

MEDIA RELEASE

ATF 2026/ 02

FOR IMMEDIATE RELEASE

Cebu Welcomes ATF TRAVEX 2026 as ASEAN Tourism Gathers to Navigate the Future Together

Cebu, Philippines, 16 January 2026 – As the host country of ATF 2026, the Philippines looks forward to welcoming delegates to Cebu and demonstrating its readiness to facilitate meaningful regional tourism exchanges, while strengthening connections across the ASEAN community.

A key highlight of ATF 2026 will be the National Tourism Organisation (NTO) briefings, scheduled for 28 and 29 January 2026. These sessions will feature updates and presentations from ASEAN member states, including Timor-Leste, the region's newest member. Delegates can expect comprehensive insights into new tourism developments, emerging destinations, and strategic initiatives shaping the future of travel across Southeast Asia.

ATF 2026 will also feature a comprehensive programme of official functions, including a Hosted Luncheon by Tourism Malaysia on 28 January 2026 at Dusit Thani Mactan Cebu Resort; the ASEANTA Excellence Awards Night; the ATF 2026 Opening Ceremony hosted by the Tourism Promotions Board Philippines; a Reception and Dinner hosted by the Singapore Tourism Board to welcome delegates to ATF 2027; as well as the ASEAN Tourism Standard Awards and Closing Ceremony at the NUSTAR Convention Centre.

The official hotels for ATF TRAVEX 2026 are Crimson Resort & Spa, Mactan, Cebu , Shangri-La Mactan Cebu, Sheraton Cebu Mactan Resort, and The Reef Island Resort Mactan, Cebu. In addition, eight partner hotels across Lapu-Lapu City will offer special room rates for attendees. These include Bluewater Maribago Beach Resort, Tambuli Seaside Resort and Spa, Mövenpick Hotel Mactan Island Cebu, JPark Island Resort and Waterpark Mactan, Savoy Hotel Mactan, Mercure Hotel Mactan Cebu, BE Resort Mactan, and Dusit Thani Mactan Cebu.

"As a key meeting point for the travel industry in Southeast Asia, TRAVEX plays an important role in strengthening partnerships and driving growth," says TPB Chief Operating Officer Maria Margarita Montemayor Nograles. "Hosting this event is a responsibility we value highly, and we are committed to creating a dynamic platform that highlights the depth, connectivity, and momentum of tourism across ASEAN."

With its forward-looking theme, state-of-the-art venue, and robust programme of business, networking and recognition events, ATF TRAVEX 2026 is set to be a key milestone for ASEAN tourism, reinforcing collaboration and shared purpose as the region navigates its future together.



#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