

DAJIA ZHENLAN 大甲鎮瀾漫遊



Dajia Zhenlan 臺中市大甲鎮瀾街區

Dajia Zhenlan Temple is one of the most famous Mazu Temples in Taiwan with over 200 years of history. It is constantly thronged with pilgrims from all corners of Taiwan. The pilgrimage tour held in March every year has become a world-famous religious ceremony, attracting visitors from Taiwan and overseas. It is a scenic spot that best represents Dajia. The violet jade Mazu of Zhenlan Temple and the Golden Mazu in the basement of Mazu cultural museum are the treasures of the temple. Now, Mazu is considered one of the three treasures of Taichung, and a destination you must visit in Taichung.

大甲區鎮瀾宮為全臺最知名的媽祖廟之一，已有二百多年歷史。全年香火鼎盛、信徒絡繹不絕，加上每年農曆三月舉辦的遶境出巡，已是世界級的宗教盛事，吸引國內外遊客前來參與。是大甲最具代表性的景點。鎮瀾宮的紫羅蘭翡翠媽祖和地下一樓媽祖文化館中的黃金媽祖更是鎮殿之寶。現在媽祖更被列為臺中三寶之一，成為臺中旅遊的必遊景點。



How to get there? 交通資訊

- Transportation 自行開車**
Nat'l Hwy 3 → Exit at the Dajia Interchange → Take County Hwy 132 → Shuiyuan Rd. → Shuntian Rd.
國道3號-大甲交流道下-縣道132線-水源路-順天路
- Public 大眾交通**
Take THSR to THSR Taichung Station → Walk to TRA Wuri Station → Take TRA to get off at Dajia Station
搭高鐵至高鐵台中站-步行至臺鐵新烏日站-轉搭臺鐵至大甲站下
Take TRA to Changhua Station → Transfer to TRA Coast Line to get off at Dajia Station
搭臺鐵至彰化車站-再轉臺鐵海線至大甲車站下



主辦單位 / 經濟部商業司 Department of Commerce, MOEA
承辦單位 / 商業發展研究院 Commerce Development Research Institute

Dajia Zhenlan Temple 大甲鎮瀾宮

Dajia Tiezhen Mountain Scenic Area 大甲鐵砧山風景特定區

Dajia Mazu Pilgrimage 大甲媽祖文化節



No. 158, Shuntian Rd., Dajia Dist., Taichung City
臺中市大甲區順天路158號

No. 221, Chenggong Rd., Dajia Dist., Taichung City
臺中市大甲區成功路221號



Legend has it that the beginning of Zhenlan Temple of Dajia can be traced back to 1730, when a Mazu statue was transported from a Tianhou (literally "Queen/Empress of Heaven") Temple in Meizhou of Fujian province to Taiwan. It underwent renovations in 1787, and was accorded a place in the government records of Tamsui Subprefecture under the Taiwan Governor's Office. Afterwards, the local gentry advocated for several reconstruction efforts, and changed the name to Zhenlan Temple. Every year in early March of the lunar calendar, Zhenlan hosts a pilgrimage that's become quite a spectacle, welcomed and followed by numerous devotees. Celebratory receptions of the shamaness are held in various temples, and invariably thronged by worshippers.

大甲鎮瀾宮據說是西元1730年，於清雍正年間自湄洲天后祖廟恭請媽祖神像來臺。西元1787年重建，才被載於臺灣淡水廳水獻中。往後由大甲士紳屢次發起重建並改為「鎮瀾宮」。每年農曆三月初「遶境進香」場面浩大，追隨的信眾無數，各地廟宇均有迎媽祖的慶祝活動。

Tiezhen Mountain (Mt. Tiezhen) is situated in the northeastern corner of Dajia Township, on the south coast of Da'an River's downstream area. It serves as a dividing line that distinguishes the climate between northern and southern Taiwan, and a vital resting place for migratory birds before they return to the north. Viewed from afar, the mountain resembles a giant anvil (Tiezhen), thus the name. One can also enjoy the serpentine Dajia and Da'an riverscapes from Tiezhen's mountaintop. Cast your gaze further and you'd be treated to the splendid seascape of Taiwan Strait, as ocean waves lap against the beach. Re-zoned farmlands and farm villages scatter across the land closer to the foot of Mt. Tiezhen. The landscape is as picturesque as can be.

