

出國報告（出國類別：其他）

赴美國參加 2024 年國際郵輪展 推廣活動報告

服務機關：交通部觀光署

姓名職稱：林信任 副署長

派赴國家/地區：美國佛羅里達州

出國期間：113 年 4 月 6 日至同年 4 月 12 日

報告日期：113 年 7 月 1 日

摘要

郵輪旅遊在全球觀光發展上歷久不衰，且屬高端族群旅遊首選，歷經疫情嚴峻考驗解封後全球旅客量已迅速復甦甚至超越疫情前人次，根據國際郵輪協會（Cruise Lines International Association，CLIA）統計，推估 2023 年全球郵輪旅客量為 3,150 萬人次，已超越疫情之前 2019 年的 2,900 萬人次，並預估今(2024)年更將成長 13.3%、達到 3,570 萬人次。根據本署統計目前台灣郵輪市場也已恢復至疫情前 7 成，旅遊人次在亞洲排名第 2 位超前日本、韓國等，郵輪市場走勢一路向上，未來成長空間相當大。

有鑑於重要郵輪船隊公司均在邁阿密設立總公司或分公司，本展又為全球郵輪旅遊重要交易平台，本署邀請交通部航港局、台灣港務公司以及民間旅遊團體組團參加，並於展內設置台灣館向國際郵輪產業界宣傳推廣，以提昇台灣郵輪觀光能見度，爭取郵輪公司開發販售以台灣為母港/嚮靠台灣之郵輪行程及高端歐美郵輪客層。

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壹、目的

台灣在疫情前為亞洲第 2 大郵輪市場，惟因疫情暫停國際郵輪來台灣靠，隨著疫後全球旅遊業復甦，台灣郵輪產業也正迎來前所未有的契機與挑戰。根據國際郵輪協會（Cruise Lines International Association, CLIA）統計，推估 2023 年全球郵輪旅客量約為 3,150 萬人次，已超越疫情之前 2019 年的 2,900 萬人次，並預估今(2024)年更將成長 13.3%、達到 3,570 萬人次，而台灣郵輪市場今年預估可恢復至疫情前的 7 成。

為加速推動台灣郵輪市場成長，交通部觀光署、航港局及台灣港務公司攜手參加 4 月 8 日至 4 月 12 日在佛羅里達邁阿密會議中心舉辦的 2024 年國際郵輪展(Seatrade Global Cruise 2024)，期能加速台灣郵輪市場復甦，帶動經濟發展。今年國際郵輪展(Seatrade Cruise Global 2024)係該展覽在 COVID-19 後第 3 年實體舉辦，約 10,600 名參與註冊，600 個單位參展，配對 1,200 場商務晤談，同時舉辦會議專題座談，邀請業界具影響力人士討論郵輪產業前瞻觀點及提供人才教育訓練。

本次參展目的主要向主流市場推廣台灣郵輪旅遊，鼓勵郵輪公司開發販售以台灣為母港/彎靠台灣之郵輪行程，並向主流旅行社推介台灣郵輪旅遊，促進 Fly-Cruise 產品的包裝及銷售，以有效促進疫後旅遊市場復甦。期間並辦理媒體宣傳，以強化台灣郵輪旅遊目的地形象，吸引北美郵輪客訪台旅遊，以期盡早恢復疫前郵輪市場規模，再創新局，開拓疫後另一番榮景。

貳、參展行程及重要記事

一、參展行程

日期	地點	行程
4月6日 星期六	美國邁阿密	參觀 MSC 郵輪 Seascape 號，並與 MSC 郵輪公司洽談合作事宜
4月7日 星期日	美國邁阿密	參觀 Norwegian 郵輪 Encore 號，並與 Norwegian 郵輪公司洽談合作事宜
4月8日 星期一	美國邁阿密	大會開幕式 分場專題座談 郵輪展開展、展場交流
4月9日 星期二	美國邁阿密	台灣館開幕 展攤推廣活動 VIP Reception 貴賓招待會 韓國全羅南道麗水港務局拜會，洽談合作事宜 展場交流
4月10日 星期三	美國邁阿密	拜會駐邁阿密台北經濟文化辦事處 參觀邁阿密港口 展場交流
4月11日 星期四 4月12日 星期五	美國邁阿密返台 (中轉洛杉磯)	邁阿密國際機場第三航廈 搭乘 JetBlue B62986 飛往洛杉磯返台北

