

走進苗栗

多元文化旅遊

Explore Miaoli's Multicultural Journey



Chào mừng

ยินดีต้อนรับ



어서오세요



welcome

Selamat datang

ようこそ



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走進苗栗 多元文化旅遊

Experience multicultural

苗栗縣擁有豐富的自然資源與多元族群文化，是台灣客家文化重鎮，亦融合閩南、原住民及新住民的多元生活樣貌。為協助新住民朋友深入認識苗栗風貌，縣府特別編製本旅遊手冊，精選具代表性的景點、美食與文化行程。透過深入淺出的內容與在地特色的呈現，盼能引領旅人以不同視角感受苗栗的多元與魅力，於探索之間逐步拉近彼此的距離。

苗栗縣縣長 **鍾東錦**



Miaoli County, a place with enriched natural resources and diverse cultures, is not only a Hakka cultural hub in Taiwan, but also a region composed of diverse groups, including Southern Fujian, indigenous people, and new immigrants. Miaoli County Government publishes this travel brochure with iconic attractions, delicacies, and cultural events in the hope of presenting the local charms to narrow the gap between each other.

**Miaoli County Magistrate:
Chung, Tung-chin**



tourism in Miaoli



苗栗縣兼具秀麗山水與豐厚文化底蘊，長年來多元族群和諧共融，形塑出獨具風格的生活樣貌。本局編製此本旅遊手冊，集結自然景觀、人文歷史、美食節慶等多元內容，並納入適合不同族群的文化體驗行程。藉由深入在地的介紹與實用資訊，期望讓更多朋友在行旅中自然接觸、逐步認識這片土地，於日常之間累積對苗栗的情感與記憶。

苗栗縣政府文化觀光局局長 **林彥甫**

Stunning landscapes, rich cultural heritage, and long-term harmonious integration of diverse communities have shaped Miaoli County a desirable destination. This travel brochure includes natural landscapes, historical and cultural heritage, local delicacies, and numerous festivals to satisfy different ethnic groups. We hope the details can help all the tourists to learn more about Miaoli and create a stronger bond during their visit.

**Director-general of Culture and Tourism
Bureau, Miaoli County:
Lin, Yen-Fu**



跟著四季遊苗栗

Discover the charms of Miaoli all year round

苗栗四季風情各異，春賞花海、夏夜觀螢、秋遊楓林、冬採草莓泡湯。歡迎您依時節探索苗栗的自然美景與在地故事，感受一年四季不同的旅遊魅力。

花開漫步 春意盎然 Spring

春天是最適合到苗栗走走的時候，隨著氣溫回暖，花朵在各地綻放，空氣中瀰漫著清新與希望的氣息。無論是沿著小徑散步，還是在山間賞花拍照，都能感受到春天的美好與全新的開始。

3月，八甲茶區的魯冰花與茶園相映成趣，展現獨特美景；4月，油桐花紛紛飄落，為山林披上潔白花紗，帶來詩意氛圍；5月，大湖社寮角的金針花廊道金黃燦爛，絢麗動人。

趁著春暖花開，來趟苗栗賞花之旅吧！



A stroll around the blossoming flowers in a lively spring

Spring is the best time to visit Miaoli because of its milder weather, the vibrant beauty of blooming flowers and fresh green landscapes. You can stroll along the paths and take pictures in the mountains to fully embrace the beauty of spring.

In March, the sea of lupine flowers and tea plantations in Bajia create unique scenery. In April, the snow-white blooms blanket entire mountainsides and form a poetic atmosphere. In May, the blooming orange daylilies form a stunning spectacle. You should seize the opportunity to plan a blossom viewing trip in Miaoli.

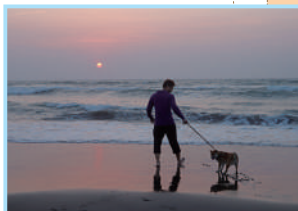


Miaoli presents different charms at all seasons-
 breath-taking sea of flowers in spring, dazzling
 fireflies in summer, romantic maple sceneries in
 autumn, and fun strawberry picking and hot spring
 experiences in winter. It is highly recommended to
 immerse yourself in the picturesque scenes and
 local history to unveil the unique charm of each
 season.

夏天 Summer 海風輕拂 螢光閃爍

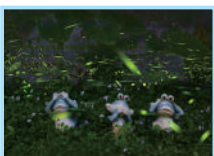
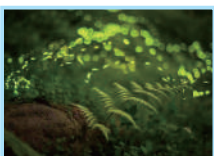
苗栗的夏天不只有熱情的陽光，還有靜謐迷人的海岸風光，沿著苑裡的出水沙灘、通霄的新埔海堤及竹南光海風自行車道，一邊吹著海風、一邊欣賞遼闊海景，彷彿時間也跟著慢了下來。無論是悠閒散步、騎車漫遊，或是靜靜坐著看海，都能感受到夏日午後的療癒。

夜晚降臨，三義與卓蘭的山林間，綠色螢火蟲如精靈般閃爍，織出迷人的光影，為旅程增添神秘浪漫的自然奇觀，讓人深刻體驗夏季獨有的生態之美。



Gentle sea breezes and sparkling fireflies

When it comes to summer, Miaoli offers fabulous coastal views. Nothing can be more pleasant than enjoying gentle sea breezes and broad coastal views at Chushui Beach in Yuanli, Xipu Beach in Tongxiao, and Zhunan Green Light Breeze Bicycle Path. These scenic spots are definitely peaceful retreats no matter what you do in summer time.



As night falls, thousands of twinkling fireflies are out in the field and hovering among bushes and trees between Sanyi and Jhuolan. The beautiful sight of twinkling green fireflies dancing around is the most enchanting scene of the night. Visitors are likely to enjoy the sensation of being surrounded by these fairies in summer.



楓紅山林 悠然健行

苗栗擁有豐富的登山健行資源，秋季更是欣賞楓紅與山林美景的最佳時機。其中馬那邦山以大面積的楓樹林著稱、小百岳加里山擁有茂密森林與自然風光，火炎山、仙山、鳴鳳古道等步道也各具特色，適合親子與遊客踏青健行，結合文化與生態之美。

秋冬之際，苗栗三灣的落羽松秘境也進入最佳賞景季節。落羽松由綠轉黃、再轉紅，色彩層次分明，與水面倒影交織出如畫風景。



Spectacular red maple trees and leisure hikes

There are plenty of hiking trails suitable for day trips in Miaoli. Every autumn, visitors flock to this area to admire the vibrant red maple leaves and magnificent mountains. Malabang Mountain, famous for its large maple red, becomes a must-visit maple viewing destination in autumn. There are also numerous paths in Jiali Mountain, Houyenshan, Xianshan, and Mingfeng Historic Trail suitable for families to arrange their day trips.



Around autumn and winter, the bald cypress trees in Sanwan transform into stunning shades of golden yellow and orange-red, creating a picturesque landscape with the reflections on the water.

冬天 **暖湯果香 冬日繽紛 Winter**

隨著氣溫降低，泡湯成為放鬆身心的最佳選擇，苗栗泰安及三義溫泉區以清幽山景和優質泉水聞名，適合寒冬中舒緩疲憊。此時也是大湖草莓盛產期，親手採摘、品嚐現採草莓，是親子與情侶出遊的熱門行程。

除了泡湯與草莓，苗栗冬天的花卉景觀也不容錯過。從色彩熱烈的銅鑼炮仗花、浪漫紫色的獅潭仙草花，到櫻花、梅花，沿著山城小鎮一路綻放，讓寒冷的冬日增添繽紛色彩。



Hot springs and fruity scents in winter

As winter arrives, soaking in hot springs becomes the optimal choice for people to endure the cold. Hot springs in Tai'an and Sanyi are known for their serene mountain scenery and excellent water quality. Winter is also the best season to appreciate the taste of strawberries. There are many strawberry-based activities during the harvest season in Miaoli.

Winter is also a perfect season for flower viewing in Miaoli. The passionate orange firecracker flowers in Tongluo, romantic purple Chinese Mesona flowers in Shihtan, cherry blossoms, and plum blossoms add vibrant colors to a winter landscape.

低碳旅遊新生活

Experience a new life through low carbon travel

☆ 低碳旅遊新生活

苗栗以完善的公共自行車系統，打造低碳慢活的新選擇，苗栗、頭份、竹南、後龍、苑裡、通霄、公館皆設有站點，南庄、三義慢城地區因應地理環境更導入電輔車，讓旅客輕鬆探索文化風景與在地美食。

從鄉間小路到蔚藍海岸，自行車帶你零距離感受苗栗的自然風光與人文魅力，騎出屬於你的綠色旅遊新生活。

苗栗客運頭份總站

Miaoli Bus (Toufen Terminus)



頭份
Toufen



尚順廣場站

Shang Shun Plaza Station

2,400m /

1,100m/6 min

尚順育樂世界結合購物中心、影城與飯店，是苗北最大的複合式商場，適合親子同遊或朋友聚會，一站滿足吃喝玩樂購需求。

Shang Shun World is the largest indoor theme park which houses retail stores, movie theaters, and hotels. The diverse entertainment facilities can satisfy people of all ages.



