	13,893	14,320	15,571	14,562	13,043	154,469
	七美人塚 Seven Beauties Tomb	澎湖縣 Penghu County	0	0	0	9,692	15,346	16,835	18,416	12,561	6,381	1,540	0	0	80,771
澎湖開拓館 Penghu Reclamation Hall	澎湖縣 Penghu County	437	467	421	642	620	630	1,052	802	623	453	500	307	6,954	
縣 級 國 家 公 園 County Scenic Areas	小烏來風景特定區 Siaowulai Scenic Area	桃園縣 Taoyuan County	5,072	7,412	4,583	4,901	6,530	6,020	14,984	12,848	6,291	11,675	5,904	4,318	90,538
	港南運河風景區 Gangnan Coastal Scenic Area	新竹市 Hsinchu City	180,000	185,000	50,000	40,000	42,000	50,000	60,000	65,000	65,000	65,000	60,000	60,000	922,000
	清泉溫泉 Cingcyuan Hot Spring	新竹縣 Hsinchu County	100	100	159	72	35	35	23	20	15	16	17	17	609
	內灣風景區 Neiwan Scenic Area	新竹縣 Hsinchu County	168,665	176,521	156,515	165,217	169,219	171,178	180,353	170,032	158,022	167,639	170,009	168,820	2,022,190
	鐵鋸山 Tiehchenshan Mountain Recreation Area	臺中縣 Taichung County	30,817	30,517	27,612	34,058	23,498	19,843	32,253	22,402	27,830	37,827	24,373	25,945	336,975
	霧社 Wushe	南投縣 Nantou County	50,701	73,194	34,834	40,704	33,390	24,204	61,543	78,396	43,845	62,379	50,373	53,660	607,223
	東埔溫泉 Dongpu Hot Springs	南投縣 Nantou County	34,797	41,916	14,704	20,688	33,586	12,507	24,849	25,830	19,335	42,550	38,153	24,542	333,457
	草嶺 Tsaoling	雲林縣 Yunlin County	15,900	29,700	28,600	18,600	28,450	18,320	24,200	33,480	38,450	37,420	50,490	38,350	361,960
	蘭潭 Lantan	嘉義市 Chiayi City	44,260	48,530	39,050	45,580	45,905	22,060	39,595	43,870	40,100	50,930	38,580	41,620	500,080
	關子嶺溫泉 Guan Zih Ling Hot Spring	臺南縣 Tainan County	29,226	22,035	48,923	19,789	16,089	18,473	19,246	16,142	19,095	16,818	14,812	13,148	253,796
	虎頭埤風景區 Hutoubei Scenic Area	臺南縣 Tainan County	36,772	39,847	24,902	29,022	28,386	18,652	42,212	30,344	28,985	40,955	28,995	26,044	375,116
	冬山河親水公園 Dongshan River Water Park	宜蘭縣 Yilan County	23,984	32,426	13,808	23,049	33,031	33,346	347,678	224,948	40,684	47,212	26,941	21,481	868,588
	五峰旗瀑布 Wufongci Waterfall	宜蘭縣 Yilan County	127,303	87,852	111,940	130,996	113,285	165,410	211,621	216,548	185,276	203,377	168,923	118,397	1,840,928
	龍潭湖 Longtan Lake	宜蘭縣 Yilan County	12,187	13,700	8,132	6,964	6,891	7,040	7,930	8,145	7,765	14,370	13,716	9,575	116,415
知本溫泉風景特定區 Jhiben Hot Spring Scenic Area	臺東縣 Taitung County	66,220	60,533	58,087	73,262	55,934	63,998	81,305	72,556	61,645	67,016	70,752	64,010	795,318	
森 林 遊 憩 區 Forest Recreation Areas	滿月圓國家森林遊樂區 Manyueyuan National Forest Recreation Area	臺北縣 Taipei County	10,758	13,258	11,276	14,467	12,855	9,300	19,378	22,168	11,675	23,972	18,030	14,214	181,351
	內洞國家森林遊樂區 Neidong National Forest Recreation Area	臺北縣 Taipei County	13,072	21,599	16,514	18,504	15,043	13,914	23,673	25,317	13,042	26,171	15,124	8,274	210,247
	東眼山國家森林遊樂區 Dongyanshan National Forest Recreation Area	桃園縣 Taoyuan County	10,983	17,015	13,597	17,587	17,683	6,688	15,596	21,174	13,854	26,618	20,070	13,023	193,888
	拉拉山自然保護區 Lalashan Forest Reserve	桃園縣 Taoyuan County	9,838	13,990	6,795	6,043	7,580	15,055	37,341	31,542	9,556	17,708	8,476	8,120	172,044
	八仙山國家森林遊樂區 Basianshan National Forest Recreation Area	臺中縣 Taichung County	2,231	6,086	4,214	6,711	4,717	1,651	3,709	3,917	2,823	5,719	5,511	4,818	52,107
	大雪山國家森林遊樂區 Dasyueshan National Forest Recreation Area	臺中縣 Taichung County	0	0	0	0	0	0	0	7,681	7,551	14,124	7,252	7,997	44,605
	武陵國家森林遊樂區 Wuling National Forest Recreation Area	臺中縣 Taichung County	19,261	24,861	14,002	17,008	10,455	10,411	25,090	30,440	17,062	26,736	20,893	21,006	237,225
	奧萬大國家森林遊樂區 Aowanda National Forest Recreation Area	南投縣 Nantou County	37,962	27,915	5,646	4,776	2,934	382	5,376	9,513	6,744	25,847	39,950	61,592	228,637
	惠蓀林場 Huisun Forest Recreation Area	南投縣 Nantou County	12,083	16,072	8,204	11,369	9,432	3,806	10,574	14,850	8,431	14,720	11,385	13,293	134,219
	溪頭森林遊樂區 Sitou Forest Recreation Area	南投縣 Nantou County	60,230	87,548	65,718	77,971	64,159	62,562	131,585	157,557	111,230	136,222	85,215	71,843	1,111,840



95年臺閩地區主要觀光遊憩區遊客人次月別統計(續)
Visitors to the Principal Scenic Spots in Taiwan by Month, 2006 (Cont.)

