

局長序

Foreword

回顧102年，是讓人振奮且驕傲的一年，延續101年來臺旅客超過700萬人次的成長動能，102年一舉衝破800萬，達到801萬6,280人次的新高紀錄，創造新臺幣3,668億元的觀光外匯收入。世界經濟論壇（WEF）所公布的全球觀光競爭力排名，臺灣也在全球140個國家中，取得第33名的佳績，較前次（100年）評比上升4名，肯定了臺灣觀光的優異表現。

Looking back at the year 2013, we are filled with excitement and pride. Continuing on the momentum of 7 million tourist arrivals in 2012, the number of inbound tourists in 2013 broke through the 8 million mark, reaching a record total of 8,016,280, as well as contributing NT\$366.8 billion in foreign exchange revenue to Taiwan's economy. According to the biennial Travel and Tourism Competitiveness Report from the World Economic Forum (WEF), Taiwan moved up four places from 2011 to rank 33rd amongst 140 countries, affirming Taiwan's outstanding tourism performance.

經過觀光產業及政府的共同努力，臺灣觀光的吸引力在國際間逐漸展露，各主要客源市場於102年穩健成長，韓國、大陸、港澳、新加坡、馬來西亞均超過10%，包括紐約時報、英國衛報都將臺灣列為2014年全球必訪的旅遊地點之一，顯示臺灣為觀光目的地的國際形象已然成形，並讓臺灣的觀光產業及市場良性連動發展。

Through the collaborative efforts of the tourism industry and the government, the attractiveness of tourism in Taiwan has gradually gained international exposure. The number of tourist arrivals continued to show a positive growth trend in 2013, where the increase of tourist arrivals from South Korea, Mainland China, Hong Kong, Macau, Singapore, and Malaysia all exceeded 10% over last year. Taiwan was listed as one of the world's top 50 must-visit places in both the New York Times and British newspaper the Guardian, demonstrating that Taiwan's image as an international tourist destination has already taken shape, allowing for continual and positive development of Taiwan's tourism industry.

接續101年「Time for Taiwan—旅行臺灣 就是現在」的宣傳方針，觀光局除了辦理台灣燈會、臺灣美食系列活動、臺灣自行車節、台灣好湯—溫泉美食嘉年華等四大節慶活動外，亦積極打響「臺灣觀光年曆」的名號，精選42項最能代表臺灣的國際級活動，吸引國際旅客到訪，體驗旅行臺灣的感動。另外，於102年夏季首次辦理的「臺灣夏至²³⁵」，則號召北回歸線沿線的縣市政府與國家風景區管理處共襄盛舉，攜手推出夏至節慶系列活動，打造觀光新亮點，帶動地方觀光發展並創造經濟效益。

To continue the "Time for Taiwan" promotional policies, the Tourism Bureau not only organized the four main festival activities of the Taiwan Lantern Festival, the Taiwan Fine Foods Series of Events, the Taiwan Cycling Festival, and the Taiwan Hot Spring and Fine-Cuisine Carnival, but also proactively spread the word about the "Taiwan Tourism Events Calendar". Through selection of the 42 international events most representative of Taiwan, travelers worldwide were attracted to visit and experience Taiwanese travel. In addition, the pioneering "Taiwan Fun on Tropic of Cancer" activities which were held in 2013 represented a great cooperative undertaking between county and city governments and national scenic area administrations along the Tropic of Cancer. They all worked together to launch a series of Summer Solstice festival activities in order to develop new tourist hot spots, spur the development of local tourism, as well as boost the economy.

除了旅客量能的成長，觀光局更以貼近旅客的心，致力服務品質的提升，提供國際旅客免費申請iTaiwan Wi-Fi無線上網、開行平價便利的31條「台灣好行」路線及81款優惠套票，並累計評鑑出481家星級旅館及682家好客民宿，提供旅客行、住的多元選擇。此外，觀光局也積極推動銀髮族旅遊、規劃5條無障礙旅遊路線、協助建立穆斯林友善餐廳認證，讓不同族群的旅客都能獲得最貼心的服務，享受在臺旅遊的感動。

Aside from working to increase the number of tourists visiting Taiwan, the Tourism Bureau continued to try to make travel not only fun, but easy, for tourists, devoting its efforts to enhancing the quality of service. The Bureau provided international tourists with free iTaiwan Wi-Fi wireless internet access, established 31 inexpensive and convenient "Taiwan Tourist Shuttle" itineraries, and 81 different preferential ticket packages. A total of 481 hotels and 682 homestays have achieved certification by the Bureau, offering tourists a multitude of transportation and accommodation options. Moreover, senior citizen travel was actively promoted, five barrier-free routes were developed, and several Muslim-friendly restaurants were assisted in attaining halal certification, so that a broad spectrum of guests could receive service of the utmost quality and enjoy heart-warming journeys throughout Taiwan.

觀光局向來秉持多元開放、全球布局的理念推動臺灣觀光，除了來臺旅客人數穩步成長外，我們更追求品質的精進。展望103年，我們以來臺旅客900萬人次為目標，將持續開拓東南亞及穆斯林新興市場、推廣國際郵輪市場、爭取高端客層來臺旅遊，期許臺灣的觀光能夠以更好的服務品質、更佳的旅遊環境，吸引全球旅客來臺，進一步提高觀光產業的附加價值，強化觀光產業的國際競爭力，在觀光的平臺上，落實「美好生活的連接者」的理念，為國內外旅客創造美好生活的體驗。

The Tourism Bureau has always upheld the concepts of multi-faceted development and global outreach in the promotion of tourism in Taiwan. In addition to maintaining consistent inbound tourism growth, we are even more diligent in the vigorous pursuit of quality. In 2014, it is our goal to achieve 9 million inbound visitors to Taiwan. We will continue to expand the emerging markets in Southeast Asia and Muslim communities, promoting the international cruise market, and striving to attract more high-end tourist demographics to visit Taiwan in hopes that our top-quality service and travel environment will encourage more international tourists to visit. We plan to further increase the value-added tourism industry and strengthen our international competitiveness. In terms of tourism, we will continue to work hard to fully implement our concept of "Connecting with a Wonderful Life" so as to give both local and overseas visitors a beautiful Taiwan touring experience.

謹將102年觀光施政成果彙編成冊，敬請各界不吝指教。

Compiled here are the achievements of the tourism administration in 2013. We welcome your comments and suggestions.

交通部觀光局局長

謝謂君

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