Miaoli has a well-developed bicycle-sharing system in order to create a low carbon travel environment. Therefore, there are numerous bicycle stations located in Miaoli, Toufen, Zhunan, Houlong, Yuanli, Tongxiao, and Gongguan. In Nanzhuang and Sanyi, both designated as “slow cities,” public bicycles are equipped with electric-assist models to help riders during their visit.

Cycling from country roads to the fascinating coastlines offers a unique opportunity for you to experience all the natural landscapes and cultural charms

滿燭DIY蠟燭故事館 Wish Candle Story House

融合香氛與藝術創作的手作空間，提供多種蠟燭DIY體驗課程，適合親子與情侶共同參與，點亮屬於自己的療癒光芒。

Wish Candle Story House provides a space for families and couples to try various DIY experiences.



800m/4min



蘆竹瀆古厝 Luzhunan Historic Houses

擁有百年歷史的傳統閩式建築聚落，保留濃厚客家風情與紅磚巷弄風貌，常見文創小店與藝文活動，是懷舊與文化交織的秘境。

Luzhunan Historic Houses, a historic community with a history of over 100 years, preserve Hakka charms and the original red-bricked buildings. Numerous cultural and creative shops and events can be found here.



<https://www.youbike.com.tw/region/miaoli/>

700m/3min

竹南火車站（東站）
Zhunan Railway Station (East Station)

苗栗火車站

Miaoli Railway Station

400m/2min

苗栗 Miaoli

苗栗火車頭園區

Miaoli Railway Museum

園區收藏經典蒸汽火車頭及鐵道文物，重現苗栗鐵道文化記憶，是鐵道迷與親子旅遊的好去處。

Miaoli Railway Museum showcases classic locomotives and relates over a century-long history to delight the train buffs.



貓狸山公園、功維敘隧道

貓狸山公園林蔭幽靜、眺望市景；功維敘隧道為百年紅磚鐵道隧道，燈光點綴下充滿懷舊氛圍，是打卡熱點。

1300m/7min

苗栗工藝園區

Miaoli Craft Park

結合展覽、教學與購物空間，展示客家與台灣工藝之美，還能參加DIY體驗，是文化與創意的交流平台。

Miaoli Craft Park consists of spaces for exhibition,

南庄

Nanzhuang

南庄遊客中心 Nanzhuang Visitor Center

旅程起點，提供旅遊資訊與公共自行車租借服務，建築融合自然與在地風格，適合出發前短暫停留。

Nanzhuang Visitor Center provides information of local attractions and bike rental services. As the first certified green building combining both natural and local elements, it is worth a visit.



350m/2min

南庄老街（桂花巷）

Nanzhuang Old Street (Osmanthus Alley)

老街保留日治建築與客家風情，桂花釀、客家小吃與文創小舖林立，是認識南庄文化的第一站。

Nanzhuang Old Street preserves Japanese architecture in a Hakka village. You can find shops selling osmanthus syrup, Hakka dishes, and crafts.



400m/2min

十三間老街

靜謐的舊街巷弄瀰漫著濃濃的懷舊氣息，老屋風情與藝文氣息交織其中，伴隨咖啡香飄散，悠閒漫步之間，彷彿走進了南庄人平凡卻溫暖的日常風景。

Maolishan Park, Gongweixu Tunnel

Maolishan Park is a lovely green space which is ideal for visitors to overlook the city. Gongweixu Tunnel is a century-old historical attraction constructed with brick walls. The nostalgic atmosphere makes it a popular tourist spot.



1200m/6min



teaching, and shopping. Its exhibition hall displays a wide range of local crafts. Visitors can also sign up for many DIY experiences.



1500m/8min

玉清宮 Yuqing Temple

地方信仰中心之一，主祀玉皇大帝，廟宇古色古香，香火鼎盛，庇佑地方居民安居樂業。

Yuqing Temple, dedicated to Jade Emperor, is bustling with worshippers.



南江水岸公園

Nanjiang Riverside Park

沿溪而建的親水綠地，有棧道、平台與生態景觀，是放鬆賞景、野餐散步的好去處。

Nanjiang Shui'an Park, built along the river, is equipped with plank roads, platforms, and ecological landscapes. It is a perfect spot for a picnic or a walk.

800m/5min

東村宿舍

Dongcun Dormitory

日式傳統建築，檜木香氣的住宿空間、手作甜點與手沖咖啡交織的味覺享受，著和服漫步庭園，彷彿置身日本巷弄間。

Dongcun Dormitory preserves the traditional Japanese architecture. Visitors can enjoy the fragrance of cypress, desserts, and coffee and try on kimono to photograph during their visit. atmosphere-just like wandering Kyoto's alleys.



450m/3min

Shisanjian Old Street

Shisanjian Old Street gives you a feeling of nostalgia when roaming around the old houses. It is an ideal place for a leisurely stroll to experience the city's slow pace.



鐵道緩行海岸線

Admire the coastline through getting on a train

☆鐵道緩行海岸線

搭乘火車沿著海岸線行駛，欣賞沿途美麗的海景與小鎮風情。從竹南、後龍到通霄、苑裡，每一站都藏著獨特的歷史與自然景觀，為旅程增添別具特色的魅力，輕鬆體驗慢活旅行的樂趣。

You can appreciate the stunning seascapes and charms from each small town by taking a train. Zhunan, Houlong, Tongxiao, and Yuanli all have their unique historic assets and natural wonders. You can embrace the concept of slow travel on a train.





崎頂車站 Qiding Railway Station

崎頂車站是台鐵縱貫線進入苗栗縣的最北站，歷史悠久且環境寧靜。車站外的階梯因與日本動畫《你的名字》中男女主角相遇的場景相似，吸引許多遊客前來打卡朝聖。

車站北方有已經停用的舊鐵道與崎頂1、2號隧道，合稱「子母隧道」，隧道口留有二戰時期的彈痕，歷史氣息濃厚。隧道旁綠樹成蔭，景色猶如宮崎駿動畫《神隱少女》中的魔法入口。一旁的觀景台，能俯瞰壯麗海景，是體驗歷史與自然之美的絕佳景點。

Qiding Railway Station

Qiding Railway Station is the northernmost station for the western trunk line in Miaoli County. It is a time-honored station with a peaceful environment. The stairs outside the station are like those in a Japanese animation, “Your name,” making this place a popular spot for visitors.

The abandoned railway at north of the station and Qiding Tunnel No. 1 and No 2 are called Zimu Tunnels. There are still bullet marks left from WWII at the entrance of the tunnel. The trees along the tunnels give you a feeling of walking into the scene of “Spirited Away,” a Japanese animation written and directed by Miyazaki. The observation deck aside offers a perfect place to overlook gorgeous seascapes.



地址：竹南鎮崎頂里北戶55號

Address: No. 55, Beihu, Qidingli,
Zhunan Township



過港舊隧道

坐落於後龍海岸的過港舊隧道，是百年前建造的鐵路隧道，分為長、中、短三段。隧道內壁由層層紅磚堆砌而成，優雅的馬蹄形拱頂上還留有火車燃煤燻黑的痕跡，見證著歷史的足跡。隨著鐵路電氣化，隧道逐漸走入歷史，2015年被指定為苗栗縣歷史建築。

近年來，彩色燈光點亮了隧道內的紅磚，讓昏暗的空間充滿溫暖與神秘感。走出隧道，眼前展現的是一片綠意盎然的自然景致，恍如走入一處未被開發的秘境，讓人流連忘返。

Guogang Old Tunnel

Guogang Old Tunnel is a series of three former railway tunnels on the coastal line in Houlong with a history of over 100 years. The walls inside the tunnels were built with red bricks. The red bricks that line the horseshoe-shaped vaulted structure are still stained black with traces of smoke from the days of steam engines. The tunnel was gradually abandoned due to the development of railway electrification. It was designated as a historical site in Miaoli County in 2015.



Recently, the colored lights installed inside the tunnel make it full of warmth and mystery. When walking out of the tunnel, you can see lovely lush greenery in front of you. It is like an unexplored secret place which is a perfect getaway.

地址：後龍鎮南港里過港隧道

Address: Guogang Old Tunnel,
Nangangli, Houlong Township



後龍好望角

後龍好望角位於濱海山丘高點，擁有壯闊海景與層巒疊翠的山巒美景。海岸線上排列著巨大的白色風車，在藍天映襯下格外醒目，偶爾火車呼嘯而過，增添活力；傍晚時分，夕陽染紅天空，遊客漫步步道，欣賞海天一色的落日美景。

站在觀景台，層層階梯下是無盡的大海與風車，彷彿一幅動人的風景畫。無論白天的晴朗藍天，或黃昏的金色霞光，好望角都是苗栗不可錯過的絕美秘境。

Houlong Haowangjiao

Situated at the highest peak of the hills along the coast, Haowangjiao offers a spectacular panoramic view. The whole stretch of the huge wind power generator along the blue azure coastline, flashing glaring in white rays offers an even more fascinating view. Occasionally, a moving train beside adds on a sense of vitality to the view. Visitors can be amazed by the breath-taking view when the sunset glow tints the sky red.

The boundless sea and the wind power generator under the observation desk form an enchanting landscape which you must not miss when visiting Miaoli.