類型 Class	觀光遊憩區 Scenic Spots	縣市別 Location	1月 Jan.	2月 Feb.	3月 Mar.	4月 Apr.	5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total	
森林遊憩區 Forest Recreation Areas	合歡山國家森林遊樂區 Mt.Hehuan National Forest Recreation Area	南投縣 Nantou County	876	779	541	819	1,357	715	1,602	1,854	914	1,261	1,068	1,067	12,853	
	阿里山國家森林遊樂區 Alishan National Forest Recreation Area	嘉義縣 Chiayi County	70,332	113,786	219,159	140,301	51,766	31,027	52,993	70,244	48,786	75,187	59,075	61,641	994,297	
	藤枝國家森林遊樂區 Tengjih National Forest Recreation Area	高雄縣 Kaohsiung County	0	0	0	0	0	0	0	0	0	0	0	0	0	
	墾丁國家森林遊樂區 Kenting National Forest Recreation Area	屏東縣 Pingtung County	25,650	29,749	17,799	25,221	13,936	16,518	26,103	26,978	23,451	31,157	24,681	18,185	279,428	
	雙流國家森林遊樂區 Shuangliou National Forest Recreation Area	屏東縣 Pingtung County	3,879	6,099	3,537	6,561	4,926	2,971	5,936	8,058	5,270	9,341	5,602	4,511	66,691	
	太平山國家森林遊樂區 Taipingshan National Forest Recreation Area	宜蘭縣 Yilan County	2,586	6,168	2,182	6,695	9,776	4,068	35,050	39,996	21,173	37,543	25,884	26,515	217,636	
	棲蘭森林遊樂區 Cilan Forest Recreation Area	宜蘭縣 Yilan County	10,411	13,021	5,737	6,235	4,260	8,455	15,132	17,068	7,788	11,778	7,960	6,746	114,591	
	明池森林遊樂區 Mingchi Forest Recreation Area	宜蘭縣 Yilan County	5,878	7,127	3,914	6,369	5,321	7,112	13,386	12,134	7,705	9,482	6,831	5,796	91,055	
	富源國家森林遊樂區 Fuyuan National Forest Recreation Area	花蓮縣 Hualien County	6,834	10,545	4,252	7,198	5,787	5,376	8,231	9,925	4,968	7,733	5,234	5,366	81,449	
	池南國家森林遊樂區 Chihnan National Forest Recreation Area	花蓮縣 Hualien County	2,414	2,700	3,121	2,629	1,387	1,533	3,184	2,967	2,130	3,229	2,003	1,732	29,029	
	知本國家森林遊樂區 Jihben National Forest Recreation Area	臺東縣 Taitung County	13,782	17,622	9,857	11,627	5,394	5,729	14,070	15,260	8,515	14,621	11,217	10,723	138,417	
	海水浴場 Beach	福隆蔚藍海岸 Fulong Beach	臺北縣 Taipei County	7,139	10,406	4,543	0	0	9,247	307,505	20,325	7,196	8,076	3,321	2,306	380,064
		翡翠灣濱海遊樂區 Green Bay	臺北縣 Taipei County	12,250	10,306	12,078	11,901	12,369	16,550	86,025	80,542	26,503	20,681	18,918	19,420	327,543
崎頂海水浴場 Chi Ding Bathing Beach		苗栗縣 Miaoli County	557	867	875	1,373	3,334	8,377	12,135	13,099	5,318	6,022	733	255	52,945	
通霄海水浴場 West-Ocean Educational Sea World		苗栗縣 Miaoli County	15,941	22,042	4,447	5,251	5,528	5,866	12,144	11,292	6,714	4,625	2,400	1,280	97,530	
大安海水浴場 Daan Beach		臺中縣 Taichung County	0	0	0	0	0	1,652	3,979	4,535	1,487	1,593	0	0	13,246	
馬沙溝濱海遊憩區 Mashagou Seafront Pleasure Ground		臺南縣 Tainan County	0	0	0	0	0	0	4,967	2,358	1,315	2,406	0	0	11,046	
旗津海水浴場 Cijin Beach		高雄市 Kaohsiung City	95,200	145,300	23,600	4,500	6,200	4,200	25,000	30,000	38,000	85,000	48,000	38,500	543,500	
墾丁海水浴場 Kenting Beach		屏東縣 Pingtung County	719	1,114	811	1,628	1,424	1,877	1,867	2,195	1,588	1,081	801	520	15,625	
頭城海水浴場 Toucheng Beach		宜蘭縣 Yilan County	3,009	2,870	3,160	3,504	3,171	3,155	3,685	3,374	2,129	1,850	2,129	2,800	34,836	
磯崎海水浴場 Jici Beach		花蓮縣 Hualien County	407	228	0	465	1,083	2,600	6,263	6,253	1,585	1,276	0	37	20,197	
觀光遊藝場 Amusement / Theme Sites	陽明海洋文化藝術館 Yangming Oceanic Culture and Art Museum	基隆市 Keelung City	1,015	1,216	1,458	15,606	2,213	879	2,615	2,363	3,571	3,246	2,997	1,453	38,632	
	和平島濱海公園 Hepingdao Seashore Park	基隆市 Keelung City	7,439	8,211	7,091	10,809	11,341	15,717	28,925	21,842	10,480	18,995	11,416	6,013	158,279	
	中影文化城 Chinese Culture & Movie Center	臺北市 Taipei City	10,198	12,958	0	0	0	0	0	0	0	0	0	0	23,156	
	臺北海洋館 Taipei Sea World	臺北市 Taipei City	11,979	19,237	10,871	13,465	7,108	9,048	13,566	15,815	10,207	24,500	19,366	12,795	167,957	
	美麗華摩天輪 Miramar Ferris Wheel	臺北市 Taipei City	85,394	95,590	55,170	54,939	51,502	55,686	78,530	78,151	42,185	57,550	46,543	61,456	762,696	
	臺北101觀景臺 Taipei 101 Observatory	臺北市 Taipei City	93,000	92,848	86,994	81,966	83,112	87,865	106,319	112,502	95,105	126,055	120,400	104,245	1,190,411	
	關渡自然公園 Guandu Nature Park	臺北市 Taipei City	5,029	4,591	6,193	11,322	8,165	4,085	4,879	4,514	3,938	11,783	18,468	12,305	95,272	
	當代藝術館 Museum of Contemporary Art, Taipei (MOCA Taipei)	臺北市 Taipei City	0	4,992	10,984	11,046	9,487	4,160	9,001	8,993	3,884	7,136	4,303	7,395	81,381	
	八仙海岸 Formosa Fun Coast	臺北縣 Taipei County	2,224	4,785	1,042	2,895	5,761	26,502	120,345	124,743	20,464	8,278	412	300	317,751	
	野柳海洋世界 Ocean World	臺北縣 Taipei County	8,375	5,157	11,894	16,401	9,268	6,752	10,077	11,803	12,824	20,079	25,593	12,586	150,809	
	雲仙樂園 Yun Hsien Holiday Resort	臺北縣 Taipei County	23,642	40,815	17,231	11,735	20,270	15,546	29,795	21,995	15,068	30,868	20,254	17,167	264,386	
	朱銘美術館 Juming Museum	臺北縣 Taipei County	6,971	10,432	9,203	9,687	11,121	7,601	11,322	12,684	8,067	15,166	10,344	8,326	120,924	
	十分瀑布 Shihfen Waterfall	臺北縣 Taipei County	7,817	14,429	8,603	11,448	9,938	10,214	15,713	14,954	10,686	14,711	11,254	9,029	138,796	
	小人國主題樂園 Window on China Theme Park	桃園縣 Taoyuan County	55,947	107,338	38,601	39,330	31,042	23,755	125,189	192,155	37,899	66,486	55,036	37,211	809,989	
	味全埔心牧場 Wei Chuan Pushin Ranch	桃園縣 Taoyuan County	18,075	15,241	16,666	45,279	25,996	17,322	34,261	41,357	22,384	40,302	43,511	18,963	339,357	
	龍珠灣渡假中心 Lung Chu Wan Resort Center	桃園縣 Taoyuan County	0	0	0	0	0	0	0	0	0	0	0	0	0	
	六福村主題遊樂園 Leofoo Village Theme Park	新竹縣 Hsinchu County	60,192	99,718	63,144	83,885	71,300	78,994	110,697	164,192	73,612	102,003	90,373	71,169	1,069,279	
	小叮嚀科學遊樂園 Little Ding-Dong Science Park	新竹縣 Hsinchu County	8,915	11,238	10,790	14,760	9,292	7,388	12,351	13,805	6,659	14,084	16,015	6,053	131,350	
萬瑞森林樂園 Wanjui Forest Recreational Area	新竹縣 Hsinchu County	1,292	2,727	625	2,844	1,193	5,107	4,525	3,512	9,194	14,601	3,599	2,149	51,368		



