THE HEART OF ASIA

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

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

Smart travel is rooted in good and personalized service. Currently, the friendly and hospitable people of Taiwan receive, on average, one foreign visitor for every two citizens. The Tourism Bureau aims to increase this ratio of foreign visitors to citizens to roughly 2/3, with an initial goal of welcoming 15 million and then 20 million international visitors. The Bureau is also promoting domestic tourism by integrating regional tourism assets, expanding events, and introducing incentives to encourage tourism resource integration. These initiatives aim to achieve 200 million total visits and make Taiwan an important destination in Asia for "friendly, smart, and experiential" tourism.
Taiwan is the life pulse of Asia. Beautiful, colorful, and full of boundless energy, it offers a high-quality living environment enriched by a diverse abundance of culture, art and creativity. Taiwan is also an economic center in Asia, with a refined and rich quality of travel infrastructure and international service standards.

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

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

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

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

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

台湾，是亚洲的生命脉搏，美丽多彩并富有无尽活力，生活环境品质的多样化，文教艺术氛围的多元化，时时刻刻都展现蓬勃创作力；台湾，是现代亚洲的经济重镇，现代化环境建设与国际级服务水准，展现了细腻丰富的旅游品质。

台湾，重视本土传统并拥抱多元文化，从街巷古趣、美食小吃、民俗景点到当代思维，其所蕴含的内在文化风情，不因时空而变易，不随环境而消散。台湾，是富Scaler情味的淳樸国度，人们友善又好客，充满独特的情热魅力。

衷心邀请您的造访，让我们用最无微不至的心，款待您独一无二的台湾之旅！
Rooted in the concept of “optimizing quality and enhancing value,” Taiwan brings together a spectrum of resources for the comprehensive implementation of a strategy centered on the themes of "high quality, unique, smart, and sustainable" tourism. This strategy aims to enhance travel safety, upgrade tourism value-added, deepen the heart-touching travel experience in Taiwan, and open a new era for Taiwan as a desirable travel destination.

International Praise for Tourism in Taiwan

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

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

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

The Tourism Bureau is connecting with the tourism environment and promoting Taiwan as a mainstream international tourist destination.

The Tourism Bureau video "Mountain and Forest Activities" won Travel Weekly’s Silver Magellan Award for "Asia Adventure Destinations." The Tourism Bureau video "Mountain and Forest Activities" won Travel Weekly’s Silver Magellan Award for "Asia Adventure Destinations." 2019

Japan’s top travel website 4Travel selected Taiwan as the “Best Country for Solo Japanese Travelers.”

MasterCard’s 2019 CrescentRating Global Muslim Travel Index ranked Taiwan as the "Third Best Non-OIC Destination.”

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

Asia Travel Awards selected Baisha Bay and Heping Island as the “Most Accessible Tourist Attractions in 2018.”

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

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

East of Taiwan

The "East of Taiwan" video was selected as one of the "Top 10 Countries to Visit in 2017" by Rough Guides. The video "East of Taiwan" won the "Best Asian Film” award at the 2018 International Tourism Film Festival in Portugal; the "Best East Asian Film” award at the first Japan World’s Tourism Film Festival; and the "Platinum Remi Award for Travel and Tourism" at the Houston International Film Festival.

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

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

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

The Tourism Bureau video "Mountain and Forest Activities" won Travel Weekly’s Silver Magellan Award for "Asia Adventure Destinations." The Tourism Bureau video "Mountain and Forest Activities" won Travel Weekly’s Silver Magellan Award for "Asia Adventure Destinations." 2019

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

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

In 2018, Taiwan won the "Best Asian Film” award at the 2018 International Tourism Film Festival in Portugal; the "Best East Asian Film” award at the first Japan World’s Tourism Film Festival; and the "Platinum Remi Award for Travel and Tourism" at the Houston International Film Festival.

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

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

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

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

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

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

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

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

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

The video "East of Taiwan" won the "Best Asian Film” award at the 2018 International Tourism Film Festival in Portugal; the "Best East Asian Film” award at the first Japan World’s Tourism Film Festival; and the "Platinum Remi Award for Travel and Tourism" at the Houston International Film Festival.
1960  
September  
The Executive Yuan approves the establishment of a committee of tourism under the MOTC. 