地址：後龍鎮半天寮好望角

Address: Haowangjiao, Bantianliao,
Houlong Township





地址：通霄鎮白東里白東8號

Address: No. 8, Baidong, Baidongli,
Tongxiao Township

白沙屯拱天宮

距離白沙屯車站僅 1 公里的拱天宮，供奉著天上聖母媽祖。每年春天白沙屯媽祖徒步進香是台灣重要的宗教盛事，擁有超過200年歷史，列為國家重要民俗。

信徒徒步護送媽祖神轎自苗栗通霄白沙屯拱天宮前往雲林北港朝天宮，全程約400公里。行程不設固定路線與時間，全憑媽祖指引，展現獨特的「媽祖帶路」信仰。沿途橫跨四縣、市與多條河流，成千上萬信眾齊心同行，形成一場感人至深的心靈旅程。



Baishatun Gongtian Temple

Gongtian Temple, a temple located in Baishatun, is dedicated to the sea goddess Mazu. This temple is noted for its annual Bashatun Mazu Pilgrimage, which has a history of over 200 years and is considered important intangible culture heritage.

The Baishatun pilgrimage, which worshippers travel to Chaotian Temple in Beigang, Yunlin on foot, covers approximately 400km. It does not have a set route; rather, the route is determined on the way by Mazu and the people that carry the statue. The pilgrimage passing four cities and counties is a sacred event in Taiwan where tens of thousands of pilgrims walk day and night to show their devotion.





新埔車站

被稱為「海線五寶」的談文、大山、新埔、日南與追分車站，是分布於苗栗與台中的五座日式木造老車站。斑駁的木建築、長椅與木窗，散發濃濃懷舊風情，是鐵道迷必訪的秘境。

新埔車站靠近通霄海岸，是西部幹線最靠近海的車站，一出站便見「海邊」指標，海風迎面，景色宜人，是感受海線風光與懷舊氛圍的絕佳景點。

Xinpu Railway Station

The “Five Treasure of the Coast Line” - Tanwen Railway Station, Dashan Railway Station, Xinpu Railway Station, Rinan Railway Station, and Zhuifen Railway Station are the five remaining wooden station houses still in use. The weathered buildings, benches, and wooden windows give a strong nostalgic atmosphere.

Xinpu Railway Station, with a location very close to the coast, becomes a perfect destination to admire the gorgeous coastal scenery and ruminate on the past.

地址：通霄鎮新埔里新埔57 號

Address: No. 57, Xinpupu, Xinpuli,
Tongxiao Township





苑港漁港

苑港漁港四季魚貨豐富，結合海鮮美食、沙灘風光與傳統牽罟、海釣等體驗，轉型為充滿海味的觀光漁港。旅客可選購新鮮漁獲，也能在海邊散步、戲水，感受悠閒海風。

港邊的「苑港彩虹橋」造型優美，象徵漁網豐收意象，橋上可遠眺海景，夜晚LED燈光閃耀，成為打卡熱點。無論白天或夜晚，都是適合全家出遊、感受濱海魅力的好去處。

Yuangang Fishing Harbor

Yuangang Fishing Harbor has a wide variety of fish all year round. Developed for tourism, this harbor is equipped with many facilities where visitors can buy freshly caught fish, take a walk along the beach, sign up for water activities, or simply immerse in the sea breezes.

Spanning the Yuangang Fishing Harbor, the Yuangang Rainbow Bridge serves as a symbol of harvest. In addition to the gorgeous seascapes, its colorful LED lights that illuminate the night sky, creating a stunning visual spectacle. Whether viewed during the day or at night, the bridge offers breathtaking photo opportunities against the backdrop of the river and surrounding landscapes.



地址：苑裡鎮中山路133號

Address: No. 133, Zhongshan Rd., Yuanli Township





山腳國小日治後期宿舍群

位於山腳國小旁的日治後期宿舍群，是苗栗縣公告的歷史建築，以檜木與磚牆打造，展現濃厚日式風情。

整修後的空間融入庭園造景與花木綠意，成為結合歷史與休閒的新景點，挑高地板與氣窗設計讓屋內涼爽通風，外部則設有木桌椅供遊客乘涼。這裡不僅適合散步與放鬆，也是婚紗攝影熱門地點，每個角落都充滿昭和時代氛圍，猶如漫步日本老街。

Shanjiao Elementary School dormitories

The dormitory complex at Shanjiao Elementary School, built during the Japanese occupation, is a heritage site declared by the Miaoli County Government. It features traditional Japanese wooden architecture.

After the refurbishment, plenty of flowers, grass and trees are grown here. By reconfiguring the interior layout and adding wooden tables and chairs outdoors, this leisurely area attracts many people to take memorial wedding photos. Walking along the wooden corridors and gazing at the green lawns outside makes you feel transported back to a tranquil Japanese time.

地址：苑裡鎮舊社里10鄰47號

Address: No. 47, 10th Neighborhood,
Jiusheli, Yuanli Township

走訪客庄小鎮趣

Have fun by wandering through Hakka villages

☆走訪客庄小鎮趣

踏上苗栗的客庄小鎮，不妨以散步或騎自行車的方式慢遊其中，穿梭於蜿蜒巷弄與田園小路間，感受鄉間微風與四季風景。沿途可見古厝、寺廟、在地小吃與熱情居民，處處蘊含濃厚的人情味與客家文化。



明德水庫

明德水庫位於苗栗縣頭屋鄉，建於1964年，是主要供應當地農業、工業及生活用水的重要水利設施。水庫湖

面廣達約200公頃，擁有三個湖中島嶼：日新島、鴛鴦島和海棠島，其中日新島面積4.5公頃，透過兩座吊橋與陸地相連，遊客可步行或騎單車穿越，島上設有咖啡館、餐廳、草坪及露營區，提供豐富的休閒體驗。2013年通車的明德水庫環湖橋長約90公尺，設有雙向自行車道與人行道，串連南北兩岸，並成為健行及賞景路線的一部分。

明德水庫周邊景色秀麗，湖水清澈，兩岸群山層疊，日新島及海棠島需經過吊橋方能登島，景致怡人。湖中放養大量淡水魚，吸引釣客，並兼具旅遊觀光功能。周邊景點包含永春宮吊橋、魯冰花農莊和海棠島，適合環湖健行或騎行，體驗自然生態與客家風情。明德茶為當地名產，遊客可品茗享受悠閒時光。整體環境四季變幻多姿，晨霧、晚霞、星空皆迷人，是苗栗著名的旅遊休憩勝地。



It is recommended to take a walk or ride a bicycle to roam around the winding lanes and country roads in Miaoli. The ancient houses and temples, local delicacies, and warm hospitality from the local people make you have a pleasant journey.



Mingde Reservoir

Established in 1964, Mingde Reservoir located in Touwu Township, Miaoli County, is the primary water source for industrial, agricultural, and living use. With an area about 200 hectares, this reservoir features three distinctive islands—Rixin Island, Yuanyang Island, and Haitang Island. Among the three islands, Rixin Island, covering a land of 4.5 hectares, is connected to land by two hanging bridges, where visitors can either bike or take a walk to the island. There are coffee shops,

restaurants, lawns, and camping areas for visitors to experience during their visit. The 90-meter long Mingde Reservoir Suspension Bridge, open to the public in 2013, has a two-way bike path and sidewalk, becoming part of a hiking and scenic route.



Mingde Reservoir is surrounded by clear waters and picturesque mountains. Visitors can only access Rixin Island and Haitang Island through the suspension bridge. A variety of freshwater fish also attract

many anglers. The nearby tourist spots include Yongchun Temple Suspension Bridge, Lupinus Farm, and Haitang Island. Visitors can either take a walk or bike along the river to admire natural ecology and Hakka charms. There is also the famous Mingde Tea for visitors to give it a try when taking a break from their trip. The changing scenery at four seasons, morning mist, sunset glow, and starry sky all make this area an ideal getaway.

西湖 Xihu

黃金一路（環鄉小徑）

有「西湖伯朗大道」美譽的黃金一路，是一條穿梭田野的環鄉小徑。每逢農忙季節，黃澄澄的稻浪隨風搖曳，搭配藍天與白雲，構成最動人的田園風景。

不論是漫步其中，或騎著自行車穿梭阡陌之間，皆能感受土地的溫度與客家農村的純樸，適合全家出遊或攝影取景。

地址：西湖鄉西湖村（鄉道苗22線沿線）



武秀才崇達公宅第

擁有逾160年歷史的崇達公宅第，是西湖鄉的重要古蹟。清同治年間，武秀才賴崇達於自家土地上興建這座佔地逾2,000坪的三合院，白牆黑瓦、古井、練武石等皆完整保存，展現傳統客家建築的樸實美感。老宅承載著家族與地方的記憶，現今亦成為認識在地歷史文化的珍貴場所。

地址：西湖鄉五湖村上灣68號（上灣福德祠旁）

五龍宮—世界第一高媽祖石雕

五龍宮旁矗立一尊高達26.66公尺的媽祖石雕，是全世界最高的媽祖石雕像。建於清同治11年（1872年），以299塊花崗石組成，雕像莊嚴雄偉，左右護法千里眼與順風耳也栩栩如生，基座與周圍更刻有許多民間傳奇與故事，是信仰中心、藝術之作，也是西湖最具代表性的觀光地標之一。

地址：西湖鄉三湖村1鄰4號



Miaoli Mr. Brown Avenue (A path around the township)

The avenue is most famous for a lush green bead tree standing beside farm fields. When it comes to the harvest season, the golden rice waves and the surroundings form an idyllic view. Visitors can experience the rural life by taking a stroll or riding a bike.