二、重要記事

本次於展前事先造訪邁阿密港口參觀 MSC 及 Norwegian(NLC)兩大郵輪商郵輪，實地考察北美郵輪現況，參觀乘客報到、托運行李及登船通關以及郵輪設施等；以 MSC Seascape 郵輪為例 5,632 載客量在短短 6 小時內完成旅客登船，通關動線安排流程順暢值得參考。

國際郵輪展台灣館位於旅遊目的地-亞洲區，今年除了交通部觀光署與台灣港務公司共同參展，交通部航港局、高雄餐旅大學亦派代表出席，駐邁阿

密台北經濟文化辦事處周啟宇處長也蒞臨展場共襄盛舉，一同向國際郵輪產業界推廣台灣郵輪觀光。周邊其他目的地主要係由亞洲旅遊局參展，包括香港(旅遊發展局 Hong Kong Tourism Board 參展)、韓國(觀光公社 Korea Tourism Organization 參展)、菲律賓(觀光部 Philippines Department of Tourism 參展)、日本(觀光公社 Japan National Tourism Organization 聯合 16 個港口設展)、新加坡旅遊局(Singapore Tourism Board)。

台灣館以台灣天燈造型為設計靈感，匠心獨具地融合傳統與現代的設計，並展現全心投入推廣郵輪產業的抱負，每一個面向都展現了台灣觀光與郵輪特色，包括豐富的文化、精緻的美食、壯麗的自然風光和重要的港口地理位置，邀請郵輪業界高層將台灣納為其下一站的郵輪航線目的地之一。其特造型也被大會列為當天新聞首頁，展現強大宣傳效果。今年台灣館展攤呈現台灣郵輪港口的亮麗風貌及多樣化的觀光資源，並每日舉辦小型「Taiwan: Your Next Home Port」說明會、台灣阿美族舞蹈表演、播放台灣郵輪宣傳影片及提供台灣特色飲品及點心，吸引許多業者蒞臨參觀及洽談。4 月 9 日下午 2 時舉辦一場貴賓招待會，邀請許多國際郵輪公司代表、郵輪旅行業者等國際郵輪產業界之重要人士參加，與台灣代表團人員交流及了解台灣郵輪港口現況及優勢、多樣化的岸上遊程及郵輪旅遊相關獎助規定，出席人員多表達對台灣郵輪旅遊的濃厚興趣，累計共有約 250 名郵輪商、媒體、旅遊局、旅行社、設備商、港口等代表到台灣館洽詢。



展攤平面位置圖

參、心得與建議

一、積極推動台灣成為國際郵輪亞洲母港，吸引空海聯營(Fly-Cruise)，增加郵輪產業總產值

台灣具有絕佳的地理位置，岸上遊程豐富、文化多元，且為美食天堂，多家郵輪公司的旅客調查均顯示對台灣的滿意度極高，是亞洲郵輪旅遊不容錯過的航點。國際旅客可先飛抵台灣，再搭乘郵輪前往台灣各離島進行郵輪跳島旅遊，深度體驗台灣在地風情；或接續前往亞洲其他國家，進行一程多站式旅遊，盡情體驗亞洲風情。鼓勵業者推廣多元體驗遊程，進而使外籍旅客搭乘郵輪進入台灣增加國內觀光產值，此外郵輪母港亦可增進我農特產及相關服務產業之關聯產值。

二、推動探索型郵輪跳島旅遊

疫後郵輪市場更加多元化和豐富化，消費者根據自己的喜好和需求，選擇不同的航線和郵輪，享受更加輕鬆、奢華的旅行體驗。疫後探索型郵輪成為郵輪的藍海市場，探索型郵輪進行的跳島旅遊也成為目前國際趨勢，可帶領旅客抵達特色的小島，像是台灣的澎湖、金門、馬祖等離島，其上岸接駁比起中大型郵輪快速便捷，豪華郵輪旅客高消費力可促進國內觀光產業發展。

三、提升港口設施，岸電及綠色旅遊目的地成為郵輪旅遊 ESG 新國際趨勢

除優化基礎設施增進接待大型郵輪高容量旅客，並可增加設備吸引國際郵輪靠岸意願，例如設置「岸上電力(Shore Side Power)」使船舶本身連接港口岸上電力進行其系統運作，可減少了船舶在靜止時運行引擎的必要性，從而減少煙霧和其他有害污染的排放。目前全球只有 29 個郵輪港口（不到 2%）擁有此配備力的停泊位置，根據 CLIA（國際郵輪協會）統計預計 2028 年協會成員新建的郵輪皆計劃使用此電力系統。在亞洲地區，只有 2 個國家/5 個港口擁有岸上電力：中國（青島/上海/深圳/廈門）及南韓（仁川），台灣亦可配合此一國際趨勢增設到我國港口中，提升對國際郵輪之吸引力。



