

Taiwan is really 臺灣(真)好玩! good fun!





Time for Taiwan, Time for Love

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Taiwan
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對許多國際人士而言，亞洲是一個充滿神奇魅力而且洋溢熱情活力的國度，是一個快樂旅遊的天堂。一點也沒錯，亞洲絕對值得全世界旅人的目光，而且這當中還有一個不容錯過的地區，那就是 Ilha Formosa 臺灣！

臺灣擁有民情樸實的真、環境優質的善、生態多元的美，無論美食、節慶、人文或是生態等，在在都是別具殊色，讓人流連忘返，來一趟臺灣，您將會真正知道，甚麼叫做「心滿意足」！

Asia is a place full of wonder, enthusiasm and vitality, as well as a paradise for happy journeys, which attracts travelers from all over the world. Within Asia, there is one relatively undiscovered pearl that should not be missed - Ilha Formosa or the Beautiful Island - Taiwan!

Taiwan's friendly people, welcoming environment and diverse ecology help make its foods, festivals, culture, and natural ecology unique and unforgettable. Visit Taiwan, and truly know what a contented heart is!

體驗千里目的視野

Experiencing panoramic views of spectacular mountains stretching along the horizon.

壯麗的山脈

臺灣本島總面積約為 36,000 平方公里（14,400 平方英里），東西狹而南北長，全島有三分之二的面積分佈著高山林地，其他部分則由丘陵、平台高地、海岸平原及盆地所構成，西側的玉山山脈，主峰接近 4,000 公尺，為東北亞第一高峰。

臺灣擁有超過 3000 公尺的高山 2 百餘座，5 大山脈擁有世界級的奇、險、峻、秀山岳景觀及生態環境，是世界各國少有的地理現象。

因為山地多，臺灣各類型的登山活動相當風行，由郊山、中級山至攀登高山百岳，溪谷健行、溯溪探源，到長程越嶺縱走，都可以藉著親近蒼鬱溪谷，充分體驗臺灣的山林之美。



玉山 Jade Mountain



嘉明湖 Jiaming Lake



太魯閣 Taroko Gorge

Taiwan is narrow from east to west and long from north to south, and has a total land area of about 36,000 square kilometers (14,400 square miles). Almost two-thirds of the island is covered with alpine woodlands, while the remainder consists of hills, highland plateaus, coastal plains and basins. Jade Mountain on the west side is the tallest mountain in Northeast Asia, with its main peak approaching 4,000 meters.

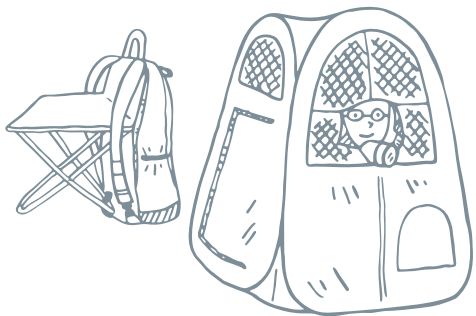
Taiwan has been abundantly endowed with high mountains. Over 200 of its peaks are higher than 3,000 meters, making Taiwan geographically unique.

As mountains are found everywhere in Taiwan, mountain climbing has become a popular leisure activity. One can climb a mountain on the outskirts of a city, or accept the challenge of a more isolated peak. One can follow streams and valleys, trace rivers to their source, or even cross entire mountains. In any case, lush green scenery will unfold before your eyes, and it won't take long before you'll be convinced of the beauty of Taiwan's mountains.



為了推動脊梁山脈旅遊，推廣臺灣山林之美，政府規劃 5 條登山經典路線及 7 條山脈旅遊路線，發展出結合生態、文化、深度、精緻的旅遊產品，滿足各種類型的旅客需求。

In order to promote the beauty of Taiwan's mountain ridges and forests, the government has developed 5 classic mountain climbing routes and 7 mountain tourism routes that provide diverse experiences for travelers. These provide visitors with an opportunity to immerse themselves in the ecology and cultures of these areas.

