THE HEART OF ASIA

你好
HELLO
こんにちは
안녕하세요
HOLA

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

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

Smart travel is rooted in good and personalized service. Currently, the friendly and hospitable people of Taiwan receive, on average, one foreign visitor for every two citizens. The Tourism Bureau aims to increase this ratio of foreign visitors to citizens to roughly 2/3, with an initial goal of welcoming 15 million and then 20 million international visitors. The Bureau is also promoting diverse 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 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.
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.

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

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.”

Wanni达卡2019年新月评诺等全球穆斯林旅游指数（GMTI）【伊斯兰教组织中最佳旅游目的地第 3 名】

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

2019 亚洲潜水展颁发【最佳生态旅游目的地奖】

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

5Travel 日本最上水平旅游网站4Travel选定台湾为“最佳日本旅游目的地”

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Asia Dive Expo (ADEX) 选定台湾为“2019生态目的地”

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

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The video “East of Taiwan” 获2018年国际旅游电影节“最佳亚洲影片”奖；“最佳东亚洲影片”奖；“旅行与旅游业铂金雷米奖”；

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The Tourism Bureau is connecting with the world, from the “heart.” It proudly shares the singular passion of the Taiwanese people to create a heart-shaped slogan highlighting Taiwan’s diverse and rich tourism environment and promoting Taiwan as a mainstream international tourism destination.

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交通部观光局以“心”为动，来和全球接轨，传播台湾人独有的热情，触动观光客的心，心動魅力的品牌诉求「The Heart of Asia」，以心型視覺圖形，展現多元交融的豐富旅遊環境，以推廣台灣成為國際主流觀光目的地。

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

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

**1960** September  
The Executive Yuan approves the establishment of a Committee on 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** June 1  
The Tourism Council, Ministry of Transportation and Communications, Republic of China.

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

**1990**  
Taiwan breaks the 10-million visitor mark for the fourth consecutive year.

**1990**  
The Cycle Route No. 1 is launched, with a total length of 939.5 km, mainly along Provincial Highways 1/9.

**1991**  
Taiwan breaks the 10-million visitor mark for the fourth consecutive year.

**2015/2018**  
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**Organization of Tourism Administration**

**Department General / Deputy Director General / Chief Secretary**

**Planning and Research Division**

**Travel and Training Division**

**International Affairs Division**

**Hotel & Lodging Division**

**Public Relations Division**

**Information Management Department**

**Taiwan Taoyuan & Kaohsiung International Airport Visitors Centers**

**Taipei Travel Service Center**

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**Overseas Offices**

- Tokyo / Osaka / Yokohama
- Seoul / Busan / Jeju Island
- Singapore / Singapore Flyer
- Kuala Lumpur / Johor
- New York, San Francisco, Los Angeles / New York, San Francisco, Los Angeles
- Frankfurt / Munich
- Hong Kong / Shanghai / Beijing / Shanghai / Guangzhou / Beijing / Shanghai / Guangzhou / Shenzhen
- Mumbai / Moscow / Kazakhstan / Jakarta / Auckland / Melbourne / Sydney / Taipei

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

Enhancing the Quality and Scale of 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

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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.

The 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.
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.

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.

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.

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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
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

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

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 Shilin Night Market and Fengjia Night Market in Taichung, these food-lovers’ paradises offer a delicious selection of fairly-priced specialty snacks: rice with braised pork, small steamed buns, beef noodles, oyster omelet, and pearl milk tea, to name a few. Taiwan’s culinary world is also presented in an array of fine cuisine, from regional Chinese dishes to Western fare. Savor the slow life with Taiwan’s fine tea and coffee culture, or satisfy your sweet tooth with an exquisite dessert gift box to take home.

Time for Two Wheels

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

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Time to Shop

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

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 'till 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.

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.

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**Time for Love**

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 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.

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

**Time to Marvel**

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

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.
RELIALABILITY
信賴
A friendly heart to create a safe and convenient tourism environment.
友善之心，創造安全便利的旅遊環境

Creating a Friendly and Convenient Tourism Environment
友善便利的旅遊環境

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

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

Boosting Travel Quality
躍進提升的旅遊品質

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

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

Building a User-Friendly Smart Platform
科技便利的智慧平台

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.
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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.
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Guiding Industry Transformation
輔導產業轉型

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

Developing Smart Tourism
發展智慧觀光

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

Promoting Experiential Tourism
推廣體驗觀光

- Continuous promotion of green tourism under the Taiwan Sustainable Tourism Development Strategy.
- Promoting slow-paced, in-depth travel and local creativity within special annual tourism themes, namely: 2019 Taiwan Small Town Ramble, 2020 Mountain Tourism Year, 2021 Bicycle Tourism Year, and 2022 Railway Tourism Year.
- As an example of instituting new initiatives, we held a ‘2019 Town Tour’ creative touring contest that combined small town tour passports and the development of small town specialty tours.
- Developing a friendly general tourism environment.
- Promoting small town innovation, creativity, and entrepreneurship to enhance tourism facilities and services.
- Conducting themed marketing to promote brand development of Hakka and Indigenous tourism activities, and supporting the tourism market in Hakka towns and among the indigenous peoples.
- 持續推展綠色觀光，推動台灣永續觀光計畫。
- 推廣觀光主題年如 2019 小鎮漫遊年、2020 雲林山脈旅遊年、2021自行車旅遊年、2022鐵道觀光旅遊年，帶動深度旅遊及地方創生。
- 推動「十萬青年獎百萬」創意遊程競賽活動，結合小鎮護照，發展小鎮特色遊程。
- 營造友善的通用旅遊環境。
- 促進小鎮創新、創意、創業，提升旅遊軟硬體環境。
- 主題化行銷客家及原民觀光品牌，積極推動客莊小鎮及部落觀光。
– 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
Taiwan (formosa), the heart of Asia
The time for Taiwan is now
Taiwan (formosa), the heart of Asia
The time for you is now
Life and love can’t wait
Taiwan opens its heart to you
Taiwan
The heart of Asia!