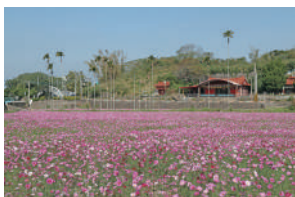


Address: Xihu Village, Xihu Township (County Road No. 22)

Lai's Historic House (Imperial Martial Artist Lai Chong-da's House)

Lai's Historic House, with a history of 160 years, is considered an important historic site in Xihu Township. During the Qing Dynasty, this martial artist built a courtyard house covering a land of 6612 square meters. The well-preserved white walls, black tiles, and stones for martial arts practices demonstrate not only the spirit of traditional Hakka architecture but also local history and culture.

Address: No. 68, Shangwan, Wuhu Village (next to Fude Temple in Shangwan)



Wulong Temple – the highest stone statue of Mazu in the world

The 26.66-meter-high Mazu stone statue next to the Wulong Temple is the highest one in the world. This statue, built in 1872 with 299 pieces of granites, creates a solemn atmosphere. You can also find the two vivid Mazu's divine generals- “thousand-li eyes” and “smooth-wind-ears” aside. Many Chinese folklore and stories were carved on the bases and walls. Wulong Temple is not only an artistic religious center but also one of the most iconic landmarks in Xihu.

Address: No. 4, 1st Neighborhood, Sanhu Village, Xihu Township



造橋車站

建於1903年，是少數仍保留日治時期風貌的木造老站。車站前的日式宿舍群靜靜佇立，春末夏初時，鳳凰花綻放，紅花映襯老屋，美不勝收。站體與老建築、樹景交織，營造濃厚懷舊氛圍，是來造橋不能錯過的一幕。

地址：造橋鄉站前街1號



龍昇綠龍隧道

每年南瓜節期間，造橋龍昇湖畔出現一條長達200公尺的「南瓜隧道」，掛滿上百種造型奇特的南瓜，色彩繽紛、瓜果爭艷。橘、綠、白、混色南瓜懸掛空中，有如萬聖節南瓜王國，不僅適合拍照打卡，也是認識瓜瓜世界的親子亮點。

地址：造橋鄉龍昇村苗翔牧場內

鄭漢步道

為紀念地方仕紳鄭漢而建，步道沿山而行，林蔭涼爽，是健行與在地人日常散步的好去處。步道終點視野遼闊，可眺望後龍溪平原與山巒景致，輕鬆體驗造橋鄉的靜謐與自然魅力。

地址：造橋鄉錦水村（鄰近造橋國中）

Zaoqiao Railway Station

Built in 1903, Zaoqiao Railway Station is one of the very few remaining Japanese-style wooden stations in Taiwan. There are also dormitories built during the Japanese occupation period in front of the station. In late spring and early summer, blooming peacock flowers create a picturesque view in Zaoqiao.

Address: No. 1, Zhanqian St. Zaoqiao Township

Longsheng Pumpkin Tunnel

During the Pumpkin Festival, a 200-meter long “pumpkin tunnel” appears next to the Longsheng Lake. There are hundreds of strangely-shaped pumpkins when it comes to the harvest time, leading to a gorgeous and breath-taking picture.

Address: Miaoxiang Ranch, Longsheng Village, Zaoqiao Township

Zhenghan Trail

Zhenghan Trail was built to commemorate Zheng Han, a young farm worker who sacrificed his own life to save two children from drowning. This trail built along the mountain is filled with shades to keep you cool. Therefore, it becomes a good choice for people to immerse in the soothing sounds of nature. The end of the trail offers an expansive view for visitors to overlook the plains near the Houlong River and mountains.

Address: Jinshui Village, Zaoqiao (near Zaoqiao Junior High School)





大湖酒莊

大湖酒莊是知名的葡萄酒及草莓酒製造基地，結合觀光與品酒體驗。園區設有酒莊導覽、品酒區及販售中心，讓遊客了解在地酒文化並享受優質農產品，是大湖的重要休閒景點。

地址：大湖鄉富興村八寮灣30號



馬那邦山

馬那邦山海拔約1032公尺，為苗栗著名登山路線。沿途自然景觀豐富，山頂視野遼闊，能俯瞰大湖及周邊山林，適合喜愛健行與親近自然的旅客挑戰。

薑麻園休閒農業區

薑麻園區結合農業生產與休閒旅遊，擁有多樣農作物及生態環境。區內設有農場體驗、採果活動及生態導覽，適合家庭與親子同遊，體驗農村生活樂趣。



大窩文史生態園區

大窩園區融合自然生態與文化歷史，保留豐富的濕地及森林資源。園內步道、解說設施完善，提供遊客認識在地環境與歷史故事的場所，兼具教育與休憩功能。

DDahu Wineland Resort

Dahu Wineland Resort is a well-known resort manufacturing wine and wine with strawberries. Since its establishment, the resort has become an important tourism attraction which offers guided tours, a wine tasting area, and a shopping area for visitors to learn more about wine and enjoy a variety of agricultural products.

Address: No. 30, Baliaowan, Fuxing Village, Dahu Township

Mt. Manabang

With an altitude of 1032 meters, Mt. Manabang is a popular spot for hiking buffs. Abundant natural resources and wide views from the mountaintop make it suitable for people who love hiking and get closer to nature.



Jiangmayuan Leisure Agriculture Area

Jiangmayuan Leisure Agriculture Area, combining agricultural production and recreational tourism, produces a wide range of agricultural products and creates an enriched ecological environment. There are numerous farming experiences, fruit-picking activities and ecological guided tours, suitable for family trips.



Dawo Ecological Park

Dawo Ecological Park is blessed with plentiful cultural and natural resources. With well-preserved wetland ecosystems and forest resources and well-developed facilities, it is perfect for those wanting to stay away from city crowds and immerse in quiet nature.



山城風光好好行

Enjoy views of the mountain town

☆山城風光好好行

苗栗的山城擁有豐富的自然與人文風光，三灣、獅潭、泰安與卓蘭四大鄉鎮市各具特色，從原鄉風情到茶園美景，從森林秘境到水果饗宴，邀請您踏上山城之旅，感受靜謐與活力並存的在地魅力。



銅鏡山林步道

銅鏡山林步道位於三灣鄉，是一條環境幽靜、植被豐富的森林步道。步道長度適中，適合各年齡層健行，沿途能欣賞到茂密的樹林與多樣的鳥類生態。步道部分路段可眺望附近山脈，讓遊客在呼吸新鮮空氣的同時，享受自然之美，是放鬆身心的好去處。



三聯埤

三聯埤是三灣鄉著名的天然湖泊，湖水清澈見底，環境幽靜祥和。湖畔設有步道，方便遊客散步及觀察水鳥，是休憩與親近自然的絕佳地點。春夏時節，湖面倒映青山綠樹，風景如畫，吸引不少攝影愛好者與自然觀察者前來。

Miaoli, known as a mountain town due to its largely mountainous terrain, has bountiful natural and cultural resources. You can find indigenous charms, beautiful tea plantation scenery, secret wonders in the forest, and a variety of fruit in Sanwan, Shihtan, Tai'an, and Jhuolan. Don't miss the opportunity to explore the charms and vitality from this journey!

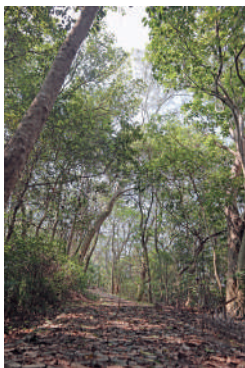
Tongjing Forest Trail

Situated in Sanwan Township, Tongjing Forest Trail offers a tranquil hiking environment surrounded by lush vegetation, making it a perfect choice for hiking. Dense forests and a wide variety of bird species can be seen along the trail. The magnificent scenery and fresh air give you a great destination to not only enjoy the beauty of nature but also relax yourself.



Sanlianpi

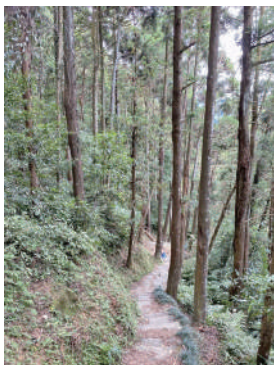
Sanlianpi, a famous natural lake in Sanwan Township, has crystal clear water and peaceful surroundings. There is a walking trail along the lake, making it convenient for visitors to walk or take a closer look at the water birds. When it comes to spring and summer, the reflection of green hills and verdant trees on the lake forms an inviting view to attract a great number of photography enthusiasts and nature observers.