鐵砧山位於大甲鎮東北隅，地處大安溪下游南岸，是臺灣氣候南北的分界線，亦為候鳥回歸北地重要之轉折處。整座山遠望猶如一方巨型打鐵砧，因而得名。登上山頂，可遙望蜿蜒而下的大甲、大安兩溪，遠則白浪翻飛的臺灣海峽，近則線條分明的農田重劃區、村落，盡收眼底，景致美不勝收。

Mazuism spread to Taiwan as large numbers of early immigrants to the island in the 17th century were Fujianese. Mazu then became one of the most revered deities on the island, where today about 870 temples are dedicated to her worship. Mazu's birthday falls in the third month of the lunar calendar, and at that time temples all over the island hold birthday celebrations. Some of the largest of the celebrations take place at several temples in Taiwan. The festivity in Zhenlan Temple is the largest celebration of all, with also the longest history.

17世紀以來，媽祖隨著閩南一帶的移民信眾分靈來臺奉祀後，即成為臺灣民間百姓普遍的信仰。臺灣各地共有870餘間媽祖廟，每逢農曆3月媽祖誕辰，全臺各地廟宇都會擴大舉辦祭祀、進香、遶境等活動，其中尤以臺中市大甲鎮瀾宮的媽祖遶境，歷史最久且規模最盛大。



01 Yi Pin Xiang Pan-fried Stuffed Bun 一品香水煎包

04-26884998
Business hours: 05:30~18:30 營業時間: 05:30~18:30
No. 58, Yude Rd., Dajia Dist., Taichung City
臺中市大甲區育德路58號

Pan-fried Stuffed Bun
水煎包
Pork Pie
豬肉餡餅
Pan-fried Leek Bun
韭菜包
Soybean Milk
豆漿
Black Tea
紅茶



02 Tea Melody 十二韻飲料店

04-26887712
Business hours: 09:00~21:30 營業時間: 09:00~21:30
No. 49, Jiangong Rd., Dajia Dist., Taichung City
臺中市大甲區蔣公路49號

Milk Tea with Tapioca Balls
珍珠奶茶
Tea with Fresh Milk and Tapioca Balls
珍珠鮮奶茶
Jelly Milk Tea
粉珍珠奶茶
Classic Trifecta Milk Tea
老三樣奶茶
Honey and Lime with Jelly Cake
蜂蜜檸檬粉糕



03 Health Assurance Care, Dajia Branch 永信藥品HAC大甲旗艦店

04-26873168
Business hours: 09:00~21:00 (Closed on Monday)
營業時間: 09:00~21:00 (週一公休)
No. 150, Shuntian Rd., Dajia Dist., Taichung City
臺中市大甲區順天路150號

HAC LiqLuteinII Capsules
HAC Fish Oil DHA Softgels
HAC Smooth Probiotics Powder
HAC Curcumin Capsules
HAC Natoliin Q10 Capsules



04 Noodles Origin Corp. 大呷麵本家

04-26861026
Weekday: 08:00~17:00 Weekend: 09:00~17:00
(Closed days are on store's Facebook)
平日: 08:00~17:00 / 假日: 09:00~17:00 (公休日期公告於Facebook)
No. 153, Chongyi 2nd Rd., Dajia Dist., Taichung City
臺中市大甲區重義二路153號

Classic Noodles
原味麵條
Classic Thin Noodles
原味麵線
Calendula Noodles
金盞花麵條
Oolong Tea Noodles
烏龍茶麵條
Brown Rice Noodles
糙米麵條





05 Kobayashi - The Finest Cookies 小林煎餅

☎ 04-26889868
🕒 Business hours : 08:30~20:00 營業時間：08:30~20:00
📍 No. 109, Zhenlan St., Dajia Dist., Taichung City
臺中市大甲區鎮瀾街109號

🔥 Super Value Family Pack
超值分享包
Assorted Handmade Cookies Gift Box
小林煎餅禮盒
Splendor Tile-styled Cookies
金碧輝煌瓦煎燒
12-Pack Mini Tile-styled Cookies Gift Box
12包入小瓦煎燒禮盒
As-You-Wish Cookies
創意煎餅



09 Spring Water 水之春

☎ 04-26872707
🕒 Business hours : 10:00~22:00 營業時間：10:00~22:00
📍 No. 181, Shuntian Rd., Dajia Dist., Taichung City
臺中市大甲區順天路181號

🔥 DajiaTaro Jasmine Green Milk Tea
大甲芋頭奶綠
High Mountain Jin Xuan Oolong Tea
高山金萱
Sun Moon Lake Black Tea
日月潭紅茶
Papaya Milk
木瓜牛奶
Black Sugar Pearls with Fresh Milk
黑糖鮮奶粉圓



06 Jin Hua Shan Mazu Folk Museum 金華山媽祖文物館

☎ 04-26765678
🕒 Business hours : 09:00~17:00 (Closed on Monday)
營業時間：09:00~17:00 (週一公休)
📍 No. 9, Aly. 119, Guangming Rd., Dajia Dist., Taichung City
臺中市大甲區光明路119巷9號