1970  
April 24  
The Committee of Tourism opens an office in San Francisco as the first of 14 overseas offices. 

1971  
June 24  
The Tourism Council under the MOTC and the Taiwan Provincial Tourism Administration are merged and reorganized as the "Tourism Bureau, MOTC." 

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

1974  
March 1  
The Tourism Bureau, MOTC on March 1, 1973. 

1990  
February 10  
The first Taipei Lantern Festival is held, serving as the predecessor for the Taiwan Lantern Festival, described by Discovery Channel as one of the best festivals in the world. 

1990  
March 1  
Taiwan, Looking Good Bureau launched a new bureau logo under the theme of "Taiwan, Looking Good" as the first of 13 designated national scenic areas in Taiwan. 

2000  
May 4  
The first official "Beijing Office" is established in China. Taiwan becomes the first of 13 designated national scenic areas in Taiwan. 

2015/2018  
Taiwan breaks the 10-million visitor mark for the fourth consecutive year. The Cycle Route No.1 is launched, with a total length of 939.5 km, mainly along Provincial Highways 1/9. 

1971  
June 1  
The "Northeast and Yilan Coast National Scenic Area" is established as the first of 13 designated national scenic areas in Taiwan. 

1973  
January  
The Executive Yuan approves the establishment of a Committee of Tourism under the MOTC. 

2010  
May 4  
On November 27, the Tourism Bureau launched a new bureau logo under the theme of "Taiwan, Looking Good" on November 27, which is the first of 13 designated national scenic areas in Taiwan. 

2017  
October 16–24  
The first Taiwan Cycling Festival is held to spur a bicycle tourism wave in Taiwan.
A sincere heart for the development of high-quality tourism.

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

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

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

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

The heart of Asia experience

High-quality Tourism

Sustainable Tourism

Optimizing Quality and Scale, Enhancing Value

Unique Tourism

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

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

Marketing the Taiwan Tourism Calendar
Promoting Four Major Theme Events

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

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

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

Supporting Unique Tourism Activities

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

Optimizing Travel Industry Brands

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

Improving Hotel Tourism Quality

The Tourism Bureau is promoting improvements in Taiwan's hotel industry by enhancing hotel quality, passenger satisfaction, and service standards. The bureau is working to improve the quality of group tours and implement travel safety. The functions of the "Taiwan Stay" website have also been expanded. The Tourism Bureau is promoting a policy of high-quality itineraries in Taiwan for mainland tourists and working to expand the number of mainland pilot cities open for independent travel to Taiwan. Dedicated inspection units have also been established to enhance travel quality for mainland Chinese tourist groups.

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

Supporting Unique Tourism Activities

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

Optimizing Travel Industry Brands

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

Optimizing Travel Industry Brands

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

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

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

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

百年歷史風華，台灣鐵道之美

Photography by LAI, KUO-HUA 蕭家好 吳浩
The Heart of Asia

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

### Time to Eat

**美食在台灣**

With its agricultural abundance and diverse culinary ingredients, Taiwan boasts an amazing food culture spanning fine cuisine to daily fare. Taiwan is a tea kingdom. Verdant farms cultivate high-quality tea throughout the island, from Pinglin and Muzha in the north to Lugu and Alishan in central Taiwan. And what better way to slow down and enjoy the authentic culture and beauty of Taiwan than on a cycling journey along the Cycling Route No.1 bikeway!

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

### Time for Two Wheels

**樂活在台灣**

Unique natural terrain and round-the-island cycling routes set the stage for Taiwan's new LOHAS tourism charm. Taiwan is also a tea kingdom. Verdant farms cultivate high-quality tea throughout the island, from Pinglin and Muzha in the north to Lugu and Alishan in central Taiwan. And what better way to slow down and enjoy the authentic culture and beauty of Taiwan than on a cycling journey along the Cycling Route No.1 bikeway!