Top Headlines

We're Live: Hello from Seatrade Cruise Global 2024

DETAILS

WRITTEN BY TEIJO NIEMELÄ CATEGORY: TOP HEADLINES PUBLISHED: 08 APRIL 2024

Taiwan promotes its ambitions to be the cruise industry's leading home port in Asia



Wednesday, April 10, 6:40 a.m.

The Taiwan Tourism Administration (TTA), in collaboration with Taiwan International Ports Corp. (TIPC) and the Maritime and Port Bureau, MOTC (MPB), unveiled the Taiwan Pavilion at the world-renowned Seatrade Cruise Global 2024, the premier event for the cruise industry, hosted at the Miami Beach Convention Center from April 8-11, 2024.

Innovatively blending tradition and ambition, the Taiwan Pavilion is designed in the likeness of a Taiwanese sky lantern. Each facet shares an aspect of Taiwan, including its rich culture, exquisite delicacies, breathtaking nature, and key ports, inviting cruise industry executives to choose Taiwan as their cruise lines' next port of call.

The booth's inauguration was marked by an exclusive VIP reception that saw the attendance of senior officials from TTA, TIPC, and MPB. The event was graced by luminaries from global cruise lines, industry associations, and port authorities from adjacent countries. The reception put Taiwan's best foot forward, with speeches delivered by TTA Deputy Director General, Trust Hsin-Jen Lin, a performance by dancers from Taiwan's indigenous Amis tribe, a presentation on Taiwan's cruising prospects, a fusion of Taiwanese and Western snacks, and a sky lantern launching ceremony. With Taiwan's officials and international industry leaders inscribing their hopes for Taiwan's cruise sector on an inflatable lantern, and symbolically launching it into the exhibition hall's 'sky', they together created a visible spectacle of shared dreams and mutual prosperity.

Dr. Trust Lin, Deputy Director-General of Taiwan Tourism Administration underscored the Taiwan's successful recovery of its cruise industry: "Prior to the pandemic, Taiwan was the second largest source market for cruise passengers in Asia. In 2019, over a million passengers embarked on cruises from Taiwan, with over 600 cruises calling in Taiwan or using it as a home port, generating an economic value of approximately US\$1 billion. As of 2024, Taiwan's cruise industry has recovered to around 70% of the pre-pandemic levels. Taiwan Tourism Administration (TTA), Taiwan International Ports Corporation (TIPC), and the Maritime and Port Bureau (MPB) have all introduced incentives to invite more cruise ships to call at Taiwan or use Taiwan as a home port."

Taiwan's endeavor to promote its ports at Seatrade Cruise Global 2024, particularly Keelung and Kaohsiung as home ports, leverages its position as the 2nd largest source market for cruising in Asia. This initiative underscores the potential for leading cruise lines to anchor their Asian operations within Taiwan's welcoming shores, offering travelers unparalleled access to the myriad of experiences that The Heart of Asia has to offer.

Taiwan, with its picturesque landscapes nestled between mountains and sea, boasts rich biodiversity and a vibrant tapestry of cultures. Throughout the year, it hosts a plethora of themed events, each season bringing its own unique charm. From the north to the south and everywhere in between, Taiwan's charming towns showcase rich local traditions and captivating cultural heritage, exuding an irresistible allure.



10.04.2024

INTERNATIONAL

Taiwan Illuminates Seatrade Cruise Global 2024 with Unique Sky Lantern Pavilion

Taiwan Tourism Administration Promotes its Ambitions to be the Cruise Industry's leading Home Port in Asia.



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Taiwan's stunning landscapes, rich biodiversity, and diverse culture make it a captivating destination year-round. From north to south, charming towns offer unique traditions and cultural experiences. Additionally, Taiwan's culinary scene, ranging from vibrant night markets to Michelin-recommended restaurants, is a highlight for cruise passengers. Explore more about Taiwan's cruise industry at bit.ly/CruiseTaiwan.