🔥 Miniature Deity Robe Drop Ornament
小神衣吊飾
MazuAnime KeyRing
Q版媽祖鑰匙圈
Qianliyan ("Clairvoyant" – the guardian of Mazu) Anime Key Ring
Q版千里眼鑰匙圈
Shunfeng'er ("All-Hearing" – the guardian of Mazu) Anime Key Ring
Q版順風耳鑰匙圈
The Honor Guard Badge Key Ring
執士牌鑰匙圈



10 Ming Siang Jhen 明香珍

☎ 04-26765970
🕒 Business hours : 08:00~22:00 營業時間：08:00~22:00
📍 No. 119, Zhenlan St., Dajia Dist., Taichung City
臺中市大甲區鎮瀾街119號

🔥 Butter Shortcake
奶油酥餅
Purple Taro Swirl Pastry
紫芋香酥
Cheddar Cheese Pastry
切達乳酪
Beijing-Style Pastry
京式煎餅
Almond Tuile
杏仁脆片



07 Ah-Tsung-Shih Pastry Shop 阿聰師的糕餅主意

☎ 04-26881366
🕒 Business hours : 08:30~21:00 營業時間：08:30~21:00
📍 No. 123, Zhenlan St., Dajia Dist., Taichung City
臺中市大甲區鎮瀾街123號

🔥 Ah-Tsung-Shih's Taro Swirl Pastry
阿聰師的芋頭酥
Ah-Tsung-Shih's Mini Taro Swirl Pastry
阿聰師的小芋仔
ScallionPuff Pastry / Maple Syrup Pastry
香蔥餅/楓糖餅
MazuCake
護國庇媽祖餅
Pineapple Shortcake
鳳梨酥



11 Gin Hua San Gold & Jewelry Co., Ltd 金華山珠寶銀樓

☎ 04-26872869
🕒 Business hours : 10:00~21:00 營業時間：10:00~21:00
📍 No. 112, Jianggong Rd., Dajia Dist., Taichung City
臺中市大甲區蔣公路112號

🔥 14"Gold Necklace
黃金14吋項鍊
16"Gold Necklace
黃金16吋項鍊
20"Gold Necklace
黃金20吋項鍊
Flower Pendant
花墜飾
Chinese Zodiac Pendant
生物墜飾



08 Skin Care House Shiseido 天力百貨行

☎ 04-26875144
🕒 Business hours : 09:30~21:30
營業時間：09:30~21:30
📍 No. 169, Shuntian Rd., Dajia Dist., Taichung City
臺中市大甲區順天路169號

🔥 Anessa Perfect UV Sunscreen Lotion
安耐曬防曬露
Shiseido Bio-Performance Advanced Super Revitalizing Cream
百優精純乳霜
Shiseido Ultimune Power Infusing Concentrate
紅妍肌活露
Wacoal Sports Bra
華歌爾運動內衣
Wacoal Golden Wacoal Collection
華歌爾 金華歌爾系列



12 A-zai Tube Rice Pudding 阿在筒仔米糕店

☎ 04-26876515
🕒 Business hours : 06:00~03:00 營業時間：06:00~03:00
📍 No. 133, Jianggong Rd., Dajia Dist., Taichung City
臺中市大甲區蔣公路133號

🔥 AzaiNoodles
阿在麵
Azai Tube Rice Pudding
阿在筒仔米糕
Crispy SpareribsNoodle Soup
排骨酥麵
Crispy Sparerib Noodle Soup with Taro
芋頭排骨麵



13 Red Sakura 紅櫻花食品-鎮瀾店

☎ 04-26888868
🕒 Business hours : 08:30~21:00 營業時間：08:30~21:00
📍 No. 99, Zhenlan St., Dajia Dist., Taichung City
臺中市大甲區鎮瀾街99號

🔥 Butter Shortcake
奶油酥餅
Taiwan Q Pork Pie
臺灣Q餅
Pineapple Shortcake
鳳梨酥
Sweet Potato & Taro Cake
芋頭酥
Almond Crisps
杏仁脆片



17 Yu Jan Shin Flagship Store in Kuangming 裕珍馨光明旗艦店

☎ 04-26872559
🕒 Business hours : 08:30~22:00 營業時間：08:30~22:00
📍 No. 67, Guangming Rd., Dajia Dist., Taichung City
臺中市大甲區光明路67號

🔥 Butter Shortcake
奶油酥餅
Longevity Biscuits
養生酥餅
Taro Shortcake
紫玉酥
Golden Diamond Pineapple Shortcake
金寶鑽果鳳梨酥
Nut Bars
堅果多多



