



To our tourism ministers and officials, National Tourism Organizations, partners in the industry, and esteemed members of the media—Mabuhay.

It is a privilege to welcome you once again to the ASEAN Tourism Forum. In 2016, the Philippines had the honor of hosting the ATF in Manila. Nearly a decade later, we open our doors to the region once more—this time in Cebu, with essential preparatory meetings in Manila and Boracay.

Hosting ATF 2026 is a moment of pride for the Philippines. It allows us to reaffirm our place as a premier destination for both leisure and MICE, while showcasing the traditions, culture, and hospitality that have long defined our country.

ATF has always been a platform for purposeful dialogue, shared learning, and deeper regional collaboration. It reminds us that tourism thrives when we move as one—when we build connections that expand opportunities, strengthen economies, and bring the promise of our destinations to the world.

In this spirit of partnership, the Travel Exchange becomes even more meaningful. It brings together global buyers, investors, and travel partners with Philippine exhibitors, creating pathways for new markets, empowering local stakeholders, and sparking opportunities that uplift communities across the region.

As we prepare to host ATF 2026, we do so with a sense of hope, purpose, and unity. Our commitment is to foster stronger collaborations and help shape a tourism landscape that is vibrant, inclusive, and sustainable for all ASEAN member states. And in the words of Tourism Secretary Christina Garcia Frasco, “let us write a new chapter of the ASEAN story: a legacy of unity, sustainability, and prosperity for all.”

Daghang salamat sa tanan. We look forward to welcoming you soon.

MARIA MARGARITA MONTEMAYOR NOGRALES

Chief Operating Officer

Tourism Promotions Board (TPB) Philippines