

## MEDIA RELEASE

ATF 2026/ 04

*FOR IMMEDIATE RELEASE*

### **ATF TRAVEX 2026 Concludes in Cebu with Strong Business Results and Regional Momentum**

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*Cebu, Philippines, 3 March 2026* – The ASEAN Tourism Forum (ATF) TRAVEX 2026 concluded on a high note in Cebu, Philippines, delivering strong business outcomes, robust industry engagement, and renewed confidence in the future of ASEAN tourism. Over the course of the event, more than 9,500 pre-scheduled appointments were conducted, driving meaningful connections and collaboration across the regional and international tourism community.

The three-day trade exhibition featured 261 booths representing all 9 ASEAN countries and welcomed over 1,000 delegates to the show floor. Participation included 270 buyers from 50 countries and territories, around 70 media representatives from 25 countries, creating a dynamic and international marketplace throughout the event.

Delegates were warmly welcomed with specially curated delegate bags featuring gifts from local businesses, reflecting the Philippines' renowned hospitality while supporting community partners. ATF TRAVEX 2026 also highlighted ASEAN's collective push towards digital innovation, sustainability, and community-based tourism, reinforcing the region's shared vision for inclusive growth and long-term competitiveness.

The opening day of TRAVEX was marked by an official ceremony led by Philippines Department of Tourism Secretary Christina Garcia Frasco. She was joined by Indonesia's Minister of Tourism Widiyanti Putri Wardhana, ASEAN Tourism Association President Eddy Krismeidi Soemawilaga, Tourism Promotions Board Philippines Chief Operating Officer Maria Margarita Montemayor Nograles, Lapu-Lapu City Mayor Maria Cynthia King Chan, Congressman Junard Quirante Chan, and representatives from ASEAN member states. Delegates were later hosted at the historic Mactan Shrine in Lapu-Lapu City, where cultural performances, local food experiences, and a vibrant atmosphere showcased Cebu's appeal as both a business and leisure destination, culminating in a celebratory fireworks display.

Over the following days, buyers and exhibitors took part in scheduled business appointments, National Tourism Organisation briefings, and special programme sessions showcasing new tourism products, strategic initiatives, and destination developments from across ASEAN. Media in attendance also gained first-hand insights into the latest developments shaping ASEAN tourism. These exchanges highlighted the region's shared ambition to strengthen connectivity, enhance destination competitiveness, and position ASEAN as a diverse and compelling tourism region on the global stage. Regional camaraderie continued

with an evening hosted by the Singapore Tourism Board, officially welcoming delegates to Singapore as the host of ATF TRAVEX 2027.

The final day of ATF TRAVEX 2026 coincided with the ASEAN Tourism Awards, which celebrates outstanding achievements across multiple categories from ASEAN member states. The forum concluded with a closing dinner, marking the successful wrap-up of a week of business exchanges, collaborations and celebrations.

Buyers from across multiple international markets participated alongside a strong presence of destination representatives, reinforcing TRAVEX's role as a key platform for regional tourism exchange.

With robust buyer participation, strong exhibitor engagement, and a clear focus on sustainability and innovation, ATF TRAVEX 2026 reaffirmed its position as the region's leading platform for tourism trade and cooperation. Anchored in the spirit of the theme "*Navigating Our Tourism Future, Together*," the event sets a confident and collaborative tone as ASEAN tourism charts its path forward.

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

Scan the QR code to view official images from ATF TRAVEX 2026 in Cebu, Philippines.



#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