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類別 Class	觀光遊憩區 Scenic Spots	縣市別 Location	1月 Jan.	2月 Feb.	3月 Mar.	4月 Apr.	5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total
遊樂主題區 Amusement / Theme Sites	成豐夢幻世界 Fantasy World of Successful Group	新竹縣 Hsinchu County	3,370	4,232	3,246	6,266	1,504	2,843	5,107	2,900	7,850	11,302	9,260	5,282	63,162
	綠世界生態休閒農場 Green World	新竹縣 Hsinchu County	33,588	48,957	26,100	65,500	34,800	22,900	41,300	41,520	23,520	51,400	55,227	41,143	485,955
	香格里拉樂園 Shangrila Paradise	苗栗縣 Miaoli County	18,956	31,147	19,774	16,848	32,234	8,019	15,617	26,840	34,850	17,915	20,309	16,504	259,013
	火炎山溫泉遊樂區 Houyenshen Hot Spring Theme Park	苗栗縣 Miaoli County	28,810	50,730	8,260	7,788	3,802	2,258	5,141	2,652	4,261	6,842	8,237	3,448	132,229
	西湖渡假村 West Lake Resortopia	苗栗縣 Miaoli County	46,955	85,846	15,799	50,155	89,424	16,571	35,453	47,589	20,105	25,823	17,915	18,413	470,048
	亞哥花園 Encore Garden	臺中市 Taichung City	8,381	11,311	6,246	5,758	3,754	2,852	2,479	2,710	1,057	2,333	4,633	2,459	53,973
	東山樂園 Tungshan Paradise	臺中市 Taichung City	25,186	18,979	11,263	10,928	10,013	10,625	12,638	14,062	9,768	9,987	9,801	9,879	153,129
	月眉育樂世界 Yamay Resort	臺中縣 Taichung County	66,281	121,000	41,497	43,249	49,678	69,161	174,155	253,892	100,443	68,448	41,900	33,869	1,063,573
	東勢林場 Dungshr Forest Farm	臺中縣 Taichung County	20,860	28,969	12,343	27,935	17,482	9,797	15,830	15,467	9,835	17,195	11,949	16,710	204,372
	杉林溪森林遊樂區 Sun Link Sea Forest Recreation Area	南投縣 Nantou County	32,551	52,748	49,605	75,686	29,758	21,298	48,872	55,336	36,177	46,414	27,728	20,739	496,912
	九族文化村◎ Formosan Aboriginal Culture Village	南投縣 Nantou County	79,827	332,998	65,239	54,826	36,741	31,200	41,251	75,251	53,009	57,580	47,700	44,145	919,767
	泰雅渡假村 Atayal Village	南投縣 Nantou County	29,698	35,077	14,288	16,304	8,838	7,398	27,056	23,454	17,938	19,701	20,570	19,660	239,982
	臺灣民俗村 Taiwan Folk Village	彰化縣 Changhua County	8,012	9,101	3,645	4,320	1,372	1,467	2,517	3,670	3,115	2,956	1,578	1,602	43,355
	劍湖山世界 JanFuSun Fancyworld	雲林縣 Yunlin County	106,804	146,605	84,091	91,886	64,406	69,584	100,597	156,956	129,003	189,800	145,793	121,839	1,407,364
	中華民俗村 China Folk-Custom Village	嘉義縣 Chiayi County	1,490	5,519	5,058	5,438	3,850	2,974	4,300	2,609	3,715	4,520	3,799	3,509	46,781
	藝都表演村 Yito Show	嘉義縣 Chiayi County	9,681	12,682	13,666	14,088	12,657	10,137	14,557	6,933	8,398	14,629	15,569	9,607	142,604
	走馬瀨農場 Tsou-Ma-Lai Farm	臺南縣 Tainan County	52,448	62,313	26,487	34,512	23,959	17,513	35,065	35,648	20,136	53,385	34,452	38,744	434,662
	頑皮世界 Leopard King Safari Zoo	臺南縣 Tainan County	29,762	37,252	10,156	17,135	7,987	13,567	10,141	12,068	6,350	23,044	11,682	19,276	198,420
	布魯樂谷主題親水樂園 Blue Lagoon Water Park	高雄市 Kaohsiung City	0	0	0	5,571	10,627	26,992	81,673	82,871	16,533	9,240	0	0	233,507
	大世界國際村 Great World International Village	高雄縣 Kaohsiung County	18,621	8,853	7,107	6,331	5,941	5,402	4,076	3,381	2,142	2,048	1,819	1,313	67,034
8大森林博覽樂園 Bada Forest Theme Park	屏東縣 Pingtung County	38,781	50,584	17,756	18,159	9,725	7,798	20,902	21,016	10,787	19,849	19,234	9,980	244,571	
小墾丁牛仔渡假村 Kentington Resort	屏東縣 Pingtung County	18,739	16,772	14,012	17,221	16,672	21,727	25,214	22,778	22,256	19,629	10,728	15,715	221,463	
花蓮海洋公園◎ Hualien Ocean Park	花蓮縣 Hualien County	56,902	101,665	38,426	50,100	38,538	46,751	113,283	115,123	46,105	62,124	40,996	33,797	743,810	
民俗村◎ Kinmen Folk Culture Village	金門縣 Kinmen County	4,912	6,153	7,623	6,506	6,717	7,449	10,164	7,461	7,563	9,696	8,553	7,038	89,835	
寺廟 Temples	清水祖師廟 Cingshui Zushih Temple	臺北縣 Taipei County	401	793	974	511	1,439	713	1,563	300	335	314	1,563	675	9,581
	萬和宮 Wan-He Temple	臺中市 Taichung City	44,610	32,180	20,036	36,870	21,700	19,620	10,252	10,120	19,380	20,270	21,450	21,720	278,208
	中臺禪寺 Chung-Tai Buddhist Temple	南投縣 Nantou County	79,154	75,110	55,939	61,183	64,239	52,177	79,487	71,664	52,572	78,317	142,719	219,964	1,032,525
	北港朝天宮 BeiGang ChaoTian Temple	雲林縣 Yunlin County	1,187,500	1,621,000	521,000	529,000	243,000	154,000	183,000	165,000	187,000	243,000	306,000	296,000	5,635,500
	南鯤鯓代天府 Daitianfu Temple, Nankunshen	臺南縣 Tainan County	900,000	700,000	750,000	600,000	800,000	778,000	1,000,000	500,000	730,000	820,000	760,800	700,200	9,039,000
	麻豆代天府 Daitianfu Temple, Madou	臺南縣 Tainan County	491,317	521,717	322,772	433,787	304,623	230,766	238,494	48,363	100,485	255,113	294,116	196,866	3,438,419
	佛光山 Foguangshan	高雄縣 Kaohsiung County	353,970	781,271	48,631	75,331	60,518	42,741	66,871	68,122	49,757	60,759	34,216	52,382	1,694,569
	林安泰古厝民俗文物館 Lin An-Tai Historic Home	臺北市 Taipei City	3,871	5,650	8,227	8,282	10,250	8,606	6,904	7,260	11,039	14,621	15,052	14,016	113,778
歷史遺跡、古蹟、蹟址 Historic Sites	北投溫泉博物館 Beitou Hot Spring Museum	臺北市 Taipei City	14,694	22,261	16,118	16,608	12,843	10,730	11,837	15,162	11,795	15,070	16,919	17,544	181,581
	龍山寺 Lung Shan Temple	臺北市 Taipei City	760,742	264,618	148,379	137,274	152,459	133,176	126,704	129,479	123,656	135,897	109,219	136,905	2,358,508
	臺北故事館 Taipei Story House	臺北市 Taipei City	8,517	10,303	9,919	10,566	8,476	7,497	13,002	10,422	9,480	7,265	8,045	8,784	112,276
	淡水紅毛城 Fort San Domingo, Tamsui	臺北縣 Taipei County	27,010	33,695	27,260	32,944	20,836	19,501	25,625	28,266	18,873	35,230	24,583	25,869	319,692
	林本源園邸(林家花園) The Lin Family Mans	臺北縣 Taipei County	5,905	14,616	8,421	14,616	6,421	2,757	8,756	9,956	6,750	11,350	8,285	9,288	107,121
	滬尾砲臺 Huwei Fort	臺北縣 Taipei County	4,196	5,346	4,961	6,920	3,445	2,766	3,852	3,134	3,285	5,237	4,321	4,431	51,894
	前清淡水關稅務司官邸 Tamsui Customs Officer's Residence	臺北縣 Taipei County	5,037	5,515	4,317	8,201	2,943	3,432	3,246	3,668	2,471	3,901	5,214	2,745	50,690



