行！我們山裡見

阿里山線 Alishan

Come! Let's go visit the mountains!



指導單位：交通部觀光局
Adviser: Tourism Bureau, R.O.C.

主辦單位：交通部觀光局阿里山國家風景區管理處
Organizer: Alishan National Scenic Area Administration, Tourism Bureau, MOTC

協辦單位：嘉義縣公共汽車管理處
Co-organizer :Chiayi County Bus Service Administration

交通部觀光局阿里山國家風景區管理處 廣告
Tourism Bureau, R.O.C. Alishan National Scenic Area Administration, Tourism.

阿里山線行經路線 Routes





7329 阿里山-A線：高鐵嘉義站-阿里山轉運站
Alishan Route A (THSR Chiayi Station→Alishan)

7322 阿里山-B線：嘉義火車站-阿里山轉運站
Alishan Route B (Chiayi Railway Station→Alishan)

支線A：高鐵嘉義站 - 阿里山轉運站(經奮起湖)
Alishan Route A (via Fenqihu)

支線B：嘉義火車站 - 阿里山轉運站(經奮起湖)
Alishan Route B (via Fenqihu)



相關資訊 Travel Information

阿里山電子旅遊商品販售平台
Alishan E-Commerce Platform

台｜灣｜好｜行車輛即時動態
E-Bus

台灣好行阿里山A線時刻表
Alishan Route A timetable

台灣好行阿里山B線時刻表
Alishan Route B timetable

阿里山主題活動玩四季 Annual events in Alishan

春 Spring

3月 Mar.



春漾草原茶會 Alishan Tea Festival (Spring)

每年3月辦理，集合大阿里山各茶區茶旅達人以在地茶產業、文創商品及茶旅行商品展售，將家鄉茶體驗環境氛圍、在地生態、社區意象融入節氣及在地特色，以各茶區茶席風貌縮影在觸口牛埔仔愛情大草原，讓民眾可在會場品茗來自大阿里山40多款的特色好茶，並選購阿里山的旅遊商品。

This event is held in March every year and tea tourism experts from all tea plantations of Alishan gather together to exhibit and sell local tea products, cultural and creative merchandise, and tea tourism goods. The event combines the local tea culture experience, local ecosystem, and community scenes with the seasons and local characteristics.

3月中~4月中 Mar.-Apr.



阿里山櫻花季 Alishan Cherry Blossom Season

每逢初春，滿山遍野的櫻花在阿里山區形成一片壯觀的花海，讓阿里山春天的花季成為一年一度不可錯過的賞花盛事，吸引無數遊客朝聖。

In early spring, cherry blossoms form a spectacular sea of flowers in the Alishan highlands, making the Alishan spring flower season a not-to-be-missed annual flower-viewing event that attracts countless tourists.

夏 Summer

5月~6月 May.-Jun.



螢火蟲季 Firefly Season

大阿里山地區擁有得天獨厚的生態環境，從春末到冬初都有不同的螢火蟲可以欣賞，種類多達42種，堪稱是全臺灣觀賞螢火蟲最棒的地點。

The Alishan region is blessed with a unique ecosystem, where as many as 42 different species of fireflies can be seen from late spring to early winter, making it a top destination to see fireflies in Taiwan.

7月 July.



夏季森林茶會 Alishan Tea Festival (Summer)

每年7月辦理，炎炎夏日在阿里山避暑森林秘境的森林間及森林鐵路旁體驗茶席，伴著森林的芬多精，品茗阿里山優質茶滋味。

A tea culture experience is held in July every year; it is set up in a secret spot in the shaded forest next to the Alishan Forest Railway during the hot summer season. Breathe in the essence of the forest and sip on Alishan's premium-quality tea.

秋 Autumn

9月 Sep.



秋季大地茶會 Alishan Tea Festival (Autumn)

每年9月辦理，結合阿里山獨特的自然景致、地景風貌及生態景觀的體驗茶席（如瀑布旁、野溪畔、竹林間、雲彩、晚霞等），使喜愛阿里山茶文化的夥伴可享受在山中秋色中品茗，還有機會欣賞到黃頭鷺季「萬鷺朝鳳」的特殊生態景觀。

The tea culture experience held in September every year incorporates Alishan's unique natural wonders, landscapes, and ecological environment. Lovers of Alishan tea are able to enjoy fragrant tea in the autumnal mountains.

10月 Oct.



神木下的婚禮 Wedding Under the Sacred Tree

舉辦至今的「阿里山神木下婚禮」已累計兩百餘對海內外新人在神木下見證愛情，是獨一無二、不可錯過的浪漫旅遊體驗。

Since the launch of Wedding Under the Sacred Tree events, more than 200 couples from home and abroad have proclaimed their love for each other under the sacred tree. This is a unique romantic experience of a lifetime that should not be missed.

11月~12月 Nov.-Dec.