仙山

仙山位於獅潭鄉，是當地著名的自然景點與登山路線。山區林木蓊鬱，環境清幽，適合喜愛健行、賞鳥及親近自然的遊客。登上山頂可以遠眺獅潭鄉全貌及周圍群山，四季風景各有特色，春天的花海和秋季的紅葉尤為迷人，是休閒放鬆的好去處。



協雲宮

協雲宮不僅是獅潭鄉重要的媽祖廟，更以每年春季盛開的櫻花聞名。廟前櫻花樹林美不勝收，粉紅花海吸引大量遊客與攝影愛好者，成為當地春季賞花的熱門景點。櫻花季期間，廟宇與花海相映成趣，增添了宗教與自然的和諧氛圍。

汶水老街

汶水老街保留豐富的客家文化風貌，街道兩旁多為傳統建築和老店鋪，販售客家小吃及手工藝品。老街氣氛悠閒，是體驗獅潭在地生活與品味客家風味的好地方。節慶時常有在地藝文活動，吸引不少遊客駐足。



Xianshan

Xianshan, located in Shihtan, is a well-known natural attraction and hiking route in Miaoli. Surrounded by dense forests in the mountains, this tranquil place is ideal for those who like hiking, bird watching, and getting close to nature. When climbing to the top of the mountain, it gives you a chance to overlook the whole Shihtan Township and the surrounding mountains. The scenery of each season has its own distinct beauty, particularly the sea of flowers in spring and red leaves in autumn.



Xieyun Temple

Xieyun Temple is known not only as a Mazu temple but also for its cherry blossoms. The trees with their beautiful light-pink blossoms in front of the temple always attract a large number of visitors and photography buffs. During the cherry blossom season, the picturesque scene formed by the temple and sea of flowers create a harmonious atmosphere.



Wenshui Old Street

Wenshui Old Street preserves diverse Hakka features. Along the old street, one can find traditional architecture, rustic old shops, Hakka delicacies, and unique local crafts, all giving the street the ambiance of a cultural neighborhood market. Numerous cultural events are also organized during festivals.





烏嘎彥

「烏嘎彥」為原住民語，昔日是原住民部落重要的生活道路。如今仍見翠綠竹林直挺挺地矗立，宛如走入電影場景。陽光斑駁穿透竹影，形成夢幻的綠色隧道，帶來一種遠離塵囂的寧靜感。

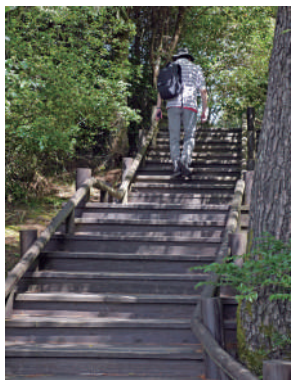
觀霧國家森林遊樂區

觀霧遊憩區位於新竹縣五峰鄉與苗栗縣泰安鄉交界，隸屬於雪霸國家公園，海拔2000-2500公尺，區內有豐富的自然環境及人文資源，是適合進行健行遊憩、親子學習、環境教育的最佳場所。



洗水坑清安豆腐街

洗水坑清安豆腐街位於獅潭鄉，是著名的美食聚落，以



傳統手工豆腐聞名。街道兩旁布滿多家豆腐專賣店，供應豆腐乳、炸豆腐、豆腐湯等多樣特色料理。這裡不僅是品嚐道地風味的好地方，也保留濃厚的客家文化氣息，吸引許多遊客前來。

Wugayan

“Wugayan” used to be the main road for the aboriginal people. The natural tunnel surrounded by the green bamboo forest gives you a feeling of walking in

a filming location. When the sunlight falls from the dense branches and leaves, it not only makes the green bamboo more layered, but also paints a beautiful light and shadow in the tunnel, as if walking into a bamboo forest fairyland.



Guanwu National Forest Recreation Area

Located at the junction of Wufen Township in Hsinchu and Tai'an Township in Miaoli County, the Guanwu National Forest Recreation Area is about 2000 to 2500 meters above sea level. Its diverse natural environment and cultural resources make it a wonderful destination for trips and environmental education.

Xishuikeng Qing'an Bean Curd Street

Xishuikeng Qing'an Bean Curd Street, located in Shihtan Township, is famous for its bean curd specials. This street is occupied by a number of bean curd stores that visitors may savor bean curd served in different flavors. Apart from delicious local flavors, one may also immerse in the Hakka atmosphere by trying a wide array of Hakka cuisines.





壠西坪休閒農業區

壠西坪休閒農業區擁有豐富的果園與美麗田園風光，是親子及自然愛好者的理想旅遊地點。遊客可以體驗採果樂趣，享受番茄、葡萄、柑橘、楊桃和芭樂等多樣當季水果。這裡還有特色農場，提供花卉觀賞、DIY活動與農場餐飲，讓旅程充滿趣味與互動。

漫步在壠西坪，能感受到濃厚的客家文化氣息與友善的農村生活。當地的農業文化協會提供多元旅遊套裝行程，方便遊客安排一日或二日遊，並能依季節調整活動內容。無論是親子出遊、好友聚會，還是想遠離都市喧囂的旅人，壠西坪都是放鬆心情、親近自然的好去處。

水果四大金剛

卓蘭鎮素有「水果王國」之稱，盛產水梨、楊桃、葡萄與柑橘等四大特色水果，享譽全台。為展現在地農產魅力，縣府特別設置四座以水果外型為靈感打造的「水果金剛」裝置藝術，結合自然與創意，成為各果區獨具辨識度的地景亮點，吸引眾多目光。

楊桃金剛：新厝里卓蘭鎮公所旁

柑橘金剛：西坪里苗52線銘珠農場旁

水梨金剛：奉天宮卓蘭堤防旁

葡萄金剛：苗140線往內灣方向距卓蘭大橋約5公里處

Lixiping Leisure Agriculture Area

Lixiping Leisure Agriculture Area boasts abundant orchards and beautiful rural scenery, making it an ideal destination for families and nature lovers. Visitors can enjoy fruit picking, tasting seasonal fruits like tomatoes, grapes, citrus, starfruit, and guava. The area also features specialty farms offering flower viewing, DIY activities, and farm-to-



table dining, adding fun and interactive experiences to your trip.

Strolling through Lixiping, you can feel the rich Hakka culture and friendly rural lifestyle. The local Agricultural and Cultural Association offers various travel packages for day trips or overnight stays, with activities adjusted by season. Whether you're traveling with family, friends, or seeking a peaceful escape from the city, Lixiping is a perfect place to relax and connect with nature.

Four Kings of Fruit

Jhuolan is known for being a major fruit-growing region in Taiwan, often called the “kingdom of fruits”. The township is particularly famous for its high-quality pears, star fruits, grapes, and tangerines. To showcase the local agricultural charms in Jhuolan, the Miaoli County Government introduced four fruit installation art pieces which become iconic symbols to attract visitors.

Star fruit King: next to Jhuolan Township Office in Xinculi



Tangerine King: next to the Mingchu Farm in Xipingli (County Road No. 52)

Pear King: next to the embankment of Fengtian Temple

Grape King: about 5Km to the Jhuolan Bridge (towards Neiwan direction on County Highway No. 140)

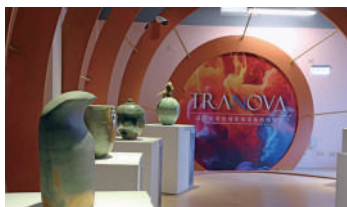
藝文行旅款款行

Participate in a variety of arts and cultural events

☆藝文行旅款款行

走進苗栗，不只是山城慢遊，更是一場充滿文化溫度的藝文行旅。從陶藝到木雕，親身體驗傳統工藝的精緻與美感；走進展覽館與文化場域，細細品味地方歷史與藝術創作的脈動。

Miaoli is a place full of diverse cultural features, such as pottery and woodcarving. You can come here to experience these traditional types of craft arts by walking into the exhibition halls and cultural museums to discover local history and the development of these arts.



地址：公館鄉14鄰館南352號
Address: No. 352, Guannan, 14th
Neighborhood, Gongguan

苗栗陶瓷博物館 Miaoli Ceramics Museum

館內收藏上千件陶瓷文物與作品，呈現苗栗豐富的歷史脈絡與生活文化。每件作品皆展現在地特色，從傳統到現代，見證陶藝技術的演進與創新。整體空間融合教育與藝術，是認識苗栗陶藝的重要場域。



Miaoli Ceramics Museum brings together thousands of ceramic artifacts and works rich in the history, culture, and lifestyle characteristics of Miaoli. Each piece of work vividly presents local features and the evolution of ceramics technology. It offers a space for you to learn more about the art of pottery.



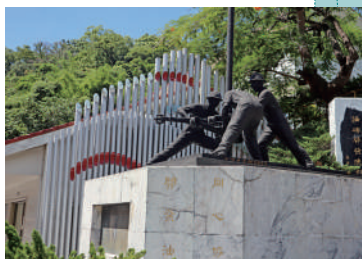
地址：公館鄉開礦村36號

Address: No. 36, Kaikuang Village,
Gongguan Township

台灣油礦陳列館 Taiwan Oil Field Exhibition Hall

出礦坑是一處被森林與溪谷環繞的秘境，擁有懷舊地軌纜車與百年油礦歷史。坐落於此的台灣油礦陳列館珍藏著百年來的文獻、史料及數百幀老照片，展覽室裡有探勘機具、鑽井平台的模型等。

Chukuangkeng is a secret spot surrounded by forests and valleys. With a history of over 100 years, Taiwan Oil Field Exhibition Hall displays documents, historic materials, and pictures over the years. You can also see the exploration equipment and drilling platforms in the exhibition room.