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古蹟、 歷史 建物 Historic Sites	鹿港龍山寺 Longshan Temple, Lugang	彰化縣 Changhua County	53,362	36,245	
	彰化孔子廟 Confucius Temple, Chunghua	彰化縣 Changhua County	6,000	5,800	
	延平郡王祠 Koxinga Shrine	臺南市 Tainan City	7,525	10,783	
	赤嵌樓 Fort Provintia	臺南市 Tainan City	27,426	118,280	
	億載金城 Eternal Fortress	臺南市 Tainan City	12,414	63,552	
	臺南孔子廟 Confucius Temple, Tainan	臺南市 Tainan City	33,799	33,355	
	祀典武廟 War God Temple	臺南市 Tainan City	16,456	52,043	
	五妃廟 Five Concubines Temple	臺南市 Tainan City	2,182	3,451	
	大天后宮 Great Empress of Heaven Temple	臺南市 Tainan City	17,827	61,506	
	安平古堡 Fort Zeelandia / Anping Fort	臺南市 Tainan City	23,815	124,243	
	四草砲臺(鎮海城) Sihcao Artillery Fort(Jhenghai Fort)	臺南市 Tainan City	595	2,485	
	德記洋行 Old Tait & Co. Mannich Merchant House	臺南市 Tainan City	4,781	27,801	
	其他 Others	基隆嶼 Keelung Islet	基隆市 Keelung City	3,171	3,371
		順益臺灣原住民博物館 Sung Ye Museum of Formosan Aborigines	臺北市 Taipei City	1,067	243
八里左岸公園 Bali Zou-an		臺北縣 Taipei County	160,000	200,000	
淡水金色水岸 Golden Coast		臺北縣 Taipei County	210,000	240,000	
鹿港民俗文物館 Lugang Folk Arts Museum		彰化縣 Changhua County	5,224	7,465	
田尾公路花園 Tienwei Highway Garden		彰化縣 Changhua County	140,500	219,500	
花博公園 Flower Expo Park		彰化縣 Changhua County	122,576	180,189	
臺塑六輕阿媽公園 No. 6 Cracker Ama Park		雲林縣 Yunlin County	487	472	
褒忠馬鳴山鎮安宮五年千歲公園 Baojhong MaMing Shan ZhengAn Temple Wunian Chinsui Park		雲林縣 Yunlin County	30,373	33,756	
高字塔藝術文化園區 Gao-zi Tower Art Cultural Park		高雄市 Kaohsiung City	0	0	
駁二藝術特區 Kaohsiung The Pier-2 Art District		高雄市 Kaohsiung City	0	0	
金針山休閒農業區 Mt. Jinjhen Recreation Farming Area		臺東縣 Taitung County	6,940	6,970	
蘭嶼 Lanyu (Orchid Island)		臺東縣 Taitung County	2,444	2,216	

資料來源：臺北市政府、高雄市政府、交通部觀光局、公民營遊憩單位。

資料使用說明：1. 本資料係各別觀光遊憩據點之遊客人數，其總和非國內國民旅遊之總人次。

2. 遊憩區分類係分為國家風景區、國家公園、公營觀光區、縣級風景特定區、森林遊樂區、海水浴場、民營觀光區、寺廟、古蹟歷史建物及其他。
3. 遊憩區性質若涉及二種以上分類，資料會重複列表。例如：墾丁國家森林遊樂區既屬森林遊樂區分類又在墾丁國家公園之範圍內等。
(報表之觀光遊憩區欄註有◎符號者表示有重複分類)

註1：95年刪除據點杉原海水浴場、新威苗圃、白沙灣遊客中心、新金山海水浴場、瓊麻歷史工業展示館、觀霧山莊、九九山莊、觀霧遊客中心、仙洞公園、八斗子濱海公園、東河休閒農場、澎湖海洋資源館、大湖、三條崙海水浴場、新光摩天展望臺、金鳥海族遊樂園、東方夏威夷遊樂園等17個遊憩據點。

註2：95年新增據點鹿野高臺、南竿遊客中心、臺灣鹽博物館、臺八線沿線景觀區、臺北縣客家文化園區、嘉義市立博物館、港南運河風景區、崎頂海水浴場、美麗華摩天輪、臺北101觀景臺、陽明海洋文化藝術館、四草砲臺(鎮海城)、德記洋行、基隆嶼等14處。

