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PRESS RELEASE
MINISTRY OF TOURISM, ARTS AND CULTURE
(MOTAC)

**MALAYSIA CALLS FOR A MORE RESILIENT, SUSTAINABLE ASEAN
TOURISM SECTOR IN MANILA**

MANILA, PHILIPPINES, 29 SEPTEMBER 2026 – Deputy Minister of Tourism, Arts and Culture, YB Tuan Chiew Choon Man, represented Malaysia at the 2nd ASEAN Tourism Ministers' Retreat and the ASEAN Tourism Investment Showcase, held today at the Philippine International Convention Centre (PICC) in Manila.

At the Retreat, Malaysia voiced its full support for the review and update of the ASEAN Tourism Agreement, as endorsed at the 29th ASEAN Tourism Ministers Meeting in Cebu earlier this year. Malaysia called for an agreement that reflects today's priorities: digitalization and governance, sustainability and climate change, crisis management, current ASEAN tourism roadmaps, and the integration of Timor-Leste as an ASEAN Member State.

Against a backdrop of global uncertainty and rising energy costs, Malaysia shared its approach to strengthening tourism resilience. This includes diversifying source markets, attracting high-value visitors, encouraging domestic travel, and improving air connectivity through collaboration with airlines and airport authorities. The **Visit Malaysia 2026–2027 Campaign** will play a central role in stimulating international demand and strengthening confidence in regional travel.

Malaysia also reaffirmed its role as **Co-Lead Country alongside the Philippines** in developing *ASEAN Tourism Intelligence* under Focus Area 4, Digital Tourism and Product and Market Diversification, of the ASEAN Tourism Strategic Plan (ATSP) 2026–2030. The initiative seeks to strengthen regional decision-making through reliable statistics, shared insights, and evidence-based policies.

At the ASEAN Tourism Investment Showcase, the Deputy Minister highlighted opportunities for sustainable and inclusive investment in green infrastructure, nature- and community-based tourism, sustainable mobility, and the preservation of arts, culture, and heritage. Malaysia expressed its readiness to work with private investors and development partners to turn promising regional ideas into projects that benefit local communities.

Malaysia's participation underscores its commitment to an ASEAN tourism sector that can adapt to challenges while creating lasting opportunities. Guided by the principles of **Malaysia MADANI**, the Ministry will continue to champion innovation, empower communities, and support tourism growth that brings meaningful and equitable benefits across the region.

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