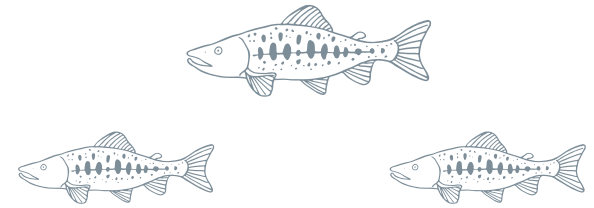


阿里山雲海 Alishan- Sea of Clouds

投入大自然的胸懷

Embracing Mother Nature – the nurturer
of the oceans and ecology.

海洋與生態



臺灣擁有豐富的海洋生態，在東海岸太平洋，可以看到一群群瓶鼻海豚、飛旋海豚、花紋海豚、弗氏海豚、熱帶斑海豚跳躍海面。

由於氣候溫暖、雨量豐沛，潟湖及沙洲、平原、盆地、丘陵、臺地、山岳等各式地形齊備，使臺灣具豐富龐雜的動植物資源，並孕育出繁多的生物種類。

Taiwan has a rich marine ecology. As just one example, you can see pods of bottlenose dolphins, spinner dolphins, Risso's dolphins, and pantropical spotted dolphins jumping out of the Pacific Ocean along the east coast.

Taiwan has a warm climate and a variety of terrains, including lagoons, sandbars, plains, hills, plateaus, and mountains. As a result, the country is home to abundant animal and plant life, including various endemic species, and can therefore be regarded as a large eco-park.



四草綠色隧道 Sicao Mangrove Green Tunnel



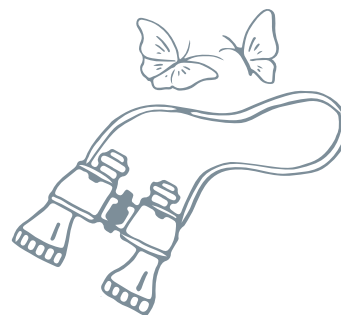
黑面琵鷺 Black-faced spoonbills



台灣藍鵲 / 李京杭攝
Taiwan blue magpie/ Photo by Keith Lee



台灣小彎嘴 / 李京杭攝
Taiwan Scimitar babbler/ Photo by Keith Lee



在沿岸由於泥質灘地及紅樹林生長，吸引了來自各地的候鳥群，成為候鳥過境棲息的庇護所；有在春夏之際由熱帶地區到臺灣來避暑的夏候鳥，如羽色豔麗漂亮的八色鳥；也有在秋季時由寒溫帶南下到臺灣避寒的冬候鳥，如全世界所剩不多的黑面琵鷺，每年都會來到臺灣曾文溪口沼澤地度冬，以及在每年國慶期間，準時來臺共度光輝10月的國慶鳥—灰面鵟；還有更多以臺灣為中繼站或遷徙終點的候鳥群，為臺灣的生態加注了旺盛的生命力！

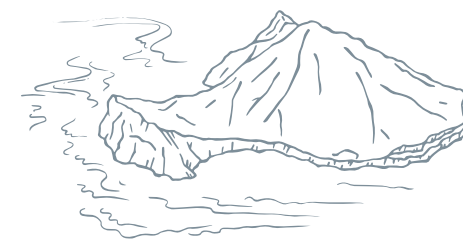
Taiwan's extensive coastal wetlands attract large numbers of migratory birds, who use these areas to shelter and rest during their journeys. In spring and summer, many birds leave the tropics to spend time in Taiwan, including the eye-catching fairy pitta, known in Chinese as the eight-color bird. During autumn, birds from cold northern areas fly to Taiwan to spend the winter, such as black-faced spoonbills. The gray-faced buzzards always arrive right on time to join in the Double Ten celebrations (Taiwan's National Day) in October.