14 Kasi Bakery 菓子烘焙坊

☎ 04-26765813
🕒 Business hours : 10:00~21:00 營業時間：10:00~21:00
📍 1F, No. 127, Shuntian Rd., Dajia Dist., Taichung City
臺中市大甲區順天路127號1樓

🔥 Native Pineapple Shortcake
土鳳梨酥
Pineapple Bun
菠蘿麵包
Handmade Biscuits
手工餅乾
Milk Bread
生吐司
European Artisan Bread
歐式麵包



18 Green Scope Ophthalmology Services 綠視界光學

☎ 04-26860079
🕒 Business hours : 10:00~21:30 營業時間：10:00~21:30
📍 No. 16, Wenwu Rd., Dajia Dist., Taichung City
臺中市大甲區文武路16號

🔥 Prescription Eyeglasses and Contact Lenses
專業配鏡
Contact Solution
隱形眼鏡藥水
Disposable Contact Lenses
拋棄式隱形眼鏡
Stunning Colored Contact Lenses
彩色美瞳隱形眼鏡
Eyeglass Frame
鏡框



15 Wan Chuan Hsing Foods 萬全馨食品行

☎ 04-26872369
🕒 Business hours : 08:30~22:00 營業時間：08:30~22:00
📍 No. 138, Jianggong Rd., Dajia Dist., Taichung City
臺中市大甲區蔣公路138號

🔥 Classic Pork Cubes
招牌肉角
Pork Carnitas
首創肉絲
Genuine Pork Floss
純肉鬆
Signature Pork Jerky
招牌肉乾
Genuine Dried Shredded Pork
純肉脯



19 Shiseido Chain Store - BENEFIQUE 燕麗資生堂碧麗妃專門店

☎ 04-26872556
🕒 Business hours : 11:00~21:30 營業時間：11:00~21:30
📍 No. 31, Jianggong Rd., Dajia Dist., Taichung City
臺中市大甲區蔣公路31號

🔥 Perfect Cleansing Oil
潔顏油
Extra Rich Cleansing Foam
潔膚皂
Elixir Lifting Moisture Lotion
保濕水
White Circulator Serum
淡斑白金萃
Day Care Revolution
美肌乳



16 Yu Fang Food 裕芳食品

☎ 04-26887559
🕒 Business hours : 08:00~20:30 營業時間：08:00~20:30
📍 No. 111, Zhenlan St., Dajia Dist., Taichung City
臺中市大甲區鎮瀾街111號

🔥 Bullion Pork Jerky
金條肉乾
Pork Jerky with Sliced Almonds
杏仁肉乾
Bullion Pork Jerky with Roasted Garlic
蒜味金條肉乾
Gold Medal Honey Glazed Pork Jerky
金牌蜜肉乾
Pork Floss for Babies
嬰兒肉鬆



20 Dazhen Variety Store 大振百貨行

☎ 04-26872438
🕒 Business hours : 09:00~17:30 營業時間：09:00~17:30
📍 No. 185, Shuntian Rd., Dajia Dist., Taichung City
臺中市大甲區順天路185號

🔥 Straw Hat
草帽
Straw Mat
草蓆
Seating Mat
枕席
Insole
鞋墊
Cushion
坐墊





Jiangong Rd. 蔣公路

Fuxing Rd. 復興路

雁門路

Yanmen Rd.

Yude Rd.

Wuying Rd. 武營路

Zhonghua St. 中華街

Guangming Rd. 光明路

Sanmin Rd. 三民路

Yongshun St. 永順街

林氏貞孝坊 Lin Family Chastity Memorial Arch

Ln. 119, Guangming Rd.

Shuntian Rd. 順天路

Zhonghua St. 中華街

Chongyi 2nd Rd. 重義二路



Guide to Local Specialty Shops
在地老店搜

01 Yi Ping Pan-frie
一品香

本地圖店家為配合雙語國家政策推動之英語友善店家




大甲
 Dajia

台中市
 大甲區

← 4.6 公里(Km) 5.3 公里(Km) →

日南 Rinan 台中港 Taichung Port


Dajia Station
 大甲車站



15 Wan Chuan Hsing Foods
 萬全馨食品行

Lin Family Chastity
 Memorial Arch
 林氏貞孝坊

08 Skin Care House Shiseido
 天力百貨行

Dajia Zhenlan Temple
 大甲鎮瀾宮

Dajia Tiezhenshan Scenic Area
 大甲鐵砧山風景特定區

02 Tea Melody
 十二韻飲料店

13 Red Sakura
 紅櫻花

End of tour
 遊程結束

Xiang
 ed Stuffed Bun
 水煎包