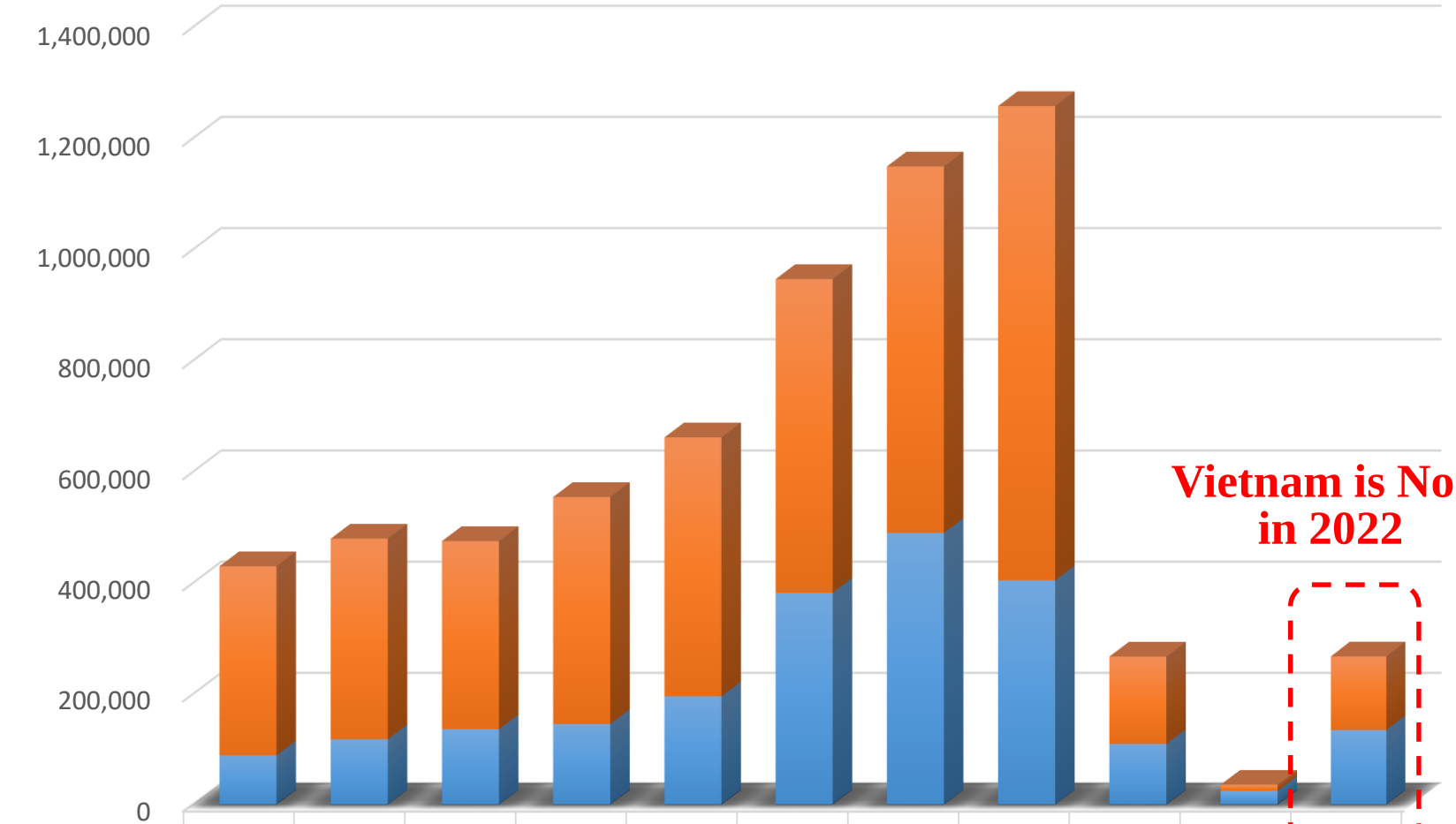
2023
Annual Seminar

Taiwan
THE HEART OF ASIA

臺越觀光互訪人次統計 Statistics on the number of visitors between Taiwan and Vietnam



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
To Vietnam	341544	361957	339107	409013	465944	564002	659123	853257	158286	11123	133203
To Taiwan	89354	118467	136944	146380	196636	383329	490774	405396	110053	24935	135356

