

MEDIA RELEASE

ATF 2026/ 01

FOR IMMEDIATE RELEASE

The Philippines Is All Set To Host the 45th ASEAN Tourism Forum (ATF) 2026 in Mactan, Cebu

Cebu, Philippines, 21 November 2025 – The Philippines, host country of the 45th ASEAN Tourism Forum (ATF), is set to take centre stage as it welcomes the global travel industry to Mactan, Cebu, for ATF 2026, happening from 27 January to 4 February 2026.

Bringing together a dynamic mix of ASEAN Tourism Ministers, National Tourism Organisations (NTOs), senior officials, TRAVEX exhibitors, international buyers, and media, ATF 2026 continues its tradition of promoting ASEAN as one united tourism destination.

ATF TRAVEX 2026, the travel trade component of the forum, will once again highlight the diversity and strength of ASEAN's tourism offerings. Exhibitors representing ASEAN Member States will come together to engage with hosted buyers and international media representatives.

The three-day TRAVEX, taking place from 28 to 30 January 2026, will feature a packed programme of networking opportunities, and cultural experiences. Delegates can look forward to five pre-show tours and eight post-show tours, allowing them to explore the Philippines' wealth of destinations – from pristine beaches and island resorts to vibrant cultural and heritage sites.

A key highlight for exhibitors and buyers will be the 32 one-to-one business appointments, all of which can be fully scheduled prior to arrival in Mactan, optimising both efficiency and engagement at the event.

TTG Asia Media, which has a track record for delivering high quality business events for past TRAVEX where it was appointed, takes on the role of official TRAVEX Secretariat for ATF Philippines.

To foster stronger ties and cultural exchange, the host country has also prepared a line-up of social activities, including the Opening Ceremony, Welcome Reception and Dinner, and Closing Ceremony, ensuring delegates experience the warmth and hospitality that define the Filipino spirit.

Beyond business, ATF 2026 will also feature the ASEAN Tourism Conference, a platform for regional and international experts to discuss key tourism trends, challenges, and opportunities. The conference aims to strengthen cooperation among ASEAN's public and private sector stakeholders while inspiring innovative and sustainable approaches to tourism development.



“ATF TRAVEX continues to be a vital platform for building connections and driving growth across ASEAN,” said Mr Darren Ng, Managing Director, TTG Asia Media. “We are proud to serve as the official TRAVEX Secretariat for ATF Philippines and look forward to an inspiring and productive edition that showcases the spirit of ASEAN tourism.”

As preparations are well underway, ATF 2026 in Mactan, Cebu, promises to be a celebration of connection, collaboration, and creativity, where ASEAN’s boundless horizons converge for a brighter tourism future.

#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 45th anniversary of this event since its inauguration in Malaysia in 1981.

2026 TRAVEX Dates: 28 to 30 January 2026

Venue: Mactan, Cebu, Philippines

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

Appointed by the host country: The Philippines