

2026

鯤鯓王
平安鹽祭

Kunshen Wangye's Salt for Peace Festival

2023台灣永續行動獎-金級
2023亞太永續行動獎-銅級
2025台灣觀光永續獎-銅級11/7-11/8
南鯤鯓代天府

鯤鯓王平安鹽祭

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鹽自古以來，就有避邪與祈福的功能，結合王爺文化，這兩段故事共同譜出一個極富意義的祭典—鯤鯓王平安鹽祭，雲嘉南濱海國家風景區管理處與南鯤鯓代天府攜手整合各界力量辦理，祭典從2004年開始今年邁入第23年，這是一個融合宗教、產業、文化、觀光的臺灣祭典盛事。

Salt has possessed the functions of warding off evil spirits and praying for good fortune since ancient times. Connected with the Wangye culture, the two stories together created an extremely significant festival - Kunshen Wangye's Salt for Peace Festival. Held altogether by Southwest Coast National Scenic Area Administration, Nankunshen Daitian Temple, and integrated forces from all walks of life. The festival has entered its 23rd since its launch in 2004. It is a significant Taiwanese festival that blends religion, industry, culture, and tourism.

請鹽
Salt
Requisition寶盃傳承，收鹽入鹽轎，
廟宇遠境
Inherit the Treasure Container,
collect salt into the salt sedan,
and Temple Pilgrimage.祭鹽
Salt
Worship大法師敕平安鹽祈福法會
The great masters order Pingan
Salt in a blessing ceremony.謝鹽
Salt
Gratitude返本還原，回歸天地
Return to the original,
and take back to the world.

平安鹽祭詳細介紹



Introduction Salt for Peace Festival

指導單位：交通部觀光署

主辦單位：交通部觀光署雲嘉南濱海國家風景區管理處、財團法人南鯤鯓代天府

協辦單位：財團法人鯤鯓王慈善基金會、財團法人鯤鯓王博明美術館基金會、鯤鯓王發展委員會、鯤鯓王協進會、全球鯤鯓王聯誼會、台灣守護文創股份有限公司、晉基建設股份有限公司、台灣製罐工業股份有限公司旺爺沙士、井仔腳興安宮、井仔腳潮東泰安宮、北門永隆宮、蚵寮保安宮、三寮灣東隆宮

活動會場地圖 Event Venue Map



- 公用廁所 Public Toilet
- P1 進香團停車場 Pilgrim Parking Lot
- P2 公務停車場 Official Parking Lot
- P3 貴賓媒體停車場 VIP & Media Parking Lot
- P4 民眾停車場 Parking Lot
- 臨時卸貨區 Loading Area
- 出入口管制 Access & Exit Control
- 1 主舞台 Main Stage
- 2 大會服務台 Service Desk
- 3 醫護站 Medical Station
- 4 親子互動遊戲區 Family Interactive Playground
- 5 政令宣導 Policy Announcements
- 6 貴賓媒體接待處 VIP & Media Reception
- 7 觀光園市集 Tourism Union Market
- 8 萬國祈福牆 Wall of Blessings from Around the World

交通指南
Transportation Guide

【自行開車 By Car】

#國道1號下營系統(299K)
Take National Freeway 1 to Xinying System(299K)
→84號快速道路往西行
Follow Provincial Highway 84 in the westbound direction.
→北門交流道道路右轉
Exit at Beimen Interchange and turn right.
→活動停車場
Event Parking Lot.

#國道3號官田系統(334K)
Take National Freeway 3 to Guantian System(334K)
→84號快速道路往西行
Follow Provincial Highway 84 in the westbound direction.
→北門交流道道路右轉
Exit at Beimen Interchange and turn right.
→活動停車場
Event Parking Lot.

【大眾運輸 By Public Transport】

#大台南公車 Tainan Bus
Take National Freeway 1 to Xinying System(299K)
→自臺南火車站搭乘「藍幹線公車」至佳里站後，
於佳里站轉乘「藍1」或「藍2」支線公車至南
鯤鯓站下車
From Tainan Railway Station, take the Blue Main Line
Busto Jiali Station. Transfer to the Blue 1 or Blue 2
branch line and get off at Nankunshen Station.
→自臺南新營客運新營總站搭乘「棕1」或「棕5」
至南鯤鯓代天府站下車
From Xinying Bus Station, take the Brown 1 or Brown 5
Bus to Nankunshen Daitian Temple Station.

活動停車場
Event Parking Lot大台南公車
Tainan Bus平安鹽袋領取秘笈
Tips for Pingan Salt

捐發票換平安鹽袋 Donate Invoices for Pingan Salt

地點Location / 萬善堂前廣場 Wanshan Tan Front Plaza

捐贈 3 張發票 (限115年9-10月、11-12月紙本、電子皆可)，
即贈平安鹽袋 1 個，數量有限送完為止。

Donate 3 invoices from September-December 2026 (physical or e-invoices),
Receive 1 Pingan Salt while supplies last

【發送場次 Distribution Session】

11/7 (六) 10:00 / 11:00 / 13:00 / 14:00 / 15:00

11/8 (日) 10:00 / 11:00 / 13:00 / 14:00 / 15:00

【發放通道 Distribution Entrance】

#一般通道 General aisle

一般民眾皆可排隊領取 The general public may queue to receive Pingan Salt.

