

## **THE FOURTH MEETING OF ASEAN-RUSSIAN FEDERATION TOURISM MINISTERS**

**20 January 2025, Johor, Malaysia**

### **JOINT MEDIA STATEMENT**

1. The Fourth Meeting of ASEAN – Russian Federation Tourism Ministers (M-ATM Plus Russian Federation) was held on 20 January 2025, in conjunction with the 28<sup>th</sup> Meeting of ASEAN Tourism Ministers in Johor, Malaysia. H.E. Datuk Wira Roslan Tan Sri Abdul Rahman, Secretary General, Ministry of Tourism, Arts and Culture of Malaysia, chaired the meeting, with Mr. Igor Maksimov, Deputy Director, the Ministry of Economic Development of the Russian Federation, serving as Co-Chair. Additionally, H.E. Mr. Vladimir Ilichev, Deputy Minister of the Economic Development of the Russian Federation, also delivered his recorded remarks. The Fourth M-ATM Plus Russian Federation was preceded by the 15<sup>th</sup> ASEAN-Russian Federation Tourism Consultation Meeting on 17 January 2025.
2. The Meeting acknowledged the increasing importance of ASEAN-Russian Federation tourism collaboration as a platform to strengthen cultural exchanges, deepen people-to-people ties, and foster economic growth. Despite challenges posed by the pandemic, ASEAN Member States remain among the preferred destinations for the Russian tourists. According to the Russian statistics, from January to September 2024, Russia welcomed 39,000<sup>1</sup> visitors from ASEAN Member States, while approximately 1,665,110<sup>2</sup> Russian nationals travelled to ASEAN countries as of Q3 in 2024.
3. The Meeting reaffirmed its commitment to advancing sustainable tourism, recognising its critical role in supporting sustainable growth and ensuring the long-term resilience of the sector. The Meeting encouraged the ASEAN National Tourism Organisations and representatives of the tourism industry of the Russian Federation to explore joint actions to promote sustainable practices, as well as share knowledge on relevant tourism projects, including under the ASEAN-Russian Federation Tourism Work Plan 2022-2025.
4. To stimulate mutual tourist flows, the Meeting highlighted the importance of enhancing tourism marketing efforts. The Meeting supported joint campaigns showcasing unique attractions, cultural heritage, and natural landscapes in both ASEAN and Russia. Key initiatives discussed included leveraging digital marketing, participating in international travel fairs, and collaborating on content creation to engage global audiences.
5. The Meeting also welcomed the successful implementation of the project “Expanding Business Contacts between Russia and ASEAN Countries’ Tourism Enterprises through Russian Language Training and Experience Exchange,” which had enhanced the professional skills of tourism personnel and strengthened cooperation among tourism enterprises. The Meeting expressed support for further

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<sup>1</sup> Sources: Ministry of Economic Development of the Russian Federation (Jan-Sep 2024)

<sup>2</sup> Sources: ASEAN Secretariat, ASEANStats Database (up to Q3)

development of similar initiatives aimed at capacity building, workforce upskilling, and boosting cultural understanding within the tourism sector.

6. The Meeting also identified potential collaborations in nature, adventure tourism and cultural tourism, which align with the growing global interest in experiential and niche travel. In this context, the Meeting expressed support for the project proposal currently being developed and led by Brunei Darussalam to highlight less-explored destinations in both ASEAN and Russia. This initiative seeks to diversify tourism offerings by showcasing lesser-known destinations, thereby creating new opportunities for regional and international tourists to discover unique and authentic experiences.

7. The Meeting noted that the Fifth Meeting of ASEAN – Russian Federation Tourism Ministers has been confirmed to be held in the Philippines in 2026.

8. The Meeting expressed its sincere appreciation and gratitude to Malaysia for hosting the Fourth Meeting of ASEAN – Russian Federation Tourism Ministers, as well as for its warm hospitality and excellent arrangements made for the event.

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