註3：更名者：尖山埤江南渡假村(原尖山埤水庫風景區)、高雄休閒農場(原美濃南園休閒農場)、成豐夢幻世界(原大聖渡假遊樂世界)、火炎山溫泉遊樂區(原臺灣少林寺)。

3月 Mar.	4月 Apr.	5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total
20,150	20,723	21,654	20,124	20,542	16,488	19,461	29,010	31,719	21,517	310,995
3,200	3,600	3,200	2,800	3,100	3,500	12,000	2,600	2,500	3,000	51,300
9,745	6,976	8,551	5,970	5,283	5,673	4,749	6,713	7,498	7,061	86,527
41,800	34,802	40,695	30,541	44,799	47,104	32,544	44,989	35,459	35,802	534,241
18,417	15,432	16,354	9,979	17,313	17,410	12,942	23,808	15,925	16,634	240,180
14,986	15,284	12,666	8,913	15,635	17,254	10,768	12,167	12,827	19,870	207,524
20,900	17,401	20,348	13,743	20,160	15,073	24,733	22,495	10,992	22,913	257,257
2,924	2,093	2,565	1,791	1,585	1,135	1,900	2,350	1,725	1,624	25,325
21,318	21,925	26,859	18,325	22,400	18,842	19,526	26,544	20,566	19,691	295,329
38,988	33,612	38,619	28,011	42,917	46,799	29,923	48,929	39,022	36,687	531,565
780	807	1,236	840	1,073	936	598	881	663	510	11,404
10,184	9,870	10,814	9,195	12,328	13,129	9,901	17,711	11,495	11,505	148,714
7,102	8,497	7,964	10,625	12,853	11,742	7,000	11,856	5,656	1,068	90,905
3,227	3,064	3,039	1,935	2,309	3,290	1,849	2,521	2,015	1,679	26,238
215,000	220,000	213,000	210,000	230,000	278,000	207,000	185,000	170,000	175,000	2,463,000
235,000	235,000	225,000	230,000	250,000	292,000	242,000	215,000	190,000	220,000	2,784,000
4,562	4,444	3,474	2,835	5,129	5,568	3,543	6,664	5,674	5,512	60,094
88,000	65,000	55,000	61,000	108,000	115,000	95,000	105,000	95,000	120,000	1,267,000
28,549	624	4,192	3,316	5,960	5,951	5,986	7,238	7,854	9,634	382,069
904	1,024	1,447	1,179	2,275	1,635	965	1,053	1,087	1,787	14,315
31,910	30,443	39,865	28,475	29,047	34,132	50,642	51,243	63,425	65,043	488,354
0	0	0	0	0	0	0	0	0	0	0
0	10,465	4,340	2,060	3,325	1,870	5,295	5,020	6,720	18,980	58,075
3,650	3,020	2,681	2,555	3,666	6,264	4,784	3,536	2,870	3,259	50,195
3,024	6,309	6,545	7,270	9,329	7,765	4,912	4,803	1,920	1,456	57,993

Sources: Taipei City Government, Kaohsiung City Government, Tourism Bureau MOTC, and public and private tourism units

Notes: 1. These data represent the number of visitors to various tourism and recreation sites, and not the overall volume of domestic tourism.

2. Recreation areas are classified as national scenic areas, national parks, public tourism areas, county scenic areas, forest recreation areas, beaches, private tourism areas, temples, historic sites, and others.
3. Data that encompasses two or more of the above-mentioned categories are listed in each applicable category. For example, the Kenting Forest Recreation Area is listed in the forest recreation area and is also within Kenting National Park. (Items with ◎ in the "Scenic Spots" column indicate multiple categorizations.)

Note 1: Seventeen scenic spots have been removed from the 2006 Annual Report: Shanyuan Swimming Beach, Sinwei Nursery, Baishawan Visitor Center, New Jinshan Beach, Sial Industry Historical Exhibition Hall, Guanwu Villa, Giougiou Villa, Guanwu Visitor Center, Siandong Park, Badouzh Seashore Park, Donghe Recreational Farm, Penghu Aquarium, Dahu, SanTiaoLun Seawater Bath, Topview Taipei Observatory, Golden Birds Paradise, and Eastern Hawaii Amusement Park.

Note 2: Fourteen scenic spots have been added to the 2006 Annual Report: Luye Plateau, Nangan Visitor Center, Taiwan Salt Industry Museum, Provincial Highway 8 Scenic Route, Taipei County Hakka Culture Park, Chiayi Municipal Museum, Gangnan Canal Scenic Area, Ciding Beach, Miramar Ferris Wheel, Taipei 101 Observatory, YM Oceanic Culture and Art Museum, Sihcao Battery (Jhenhai Fort), Tait & Co., and Keelung Island.

Note 3: A number of scenic spots have undergone name changes: Jianshanpi Resort (originally Jianshanbi Scenic Area), Kaohsiung Garden Farm (Southern Garden Farm), Fantasy World (Saint Park), and Hou Yan Shan Hot Spring Theme Park (Taiwan Shaolin Temple).



95年臺閩地區主要觀光遊憩區遊客人次月別統計 (續)
Visitors to the Principal Scenic Spots in Taiwan by Month, 2006 (Cont.)

類型 Class	1月 Jan.	2月 Feb.	3月 Mar.	4月 Apr.
國家風景區 National Scenic Areas	2,111,964	3,136,831	1,938,691	2,293,012
國家公園 National Parks	1,194,514	1,696,446	2,134,824	1,371,514
公營觀光區 Government Sites	3,521,311	9,800,741	2,935,996	3,779,753
縣級風景特定區 County Scenic Areas	826,004	849,283	621,849	652,902
森林遊樂區 Forest Recreation Areas	319,060	435,940	416,065	388,091
海水浴場 Beach	135,222	193,133	49,514	28,622
民營觀光區 Amusement / Theme Sites	1,148,119	1,831,016	858,247	1,089,927
寺廟 Temples	3,056,952	3,732,071	1,719,352	1,736,682
古蹟、歷史建物 Historic Sites	1,036,154	901,548	430,994	417,936
其他 Others	682,782	894,182	620,928	587,890
扣除重複遊樂區遊客數 Total excluding duplicate counting	427,200	843,190	491,332	485,026
總計 Total	13,604,882	22,628,001	11,235,128	11,861,303

縣市別 Location	1月 Jan.	2月 Feb.	3月 Mar.	4月 Apr.
臺北市 Taipei City	2,279,754	7,372,258	2,610,300	1,802,778
高雄市 Kaohsiung City	867,008	1,245,891	391,886	731,451
福建省 Fujian Province	55,863	66,335	89,151	101,383
臺灣省 Taiwan Province	10,402,257	13,943,517	8,143,791	9,225,691
總計 Total	13,604,882	22,628,001	11,235,128	11,861,303

5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total
2,085,874	1,889,318	3,080,896	2,690,530	2,187,812	2,841,147	2,064,615	2,008,402	28,329,092
1,114,443	1,090,994	1,594,079	1,638,793	1,231,563	1,558,986	1,225,080	1,080,828	16,932,064
2,813,371	2,554,740	3,939,111	4,130,591	2,864,874	3,910,339	3,266,383	3,375,770	46,892,980
636,229	631,086	1,147,792	1,020,561	742,338	865,184	762,038	669,927	9,425,193
248,768	207,273	448,009	528,643	332,668	519,169	381,461	366,462	4,591,609
33,109	53,524	463,570	173,973	91,835	132,610	76,302	65,118	1,496,532
888,588	812,904	1,565,498	1,877,567	981,143	1,321,703	1,069,316	883,286	14,327,314
1,495,519	1,278,017	1,579,667	863,569	1,139,529	1,477,773	1,560,864	1,487,807	21,127,802
421,234	338,697	407,061	410,690	366,394	466,768	382,029	416,396	5,995,901
566,547	561,250	661,893	763,217	628,976	598,934	552,221	623,418	7,742,238
349,836	368,274	1,012,068	772,734	425,512	540,540	397,090	338,660	6,451,462
9,953,846	9,049,529	13,875,508	13,325,400	10,141,620	13,152,073	10,943,219	10,638,754	150,409,263