#友善通道 Friendly aisle

→孕婦、65歲以上長者、身心障礙者、外國遊客，憑相關證件排隊領取。
The disabled, pregnant, elderly over 65 years old, foreign tourists are allowed to
acquire Pingan Salt through the Friendly Aisle.

→居住北門民眾出示身分證即可進友善通道領取。
Residents in Beimen is allowed to enter the exclusive aisle to
acquire Pingan Salt by showing the ID card.

導覽解說
Tour Guide

走訪南鯤鯓認識王爺文化及平安鹽祭歷史由來，每場次前20分鐘登記報名，每次限10人。

Visit Nankunshen to learn about the Wangye culture and the historical background of the Salt for Peace Festival. Registration opens 20 minutes before each session, with a limit of 10 people per session.

報名處 Registration Location

地點Location / 大會服務台 Service Desk

【中文場次 Mandarin Chinese Session】【英文場次 English Session】

11/7 (六) 14:00 / 15:00

11/8 (日) 11:00 / 14:00 / 15:00

11/7 (六) 13:00 / 14:30

11/8 (日) 13:00 / 14:30

囡仔公童玩節
Wanshan Ye (Gin-a-Gong)
Children's Folklore & Folkgame Fair

11/7 (六) - 11/8 (日) 10:00 - 17:00

地點 Location / 萬善堂前廣場 Wanshan Tan Front Plaza

古早味懷舊遊戲，完成闖關集章可兌換「祈福鹽包」。
Old-fashioned nostalgic games. You may exchange for a "Blessing Salt Bag" with the whole collection of challenge.



互動表演 Interactive Performances

日期/Date	時間/Time	活動/Event
11/7 (六) Saturday	10:30-11:00	互動魔術秀 Interactive Magic Show
	14:00-14:30	繪本說故事 Storytime
	15:30-16:00	夢幻泡泡秀 Fantastic Bubble Show
11/8 (日) Sunday	10:30-11:00	繪本說故事 Storytime
	14:00-14:30	魔幻藝術秀 Magic Arts Show
	15:30-16:00	造型氣球 Shaped Balloons



跋枱挑戰賽
Divination Blocks Competition

11/7 (六) 13:00-17:00 - 11/8 (日) 09:00-16:00

地點 Location / 五王殿拜亭 Five Kings Temple Pavilion

頒獎時間 Award Ceremony Time / 11/8 (日) 17:00-17:30

快速通關秘笈 Tips for Quick Access

※每人每次限定一次，不可重複兌換 Limited to one redemption per person, per visit.

友善長者 Senior-friendly	65歲以上長者Seniors aged 65 and above.
身心障礙者 People with disabilities	出示身心障礙手冊或粉紅卡 Present your disability certificate or pink card.
孕婦 Maternal	出示媽媽手冊(手冊可拍照證明) Present your maternal health handbook (a photo of the handbook is acceptable as proof)
外國遊客 Foreign Visitors	持護照至大會服務台領取跋枱VIP通道券 Foreign tourists, please bring your passport to the event service desk to obtain your exclusive. Divination Block experience VIP Pass.
拍照打卡上傳 Take a photo, check in, and upload it.	於南鯤鯓代天府十大打卡點，擇5處完成拍照打卡並標記 Choose 5 out of the top 10 check-in destinations at Nankunshen Daitian Temple to take a photo, check in, and tag the location. (At least one photo must include the participant.)

※詳細辦法依活動會場公告為主
Please refer to the event venue's announcements for detailed instructions.

特別獎 168,888 元整 1名
第一名 88,888 元整 1名
第二名 68,888 元整 1名
第三名 28,888 元整 1名
幸運獎 6,888 元整 23名



11月7日(星期六) 活動總表
Schedule of activities for 11/7 (Saturday)

時間 Time	活動主題 / Theme of the Event	
	主會場-南鯤鯓代天府 The Main Venue-Nankunshen Daitian Temple	井仔腳瓦盤鹽田 Jingzaijiao Tile-paved Salt Fields
07:00~07:20		請鹽科儀 Salt Requisition Ritual
07:20~08:45	護鹽 井仔腳瓦盤鹽田→南鯤鯓代天府 Salt Escort Jingzaijiao Tile-paved Salt Fields → Nankunshen Daitian Temple	
08:45~09:05	祭鹽 請天鹽酌獻(凌霄寶殿) Requisition of Salt from Gods (Lingsiao Palace)	
09:05~10:00	祭鹽 Blessing Ceremony	
10:00~10:30	平安鹽袋發放 Ping'an Salt Distribution (12:00-1:00 Closed)	囡仔公童玩節 Wanshan Ye (Gin-a-Gong) Children's Folklore & Folkgame Fair
10:30~11:00		親子互動遊戲區 Family Interactive Playground
11:00~11:40	開幕式 Opening Ceremony	觀光圈市集 Tourism Union Market
11:40~13:00		
13:00~14:00	跋枱挑戰賽 Divination Blocks Competition	舞台表演活動 Stage Performance Events
14:00~15:00		
15:00~16:00		
16:00~17:00		

