

**THE 24th MEETING OF ASEAN, CHINA, JAPAN AND REPUBLIC OF KOREA
TOURISM MINISTERS
(24th M-ATM Plus Three)**

19 January 2025, Johor, Malaysia

JOINT MEDIA STATEMENT

1. The 24th Meeting of ASEAN, China, Japan and Republic of Korea Tourism Ministers (24th M-ATM Plus Three) was successfully held on 19 January 2025. Chaired by H.E. Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture of Malaysia, and co-chaired by H.E. Yu Inchon, Minister of Culture, Sports and Tourism of the Republic of Korea, this gathering marked a significant milestone in regional collaborative efforts. The 24th M-ATM Plus Three was preceded by the productive 45th Meeting of the ASEAN Plus Three National Tourism Organisations (NTOs) on 17 January 2025, setting a strong foundation for fruitful discussions and actions.
2. The Meeting noted that based on the preliminary figures, the ASEAN Plus Three countries received over 190 million visitors in 2024, a positive growth compared to the previous year. The Meeting remained optimistic that the international visitor arrivals to the region would be on the uptrend for the next a couple of years.
3. The Meeting exchanged views and insights regarding the progress of their respective tourism sectors over the past year. It was encouraging to note that approximately 70% of the ASEAN Plus Three (APT) Tourism Cooperation Work Plan 2021-2025 has been implemented. The Meeting expressed deep appreciation for the unwavering commitment demonstrated by the Lead Country Coordinators. This commitment inspires APT countries to further enhance cooperation. The Meeting strongly encouraged the ASEAN Plus Three countries to actively engage with relevant stakeholders, including those from the private sector, to bolster the development of a more robust and resilient tourism sector in our region. Furthermore, the Meeting emphasised the importance of developing a new APT Tourism Cooperation Work Plan for 2026-2030, ensuring that it aligns with the key priorities of the ASEAN Tourism Sectoral Plan (ATSP) 2026-2030.
4. The Meeting acknowledged with gratitude the ongoing commitment of the Plus Three countries to enhance the quality of human resources in the tourism sector. Through the conduct of capacity-building workshops and training sessions, APT countries aim to equip tourism professionals with the latest skills and knowledge essential for success. The Meeting encouraged all APT countries to continue sharing information and best practices to drive the development of sustainable tourism forward, ensuring our collective growth and prosperity.
5. The Meeting extended its appreciation to China for its invaluable support

in advancing ASEAN-China tourism cooperation activities. The Meeting applauded China's active initiatives to invite APT countries to participate in significant events such as the China International Travel Mart and the China-ASEAN Expo Tourism Exhibition. Additionally, China invited ASEAN Member States to the ASEAN Culture and Tourism Empowering High-quality Rural Development Seminar, which took place in November 2024.

6. The Meeting expressed sincere appreciation to Japan for its invaluable support in fostering tourism cooperation between ASEAN Member States and Japan. The Meeting applauded holding of the Tourism Resilience Summit on 10 November 2024 and recognised the initiatives to improve tourism resilience. The Meeting also acknowledged the ongoing efforts to share best practices on sustainable tourism in collaboration with ASEAN-Japan Centre (AJC), based on discussions from the ASEAN-Japan Tourism Ministers Special Dialogue held on 2023. Furthermore, the Meeting acknowledged the Japan International Cooperation Agency (JICA) for organising Tourism Training Courses in Japan, which have welcomed participants from various ASEAN Member States. The Meeting also encouraged both ASEAN and Japan to further strengthen their cooperation in the tourism sector by implementing initiatives including mutual learning opportunities, particularly in anticipation of the Osaka Expo 2025.

7. The Meeting conveyed its appreciation to the Republic of Korea (ROK) for its steadfast support of ASEAN-ROK tourism cooperation activities through the Korea Partnership Initiative for Sustainable Tourism (KOPIST) Programme. Notable activities included the High-Level Policy Forum held on 18 April 2024, and the Working Level Workshop conducted from 8 April to 10 May 2024. The Meeting also recognised the KOPIST Global Intensive Consulting Programme, carried out from July to November 2024 in Cambodia and the ongoing technical assistance project in Luzon Island of the Philippines, which will continue until 2027. Furthermore, the Meeting welcomed the joint research titled “ASEAN-Republic of Korea Tourism Cooperation: Fostering People-to-People Connectivity”, published on the occasion of the 35th Anniversary of ASEAN-Korea Dialogue Relations, by the Asian Development Bank (ADB), in collaboration with the Ministry of Culture, Sports and Tourism of ROK (MCST) and the ASEAN-Korea Centre (AKC). The Meeting took note of ROK’s pioneer work with the OECD focusing on ‘artificial intelligence and tourism’ within the region through the development of a policy paper, the organisation of an upcoming Forum on 6 February 2025 in Gyeongju and a Workshop in connection with the APEC Tourism Working Group Meeting to be held from 28 July to 31 July 2025 in Incheon. The Meeting encouraged ASEAN and the ROK to engage in discussions aimed at enhancing cooperation with a focus on activities that promote sustainable tourism.

8. The Meeting expressed gratitude to the ASEAN-China Centre (ACC), the ASEAN-Japan Centre (AJC), and the ASEAN-Korea Centre (AKC) for their unwavering support in strengthening people-to-people connectivity and fostering cultural understanding through various activities and projects. The Meeting encouraged these Centres to continue their efforts in supporting the

APT NTOs by contributing to the implementation of the APT Tourism Cooperation Work Plan, as well as facilitating awareness campaigns and marketing initiatives that enhance the competitiveness and sustainability of the tourism sector.

9. Acknowledging that ASEAN is currently in the process of formulating the ASEAN Tourism Sectoral Plan 2026-2030, the Meeting agreed to align their tourism cooperation priorities with the objectives outlined in this plan. To foster a more profound and comprehensive partnership between ASEAN and the Plus Three countries, the Meeting strongly recommended that all parties place a greater emphasis on collaborative marketing initiatives. Furthermore, there should be a concerted effort to promote the exchange of sustainable tourism practices, thereby enhancing the overall resilience and environmental integrity of the tourism sector within the region.

10. The Meeting expressed its sincere appreciation and gratitude to Malaysia for hosting the 24th M-ATM Plus Three, as well as for its warm hospitality and excellent arrangements made for the event.

11. The Meeting noted that the 25th M-ATM Plus Three will be held in the Philippines in 2026.