5月 May	6月 Jun.	7月 Jul.	8月 Aug.	9月 Sep.	10月 Oct.	11月 Nov.	12月 Dec.	合計 Total
1,425,771	1,302,000	1,890,444	2,007,343	1,381,544	1,809,974	1,685,539	1,692,879	27,260,584
310,170	329,532	499,553	528,386	430,524	677,283	470,871	441,258	6,923,813
108,082	106,831	145,361	121,852	116,335	136,379	121,573	88,947	1,258,092
8,109,823	7,311,166	11,340,150	10,667,819	8,213,217	10,528,437	8,665,236	8,415,670	114,966,774
9,953,846	9,049,529	13,875,508	13,325,400	10,141,620	13,152,073	10,943,219	10,638,754	150,409,263



大事紀要

Major Events in 2006

日期 Date	活動 Events
1月20日至2月14日 Jan. 20-Feb. 14	辦理2006苗栗烤龍 Fire Dragon in Miaoli event
1月21日至2月12日 Jan. 21-Feb. 12	辦理2006墾丁風鈴季 2006 Kending Wind Bell Festival
1月21日至3月12日 Jan. 21-Mar. 12	舉辦2006日月潭九族櫻花祭系列活動 Sun Moon Lake – Formosan Aboriginal Culture Village Cherry Blossom Festival
1月21日至4月30日 Jan. 21-Apr. 30	辦理2006竹塹國際玻璃藝術節 Hsinchu Glass Arts Festival
1月29日至2月12日 Jan. 29-Feb. 12	辦理2006平溪天燈節 Heavenly Lanterns Festival at Pingsi
1月至2月 Jan.-Feb.	舉辦紫紫點點、茂林尋幽賞蝶活動 Maolin Butterfly Appreciation activities
2月1日至14日 Feb. 1-14	辦理2006臺東元宵民俗炸寒單嘉年華會 Taitung Lantern Festival - Bombing of Han Dan Carnival
2月7日至14日 Feb. 7-14	辦理「95年上元燈樂夜眠」觀光推廣活動 Festival Lanterns – Happy Slumber tourism promotion activity
2月8日至12日 Feb. 8-12	協助辦理「韓國首爾與澎湖馬公包機直航」活動 Assistance provided for Seoul-Magong direct charter flight activity
2月10日 Feb. 10	辦理2006年觀光節慶祝大會 2006 Tourism Festival Celebration
2月10日 Feb. 10	修正發布外籍旅客購買特定貨物申請退還營業稅實施辦法 Revised Implementation Rules for Tax Rebates for the Purchase of Designated Goods by Foreign Travelers announced
2月11日至12日 Feb. 11-12	辦理2006鹽水蜂炮 Beehive Rockets at Yanshuei
2月11日至19日 Feb. 11-19	辦理2006臺北燈節 Taipei Lantern Festival
2月11日至19日 Feb. 11-19	辦理「2006臺北燈節—開臺媽祖進駐臺北賜福元宵乞龜民俗活動」暨「從空中看澎湖」空照展活動 Taipei Lantern Festival – Mazu Brings Blessings and Turtle Praying activity, and Penghu from the Air photo exhibition
2月11日至26日 Feb. 11-26	2006臺灣燈會於臺南市安平港濱歷史公園舉辦 Taiwan Lantern Festival at Anping Harbor History Park in Tainan
2月11日至28日 Feb. 11-28	辦理2006高雄燈會 Kaohsiung Lantern Festival

日期 Date	活動 Events
2月13日至12月5日 Feb. 13-Dec. 5	舉辦2006東海岸阿美族漁獵文化活動 East Coast Amis Fishing Culture Festival
2月26日至5月14日 Feb. 26-May.14	辦理2006大甲媽祖國際觀光文化節 International Mazu Tourism and Culture Festival at Dajia
3月1日至31日 Mar. 1-31	舉辦2006鷹揚八卦—全民賞鷹活動 Eagles over Bagua – Eagle-watching festival
3月8日至12日 Mar. 8-12	組團參加2006柏林旅展 Group participation in the Berlin Travel Fair
3月11日至19日 Mar. 11-19	辦理2006高雄內門宋江陣 Neimen Song Jiang Battle Array in Kaohsiung County
3月18日至5月14日 Mar. 18-May. 14	辦理2006宜蘭綠色博覽會 Yilan Green Expo
3月24日至26日 Mar. 24-26	組團參加2006新加坡春季國際旅展 (NATAS) Group participation in the 2006 Singapore spring international travel fair (NATAS)
3月31日至4月2日 Mar. 31-Apr. 2	韓國觀光旅遊業者暨媒體蒞臨澎湖參訪與考察 Korean tourism operator and media representatives visit Penghu
4月1日、6日、15日、 21日及28日 Apr. 1, 6, 15, 21, 28	舉辦東海岸社區慢走漫遊推廣活動 East Coast Community Walking Tour promotional activity
4月1日至5月20日 Apr. 1-May. 20	辦理2006客家桐花祭 Hakka Tung Blossom Festival
4月13日 Apr. 13	美國紐約郵報記者Kevin Raub蒞臨澎湖採訪報導觀光旅遊事宜 Visit to Penghu by New York Post reporter Kevin Raub
4月18日至24日 Apr. 18-24	辦理海上守護神—2006媽祖文化節活動 Protector on the Sea – Mazu Culture Festival
4月21日至8月4日 Apr. 21-Aug. 4	辦理2006澎湖國際海上花火節 Penghu International Water Fireworks Festival
4月24日至5月4日 Apr. 24-May. 4	德國登山雜誌Treller's World總編輯Ingeborg Scheruebel及攝影記者Rudolf Scheruebel來臺採訪 Ingeborg Scheruebel, editor of the German mountain-climbing magazine Treller's World, visited Taiwan with photographer Rudolf Scheruebel
4月25日 Apr. 25	臺北—阿布達比直航班機首航 Inaugural Taipei – Abu Dhabi direct flight
4月25日至6月11日 Apr. 25-June. 11	辦理2006臺北市傳統藝術季 Taipei Traditional Arts Festival