Guanhong Project

6大國際魅力景區全面升級

Nâng cấp toàn diện 6 danh lam thắng cảnh mang tầm quốc tế

North Coast

Northeast

East Coast

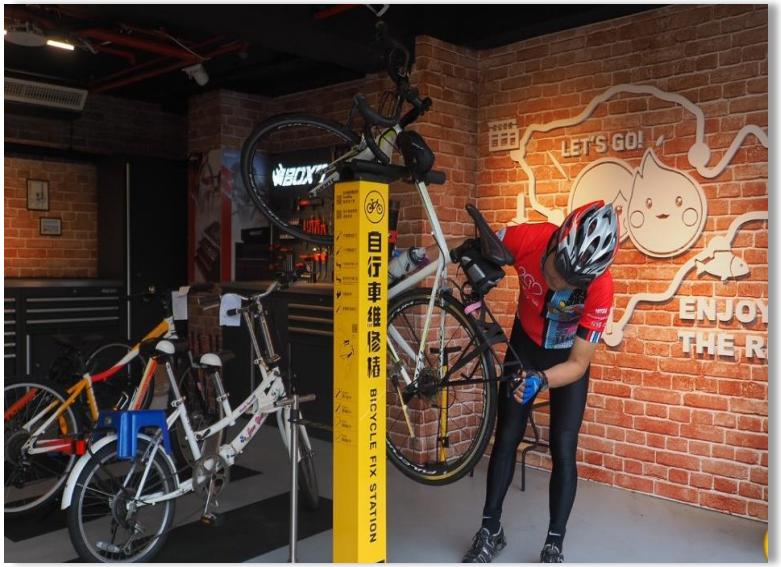
Sun Moon Lake

Alisan Mt.

Penghu

低碳環保、兩鐵旅遊

Du lịch bằng đường sắt và xe đạp - Giảm thiểu carbon bảo vệ môi trường



四季節慶主題活動
Các Chủ Đề Hoạt Động Ở Bốn Mùa Lễ Hội

Mùa Xuân - Taiwan Lantern Festival

Mùa hè - Formosa Summer Festival、Lễ hội ẩm thực Đài Loan

臺灣觀光年曆
Time for Celebration
TAIWAN TOURISM EVENTS

Mùa Đông – Taiwan Hot Spring

Mùa Thu – Lễ hội du lịch bằng xe đạp

2023 Taiwan Tourism Promotion Plan

Recommendation of new tourism products in Taiwan's sightseeing circle

- Promote new products
- If any Vietnamese travel agency cooperates and includes the new product in the itinerary, TTB HCM will assist in its promotion plan.
- Expected to be implemented in April

【加速擴大吸引國際觀光客方案】

Taiwan Attract International Tourists Plan

KinhteSaigonOnline Tiêu điểm Tài chính Kinh doanh Doanh nhân – Doanh nghiệp Địa ốc Văn hóa – Xã hội

THẾ GIỚI › Phân tích / Bình luận

Khách nước ngoài thăm Đài Loan sẽ được tặng 165 đô la

Chánh Tài

Chia sẻ: Thứ Năm, 23/02/2023 Kinh tế Sài Gòn Online

(KTSG Online) – Đài Loan sẽ tặng cho 500.000 du khách nước ngoài mỗi người khoản tiền mặt hoặc voucher ưu đãi giảm giá trị giá 165 đô la Mỹ trong trong năm nay. Đây là một phần trong nỗ lực của Đài Loan nhằm vực dậy ngành du lịch trong nước sau thời kỳ đại dịch Covid-19.

- Vực dậy du lịch, Hồng Kông tặng vé máy bay và voucher cho du khách
- Du lịch Nhật Bản nhắm đến khách phương Tây giàu có

1 FIT 自由行旅客

將配合行銷活動辦理，符合資格之國際自由行旅客，「有機會」獲得已儲值5,000元之電子票證或折抵住宿費用5,000元（同位旅客二擇一）份，限量提供。

- **Chance to receive up to NT$5,000**
- **By electronic ticketing card, which can be used to pay for food, accommodation and other travel.**

2 Group Tour 團體旅客

來臺旅行團每團達一定人數以上，提供每團新臺幣1萬至2萬元獎助金。

- **subsidy NT$10,000~ 20,000**
- **depending on the members of group**

※ The implementation details are under planning ※

提供台灣旅遊贈品 Giveaways for Taiwan Trip

- Give priority to Incentive, Fly-cruise and special product groups.

