

## MEDIA RELEASE

ATF 2026/ 03

**FOR IMMEDIATE RELEASE**

### **ATF TRAVEX 2026 Lands in the Philippines, Brings Asia to the World**

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*Cebu, Philippines, 28 January 2026* – The 45th ASEAN Tourism Forum (ATF) officially opened today in Cebu, Philippines, positioning the region firmly at the forefront of global tourism dialogue, as National Tourism Organisations (NTOs) convened for high-level meetings and ministerial-level discussions as part of the week-long programme.

More than 1,000 delegates are expected to participate in over 30 meetings, business sessions, educational forums, and networking events, including ATF TRAVEX, the forum's flagship three-day travel trade exhibition. The event has also drawn strong media interest, with nearly 100 international and local media representatives in attendance to report on key developments, announcements, and trends shaping the ASEAN tourism sector.

Designed to maximize productivity and commercial outcomes, ATF TRAVEX 2026 enabled exhibitors and buyers to pre-schedule up to 100% of their business appointments ahead of arrival. It has attracted buyers across 50 countries and territories worldwide, including Argentina, Australia, Bangladesh, Bosnia and Herzegovina, Brazil, Bulgaria, Cambodia, Canada, China PR, Croatia, Czech Republic, France, Germany, Greece, Hong Kong SAR, Hungary, India, Indonesia, Israel, Italy, Japan, Laos, Lithuania, Malaysia, Mexico, Mongolia, Morocco, Myanmar, Nepal, Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Romania, Russian Federation, Singapore, Slovakia, South Africa, South Korea, Spain, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, and Viet Nam.

ATF TRAVEX 2026 is being held at the newly opened Mactan Expo Centre in Cebu, marking the venue's inaugural hosting of a major international tourism exhibition. Purpose-built to support large-scale trade events, the modern facility offers 2,600 square metres of exhibition space, complemented by dedicated meeting and function rooms. Its selection as the official venue highlights Cebu's growing stature as a M.I.C.E. destination, and reinforces the Philippines' readiness to host high-profile regional and international events.

The theme of the 2026 ASEAN Tourism Forum, "**Navigating Our Tourism Future, Together**," reflects the region's collective commitment to collaboration and shared progress amid a rapidly evolving global landscape. It underscores the importance of regional cooperation, knowledge exchange, and inclusive partnerships in addressing emerging challenges and advancing sustainable tourism growth across ASEAN.

The TRAVEX Opening Ceremony kicked off with vibrant Filipino cultural performances that warmly welcomed delegates. This was followed by an official walk-through of the exhibition hall led by senior government officials and ASEAN representatives, formally marking the opening of ATF TRAVEX 2026.

As host of ATF 2026, the Philippines proudly welcomes delegates to Cebu as a platform for meaningful dialogue, business exchange, and partnership building. Through a comprehensive programme of meetings, trade engagements, and networking events, ATF 2026 aims to strengthen connectivity, enhance destination competitiveness, and support a more inclusive and future-ready tourism sector for the region.

For more information and programme updates, visit [www.atfphilippines.com](http://www.atfphilippines.com).

#ATFPhilippines2026 #VisitSEAsia

#### **About ATF 2026**

ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as one tourist destination. ATF TRAVEX is the longest-running annual ASEAN leisure travel trade event, showcasing the largest contingent of ASEAN sellers. This annual event involves all the tourism industry sectors of the 11 ASEAN Member Nations: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Timor-Leste, and Vietnam.

Each year, the hosting of ATF is rotated among the member countries. The Philippines will host ATF 2026. ATF 2026 marks the 45<sup>th</sup> anniversary of this event since its inauguration in Malaysia in 1981.

2026 TRAVEX Dates: 28 to 30 January 2026

Venue: Mactan Expo Center

#### **Media Contact**

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**TTG Events Is The TRAVEX Secretariat of ATF TRAVEX 2026 In The Philippines**

Appointed by the host country: The Philippines