澎湖玄武岩 Basalt cliffs in Penghu



太魯閣 Taroko Gorge



除了豐富的生態資源，位處亞太地理位置中心的臺灣，四面環海，觀光資源非常豐富，連年已活絡打出生態旅遊、海灣旅遊、小鎮漫遊的旅遊品牌特色，以「探索臺灣10+ 島」為品牌，打破臺灣＝臺北的慣性印象，更徵選10 島島主創造網路聲量，成功向國際行銷龜山島、綠島、蘭嶼、小琉球、七美、漁翁島、吉貝、烈嶼、東莒及北竿，讓大家驚艷原來離島這麼美！推廣島嶼生態觀光旅遊，吸引國際來臺旅客及活絡國民旅遊市場。



馬公觀音亭
Guanyinting Recreation Area, Magong

Taiwan is a Pacific Ocean island endowed with bountiful ecological resources. Its location has helped it become a hub within the Asia Pacific region. Over the past few years, Taiwan has combined these factors with other tourism resources to launch several successful travel themes, including eco-travel, bay travel, and “small-town ramble.” The most recent theme, “Explore Taiwan’s 10+ Offshore Islands,” has helped people even more clearly see the many tourism opportunities in Taiwan that lie beyond Taipei. This effort has built a high online share-of-voice (SOV), assisted by unique social media voices for 10 islands, namely Guishan, Green Island, Orchid Island, Little Liuqiu, Qimei, Fisherman’s Island, Jibei, Lieyu, Dongju and Beigan. This effort has helped lift the veil on the beauty of Taiwan’s small islands, which in turn has attracted many visitors from around the world.

迎接最熱情的擁抱

Receiving a heartfelt welcome on
a cultural trip.

文化之旅

因為特殊歷史與地理緣故，使得臺灣蘊含豐富、多樣的文化元素，包括原住民文化、荷蘭文化、西班牙文化、日本文化、漢人自中國帶來的文化、漢人在臺灣自己所創造出的文化，以及近來的美國文化。



南島族群婚禮 Austronesian wedding



原住民慶典 Indigenous tribe festival

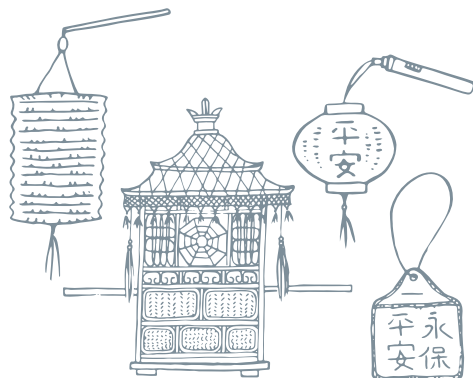
Taiwan has a unique historical and geographical background that has resulted in a rich and diverse culture. The many groups that have influenced this culture include the island's indigenous peoples, the Han Chinese, the Dutch, the Spanish, the Japanese and the Americans.



因此，臺灣文化呈現跨文化的多元特性、多樣族群的活潑文化生態，在不同文化的對立、妥協、再生的歷史過程中演變，而這些先民過去流傳下來的文化資產，包括傳統建築、人文史蹟、民俗與藝術等，如今在臺灣仍處處可見。不過臺灣最主流的歷史文化，要算漢人自中國帶來的文化與漢人在臺灣自己所創造出的文化，不管是閩南人、外省人、客家人，各族群孕育出屬於自己的特有文化資產，在臺灣，至今仍處處可以鑑賞到這些先民所留下的生活軌跡與智慧結晶，例如臺北、臺南、鹿港等街頭仍可見古城、寺廟、古街道，就連金門、馬祖、澎湖等外島地區，也可以尋訪到戰爭遺跡、傳統聚落或是文化史蹟。



媽祖繞境 Mazu Pilgrimage



寺廟門廊 Temple entrance veranda

While influences have been numerous, the Han Chinese have had the greatest impact on Taiwan's cultural development, bringing traditional customs from China and creating new customs in Taiwan. These peoples include southern Fujianese who immigrated over the centuries, ethnic Hakkas, and Chinese who came to Taiwan in the late 1940s in the wake of the Chinese Civil War. Each group brought their own cultural attributes, the signs of which can still be seen throughout Taiwan. In Taipei, Tainan, and Lugang, for example, old streets and temples still exude the atmosphere of times long gone. Traces of wars, settlements and different cultures can also be found within offshore islands such as Kinmen, Matsu and Penghu.



