

## **THE 13<sup>th</sup> MEETING OF ASEAN–INDIA TOURISM MINISTERS**

### **(13<sup>th</sup> M-ATM Plus India)**

30 January 2026, Cebu, The Philippines

### **JOINT MEDIA STATEMENT**

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1. The 13<sup>th</sup> Meeting of ASEAN–India Tourism Ministers (M-ATM Plus India) was held on 30 January 2026, in conjunction with the 29<sup>th</sup> Meeting of ASEAN Tourism Ministers (M-ATM) in Cebu, Philippines. The Meeting was co-chaired by H.E. Christina Garcia Frasco, Secretary of Tourism of the Philippines, and H.E. Gajendra Singh Shekhawat, Minister of Tourism, Ministry of Tourism, India. The Meeting was preceded by the 34<sup>th</sup> ASEAN-India Tourism Working Group Meeting on 27 January 2026.
2. The Meeting recognised the growing strategic value of the ASEAN–India tourism partnership in supporting regional economic resilience. The Meeting observed steady growth in two-way travel, driven by rising demand for cultural and experience-based itineraries and improved air connectivity. India continues to be one of ASEAN’s most dynamic visitor markets, while ASEAN travellers are showing increased interest in India’s heritage, wellness, and nature-based destinations. India received 867,210 visitors from ASEAN in 2024<sup>1</sup> and 809,075 visitors from January to November 2025 (provisional)<sup>2</sup>. At the same time, 5.9 million Indian travellers visited ASEAN in 2024<sup>3</sup>, with 4.7 million recorded up to Q3 2025<sup>4</sup>, reflecting sustained confidence in ASEAN as a preferred destination.
3. The Meeting reviewed progress under the ASEAN–India Tourism Work Plan 2023–2027, noting positive developments in knowledge exchange, tourism marketing cooperation, tourism crisis communication networking, and the sharing of statistics, research, and policy references. The Meeting encouraged continued implementation of the Work Plan to support sustainable, inclusive, and resilient tourism development.
4. The Meeting noted the successful implementation of the ASEAN–India Year of Tourism 2025, which enhanced visibility and operational cooperation. Key initiatives included the ASEAN–India Tourism Professionals Exchange Programme held in Malaysia (April 2025), Thailand (August 2025) and Viet Nam (September 2025), with a subsequent programme planned in Northeast India (Guwahati) (December 2025) and Bengaluru (January 2026).
5. The Meeting noted with satisfaction the adoption of the ASEAN–India Joint Leaders’ Statement on Sustainable Tourism at the 22<sup>nd</sup> ASEAN–India Summit in October 2025, which provides a shared framework to promote environment-friendly, culturally respectful, and economically inclusive tourism practices. In this

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<sup>1</sup> The Ministry of Tourism of India

<sup>2</sup> The Ministry of Tourism of India

<sup>3</sup> ASEAN Secretariat. Tourism data as of 10 December 2025

<sup>4</sup> ASEAN Secretariat. Tourism data (up to Q3 2025). Preliminary as of 17 December 2025

context, the Meeting encouraged enhanced cooperation between ASEAN National Tourism Organisations and India in areas such as cultural heritage and biodiversity conservation, data-driven visitor management and destination resilience, capability building for women, youth and SMEs, and the establishment of institutional linkages for regular exchange of best practices and joint investment in low-carbon tourism infrastructure. The Meeting further encouraged continued cooperation in tourism human resource development through exchange programmes, training workshops, scholarship initiatives, and sharing of expertise to strengthen professional competencies and support workforce transformation in line with emerging tourism trends.

6. The Meeting welcomed the completion of the ASEAN–India Tourism Marketing Campaign in 2025, which showcased curated mini-itineraries highlighting the cultural and emotional richness of Southeast Asia. The Ministers recognised the campaign’s contribution to strengthening traveller engagement, deepening cultural affinity, and enhancing ASEAN’s visibility. The Meeting encouraged continued collaborative marketing efforts to sustain this momentum and further promote ASEAN and India as vibrant and complementary tourism regions.
7. Recognising the strong potential of cruise tourism, the Meeting reaffirmed cruise development as a priority under ASEAN–India cooperation. The Meeting commended the follow-up to the ASEAN–India Cruise Tourism Dialogue 2025, which brought together government agencies, cruise operators, and port authorities to explore viable ASEAN–India cruise routes. The Meeting encouraged mobilising resources, including possible support from the ASEAN–India Fund, to advance cruise tourism initiatives.
8. The Meeting underscored that enhanced connectivity is essential to unlocking the full potential of ASEAN–India tourism cooperation. The Meeting highlighted the need to expand aviation links, strengthen maritime access, and improve ground transport to support seamless travel, widen travel circuits, and facilitate multi-destination itineraries.
9. Looking ahead, the Meeting highlighted the newly launched ASEAN Tourism Sectoral Plan (ATSP) 2026–2030, which will guide regional tourism cooperation with a strong focus on sustainability, connectivity, digital transformation, capacity building, and inclusive economic growth. The Meeting underscored the importance of close collaboration with Partners in implementing the ATSP and encouraged India’s continued support through technical cooperation, knowledge exchange and capacity-building initiatives aligned with shared priorities. The Meeting expressed confidence that strengthened ASEAN–India cooperation will help achieve the strategic objectives of the ATSP 2026–2030.
10. The Meeting expressed appreciation to the Government and people of the Philippines for hosting the 13<sup>th</sup> Meeting of ASEAN–India Tourism Ministers and for their warm hospitality and excellent arrangements.
11. The Meeting noted that the 14<sup>th</sup> Meeting of ASEAN–India Tourism Ministers will be held in Singapore in 2027.

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