

PHOTOS

Philippine showcase at ASEAN Tourism Forum 2025 yields record-breaking PHP 400 Million in sales leads; formally accepts hosting of ATF 2026



Philippine delegation at the ASEAN Tourism Forum 2025

The Tourism Promotions Board (TPB) Philippines anticipates attracting more international tourists after generating PHP 436,333,609.00 in sales leads at the ASEAN Tourism Forum (ATF) 2025 Travel Exchange (TRAVEX), held from January 15 to 17 in Johor Bahru, Malaysia. These figures represent an 8.38% increase from last year's participation.

The ATF is the biggest annual tourism event in the ASEAN region, attracting key tourism stakeholders including policymakers, industry leaders, and tourism-related service providers. The Philippines showcased its wide-ranging travel offerings, from pristine beaches to vibrant cultural heritage, while underscoring its commitment to sustainable tourism practices. The Philippine delegation included 17 local exhibitors representing travel agencies, hotels, resorts, MICE venues, and an airline engaged with 355 international buyers at the ATF TRAVEX.

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PRESS RELEASE



TPB COO Maria Margarita Montemayor Nograles at the opening ceremony of the Philippine booth at the ATF 2025

"We are optimistic about the quality of connections made and the immense potential for meaningful business opportunities to drive tourists to the Philippines. The record-breaking sales leads reflect not just the interest in our destinations but also the trust international buyers have in the Philippines as a tourism hub, which represents a strong foundation for sustained collaboration and growth in the years to come," said TPB COO Maria Margarita Montemayor Nograles.

Philippine sellers, international buyers, and media were treated to a vibrant showcase of Philippine cuisine and culture during the Philippines Night hosted by the TPB on January 16 at the Renaissance Johor Bahru Hotel. The event was graced by distinguished guests including Datuk Wira Roslan Tan Sri Abdul Rahman, Secretary General of the Ministry of Tourism, Arts and Culture; Hon. Roussel R. Reyes, Consul General Philippine Embassy in Malaysia; and Department of Tourism (DOT) Undersecretaries Verna Buensuceso, Rica Bueno, and Myra Paz Abubakar.



Guests at the Philippines Night were invited to the dance floor as they dance to the variety of musical performances

The evening featured spectacular cultural performances and a musical medley by Filipino homegrown talents Acapellago, Sindaw Performing Arts Group, and violinist Juleous Gacang. Guests were also treated to a four-course Filipino menu by Tatler Rising Star Chef Don Baldosano and a diverse selection of Asian-inspired international dishes prepared by the Renaissance Hotel.

“The ASEAN Tourism Forum is a powerful reminder of the strength we have when we come together in collaboration. This commitment to creating experiences that connect people across borders is something we all share, and tonight’s dinner is our way of saying salamat—thank you—for your partnership, friendship, and support in championing Southeast Asia as a world-class tourist destination,” said Nograles during her welcome remarks at the Philippines night.

Meanwhile, Tourism Secretary Christina Garcia Frasco formally accepted the chairmanship of the ATF 2026 during a ceremonial handover at the closing of ATF 2025 at Johor International Convention Center on January 20. Dato Sri Tiong King Sing, Malaysian Minister of Tourism, Arts, and Culture, passed on the symbolic gavel.

The Philippine hosting of the ATF 2026 will be held in Cebu, while the meetings leading to the events will take place in Manila and Boracay.