Taiwan is also a tea kingdom. Verdant farms cultivate high-quality tea throughout the island, from Pinglin and Muzha in the north to Lugu and Alishan in central Taiwan. And what better way to slow down and enjoy the authentic culture and beauty of Taiwan than on a cycling journey along the Cycling Route No.1 bikeway!
Time to Shop

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

Shopping in Taiwan

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

Time for Nature

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

Nature in Taiwan

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

Taiwan is also home to a rich and unique array of flora and fauna, including rare wildlife such as the Formosan Landlocked Salmon, Black-Faced Spoonbill, and Purple Butterfly.
From beautiful beaches to nostalgic hillside towns, Taiwan offers plenty of romantic escapes for love to bloom. Capture the happiness of love with a wedding photo shoot in Taiwan. Couples can tie the knot with a wedding witnessed by a romantic Sacred Tree of Alishan, or record their memories with a snapshot on a slow-paced railway journey to a scenic mountain town. Romance also awaits in the picturesque hillside town of Jiufen and among the tung oil tree blooms in Miaoli. The Beimen Crystal Church in Tainan, daylily flower fields at Hualien’s Liushidan Mountain, and Twin Hearts Stone Weir in the Penghu township of Qimei are among the many other destinations where love can bloom.

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

From beautiful beaches to nostalgic hillside towns, Taiwan offers plenty of romantic escapes for love to bloom.
A friendly heart to create a safe and convenient tourism environment.

Creating a Friendly and Convenient Tourism Environment

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

Boosting Travel Quality

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

Boosting Travel Quality

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

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

Creating a Friendly and Convenient Tourism Environment

友善便利的旅遊環境

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

Boosting Travel Quality

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

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

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

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

- Expanding into “New Southbound Policy” tourism markets and simplifying visa procedures to increase the number of visitors to Taiwan.
- Deepening Taiwan’s tourism brand to increase repeat travel from Japan and Korea.
- Developing the MICE travel, cruise, Muslim, and charter-flight visitor source markets.
- Solidifying mainland Chinese visitor sources and deploying joint marketing campaigns in key European and U.S. cities.
- Expanding into “New Southbound Policy” tourism markets and simplifying visa procedures to increase the number of visitors to Taiwan.
- Deepening Taiwan’s tourism brand to increase repeat travel from Japan and Korea.
- Developing the MICE travel, cruise, Muslim, and charter-flight visitor source markets.
- Solidifying mainland Chinese visitor sources and deploying joint marketing campaigns in key European and U.S. cities.
- Expanding and diversifying markets.

Promoting Domestic Tourism

- Expanding the domestic tourism market and promoting high-quality, in-depth tours.
- Supporting unique tourism activities, integrating local areas, and recommending high quality and green ecotour itineraries.
- Expanding and diversifying markets.
- Promoting Domestic Tourism.
Guiding Industry Transformation

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

Developing Smart Tourism

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

Promoting Experiential Tourism

- Continuous promotion of green tourism under the Taiwan Sustainable Tourism Development Strategy.
- Promoting slow-paced, in-depth travel and local creativity within special annual tourism themes, namely: 2019 Taiwan Small Town Ramble, 2020 Mountain Tourism Year, 2021 Bicycle Tourism Year, and 2022 Railway Tourism Year.
- As an example of instituting new initiatives, we held a ‘2019 Town Tour’ creative touring contest that combined small town tour passports and the development of small town specialty tours.
- Developing a friendly general tourism environment.
- Promoting small town innovation, creativity, and entrepreneurship to enhance tourism facilities and services.
- Conducting themed marketing to promote brand development of Hakka and Indigenous tourism activities, and supporting the tourism market in Hakka towns and among the indigenous peoples.
- 持續推展綠色觀光，推動台灣永續觀光計畫。
- 推廣觀光主題年如2019小鎮漫遊年，2020香港山岳遊年，2021自行車遊年，2022鐵道觀光遊年，帶動深度旅遊及地方創生。
- 推動「十萬青年愛馬國創意遊程競賽活動」，結合小鎮護照，發展小鎮特色遊程。
- 營造友善的通用旅遊環境。
- 促進小鎮創新、創意、創業，提升旅遊軟硬體環境。
- 主題化行銷客家及原民觀光品牌，積極推動客家小鎮及部落觀光。
Taiwan - The Heart of Asia -
Lovely and smiling ready for your embrace
Come live the passion-driven life
Surprising heaven for food, colorful seasons
Taiwan leads you to your dreams
Butterflies dance to the island’s beauty
Heart of Asia can you hear
Feel the heartbeats answer the call
The heart of Taiwan syncs with yours
The time for Taiwan is now
Taiwan (formosa), the heart of Asia
The time for you is now
Life and love can’t wait
Taiwan opens its heart to you
Taiwan
The heart of Asia!