地址：銅鑼鄉銅科南路6號

Address: No. 6, Kenan Rd., Tongluo Township

臺灣客家文化館 Taiwan Hakka Museum

佔地約11公頃的台灣客家文化館，依丘陵地形興建，玻璃空橋與階梯廣場成為地標。館內結合多媒體互動、DIY體驗與3D影音「好客劇場」，跳脫傳統展覽方式，讓大小朋友能透過有趣方式深入認識客家文化，寓教於樂。



The museum occupying about 11 hectares is set on a gentle hill. The glass bridge and the open amphitheater have become representative landmarks nearby. Equipped with interactive media, visitors can sign up for many DIY activities and also experience our 3D theater to learn more about Hakka cultures.





地址：三義鄉廣盛村廣聲新城88號
Address: No. 88, Guangsheng Xincheng,
Sanyi Township,

木雕博物館 Wood Sculpture Museum

木雕是三義最具代表性的傳統文化，從早期以神像與工藝品為主，到現今各式藝術雕刻百花齊放，展現豐富創意與工藝實力。三義木雕博物館為全台唯一以木雕為主題的公立博物館，展出國內外珍貴木雕作品，推廣教育與文化保存兼具。走訪水美街，更可親訪多間木雕工作室，深入感受三義木雕之美與匠心。



Wood carving is the most iconic and prominent traditional culture in Sanyi. Wood carving has indeed transformed from a functional craft for creating religious statues and tools into a sophisticated artistic medium for expression. Sanyi Wood Sculpture Museum is the only public museum in Taiwan that is based on wood sculpture. It displays valuable sculptures from home and abroad to promote the art of woodcarving and act as a versatile venue for social education. You can also visit Shuimei Street to take a closer look at those woodcarving workshops to immerse in the beauty woodcarving.





地址：泰安鄉錦水村6鄰圓墩46-3號

Address: No. 46-3, Yuandun, 6th
Neighborhood, Jinshui Village, Tai'an
Township

泰雅文物館 Tayal Museum

泰雅文物館結合苗栗自然與人文資源，展示豐富泰雅族文化。館內設有文物展示區、特展區與森林體驗區，運用科技呈現傳統風貌。貼心的哺乳室與紀念章區提升參觀便利性。館外草坪寬廣，適合舉辦各類活動，是集文化教育與休閒娛樂於一身的理想場所。



Combining the natural resources with the diverse human cultures of the Atayal people in Miaoli County, the Tayal Museum is equipped with the cultural relics exhibition area, special exhibition area, and forest experience area with the latest technology. You can also see a nursery room and souvenir stamp stand. Outside the museum are the turf and sidewalk where events can be held.



地址：竹南鎮公園路206號

Address: No. 206, Gongyuan Rd.,
Zhunan Township

苗北藝文中心 Northern Miaoli Art Center

建築靈感來自山水景致，設有演藝廳、實驗劇場和戶外展演區，定期舉辦音樂、舞蹈、戲劇及展覽活動。這裡不只是表演場地，更是結合生活與藝術的休閒空間，讓遊客與在地居民都能感受苗栗獨特的人文魅力與創意氛圍，享受豐富多元的文化體驗。



With a design combining mountains and oceans, the Northern Miaoli Art Center features main spaces such as a performance hall, experimental theater, and outdoor performance area for various uses, including music, dance performances, drama, and exhibitions. Apart from being a performance venue, this center also provides a leisure space for visitors and the local people to experience the unique charms and creativity in Miaoli.

食在苗栗好滋味 Glut yourself with delicacies in Miaoli

☆食在苗栗好滋味

Delicious



客家料理 Hakka dishes

苗栗以客家族群為主，飲食文化重鹹、重油、重香，融合在地食材，創造出多樣風味料理。經典客家菜如酸菜炒豬肚、排骨炆菜頭及客家小炒等，鹹香入味，令人回味無窮。客家點心包括鮮甜的豬頭肉湯、水晶餃、板條和擂茶，節慶時還有麻糬和水粄。苗栗客家美食不僅傳承傳統，也帶來創新風味，是遊客必嚐的美味饗宴。

500碗推薦：苗栗（小木屋水晶餃、阿蘭姐小吃店、南苗三姐妹早餐店、邀悅膳館）、三義（春田窯、蒸烹派餐廳）、銅鑼（小時光麵堂）、公館（福樂麵店）、南庄（東棧水餃館）、獅潭（阿妹狗客家米食）



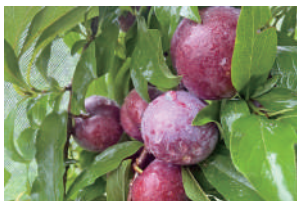


With the Hakka people making up the majority population, the cooking style in Miaoli is largely Hakkanese-salty, fatty, and distinctively aromatic. Many dishes made with ingredients grown locally are excellent food choices. Popular Hakka delicacies include braised pork tripe with pickled cabbage, braised turnip with pork, and Hakkanese stir-fry. Hakkanese



specialties such as slow-cooked pork soup, crystal dumplings, ban-tiao (flat rice noodles), and leicha (grounded tea) are must tries. During festivals, you can even get to try mochi (sticky rice balls with filling) and rice bowl cake. All the Hakka delicacies not only preserve the traditional flavors but also infuse new flavors into the dishes.

Recommendations from The 500 Bowls Award: Miaoli (Xiaomuwu crystal dumpling, A Lan Jie Restaurant, Nanmiao Three Sisters Breakfast, Yaoyueshan Restaurant), Sanyi (Chuntian Kiln, Zheng Peng Pai Restaurant), Tongluo (Xiao Shi Tang Noodle), Gongguan (Fule Noodle), Nanzhuang (Dong Zhan Dumpling), Shihtan (A-meigou Hakka Restaurant)



農特產 Agricultural product

苗栗擁有多樣且優質的農特產品，如公館芋頭與紅棗、大湖草莓與薑麻、仙山仙草、銅鑼茶葉、南庄桃李、泰安桃李與桂竹筍等。當地廚師將這些新鮮食材融入創意料理，打造出風味獨特的低碳飲食選擇，讓旅客不僅品味美食，也能體驗苗栗豐富的農業文化與自然風情。

推薦：公館鄉農會、大湖草莓文化館及薑麻園休閒農業區等

Miaoli has a wide variety of high-quality agricultural products, including taros and red dates in Gongguan, strawberries and gingers in Dahu, mesona in Xianshan, tea leaves in Tongluo, peaches and plums in Nanzhuang, peaches, plums, and Makino bamboo shoots in Tai'an. Local chefs use these local ingredients into their dishes for visitors to not only satisfy their taste buds, but also experience the enriched agricultural culture and natural resources

Recommendation: Gongguan Township Farmers' Association, Dahu Strawberry Museum, and Jiangmayuan Leisure Agriculture Area

桂竹筍
bamboo
shoots



大湖-草莓
DAHU
Strawberry





仙山仙草
Xianshan grass
jelly





穆斯林友善餐廳

Muslim-friendly restaurant

苗栗多家穆斯林友善餐廳，提供清真食材與多元美味，讓旅客安心品嚐道地風味。

There are many Muslim-friendly restaurants in Miaoli offering halal ingredients to satisfy visitors around the world.

竹南鎮 爪哇殿咖啡 Zhunan Java Palace Café

南庄鄉 桂花巷荷蓮心咖啡店

Nanzhuang Osmanthus Alley He Lian Xin Café

南庄鄉 東村18 Vivian的健康廚房

Nanzhuang Dongcun 18 Vivian's Healthy Kitchen

三灣鄉 巴巴坑道休閒礦場

Sanwan Baba Tunnel Leisure Mine

通霄鎮 飛牛牧場 Tongxiao Flying Cow Ranch

三義鄉 卓也小屋 Sanyi Zhuo Ye Cottage

三義鄉 西湖渡假村 Sanyi West Lake Resortopia

頭屋鄉 禪廚蔬食餐廳 Touwu Zen Chef Vegetarian Restaurant

大湖鄉 巧克力雲莊 Dahu Chocolate Manor





原住民風味餐

Aboriginal dishes

苗栗的原住民主要分布於泰安與南庄，擁有豐富的部落風味餐饗宴。選用天然食材，結合當地農產、野菜與香料，如馬告；並享用竹筒飯等，展現原始純粹的美味。走進山林小村，一邊享用地道料理，一邊欣賞綠意盎然的山景，藍天與森林芬多精佐餐，讓身心獲得滿足。

推薦：泰雅族（泰安鄉）、賽夏族（南庄鄉）

Since most of the indigenous population resides in Tai'an and Nanzhuang in Miaoli County, you can enjoy authentic aboriginal dishes made with local produce and spices. The stunning mountain views and delicious local delicacies give you an enjoyable journey from every aspect.

Recommendation: Atayal tribe (Tai'an), Saisiyat (Nanzhuang)



節慶及年度活動 Festivals and annual events

☆節慶及年度活動

苗栗擁有豐富多元的節慶活動，從元宵燈會、桐花祭到熱鬧的廟會與部落慶典，處處展現地方魅力。走進節慶現場，不僅能感受濃濃人情味，還能深入了解在地文化與生活節奏，讓您的旅程更加難忘！

Miaoli is known for a variety of diverse festivals that showcase its rich heritage, including Lantern Festival, Tung Blossom Festival, to lively temple and tribal celebrations. These events not only demonstrate the local charms and friendliness from the local people, but also highlight the county's cultural depth and community involvement, making your trip even more memorable.