南鯤鯓廣場 Nankunshen Plaza	南鯤鯓主舞台 Nankunshen Main Stage	萬善堂前廣場 Wanshan Tan Front Plaza	五王殿拜亭 Five Kings Temple Pavilion
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萬國祈福牆
Wall of Blessings from Around the World

11/7 (六) - 11/8 (日) 10:00 - 17:00

邀請您寫下祈願，將鹽籤掛上萬國祈福牆，讓祝福跨越國界，共同延續平安。

Write down your wish and hang your Salt Blessing Tag on the Wanfu Temple Wall, letting blessings cross borders as we come together to carry peace and good fortune forward.

觀光圈市集
Tourism Union Market

11/7 (六) 10:00 - 17:00 - 11/8 (日) 09:00-17:30

雲嘉南特色風味美食、伴手禮及文創商品。
The Savory Southwest: Cuisine, Souvenirs, and Cultural & Creative Products.

親子互動遊戲區
Family Interactive Playground

11/7 (六) - 11/8 (日) 10:00 - 17:00

攜手完成牌樓拼圖，拼出希望、凝聚祝福，一起延續平安。

Work together to complete the archway puzzle, piece by piece, as a symbol of hope and shared blessings, and help carry peace and good fortune into the future.

11月8日(星期日) 活動總表
Schedule of activities for 11/8 (Sunday)

時間 Time	活動主題 / Theme of the Event	
	主會場-南鯤鯓代天府 The Main Venue-Nankunshen Daitian Temple	井仔腳瓦盤鹽田 Jingzaijiao Tile-paved Salt Fields
09:00~10:00		
10:00~10:30	跋枱挑戰賽 Divination Blocks Competition	
10:30~11:00	平安鹽袋發放 Ping'an Salt Distribution (12:00-1:00 Closed)	
11:00~12:00	導覽解說 Tour Guide	
12:00~13:00	舞台表演活動 Stage Performance Events	
13:00~14:00	囡仔公童玩節 Wanshan Ye (Gin-a-Gong) Children's Folklore & Folkgame Fair	
15:00~15:30	親子互動遊戲區 Family Interactive Playground	
15:30~16:00		
16:00~17:00		
17:00~17:30	閉幕式/跋枱挑戰賽頒獎 Closing Ceremony / Divination Blocks Competition Award Ceremony	
17:30~18:00	祈福鹽發送 Pingan Salt Distribution	

南鯤鯓廣場 Nankunshen Plaza	南鯤鯓主舞台 Nankunshen Main Stage	萬善堂前廣場 Wanshan Tan Front Plaza	五王殿拜亭 Five Kings Temple Pavilion
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鹽續平安任務挑戰
Peace Continues Mission Challenge

四站集章，完成任務，兌換好禮。
Collect stamps at all four stations, complete the missions, and redeem a special gift.

至大會服務台追蹤官方粉絲團，領取闖關卡並完成集章。
Visit the Service Center, follow the official social media account, collect your Challenge Card, and start collecting stamps.

至親子互動遊戲區完成體驗活動並集章。
Visit the Family Interactive Playground, complete the interactive activity and collect a stamp.

至萬國祈福牆寫下祈願，並掛上鹽籤後集章。
Visit the Wanfu Temple Wall, write down your wish, hang your Salt Blessing Tag on the wall and collect a stamp.

至萬善堂領取平安鹽袋並集章。
Visit Wanshan Tan, collect a Pingan Salt and collect a stamp.

※領取闖關卡後，其餘三項任務可不限順序完成。
Once you have collected your Challenge Card, the remaining tasks may be completed in any order.

※集滿四章，即可至服務台兌換精美小禮乙份。(每日限量500份，送完為止)
Once you have collected all four stamps, visit the service desk to redeem a complimentary souvenir. (Limited to 500 gifts per day, while supplies last.)

祈福鹽發送
Pingan Salt Distribution

11/8 (日) 17:30-18:00

祈福大道上，除了108家企業與眾多家庭鹽簍外，由台灣守護文創提供的6小鹽堆，在鹽祭結束後，開放現場民眾免費排隊索取。

On Blessing Avenue, in addition to the 108 corporate-sponsored salt baskets and many family salt baskets, Taiwan Patron Cultural & Creative provides 6 small salt heaps, which will be open to the public for free collection after the Salt Festival ends.

祈福鹽領取說明
Blessing Salt Collection Instructions

- 請依序排隊
Line up in order.
- 領取裝鹽袋
Collect the salt bag.
- 由工作人員裝鹽
Staff will fill the salt bag.
- 領取完成，依指示離場
After receiving, follow instructions to exit.

※ 恕無法自帶容器裝鹽。
請依照服務人員指示排隊領取。

Please note that personal containers are not allowed.
Follow staff instructions for orderly collection.