陶瓷 Pottery and Ceramics



體驗課程 DIY activity

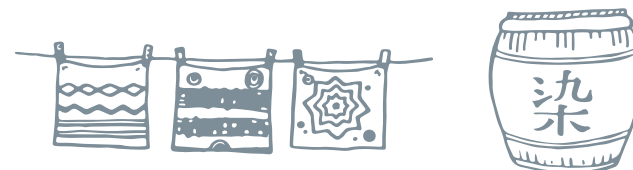


藍染 Hakka Blue Dye



木雕 Woodcarving

除了探尋古蹟之外，臺灣也有許多獨具風味的藝術風貌，例如三義的木雕、鶯歌的陶瓷、金門的陶瓷廠等。而臺灣人相當喜愛的「節慶」，例如春節、廟宇的建醮、中秋、清明、普渡等，也是臺灣文化重要的層面，藉由節慶的特殊活動，可以更瞭解文化產出的時空背景與所代表的歷史意義。



Taiwan's cultural development can be seen in the diversity of its artistic expression, including the woodcarving of Sanyi, the pottery of Yingge, and the ceramics of Kinmen. Another important aspect of Taiwan's culture consists of its many holidays and festivals. These are passionately and devotedly observed by the people of Taiwan, and include Chinese New Year, the Mid-Autumn Festival, Tomb Sweeping Day, the Ghost Festival and temple festivals. Observing and participating in such events can provide visitors with a deeper understanding of the cultural and historical background of the Taiwanese people.



品味舌尖上的感動

Relishing delicacies during a culinary tour.

美食之旅

中華美食源遠流長，匯集數千年的烹調智慧及經驗，與悠久的歷史薰陶，講究色、香、味、形俱全，能將平凡無奇的食材製作成精緻的佳餚，因此中華美食聞名全球，令世界各地的老饕為之風靡。

Chinese cuisine has its origins in ancient times, and it achieves its present level of excellence through an accumulation of thousands of years of practical knowledge and experience. Emphasis is placed on the perfect combination of color, aroma, flavor, and appearance, through which the most common ingredients are transformed into culinary tours de force.





1 | 小籠包 Xiaolongbao (small steamed dumplings)
2 | 烤香腸 Taiwanese sausage

臺灣匯集中國各地廚藝大成，不僅融會貫通中國不同風味的地方菜餚，並且從傳統廚藝中不斷推陳出新，因此臺灣每年均吸引許多觀光客來臺品嚐中華美食，舉凡鼎泰豐的小籠包、東門餃子館的手工水餃等，皆讓觀光客回味無窮。

In Taiwan, cooking techniques from all parts of China have been brought together; Taiwanese chefs have not only mastered traditional local Chinese specialties, but have also used traditional techniques to develop new culinary treats. These features attract many visitors every year to Taiwan to savor specialties such as delicate “xiaolongbao” (small steamed dumplings).



雞蛋糕 Egg biscuits



臭豆腐 Stinky tofu



掛包 Steamed pork sandwich



茶飲 Tea drinks

除了中華美食之外，臺灣小吃更是獨步全球，種類多樣化，是臺灣人生活中最具代表性的飲食文化，舉凡蚵仔煎、虱目魚肚粥、炒米粉、大餅包小餅、萬巒豬腳、大腸蚵仔麵線、甜不辣、臺南擔仔麵、潤餅、燒仙草、筒仔米糕、花枝羹、東山鴨頭、肉圓、滷肉飯等，皆是臺灣風味獨特的名食小吃，價位便宜又好吃，一點也不遜色，又可以吃出該地的人文特色。

In addition to typical Chinese cuisine, Taiwan's "xiaochi" (snacks) have now gained international recognition due to their taste and variety. These snacks are a culinary necessity in Taiwanese daily life, and comprise the most representative elements of Taiwanese cuisine. The long list of delicious and affordable xiaochi includes items such as oyster omelet, milkfish congee (porridge), fried rice noodles, wrapped savory pancakes, Wanluan pork knuckle, oyster & pork vermicelli, Tainan Danzi noodles, spring rolls, grass jelly, rice cake, squid soup, Dongshan duck head, meatball dumplings, and braised pork over rice. These tasty delicacies come from all parts of the island, and have long been an important part of Taiwanese local culture.