部落鄒年慶 Tsou Tribe Festival

由阿里山9個不同部落的活動組成：樂野產業節、邊邦愛玉節、山美寶島鱷魚季、新美苦茶油節、茶山hufu涼亭節、來吉感恩祭、逐鹿分享節，是不可錯過的原民文化慶典。

This festival consists of different events organized by the nine indigenous communities of Alishan: Lalauya Coffee Industry Festival, Tapangu Aiyu Festival, Saviki Taiwan Shoveljaw Carp Festival, Sinvi Tea Seed Oil Festival, Cayamavana Hufu Pavilion Festival, Pnguu Thanksgiving Festival, and Deer Chasing Festival. Come and experience these indigenous celebrations for yourself!

冬 Winter

12月 Dec.



冬季人文茶會 Alishan Tea Festival (Winter)

每年12月辦理，結合阿里山人文及生活元素布展的體驗茶席，讓遊客感受淬鍊的「阿里山茶文化」多元發展。

The tea culture experience held in December every year incorporates Alishan's culture and lifestyle, so that visitors can experience the various facets of Alishan's tea culture.



六大主題旅遊 6 themed tours



咖啡 Coffee



高山咖啡有著不一樣的醇厚口感，來阿里山喝一杯在地達人用心沖泡的暖心咖啡，在雲霧繚繞間享受山中獨有的悠閒時光。

High-mountain coffee is distinctively full-bodied, so why not come to Alishan, enjoy a heartwarming cup of coffee brewed expertly by the local coffee connoisseurs, and relax in the mist-shrouded mountains?

原民 Indigenous Tribe



阿里山鄒族文化深遠，台灣好行阿里山線沿線有著不同原民部落，各自有著獨特節慶及文化風情，等著旅客來阿里山親自體驗。

The Tsou people of Alishan are heirs of an ancient culture. Different indigenous communities can be found along the Taiwan Tourist Shuttle's Alishan route, each with their own unique festivities and traditions, waiting for visitors to come experience them for themselves.

浪漫 Romance



位於阿里山公路的牛埔仔愛情大草原、愛情絲路及天長地久橋，是專屬戀人們的浪漫景點，在這裡來趟浪漫之旅，留下身影為愛情創造美好回憶。

Chukou Niupuzai Love Prairie, Ali Love Silk Road, and the Tian Chang and Di Jiou Suspension Bridges can be found along Alishan Highway. These are exclusive romantic spots for couples. Come here for a sweet journey to create beautiful memories of love.



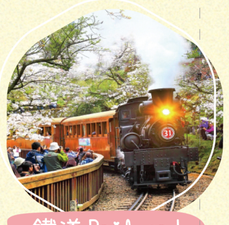


茶 Tea

阿里山得天獨厚的自然環境孕育出多元深厚的茶文化，大地茶席、茶料理和製茶體驗都是來阿里山旅遊不可錯過的體驗。

The unique natural environment of Alishan has nurtured a diverse and profound tea culture. The outdoor tea ceremony, tea cuisine, and tea-making experience are all must-try experiences for visitors to Alishan.

鐵道 Railroad



百年鐵路的絕代風情，透過阿里山森林鐵路完美演繹，在奮起湖車庫可以看見文史陳列、見證歷史，在鐵道旅行中享受靜謐懷舊的旅遊氛圍。

The Alishan Forest Railway is an epitome of the century-old railway culture. At the Fenqihu Garage, visitors can see cultural and historical exhibits and witness history. Take a railroad trip and enjoy the serene and nostalgic atmosphere.

生態 Ecology



阿里山擁有豐富的生態資源，櫻花、螢火蟲、山嵐雲海等特有景色，吸引無數遊客來阿里山一睹絕美風情，推薦來趟阿里山生態之旅，將會收穫滿滿。

Alishan has abundant ecological resources, including unique sights such as cherry blossoms, fireflies, and mist-shrouded peaks that reach the clouds. Many tourists are fascinated and come to witness Alishan's magnificent sceneries. Visitors are recommended to hike on any of the Shizhuo Trails to enjoy the charms of Alishan!



遊客中心 Visitors Centers

觸口遊客中心
Chukou Visitors Center
(05)259-3900 #9　08:30-17:00

圓潭遊客中心
Yuantan Visitors Center
(05)250-2026　08:30-17:00

文峰遊客中心
Wenfeng Visitors Centernter
(05)261-7212　09:00-17:00

阿里山國家森林遊樂區遊客中心
Alishan National Forest Recreational Area Visitors Center
(05)267-9917　08:00-17:00

交通資訊 Traffic Information

嘉義縣公共汽車管理處
Chiayi County Bus Service Administration
(05)278-8177　週一至週五09:00-17:00
(Monday to Friday)

24小時旅遊諮詢服務熱線
24-Hour Toll-Free Travel Information Hotline
0800-011-765