Image Credit: © Taiwan Tourism Administration

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Taiwan Illuminates Seatrade Cruise Global 2024 with Unique Sky Lantern Pavilion

NEWS PROVIDED BY
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 Apr 09, 2024, 6:46 PM ET

Taiwan Tourism Administration Promotes its Ambitions to be the Cruise Industry's leading Home Port in Asia

MIAMI, FLORIDA, USA, April 9, 2024 /EINPresswire.com/ -- The Taiwan Tourism Administration (TTA), in collaboration with Taiwan International Ports Corp. (TIPC) and the Maritime and Port Bureau, MOTC (MPB), proudly unveiled the Taiwan Pavilion at the world-renowned Seatrade Cruise Global 2024, the premier event for the cruise industry, hosted at the Miami Beach Convention Center from April 8-11, 2024.

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ABOUT TAIWAN TOURISM ADMINISTRATION

The Taiwan Tourism Administration is the official government agency of Taiwan (R.O.C.) responsible for domestic and international tourism policy development and execution. The Eastern US market is managed by the New York office of TTA. For more information, visit eng.taiwan.net.tw.



Dr. Trust Lin, Deputy Director-General of Taiwan Tourism Administration, met with executives from Norwegian Cruise Line Holdings, including Chad Berkshire, EVP & Chief Commercial Officer, and Brian Gilroy, VP Revenue Management & Itinerary Planning.



Dr. Trust Lin, Deputy Director-General of Taiwan Tourism Administration, introducing Taiwan as a cruising destination to international cruise industry executives.



Dr. Trust Lin, Deputy Director-General of Taiwan Tourism Administration, and Shih Hung Chen, Harbor Master of Taiwan International Ports Corporation met with representatives of Silversea Cruises and Holland America Line.

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JUN 07, 2024

IN FOCUS: SEATRADE CRUISE GLOBAL

Taiwan unveils sky lantern pavilion at Seatrade Cruise Global



Prior to the pandemic, Taiwan was the second largest source market for cruise passengers in Asia

Holly Payne | Apr 11, 2024

Taiwan Tourism Administration, along with Taiwan International Ports Corp. and the Maritime and Port Bureau, celebrated the unveiling of the Taiwan Pavilion at Seatrade Cruise Global.

An exclusive VIP reception took place after the inauguration of the pavilion – designed in the likeness of a Taiwanese sky lantern – attended by senior officials from TTA, TIPC, and MPB. Cruise line representatives, industry associations and port authorities from adjacent countries were also present.

Taiwan aimed to promote its ports at **Seatrade Cruise Global 2024**, particularly Keelung and Kaohsiung as home ports.

Seatrade Cruise Global kicked off on April 8 at the Miami Beach Convention Center and concludes today.

Amis tribe performance

As part of the festivities there was a speech by TTA deputy director general, Trust Hsin-Jen Lin, a performance by dancers from Taiwan's indigenous Amis tribe, a presentation on Taiwan's cruising prospects, a fusion of Taiwanese and Western snacks, and a sky lantern launching ceremony. Taiwan's officials and international industry leaders inscribed their hopes for Taiwan's cruise sector on an inflatable lantern, and symbolically launched it into the exhibition hall.

Incentives for cruise lines

'Prior to the pandemic, Taiwan was the second largest source market for cruise passengers in Asia,' explained Lin. 'In 2019, over a million passengers embarked on cruises from Taiwan, with over 600 cruises calling in Taiwan or using it as a home port, generating an economic value of approximately \$1b.'

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TAIWAN SHINES AT SEATRADE CRUISE GLOBAL 2024 WITH ITS SKY LANTERN-THEMED PAVILION

Taiwan Tourism Administration Sets Sights on Becoming Asia's Premier Cruise Home Port



During this year's Seatrade Cruise Global, held from April 8-11 at the Miami Beach Convention Center, the Taiwan Tourism Administration (TTA), Taiwan International Ports Corp. (TIPC), and the Maritime and Port Bureau, MOTC (MPB), showcased the innovative Taiwan Pavilion.

Designed to resemble a Taiwanese sky lantern, the pavilion effectively highlights Taiwan's cultural richness, natural beauty, and essential ports, positioning Taiwan as an attractive future port of call for international cruise lines. The launch of the pavilion was celebrated with a VIP reception attended by senior leaders from the TTA, TIPC, and MPB, along with global cruise industry leaders and adjacent port authorities.



