

**THE FIFTH MEETING OF ASEAN – RUSSIAN FEDERATION  
TOURISM MINISTERS (5<sup>th</sup> M-ATM Plus Russia)**

30 January 2026, Cebu, The Philippines

**JOINT MEDIA STATEMENT**

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1. The 5<sup>th</sup> Meeting of ASEAN Russian Federation Tourism Ministers (M-ATM Plus Russia) was held on 30 January 2026 in Cebu, the Philippines, in conjunction with the 29<sup>th</sup> Meeting of ASEAN Tourism Ministers. The Meeting was chaired by H.E. Christina Garcia Frasco, Secretary of Tourism of the Philippines, and co-chaired by Mr. Nikita Kondratyev, Director of the Department for Multilateral Economic Cooperation and Special Projects, Ministry of Economic Development of the Russian Federation. The Meeting was preceded by the 16<sup>th</sup> ASEAN-Russian Federation Tourism Consultation Meeting on 27 January 2026.
2. The Meeting acknowledged the continued importance of ASEAN–Russia tourism cooperation in strengthening cultural exchange, deepening people-to-people connectivity, and supporting economic growth. The Meeting noted steady recovery in travel flows, with Russia receiving 54,000<sup>1</sup> visitors from ASEAN Member States, from January to September 2025, while approximately 2.1 million Russian citizens travelled to ASEAN countries up to Q3 2025<sup>2</sup>.
3. The Meeting noted the successful conclusion of the ASEAN–Russian Federation Tourism Cooperation Work Plan 2022–2025, which facilitated productive cooperation in tourism exchanges, capacity building, and promotional activities. The Meeting appreciated the efforts of both sides in sustaining constructive engagement under the Work Plan, contributing to stronger people-to-people linkages and greater mutual understanding.
4. Looking ahead, the Meeting welcomed the adoption of the new ASEAN–Russian Federation Tourism Cooperation Work Plan 2026–2030, which provides a forward-looking framework aligned with the ASEAN Tourism Sectoral Plan (ATSP) 2026–2030. The Work Plan emphasises strengthening tourism resilience, improving travel facilitation, developing digital and sustainable tourism initiatives, and advancing tourism workforce development. The Meeting noted new areas of cooperation introduced in the Work Plan, including digital tourism skills training for SMEs, enhanced tourism analytics, the promotion of sustainable and inclusive tourism products and destinations.
5. Recognising the need for product diversification, the Meeting encouraged exploration of thematic ASEAN–Russia linkages, including lesser-known destinations, sub-regional travel circuits, and longer-stay experiences. The Meeting further noted the potential of leveraging public–private partnerships and

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<sup>1</sup> Ministry of Economic Development, Russian Federation

<sup>2</sup> ASEAN Secretariat. Tourism data (up to Q3 2025). Preliminary as of 17 December 2025

digital platforms to support market diversification and enhance the value proposition of tourism products from both sides.

6. The Meeting affirmed that cooperation with the Russian Federation will continue to support these shared priorities. The Meeting further encouraged ASEAN Member States, the Russian Federation, and relevant partners and stakeholders to work together in mobilising resources, expertise, best practices, and coordinated efforts to effectively implement the Work Plan and deliver tangible benefits to the tourism sector in the countries.
7. The Meeting highlighted the importance of strengthening tourism workforce development. The Meeting encouraged continued collaboration on skills upgrading, training, and mutual recognition efforts to ensure that tourism professionals across ASEAN and the Russian Federation are equipped to meet evolving industry needs.
8. The Meeting encouraged closer collaboration in tourism marketing and promotion to stimulate mutual travel flows, including coordinated participation in tourism fairs, digital marketing campaigns, co-branding initiatives, and the development of thematic and multi-destination travel routes.
9. The Meeting welcomed the 35<sup>th</sup> anniversary of building relationship between ASEAN and the Russian Federation
10. The Meeting noted that the 6<sup>th</sup> M-ATM Plus Russia will be held in Singapore in 2027.
11. The Meeting expressed its sincere appreciation and gratitude to the Philippines for hosting the 5<sup>th</sup> 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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