鼎邊銼 Pot side scrapings soup



魚丸湯 Fish ball soup



蚵仔煎 Oyster omelet



桶仔米糕 Rice cake



蚵仔麵線 Oyster & pork vermicelli



基隆廟口 Keelung Temple Night Market

在臺灣，到處都可以吃到小吃，尤其是夜市，是臺灣非常特殊的文化，充斥琳瑯滿目的小吃美食，每個夜市都有不同的特色與風味。透過地方小吃，遊客可以更認識地方特產、文化與人文典故，為旅程增加不少豐富性的色彩。



刨冰 / 季子弘攝
Shaved ice/ photo by Chi Tzuohong

In Taiwan, xiaochi is ubiquitous, but it can be found most prominently within the night markets that exist all over the island. These markets offer an array of great xiaochi selections, and each locale will certainly have its own special flavors on offer for visitors to taste.



潤餅 Runbing

徜徉不一樣的歡樂

Wandering in a different and joyful way during festivals and events.

節慶與活動

✧ 燈會

賞花、音樂祭、花火節、燈會、龍舟賽、溫泉祭、中元祭、單車環臺、國際馬拉松等，保證臺灣一年四季精采可期。

農曆1月15日是元宵節，一般稱為「小過年」，在眾多節慶中，元宵節熱鬧的程度僅次於農曆春節，是臺灣最熱鬧的大型傳統文化節慶。全國各地張燈結綵熱鬧地辦理燈會慶元宵系列活動，包括臺灣燈會、平溪天燈、臺東炸寒單、臺南鹽水蜂炮、臺北燈節及高雄燈會等及各地廟宇傳統慶祝儀式，已成為最受國際觀光客喜愛的臺灣節慶。



台灣燈會 Taiwan lantern festival



✧ The Lantern Festival

The many facets of Taiwan's festivals and events, such as flower viewing, music festivals, fireworks, lantern festivals, dragon boat races, hot spring festivals, ghost month festivals, cycling tours, and international marathons, ensure that visitors to Taiwan can enjoy its splendid seasons throughout the year.

The Lantern Festival is also known as the "Little New Year." Traditional prayers to the gods are a core part of this festival, but its associated activities are many and varied, including guessing lantern riddles, eating rice-flour dumplings, releasing lanterns into the sky in Pingxi Township, and the Yanshui Beehive Rocket Festival in Tainan County. Colorful lanterns of all shapes and sizes are always the main attraction during the Lantern Festival, which is celebrated with a grand national festival and city festivals in Taipei and Kaohsiung.



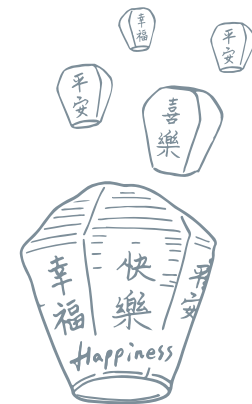
音樂祭 Music festival



龍舟賽 Dragon boat festival



放天燈 Sky lantern



美國 Discovery 頻道「世界最佳節慶 (Fantastic Festivals of the World)」節目曾來臺製作 "Lantern Celebrations" Taiwan 專輯，極力推薦臺灣燈會慶元宵系列活動為全球最佳節慶活動。

The Discovery Channel created a special program, Lantern Celebrations, as part of its series on the Fantastic Festivals of the World. The program highlighted Taiwan's Lantern Festival as being among the best in the world.





阿里山小火車 Alishan Railway



阿里山神木 Alishan Sacred Trees

✧ The Formosa Summer Festival

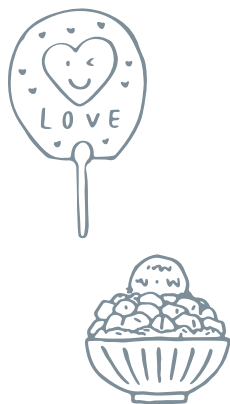
Taiwan is an island that straddles the tropics and subtropics, offering diverse landscapes and bountiful produce. It's indeed a sparkling emerald along the Tropic of Cancer.