Taiwan boasts stunning landscapes and a vibrant cultural mosaic, making it an enchanting destination throughout the year. Its diverse cuisine, from bustling night markets to acclaimed restaurants, ensures a memorable gastronomic journey for all visitors. Discover more about Taiwan's cruise industry initiatives at bit.ly/CruiseTaiwan.



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The **Taiwan** Tourism Administration (TTA), working alongside Taiwan International Ports Corp. (TIPC) and the Maritime and Port Bureau, MOTC (MPB), joyfully introduced the Taiwan Pavilion at Seatrade Cruise Global 2024. This esteemed event, the highlight of the cruise industry, took place at the Miami Beach Convention Center from April 8 to 11, 2024.

In a creative fusion of tradition and forward-thinking, the Taiwan Pavilion stands as a homage to the iconic Taiwanese sky lantern. Each facet of its design embodies a facet of Taiwan, from its vibrant culture and delectable cuisine to its awe-inspiring landscapes and strategic ports, inviting cruise industry leaders to contemplate Taiwan as their upcoming destination.

The booth's grand opening was marked by an exclusive VIP reception attended by senior officials from TTA, TIPC, and MPB. Distinguished guests from global cruise lines, industry associations, and neighboring port authorities added to the event's splendor. Taiwan showcased its finest offerings through speeches by TTA Deputy Director General Trust Hsin-Jen Lin, a captivating performance by dancers from the indigenous Amis tribe, an insightful presentation on Taiwan's cruising prospects, a tantalizing blend of Taiwanese and Western snacks, and a ceremonial launch of sky lanterns. As Taiwan's representatives and international industry leaders penned their aspirations for Taiwan's cruise sector on inflatable lanterns, launching them symbolically into the exhibition hall's "sky," they collectively illuminated a vision of shared aspirations and mutual prosperity.

Dr. Trust Lin, Deputy Director-General of Taiwan Tourism Administration underscored the Taiwan's successful recovery of its cruise industry: "Prior to the pandemic, Taiwan was the second largest source market for cruise passengers in Asia. In 2019, over a million passengers embarked on cruises from Taiwan, with over 600 cruises calling in Taiwan or using it as a home port, generating an economic value of approximately US\$1 billion. As of 2024, Taiwan's cruise industry has recovered to around 70% of the pre-pandemic levels. Taiwan Tourism Administration (TTA), Taiwan International Ports Corporation (TIPC), and the Maritime and Port Bureau (MPB) have all introduced incentives to invite more cruise ships to call at Taiwan or use Taiwan as a home port."

Taiwan's efforts to showcase its ports at Seatrade Cruise Global 2024, especially Keelung and Kaohsiung as potential home ports, capitalize on its status as the second-largest source market for cruising in Asia. This initiative highlights the opportunity for major cruise lines to establish their Asian operations in Taiwan, granting travelers unparalleled access to the diverse array of experiences that the "Heart of Asia" has in store.

Nestled amidst picturesque landscapes, Taiwan boasts a rich tapestry of cultures and biodiversity. Throughout the year, it hosts a myriad of themed events, each season exuding its own unique charm. From the northern reaches to the southern coasts, Taiwan's quaint towns showcase local traditions and cultural heritage, drawing visitors with their irresistible allure.



首頁 / 生活

台灣欲成亞洲頂尖母港 參與國際郵輪展宣揚雄心

2024/4/11 07:34 (4/11 12:59 更新)



交通部觀光署和台灣港務股份有限公司、航港局攜手，參加8日起在邁阿密舉辦的年度國際郵輪展，國際郵輪業高層齊聚台灣館。(交通部觀光署駐紐約辦事處提供) 中央社記者尹俊傑紐約傳真 113年4月11日

48 (中央社記者尹俊傑紐約10日專電) 台灣參與本週在邁阿密舉行的全球最大郵輪盛會，以造型獨特的天燈館點亮會場，展現台灣在COVID-19疫後推動觀光與郵輪產業復甦，致力成為亞洲頂尖母港的雄心。

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觀光署副署長林信任致詞時說，台灣在COVID-19(2019冠狀病毒疾病)疫前是亞洲地區第2大郵輪客源市場，2019年在台搭乘郵輪的旅客超過百萬人次，600航次以上的郵輪來台停靠或以台灣為母港，經濟產值達10億美元(約新台幣322億元)。

