



**JOINT MEDIA STATEMENT
OF THE ASEAN TOURISM MINISTERS ON
THE POST-COVID-19 RECOVERY PLAN FOR ASEAN TOURISM**

21 September 2021

1. As a follow-up to the Joint Statement of the ASEAN Tourism Ministers on Strengthening Cooperation to Revitalise ASEAN Tourism issued during the Special Meeting of the ASEAN Tourism Ministers (M-ATM) on Coronavirus Diseases 2019 (COVID-19) on 29 April 2020 via video conference, the ASEAN Tourism Ministers commissioned a Study on the Impact of COVID-19, and Recommendations for Policies and Best Practices for the Post-COVID-19 Recovery Plan for ASEAN Tourism in December 2020.
2. Acknowledging the urgency of revitalising the tourism industry as the major source for income, employment, livelihoods of local communities, social advancements and economic growth of the region, the Ministers at the 24th M-ATM on 4 to 5 February 2021 via video conference resolved to expedite the development of the Post-COVID-19 Recovery Plan for ASEAN Tourism. In this regard, the Ministers agreed that the Recovery Plan would be one of the key Priority Economic Deliverables during Brunei Darussalam's ASEAN Chairmanship in 2021.
3. The [Final Study Report and its Post-COVID-19 Recovery Plan for ASEAN Tourism](#) has subsequently been finalised and endorsed by the ASEAN Tourism Ministers on 17 September 2021 by *ad referendum*.

Reopening, Recovery, Resilience

4. The Post-COVID-19 Recovery Plan for ASEAN Tourism provides detailed regional plans, new mandates and innovative measures for ASEAN, as a region, for safe reopening of the tourism sector. The Recovery Plan was developed in alignment with the ASEAN Tourism Strategic Plan 2016-2025 and the Phnom Penh Declaration on a More Sustainable, Inclusive, and Resilient ASEAN Tourism. The Plan is expected to contribute into the realisation of ASEAN Comprehensive Recovery Framework (ACRF), particularly through maximising the potential of ASEAN tourism.
5. The Recovery Plan focuses on the following five pillars, designed into the implementation action plans/activities under the Reopening, Recovery and Resilience phases:
 - i. To support tourism businesses with recovery and adaptation to the requirements;
 - ii. To enable safe and seamless restoration of intra-ASEAN and international travels;
 - iii. To ensure that recovery is underpinned by principles of sustainability and inclusivity;
 - iv. To reinvent tourism services to drive competitiveness; and
 - v. To prepare for long-term resilience and crisis preparedness.
6. The Ministers affirmed their commitment in implementing the Recovery Plan in close collaboration with various government authorities, private sectors, tourism associations, international communities and organisations, external partners, and other relevant stakeholders. In this regard, the Ministers tasked the ASEAN NTOs to work closely with all the relevant ASEAN Sectoral Bodies to collectively and effectively implement actions and programmes while working towards harmonised regional policies and guidelines for speedy, sustainable and inclusive recovery.

7. The Ministers expressed their appreciation to the Kingdom of Cambodia and the ASEAN Secretariat for effectively leading the development of the Post-COVID-19 Recovery Plan for ASEAN Tourism and ASEAN NTOs for their tireless efforts. The Ministers also expressed their sincere thanks and gratitude to Canadian Trade and Investment Facility for Development (CTIF) for supporting ASEAN in developing the Recovery Plan.

LIST OF MINISTERS

The Final Study Report for the Post-COVID-19 Recovery Plan for ASEAN Tourism was endorsed by:

- (i) H.E. Dato Ali Apong, Minister of Primary Resources and Tourism, Brunei Darussalam;
- (ii) H.E. Dr. Thong Khon, Minister of Tourism, Cambodia;
- (iii) H.E. Mr. Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy, Indonesia;
- (iv) H.E. Mrs. Suanesavanh Vignaket, Minister of Information, Culture and Tourism, Lao People's Democratic Republic;
- (v) H.E. Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture, Malaysia;
- (vi) H.E. Dr. Htay Aung, Union Minister for Hotels and Tourism, Myanmar;
- (vii) H.E. Mdm. Bernadette Romulo-Puyat, Secretary of Tourism, Philippines;
- (viii) H.E. Mr. Gan Kim Yong, Minister for Trade and Industry, Singapore;
- (ix) H.E. Mr. Phiphat Ratchakitprakarn, Minister of Tourism and Sports, Thailand; and
- (x) H.E. Mr. Nguyen Van Hung, Minister of Culture, Sports and Tourism, Viet Nam.