日期 Date	活動 Events
5月2日至5日 May. 2-5	組團參加大阪國際旅展 (TOUR EXPO 2006) Group participation in Osaka's Tour Expo 2006
5月6日至7月2日 May. 6-July. 2	辦理2006屏東黑鮪魚文化觀光季 Pingtung Bluefin Tuna Culture and Tourism Festival
5月17日至23日 May. 17-23	英國The Saltmarsh Partnership公關公司Susie Tempest及Joanna Freezer抵臺考察遊程 Susie Tempest and Joanna Freezer of England's The Saltmarsh Partnership arrive in Taiwan to investigate itineraries
5月23日至25日 May. 23-25	德國Meier's Weltreisen旅行社代表團來臺考察 Investigation group from Meier's Weltreisen travel agency of Germany visit Taiwan
5月26日 May. 26	修正發布發展觀光條例裁罰標準 Revision of fines in the Statute for the Development of Tourism promulgated
5月26日至6月2日 May. 22-June. 2	美國Travel World News記者Alfred G. Haut來臺採訪 U.S. Travel World News reporter Alfred G. Haut visits Taiwan
5月27日至31日 May. 27-31	辦理2006鹿港慶端陽龍舟錦標賽 Lugang Dragon Boat Championship
5月30日至6月1日 May. 30-June. 1	參加於德國法蘭克福舉辦之國際獎勵旅遊與會議展 (IMEX) Participation in the IMEX travel and meetings exhibition in Frankfurt, Germany
5月31日 May. 31	辦理2006二龍傳統競渡民俗活動 Traditional Erlong Ferry Race activity
5月31日至6月10日 May. 31-June. 10	英國鏡報 (UK Daily Mirror) 記者Jennifer Rodger及John Robinson來臺採訪 Reporters Jennifer Rodger and John Robinson of the UK Daily Mirror visit Taiwan
6月3日至7月8日 June. 3-July. 8	舉辦2006鳳山競水追風季系列活動—全國鐵人三項競賽暨荖濃溪泛舟大賽 National Triathlon and Laongong River Rafting Race
6月4日 June. 4	辦理活力臺灣—快樂逍遙遊旅遊展活動 Vibrant Taiwan – Happy Trips Travel Fair
6月6日至7日 June. 6-7	參加於澳洲墨爾本舉辦之亞太獎勵旅遊及會議展 (AIME) Participation in AIME tourism and meetings exhibit in Melbourne, Australia
6月8日至9日 June. 8-9	辦理2006秀姑巒溪泛舟生態之旅活動 Siouguluan River Rafting Eco-tour activity
6月8日至12日 June. 8-12	組團參加北海道YOSAKOI SORAN祭街舞表演 Group participation in the Yosakoi Soran street-dance festival in Hokkaido
6月9日 June. 9	修正發布交通部觀光局獎勵旅館業品質提升補助要點 Revised Tourism Bureau guidelines for subsidies to encourage hotel quality enhancement promulgated

日期 Date	活動 Events
6月15日 June. 15	辦理漁翁島休閒度假區促進民間投資開發計畫案簽約典禮 Signing ceremony held for private participation in the development of the Yuwong Island Resort
6月17日至18日 June. 17-18	舉辦第1屆臺日文化觀光祭 First Taiwan-Japan cultural and tourism festival
6月24日至8月31日 June. 24-Aug. 31	辦理2006白河蓮花產業文化活動 Baihe Lotus Blossom Culture Festival
7月1日至8月20日 July. 1-Aug. 20	辦理2006國際童玩藝術節 Yilan International Children's Folklore and Folkgame Festival
7月3日至7日 July. 3-7	香港亞洲電視臺 (ATV) 至澎湖製作旅遊節目「從香港出發」專輯 Asia TV (ATV) of Hong Kong visited Penghu to produce a "Departure from Hong Kong" travel program
7月4日至8月4日 July. 4-Aug. 4	辦理2006探索澎湖石滬文化體驗營觀光推廣活動 Discover Penghu Stone Fish Trap Cultural Experience Camp tourism promotion activity
7月6日 July. 6	辦理第21屆臺韓 (TVA/KATA) 觀光交流會議 21 st Taiwan- Korea (TVA/KATA) tourism exchange conference
7月15日至30日 July. 15-30	辦理2006南島文化節 Austronesian Culture Festival
7月17日 July. 17	協助中華民國國際青年之家協會正式加入國際青年之家總會 (IYHF) ROC Youth Hostel Association assisted in joining the International Youth Hostel Federation (IYHF)
7月21日至23日 July. 21-23	辦理2006貢寮國際海洋音樂祭活動 Gongliao International Ocean Music Festival
7月24日至8月24日 July. 24-Aug. 24	辦理2006雞籠中元祭 Ghost Festival in Keelung
7月27日至31日 July. 27-31	辦理2006七夕國際藝術節 Chihsi International Art Festival
7月28日 July. 28	辦理2006第17屆國際樂觀型帆船亞洲錦標賽 17 th International Optimist Asian Championship Sailboat Races
7月28日至30日 July. 28-30	辦理2006花蓮原住民文化節系列活動—原住民聯合豐年節暨Amis Ilisin Hualien Indigenous Culture Activities – Amis Ilisin Joint Harvest Festival
8月5日至14日 Aug.5-14	辦理2006新竹縣義民文化節 Hsinchu Yimin Culture Festival



日期 Date	活動 Events
8月11日至14日 Aug. 11-14	辦理2006臺北中華美食展 Taipei Chinese Food Festival
8月16日至22日 Aug. 16-22	日本TBS電視臺來臺拍攝製作「旅人日誌—澎湖石滷文化活動」專輯 TBS TV of Japan visits Taiwan to shoot the "Travel Diary – Penghu Stone Fish Trap Culture Activities program
8月18日至20日 Aug. 18-20	組團參加英國生態鳥展 Group participation in ecological bird exhibit in England
8月19日至27日 Aug. 19-27	辦理2006三義木雕藝術節 Sanyi Wood Carving Festival
9月14日至17日 Sep. 14-17	組團參加韓國釜山國際旅展 (BITF) Group participation in the BITF exhibition in Pusan, Korea
9月18日至12月5日 Sep. 18-Dec. 5	辦理西拉雅發現之旅系列觀光宣傳活動 Siraya Discovery Tour series of tourism promotion activities
9月23日及30日 Sep. 23-30	辦理北關海潮公園地質生態之旅 Beiguan Tidal Park Geological Eco-tours
9月24日至26日 Sep. 24-26	參加日本JATA世界旅行博覽會 Participation in Japan's JATA expo
9月24日、10月8日、 10月22日 Sep. 24, Oct. 8, Oct. 22	舉辦南島族群婚禮嘉年華活動 Austronesian Wedding Carnival
9月30日至10月1日 Sep. 30-Oct. 1	辦理95年度澎湖縣全國秋季名人盃磯釣賽 Penghu County National Autumn Celebrity Rock-fishing Competition
9月30日至10月15日 Sep. 30-Oct. 15	舉辦日月潭嘉年華會 Sun Moon Lake Carnival
10月1日 Oct. 1	民間機構參與福隆濱海旅館區興建營運案 (ROT + BOT) 芙蓉濱海度假酒店開幕 Hibiscus Hotel opened as part of private participation in Fulong Coastal Hotel (ROT + BOT) project
10月1日至31日 Oct. 1-31	辦理2006花蓮石雕藝術季 Hualien Stone Sculpture Festival
10月6日至29日 Oct. 6-29	辦理2006鶯歌國際陶瓷嘉年華 Yingge International Ceramics Carnival
10月6日至7日 Oct. 6-7	辦理2006鯤鯓王平安鹽祭活動 Kunshen Wang Peace Salt Festival
10月7日至23日 Oct. 7-23	辦理2006中縣兩馬觀光季系列活動 Taichung County Two Mazus Tourism Festival