Summer is a touristic highlight in Taiwan. The Formosa Summer Festival combines many features, including tasty flavored ice, sand sculptures and rail travel. These refreshing and fun summer experiences attract travelers from home and abroad. Visitors can enjoy delicious summer foods, beautiful scenery and the charms of a Taiwan summer.

✧ 寶島仲夏節

臺灣，是一個跨居熱帶與副熱帶的美麗島嶼，兼具不同氣候帶之特色景觀與豐饒物產，是北回歸線上的綠寶石。

夏季更為台灣旅遊重點季節，「寶島仲夏節 Formosa Summer Festival」融合獨有的特色冰品、沙雕藝術音樂及鐵道旅遊等夏季特色活動，讓夏季充滿了清涼與歡樂，也吸引國內外遊客在盛夏這個季節走出戶外，體驗臺灣的夏季美食、美景，感受寶島台灣的夏日魅力。



芒果冰 Mango shaved ice



沙雕藝術 Sand Sculpture Art



日月潭自行車道 Bikeway in Sun Moon Lake

✧ 自行車樂活

近年來「慢活」、「生態」與「環保」逐漸成為全球共同追求的生活態度，而自行車旅遊更是國際旅人於世界各地進行深度旅遊的熱門方式。

✧ The Taiwan Cycling Festival

In line with the growing popularity of LOHAS (Lifestyles of Health and Sustainability), Taiwan offers endless ways to improve your health and wellness, supplemented by an Oriental flair and Taiwanese characteristics.

臺灣不僅有環島自行車主幹路網，也持續進行自行車道新闢及改善工作；臺灣是享有盛名的自行車製造大國，全球知名旅遊指南《Lonely Planet Taiwan》給了「臺灣是單車的天堂」的稱讚，現在臺灣是自行車的旅遊大國，在臺灣單車環島是最方便又享受的旅遊行程！

Taiwan has an excellent network of bicycle trails and marvelous topography. Together, these create convenient and enjoyable itineraries for cyclists, who can immerse themselves in wonderful scenery while touring the various routes around the island.



台東多良火車站 Duoliang station, Taitung

每年都舉辦的「臺灣自行車節」系列活動，就是以自行車旅遊活動，結合了各縣市的觀光與交通資源力量，呈現出多元與在地的文化旅遊特色。在好山好水的陪伴下，吸引全世界自行車愛好者都能來朝聖，提供國內外遊客們多樣豐富休憩旅遊體驗，讓騎鐵馬不再是單純的運動，而是更豐富的身心靈上完美體驗。



The Taiwan Cycling Festival offers participants an array of opportunities to explore and enjoy Taiwan's touring culture, supported by the tourism resources of the island's cities and counties. Enjoying the beautiful scenery provided by Taiwan's mountains, lakes, rivers and seashores, cyclists from around the world make their individual pilgrimages to Taiwan to embark on varied and rich experiences. Indeed, this moves cycling beyond simple exercise and into the realm of memorable experiences for both body and soul.



七星潭自行車道 Qixingtan bikeway, Hualien



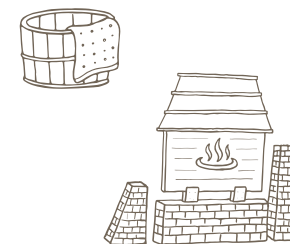


北投地熱谷公園 Thermal Valley in Beitou

舒暢身心靈的妙方

Comforting the mind and soul with
the special cures of a spa holiday.

溫泉之旅

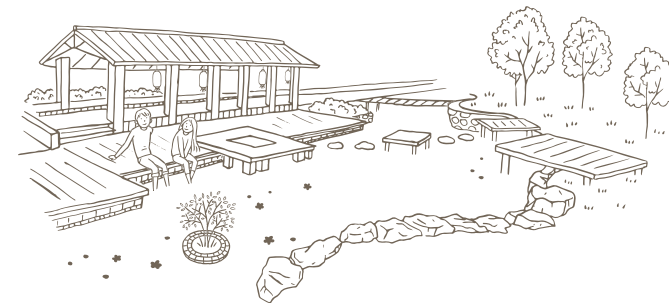


臺灣，因為特殊的地殼結構，位於歐亞板塊與菲律賓板塊交界處，處於環太平洋地震帶，地熱遍佈臺灣全島，形成全島均有溫泉資源的現象，除了少數縣市，本島每一縣市幾乎都有溫泉的蹤跡，堪稱溫泉王國。目前已經發現的溫泉據點將近 100 多處，不管是平原、高山、溪谷或海洋均有豐富的泉源。