活動日期每年依時程調整，詳情請參閱主辦單位官網或社群公告。想探索更多苗栗景點，請上Facebook「苗栗玩透透」查詢。

The event date is adjusted annually according to the schedule. Please visit the official website or social media for the latest news.

For more attractions in Miaoli, please go to the "Escape to Miaoli" Fan Page on Facebook.

2月
Feb

元宵節系列活動 Lantern Festival events

苗栗元宵節三大特色活動，苗栗火旁龍展現客家舞龍魅力，竹南炸邯鄲展現勇士精神與祈福儀式，後龍攻炮城則為傳承超過兩百年的祈安儀式，每年皆吸引大量遊客與信徒參與，熱鬧非凡。

The Miaoli Lantern Festival's three primary activities include the Miaoli Bombing Dragon where dragon dances are performed while firecrackers are set off; Zhunan Bombing of Master Han Dan Festival which symbolizes bravery and prosperity; and Houlong Cannon Shooting City which is a pray for safety ceremony for over 200 years. These events attract a large number of visitors and followers every year.



4月
Apr

客家桐花季系列活動 Tung Blossom Festival events

每年4至5月為苗栗桐花盛開季節，縣府與各地公所舉辦桐花祭，邀請遊客賞花。其中「桐花婚禮」為重點活動，結合客家文化與浪漫意象，吸引新人共結連理，亦安排單身聯誼，讓更多人在花海中邂逅幸福。

The Miaoli Tung Blossom Festival is an annual celebration of the blooming white Tung flowers held during April and May in the Hakka communities of Miaoli. This festival centers on Hakka Tung Blossom Wedding which combines the Hakka culture and a romantic atmosphere to celebrate for the couples. A cross-county singles event is also held to help love blossom beyond simply gathering and future dates.



5月
May

白沙屯拱天宮媽祖徒步進香 Baishatun Gongtian Temple Mazu Pilgrimage

白沙屯拱天宮媽祖徒步進香，是台灣最具特色的宗教盛事之一，擁有百年歷史。進香路線不固定，全程由轎夫依神意指引前行，展現堅定信仰與深厚民間信仰文化。信徒徒步數百公里，場面壯觀、感人，吸引海內外信眾參與。

Baishatun Gongtian Temple Mazu Pilgrimage is one of the most representative celebrations in Taiwan. The route of the pilgrimage is not predetermined, but is decided by Mazu along the way. Followers walk hundreds of kilometers to honor Mazu, making it a truly unique and immersive experience.

7月

通霄沙雕藝術節 Tongxiao Sand-Sculpture Art Festival

「通霄沙雕藝術季」匯集來自世界各地與台灣的沙雕藝術家，以主題創作震撼人心的沙雕作品，成為夏季苗栗觀光亮點。現場不僅有藝術欣賞，更設有互動體驗與沙灘遊戲，適合親子同遊，享受藝術、陽光與海灘的夏日魅力。

“Tongxiao Sand-Sculpture Art Festival” is an annual summer event in Miaoli County. It features a large sand sculpture exhibition with works completed by international and Taiwanese artists. Visitors can enjoy the art installations and participate in family-friendly sand sculpting activities.

8月
Aug

泰雅族祖靈祭 Atayal Ancestral Ritual

泰雅族的祖靈祭是每年一度的重要祭典，於小米收成後舉行，以感謝祖靈的庇佑與豐收。清晨，族人手持插有年糕與豬肉的竹棒，虔誠進行祭儀，展現對祖靈的敬意。這是深入體驗泰雅文化的珍貴時刻。

The Atayal Ancestral Ritual, an annual ceremony for the Atayal people of Taiwan, is held after the millet harvest to express gratitude and respect to ancestors with offerings of food.

10月
Oct

三義木雕藝術節 Sanyi Woodcarving Art Festival

三義木雕藝術節是臺灣著名的年度盛會，現場有精彩的木雕表演、手作體驗、文創市集和茶席活動，適合親子同遊。三義以木雕聞名，結合傳統工藝與創新設計，展現獨特慢城文化。來感受木雕藝術的魅力，體驗一場充滿創意與人情味的文化饗宴吧！

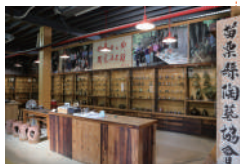
The Sanyi Woodcarving Art Festival is an annual event celebrating wood sculpture through wood carving performances, DIY experiences, cultural and creative markets, and tea party events. Known as the “Home of Carving,” the town and its festival attract visitors to see both traditional and contemporary wooden artworks while exploring the unique slow town culture.

11月
Nov

苗栗陶藝節 Miaoli Pottery Arts Festival

苗栗縣擁有百年陶業歷史，是全國重要陶瓷產地。為推廣陶藝文化，舉辦苗栗陶藝節，結合專業教學與創新技法，培育青年陶藝人才，傳承陶藝技藝。

Miaoli is an important and historically significant center for pottery and ceramics in Taiwan for more than a century. The Miaoli Pottery Arts Festival is a cultural event to promote the development of ceramic art and international exchange and encourage young artists to explore new forms and possibilities within the medium.

11月
Nov

賽夏族巴斯達隘祭典 Pasta' ai

苗栗南庄賽夏族的巴斯達隘（paSta'ay）祭典是原住民族重要儀式，每兩年於農曆十月在向天湖舉行。祭典包含迎靈、娛靈、逐靈、送靈等儀式，其中與矮靈共舞的「娛靈」最為精彩。藉此傳承文化、祈求平安與豐收。

Pasta'ai, the “Ritual to the Spirits of the Short”, is a ritual of the Saisiyat people held in Nanzhuang, Miaoli County. The ritual is held biannually in Xiangtian Lake. The ritual consists of different phases, including raraol (welcoming the spirits), kisitomal (entertaining the spirits), papatnawasak (chasing the spirits), and papaosa (sending off the spirits). Among these phases, kisitomal (entertaining the spirits) is considered the most exciting part. The ritual is carried out to pass on the aboriginal culture and pray for peace and harvest.



語言小教室 Language classroom

☆ 語言小教室

中文 Chinese 	英文 English 	泰文 แบบไทย 
歡迎來到台灣！	Welcome to Taiwan!	ยินดีต้อนรับสู่ไต้หวัน!
需要幫忙嗎？	Do you need any help?	ต้องการความช่วยเหลือไหม?
請這邊走。	This way, please.	เชิญทางนี้
不好意思，請問你要去哪裡？	Excuse me, where are you going?	ขอโทษนะคะ / ครับ คุณจะไปที่ไหน?
謝謝，祝您旅途愉快！	Thank you. Have a pleasant trip!	ขอบคุณ ขอให้เดินทางโดยสวัสดิภาพ

問路 & 指引 Directions

洗手間在那邊。	The restroom is over there.	ห้องน้ำอยู่ทางนั้น
火車站在前面右轉。	The train station is ahead and to the right.	สถานีรถไฟอยู่ข้างหน้าแล้วเลี้ยวขวา
你可以搭公車或計程車。	You can take a bus or a taxi.	คุณสามารถนั่งรถเมล์หรือแท็กซี่
請在這裡等候。	Please wait here.	กรุณารอที่นี่
我們馬上就到。	We will arrive soon.	เรากำลังจะถึงแล้ว

餐飲相關 Food & Dining

這是清真料理。	This is halal food.	นี่คืออาหารฮาลาล
我們有素食選項。	We have vegetarian options.	เรามีอาหารมังสวิรัต
想要吃辣的嗎？	Would you like something spicy?	อยากกินเผ็ดไหม?
這是我們的招牌菜。	This is our signature dish.	นี่คือเมนูแนะนำของเรา
請問您要內用還是外帶？	For here or to go?	ทานที่นี่หรือใส่กล่องกลับบ้าน

購物 & 景點 Shopping & Sightseeing

這是手工製作的紀念品。	This is a handmade souvenir.	นี่คือของที่ระลึกทำมือ
我們有折扣喔！	We have a discount!	เรามีส่วนลดนะ!
可以用信用卡或現金。	You can pay by credit card or cash.	จ่ายด้วยบัตรเครดิตหรือเงินสดได้

住宿 & 服務 Accommodation & Services

早餐從早上7點供應到10點。	Breakfast is served from 7 to 10 a.m.	อาหารเช้าให้บริการตั้งแต่ 7 โมงถึง 10 โมง
需要叫車服務嗎？	Would you like a taxi service?	ต้องการให้เรียกรถแท็กซี่ไหม

印尼文 Indonesia 	越南文 Tiếng Việt 
Selamat datang di Taiwan!	Chào mừng đến Đài Loan!
Perlu bantuan?	Bạn có cần giúp gì không?
Lewat sini, silakan.	Xin mời đi lối này.
Permisi, mau ke mana?	Xin lỗi, bạn định đi đâu vậy?
Terima kasih, semoga perjalanan menyenangkan!	Cảm ơn, chúc bạn đi chơi vui vẻ!
Kamar mandi ada di sana.	Nhà vệ sinh ở đằng kia.
Stasiun kereta di depan, belok kanan.	Ga tàu hỏa ở phía trước, rẽ phải.
Anda bisa naik bus atau taksi.	Bạn có thể đi xe buýt hoặc taxi.
Silakan tunggu di sini.	Vui lòng chờ ở đây.
Kita akan segera tiba.	Chúng tôi sắp đến nơi.
Ini makanan halal.	Đây là món ăn halal.
Kami punya pilihan vegetarian.	Chúng tôi có món chay.
Mau yang pedas?	Bạn có muốn ăn cay không?
Ini adalah hidangan andalan kami.	Đây là món đặc trưng của chúng tôi.
Makan di sini atau dibungkus?	Dùng tại chỗ hay mang đi?
Ini adalah souvenir buatan tangan.	Đây là quà lưu niệm thủ công.
Kami ada diskon!	Chúng tôi có giảm giá!
Bisa bayar dengan kartu atau tunai.	Bạn có thể thanh toán bằng thẻ hoặc tiền mặt.
Sarapan disajikan dari pukul 7 hingga 10 pagi.	Bữa sáng phục vụ từ 7 giờ đến 10 giờ sáng.
Mau pesan taksi?	Bạn có cần gọi taxi không?

