



Mabuhay!

The Philippines is honored to welcome Association of Southeast Asian Nations (ASEAN) tourism leaders, buyers, and stakeholders to the highly anticipated 45th ASEAN Tourism Forum in Cebu.

By welcoming Southeast Asia's premier annual tourism gathering, we highlight not just the strength and resilience of Philippine tourism but also the country's capability to convene, lead, and deliver results that benefit the entire region, under the visionary leadership of President Ferdinand R. Marcos Jr.

The longstanding tourism event offers a strategic opportunity for the Philippines to establish itself as a leader in regional tourism cooperation, reinforce regional collaboration, and further solidify ASEAN's position as a competitive tourism hub on the global stage.

In line with the Philippines' Chairmanship of ASEAN in 2026 and under the theme "Navigating Our Future, Together," the ATF continues the tradition of promoting ASEAN as one united tourism destination, enhanced by the warmth and hospitality of the Filipino people, alongside the rich culture and natural beauty that Cebu has to offer.

Central to this gathering is ATF TRAVEX, ASEAN's longest-running leisure travel trade exchange, which will enable ASEAN Member States to showcase the region's diverse tourism products, facilitate pre-scheduled business engagements, attract international buyers and investors, and provide insights into emerging regional travel trends, fostering sustainable and inclusive tourism growth.

With ATF 2026 offering more compelling reasons to **Love the Philippines**, the country's tourism industry stands ready to contribute to a more resilient, inclusive, and future-ready ASEAN tourism landscape, united in purpose and strengthened through cooperation.



  
CHRISTINA GARCIA FRASCO  
Secretary