臺灣旅遊補助措施 Taiwan Travel Subsidy

- ✓ **Incentive Tours**
  公司獎勵旅遊
- ✓ **Charter Flights**
  包機補助
- ✓ **Fly-Cruise**
  飛機+郵輪旅遊補助

獎勵旅遊補助 Promotion Details for Foreign Incentive Tours to Taiwan

1 觀宏專案-簡化簽證程序 / 不限指定指行社均能申請
GuanHong Project - Simplified visa procedures / Any designated agency could apply

2 交通部觀光局推動境外獎勵旅遊來臺獎助要點
The main points of Taiwan Tourism Bureau in promoting overseas incentive travel to Taiwan

獎助對象 Award recipients	對象 Targets	申請受理單位 Application processing unit
	1.境外主管機關立案之企業或法人組織 Enterprise or legal person organization filed by overseas competent authority	交通部觀光局駐外辦事處 Tourism Bureau, M.O.T.C. Overseas offices
	2.經境外企業或法人組織委託主辦來臺獎勵旅遊活動之境外旅遊目的地管理公司、旅行業者 Overseas tourism destination management companies and travel operators entrusted by overseas enterprises or legal person organizations to host incentive tours to Taiwan	
	3.國內旅行業者 Domestic travel agent	交通部觀光局 Tourism Bureau, M.O.T.C.

獎助項目 Award sections		
	爭取階段 Bidding phase	來臺踏勘或考察之機票及住宿費用補助 Flight ticket and accommodation fee subsidy for visiting Taiwan ※ 最高新台幣 20 萬元 ※ Maximum NT$200,000
	舉辦階段 Hosting phase	以『人數』或『團』為單位補助相關地接費用 Subsidies related to local expenses based on "number of tourist" or "group" as a unit

包機獎助 Subsidizing Overseas Charter Flights to Taiwan

【 Others Region 】 無定期航班之包機，每來回架次補助美金3,000~5,000元

- ✓ Conditions： a charter flight from an airport outside Taiwan with no scheduled flights, or that has been specially approved by the Bureau.
- ✓ Subsidy：
  - ➢ To Taoyuan Airport：a subsidy of 3,000 USD per round-trip
  - ➢ To other Airport ：a subsidy of 5,000 USD per round-trip

【 Hualien-Taitung Region】

無定期航班至花東地區包機，每來回架次補助新台幣335,000元；超過5成之旅客每人增加補助新台幣600元

- ✓ Subsidy：
  - ➢ If the arriving charter flights' actual number of passengers /actual seat occupants is at least 50 people, a subsidy of NT$335,000 per round-trip flight will be given.
  - ➢ For each charter flight which flies at more than 50% of capacity, for each passenger over the 50% level the tour operator may receive an additional subsidy of NT$600/passenger.

飛機+郵輪旅遊補助 Fly-Cruise

空海聯營旅客且停留臺灣累計四十八小時以上者，按人數每人獎助美金30~70元

- ✓ Conditions and criteria for incentives：
  - ➢ USD10 in subsidies shall be given to each cruise line’ s fly-cruise passenger entering Taiwan.
  - ➢ Subsidies shall be applied to those cruise lines with a fly-cruise schedule that includes accumulated layovers in Taiwan of 48 hours or more：

    Each passenger shall be subsidized with:
    - ◘ USD30 for groups of over 300 fly-cruise passengers entering Taiwan.
    - ◘ USD50 for groups of over 600 fly-cruise passengers entering Taiwan.
    - ◘ USD70 for groups of over 700 fly-cruise passengers entering Taiwan.

觀宏專案 Guanhong Project

- Control Processes

three or more tourists overstay or go missing	suspend applications from the agency for two months
six or more tourists overstay or go missing	agency may be immediately removed from the designated list
accepted travelers from a non-designated travel agency	

- The number of overstay or go missing tourist will be reset to zero and restart every year
- Designated travel agencies that send more than 30 tour groups per quarter and have been suspended for two months will return to zero when the penalty is over, and the number of people will not accumulate
- If there is no record of sending a group within one month, the Office will suggest disqualification.