苗栗旅遊情報

Travel information in Miaoli

穆斯林友善旅館

Muslim-friendly accommodations

南庄鄉 Nanzhuang Township

- 燕子陶-陶藝咖啡民宿 (MFE, MFA) 早餐／住宿
Yanzitao Pottery Coffee B&B (MFE, MFA) breakfast, accommodation
- 春谷農場 (MFA) 住宿
Beautiful Landscape Resort (MFA) accommodation
- 南庄漫晨旅店 (MFE, MFA) 住宿
Nanchuang Manchen B&B (MFE, MFA) accommodation
- 南庄老寮背包空間 - 老寮民宿 (MFA) 住宿
Mountainlodge Hostel – Lao Liao Hostel (MFA) accommodation

通霄鎮 Tongxiao Township

- 欣達休閒旅館（飛牛牧場）(MFR, MFT) 早午晚餐／住宿
Shin-Ta Leisure Hotel (inside Flying Cow Ranch) (MFR, MFT) breakfast, lunch, dinner, accommodation

三義鄉 Sanyi Township

- 卓也小屋 - 附設餐廳 (MFR, MFT) 早午晚餐／住宿
Zhuo Ye Cottage, in-house restaurant (MFR, MFT) breakfast, lunch, dinner, accommodation
- 西湖渡假村 (MFR, MFA) 住宿及早午晚餐
West Lake Resortopia (MFR, MFA) accommodation, breakfast, lunch, and dinner

大湖鄉 Dahu Township

- 巧克力雲莊 (HCI) 民宿早餐／餐廳團套餐／觀光工廠下午茶
Schokolake B&B (HCI) accommodation, breakfast, group set meal, afternoon tea at the tourism factory

苑裡鎮 Yuanli Township

- 享沐時光莊園度假酒店 (MFA) 住宿及早餐
Shine Mood Resort (MFA) accommodation and breakfast

旅遊服務中心

Visitor Information Center

三灣鄉 Sanwan Township

■ 三灣文化產業觀光發展協會

Sanwan Cultural Industry and Tourism Development Association

三義鄉 Sanyi Township

■ 三義鄉農會休閒旅遊服務中心

Sanyi Township Farmers' Association Leisure Visitor Information Center

■ 舊山線休閒農業旅遊服務中心 0933-515485

Old Mountain Line Leisure Agriculture Visitor Information Center

大湖鄉 Dahu Township

■ 馬拉邦山觀光休閒農業園區發展協會

Malabang Mountain Tourism Leisure Agriculture Area Development Association

■ 雪霸國家公園汶水遊客中心

Shei-Pa National Park Administration Wenshui Visitor Center

■ 草莓溫泉觀光文史發展協會

Strawberry and Hot Spring Tourism Cultural and Historical Development Association

公館鄉 Gongguan Township

■ 苗栗縣公館鄉黃金小鎮協進會 037-237698

Golden Town Association, Gongguan Township, Miaoli County

南庄鄉 Nanzhuang Township

■ 南庄遊客中心

Nanzhuang Visitor Center

■ 南庄鄉產業觀光協會

Nanzhuang Township Industrial Tourism

旅遊服務中心 Tourism Service Center

苗栗市 Miaoli City

- 苗栗火車站旅遊服務中心
Miaoli Railway Station Visitor Information Center
- 苗栗縣休閒農業旅遊服務中心
Miaoli County Leisure Agriculture Area Visitor Information Center

後龍鎮 Houlong Township

- 高鐵苗栗站旅遊服務中心
THSR Miaoli Station Visitor Information Center

竹南鎮 Zhunan Township

- 竹南火車站旅遊服務中心
Zhunan Railway Station Visitor Information Center

通霄鎮 Tongxiao Township

- 苗栗縣通霄鎮富麗農村發展協會037-783480
Fuli Rural Development Association, Tongxiao Township, Miaoli County

獅潭鄉 Shihtan Township

- 汶水旅遊資訊站
Wenshui Visitor Center
- 文化產業發展協會
Cultural Industry Development Association

頭屋鄉 Touwu Township

- 苗栗縣頭屋鄉獅潭社區發展協會
Shihtan Community Development Association, Touwu Township, Miaoli County
- 老田寮文史生態旅遊服務中心
Laotianliao Cultural, Historical, and Ecotourism Visitor Information Center

大眾交通工具 Public Transportation

- | | |
|------------------------|--|
| ■ 苗栗客運(苗栗站) 037-320366 | Miaoli Bus (Miaoli Station) 037-320366 |
| ■ 苗栗客運(頭份站) 037-685379 | Miaoli Bus (Toufen Station) 037-685379 |
| ■ 苗栗客運(苑裡站) 037-861050 | Miaoli Bus (Yuanli Station) 037-861050 |
| ■ 苗栗客運(南庄站) 037-822415 | Miaoli Bus (Nanzhuang Station)
037-822415 |
| ■ 高鐵苗栗站(後龍)02-40663300 | Taiwan High Speed Rail Miaoli Station
(Houlong) 02-40663300 |

觀光工廠 Tourism Factory

名單來自**2025年經濟部工業局網站「觀光工廠自在遊」公告**。
The list below is announced by Tourism Factory on the website of Industrial Development Bureau, MOEA in 2025.

- **立康健康養生觀光工廠** Li Kang Health Tourism Factory
 頭份市蘆竹里工業路55號 037-629888
 No. 55, Gongye Rd., Luzhuli, Toufen City 037-629888
- **臺鹽通霄觀光園區** Taiyen Biotech Co., LTD Tung-Hsiao Tourism Park
 通霄鎮內島里122號 037-792121
 No. 122, Neidaoli, Tongxiao Township 037-792121
- **冠軍綠概念館** Champion Green Vision
 造橋鄉豐湖村一鄰乳姑山2號 037-561761
 No. 2, Rugushan, 1st Neighborhood, Fenghu Village, Zaoqiao Township 037-561761
- **竹南啤酒觀光工廠** Zhunan Brewery
 竹南鎮和興路345號 037- 583001
 No. 345, Hexing Rd., Zhunan Township 037- 583001
- **雅聞七里香玫瑰森林** Rose & Jasmin-orange Forest
 頭屋鄉明德路226號 037-256588
 No. 226, Mingde Rd., Touwu Township 037-256588

休閒農業區 Leisure Agriculture Area

- **馬那邦休閒農業區** 0988-721288
 Manabang Leisure Agriculture Area 0988-721288
- **三灣梨鄉休閒農業區** 0932-105011
 Sanwan's Pear Leisure Agriculture Area 0932-105011
- **黃金小鎮休閒農業區** 037-237698/ 037-239855/0928-330507
 Golden Town Leisure Agriculture Area 037-237698/ 037-239855/0928-330507
- **壠西坪休閒農業區** 04-25899221
 Lixiping Leisure Agriculture Area 04-25899221
- **福興南和休閒農業區** 0983-885883
 Fuxingnanhe Leisure Agriculture Area 0983-885883
- **舊山線休閒農業區** 037-881700
 Old Mountain Line Leisure Agriculture Area 037-881700
- **南江休閒農業區** 037-821736
 Nanjiang Leisure Agriculture Area 037-821736
- **薑麻園休閒農業區** 037-951870
 Jiangmayuan Leisure Agriculture Area 037-951870
- **湖東休閒農業區** 037-923629
 Hudong Leisure Agriculture Area 037-923629
- **雙潭休閒農業區** 037-878916
 Shuangtan Leisure Agriculture Area 037-878916
- **貓裏休閒農業區** 0963-182765
 Maoli Leisure Agriculture Area 0963-182765

全區苗栗地圖

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☆苗栗縣旅遊情報



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台灣好行



苗栗玩透透



電子摺頁



-  綠光海風自行車道
-  大河之戀自行車道
-  桐花綠廊自行車道
-  古風農情自行車道
-  台三線自行車道
-  後龍溪左右岸自行車道
-  祕境尋跡自行車道
-  懷舊樂趣自行車道
-  果香逸趣自行車道





TAIWAN
WAVES OF WONDER

台灣好行
TOURIST SHUTTLE



新住民照顧
輔導資訊網



台灣好行



苗栗玩透透

Selamat datang
welcome
ようこそ



苗栗縣政府文化觀光局
Culture and Tourism Bureau, Miaoli County

接受交通部觀光署補助（分攤配合）廣告