林信任說，2024年已恢復至7成左右，歡迎更多郵輪把握獎勵措施來台停靠，或以台灣為母港。

台灣致力在這項展會推廣各港口，特別以基隆和高雄作為母港，並推動海峽中、花蓮及澎湖等跳島旅遊，鞏固亞洲第2大郵輪市場地位。

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台灣欲成亞洲頂尖母港 參與國際郵輪展宣揚雄心

2024-04-11 08:09 中央社 / 紐約10日電

+ 郵輪

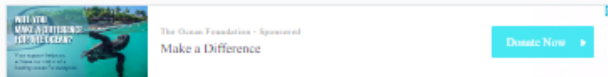
新聞



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天燈 觀光署 郵輪

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Vuelos a Cartagena desde Bogotá \$ 118.485 VER MÁS

Vuelos a Medellín desde Bogotá \$ 99.947 VER MÁS

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台灣欲成亞洲頂尖母港 參與國際郵輪展宣揚雄心

本文共740字



2024/04/11 07:45:29

中央社 記者尹俊傑紐約10日專電 讚 0

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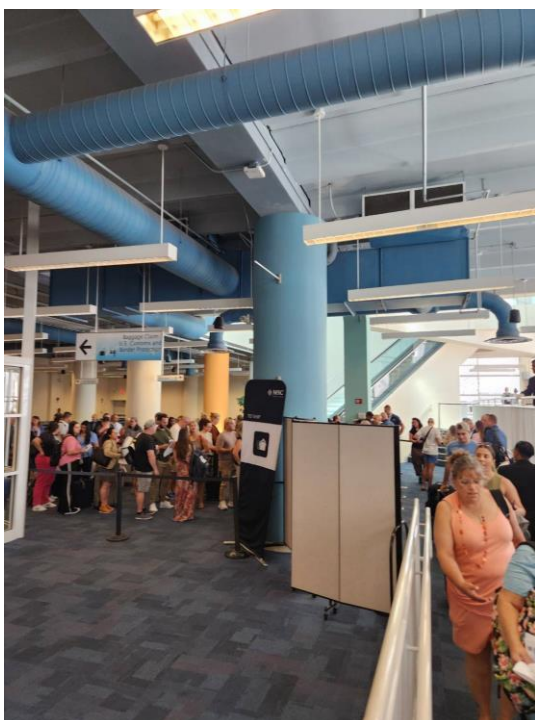
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郵輪 觀光 交通部



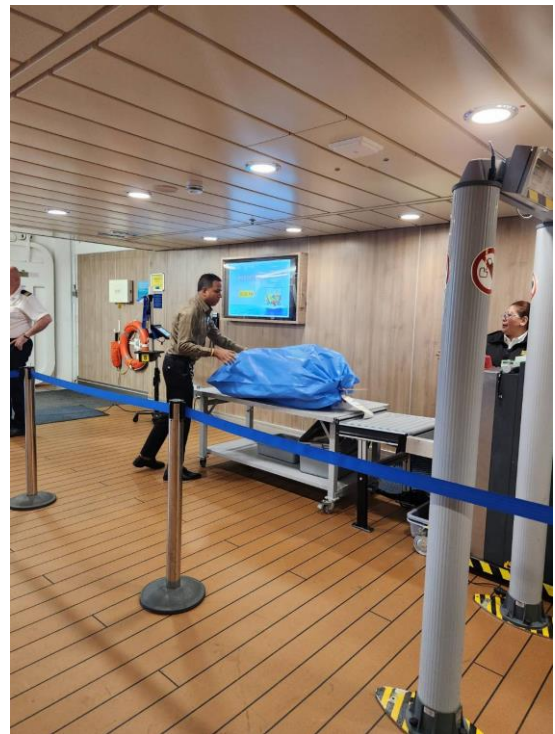
伍、活動照片



參觀 MSC 郵輪 Seascape 號



參觀 MSC 郵輪 Seascape 號



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參觀 Norwegian 郵輪 Encore 號



VIP 貴賓推廣介紹會開幕情形



VIP 貴賓推廣介紹會情形



貴賓進行天燈啟動儀式



與挪威郵輪控股公司高階主管會面



與銀海郵輪及荷美郵輪代表會面



與韓國麗水港務局商討未來合作事宜



向貴賓解說台灣郵輪環境現況



邁阿密港口辦公室主任 Richard R. de Villiers 帶領參觀維珍郵輪



參觀郵輪碼頭情形



台灣代表團拜會駐邁阿密台北經濟文化辦事處周啟宇處長