日期 Date	活動 Events
10月10日至12日 Oct. 10-12	參加於泰國芭達亞舉辦之亞洲獎勵旅遊暨會議展 (IT & CMA) Participation in IT & CMA fair in Pattaya, Thailand
10月13日 Oct. 13	成立「財團法人臺灣海峽兩岸觀光旅遊協會」(簡稱臺旅會) Taiwan Strait Tourism Association established
10月14日至22日 Oct. 14-22	舉辦阿里山鄒族生命豆季 Tsou Beans of Life Festival at Alishan
10月15日至17日 Oct. 15-17	交通部蔡堆部長率團出席在越南會安舉辦之APEC觀光部長會議 MOTC Minister Tsai Dui leads group to participate in APEC conference of ministers responsible for tourism in Vietnam
10月19日 Oct. 19	修正觀光產業配合政府參與國際宣傳推廣適用投資抵減辦法 Regulations Governing Tax Offsets for Participation in International Promotional Activities by Tourism Enterprises revised
10月22日 Oct. 22	舉辦媚力縱谷飛行夢—陸海空嘉年華活動 East Rift Valley Land, Sea, and Air Carnival
10月27日 Oct. 27	輔導中華民國旅行業品質保障協會推行「旅行購物保障制度」, 辦理首批購物商店聯合授證記者會 Assistance provided for the ROC Travel Quality Assurance Association in carrying out the travel purchase guarantee system, and press conference held for granting of first group of approved store certifications
10月27日 Oct. 27	完成公開遴選96年至97年4家國民旅遊卡發卡銀行作業 Open selection of four issuing banks for the National Travel Card for 2007-2008
10月30日 Oct. 30	訂定發布海外渡假村會員卡(權)定型化契約範本 Standard contract for overseas vacation village membership cards inaugurated
11月1日 Nov. 1	實施提升大陸觀光團旅遊品質、維護旅遊安全方案 rogram for enhancement of Chinese tour group quality and maintenance of travel safety implemented
11月1日至30日 Nov. 1-30	辦理2006風飛芒舞草嶺古道芒花季 Caoling Historic Trail Miscanthus Blossom Festival
11月3日至6日 Nov. 3-6	舉辦2006臺北國際旅展 Taipei International Travel Fair
11月4日至5日 Nov. 4-5	辦理2006舞之祭 IN 臺灣活動 Dance Festival IN Taiwan activity
11月14日 Nov. 14	本局賴副局長瑟珍榮升局長 Tourism Bureau Deputy Director General Janice Seh-jen Lai promoted to Director General



交通部觀光局國家風景區管理處 National Scenic Area Administrations

日期 Date	活動 Events
11月16日 Nov. 16	定頒觀光旅館業、旅館業、民宿及觀光遊樂業商品（服務）禮券定型化契約應記載及不得記載事項 Required and prohibited items for the standard contract for tourist hotel, hotel, home stay, and tourist amusement facility product coupons promulgated
11月24日至26日 Nov. 24-26	辦理2006年澎湖風帆觀光節活動 Penghu Sailing Tourism Festival
11月25日 Nov. 25	菲律賓籍教授Cynthia Neri Zayas博士至澎湖進行傳統漁撈石滷專案研究 Prof. Cynthia Neri Zayas of the Philippines visited Penghu to study the traditional stone fish traps
11月25日至96年1月31日 Nov. 1-2007. Jan. 31	辦理2006金門鸕鷀季旅遊活動 Kinmen Cormorant Festival
11月28日至30日 Nov. 28-30	參加於西班牙巴塞隆納舉辦之歐洲獎勵商務旅遊暨會議執行展（EIBTM） Participation in EIBTM in Barcelona, Spain
12月1日至3日 Dec. 1-3	辦理賽夏族巴斯達隘祭典活動 Saisiat Basihdaai Ritual
12月15日至96年1月15日 Dec. 15-Jan. 15, 2007	辦理金山萬里溫泉季 Jinshan-Wanli Hot-spring Festival
12月16日至96年3月17日 Dec. 16-Mar. 17, 2007	辦理2006黑面琵鷺保育季 Black-faced Spoonbill Conservation Festival
12月23日 Dec. 23	辦理2006澎湖國際華人馬拉松賽暨全民健走活動 Penghu International Chinese Marathon and National Walking Activity
12月23日至24日 Dec. 23-24	舉辦2006大鵬灣奇幻聖誕嘉年華 Dapeng Bay Fantasy Christmas Carnival
12月23日至96年1月1日 Dec. 23-Jan. 1, 2007	辦理阿里山日出印象音樂會 Alishan Sunrise Concert

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Northeast Coast National Scenic Area Administration
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<http://www.necoast-nsa.gov.tw>
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交通部觀光局東部海岸國家風景區管理處
East Coast National Scenic Area Administration
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Penghu National Scenic Area Administration
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交通部觀光局花東縱谷國家風景區管理處
East Rift Valley National Scenic Area Administration
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交通部觀光局馬祖國家風景區管理處
Matsu National Scenic Area Administration
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交通部觀光局日月潭國家風景區管理處
Sun Moon Lake National Scenic Area Administration
555南投縣魚池鄉水社村中山路163號
No. 163, Zhongshan Rd., Yuchih Hsiang, Nantou County 555, Taiwan (R.O.C.)
<http://www.sunmoonlake.gov.tw>
Tel : (049)2855668



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交通部觀光局阿里山國家風景區管理處
Alishan National Scenic Area Administration
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Maolin National Scenic Area Administration
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North Coast & Guanyinshan National Scenic Area Administration
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國家圖書館出版品預行編目資料

觀光年報. 中華民國95年=Annual Report on Tourism 2006, Republic of China / [交通部觀光局編]. -- 臺北市：觀光局，民96
面： 公分

ISBN 978-986-00-9880-8(平裝). --
ISBN 978-986-01-0050-1(光碟片)

1. 交通部 觀光局

992. 061

960122383

中華民國 95年觀光年報

發行人：賴瑟珍

發行所：交通部觀光局

地址：臺北市忠孝東路四段290號9樓

電話：(02)2349-1500

傳真：(02)2781-5399

網址：http://taiwan.net.tw

印刷者：集思創意設計顧問股份有限公司

地址：臺北市復興北路35號7樓之2

電話：(02)2751-9900

出版日期：中華民國96年8月（初版）

其他類型版本：本書內容同時登載於交通部觀光局行政資訊網。http://admin.tboc.gov.tw

定價：新臺幣400元

ANNUAL REPORT ON TOURISM 2006 TAIWAN, REPUBLIC OF CHINA

Published by: Tourism Bureau, MOTC

Address: 9F 290, Jhongsiao E. Rd., Sec. 4, Taipei, 106, Taiwan, R.O.C.

TEL: 886-2-2349-1500

FAX: 886-2-2781-5399

Website: http://taiwan.net.tw

Date of Publication: Aug, 2007

Price: NT\$400

展售處：國家書坊台視總店：臺北市八德路3段10號B1

TEL：02-2578-1515轉248 FAX：02-2578-7542

五南文化廣場（發行中心）：臺中市中山路6號

TEL：04-2226-0330轉27 FAX：04-2225-8234

版權歸屬：交通部觀光局

授權連絡人：觀光局企劃組：02-2349-1659

GPN：1009601269

ISBN：978-986-00-9880-8