Taiwan is endowed with an abundance of hot springs resulting from its position along the fault between the Eurasian and Philippine plates - part of the famous "Ring of Fire." This tectonic collision has created over 100 hot spring areas in Taiwan in diverse areas such as plains, mountains, valleys and the ocean floor. Hot springs occur in every county except for Changhua, Yunlin and Penghu. As a result, some have called Taiwan a "Hot Spring Kingdom."



烏來 Wulai



由於溫泉多深藏於地底深處，當其湧出地面時便伴隨大量而多樣的礦物質，多數是有益人體養生保健的礦物成分。根據成份、濃度與溫度的不同，泉質也不盡相同，臺灣泉質相當多樣性，包括冷泉與熱泉，其中宜蘭縣蘇澳冷泉的氣泡碳酸非常具有特色，除此之外，臺灣也擁有世界少有的濁泉與海底溫泉。

As hot springs often begin deep below the earth's surface, the water that emerges often contains a high concentration of minerals, many of which are viewed as having beneficial effects on body and soul. The waters of each spring have different mineral types and concentrations, as well as temperatures that range from cold to hot.



礁溪足湯 Footbath in Jiaox



綠島海底溫泉 Hydrothermal vents in Green Island

交通部觀光局結合溫泉保健養生特色及現代人健康飲食需求，將臺灣「溫泉」及「美食」兩大觀光資源整合規劃推出「溫泉美食嘉年華」活動，每年在全臺各地同時登場，並從全臺 17 個溫泉區選出啟動地點，不但讓國內遊客全臺溫泉區泡透透，處處都享優惠，對國際觀光客也是深具魅力，更是帶動秋冬臺灣溫泉旅遊熱潮的年度盛事。

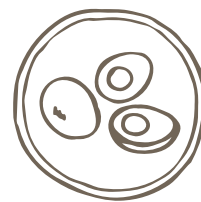
活動期間，全臺溫泉區都將陸續辦理溫泉美食系列活動，並整合全臺各縣市溫泉區上百家業者，集合各溫泉區景點、人文風情與特產介紹，推薦優質店家，同時更提供好康優惠陸續引爆泡湯話題。



創意美食 Creative cuisine

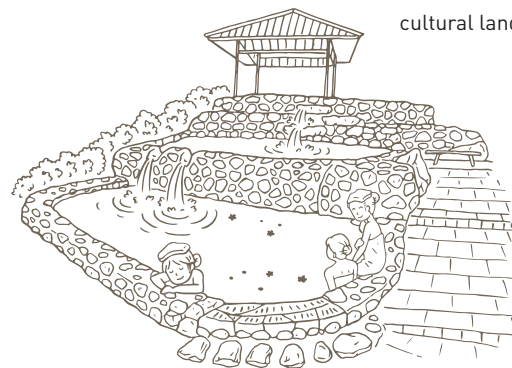


朝日溫泉 Chaori Hot Spring in Green Island



The Taiwan Tourism Bureau has integrated Taiwan's "hot spring" and "gourmet cuisine" cultures into an annual "Taiwan Hot Spring & Fine-Cuisine Carnival." This event is celebrated throughout the island, with the kickoff taking place at one of the 17 major hot spring areas. The Carnival not only attracts local tourists looking to soak up the pleasures of hot springs and merchandise discounts, but overseas tourists who also join in the fun and relaxation. The Carnival is a driving force behind Taiwan's autumn/winter hot spring tourist season.

During this time, with joint private and public participation, hot spring areas throughout the country hold a series of hot spring/fine-cuisine events that introduce the scenic beauty of the springs, local cultural landscapes, and special products.



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Time for Taiwan, Time for Love



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