

## ATF 2025 brings thousands of delegates in Malaysia to grow ASEAN's tourism

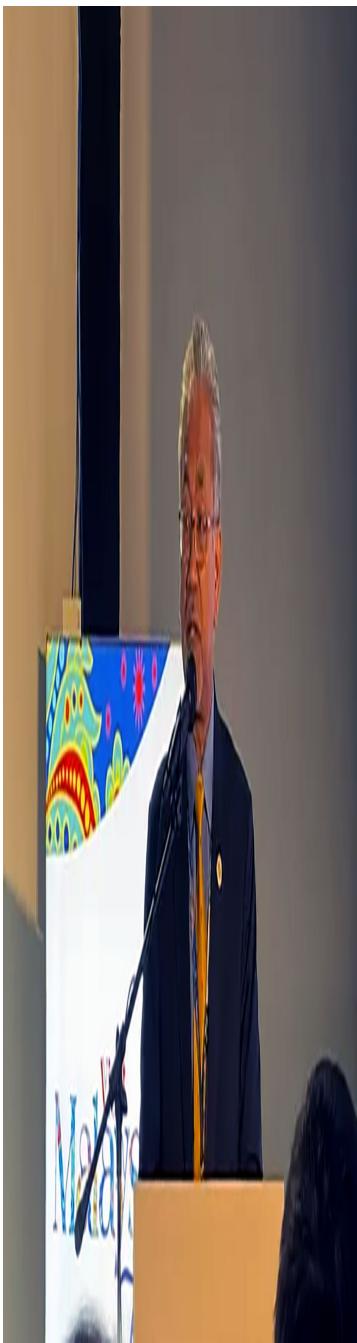
- A Monitor Desk Report

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Johor Bahru: The ASEAN Tourism Forum (ATF) 2025, underway in Johor Bahru, Malaysia, brings together over 1,000 delegates from across the world to mold the region's future of tourism. Held at Persada Johor International Convention Center from January 15-20 under the theme "Unity in Motion: Shaping ASEAN's Tourism Tomorrow", the event features productive discussions and transformative action in the region's tourism sector.

During the opening ceremony, Datuk Musa B Yusof, Deputy Director General, Tourism Malaysia, in his keynote address, said, "Over the next few days, we will explore the trends, challenges, and opportunities that will define the next decade of ASEAN tourism. As we chart this course, two themes emerge as transformative forces shaping the future of our industry—sustainability and technology."



Datuk Musa B Yusof addressing the opening ceremony of ATF 2025

“Sustainability is no longer an option. It is necessary to meet the expectations of today’s travelers, increasingly conscious of the environmental and cultural footprints they leave behind,” he added.

The Director General of Tourism Malaysia also called on ATF delegates to unite in shaping the future of ASEAN tourism.

He expressed, “Together, we can harness our collective strength to create a tourism industry that inspires the world while preserving what makes us unique. Let us demonstrate the resilience and innovation of ASEAN as we shape a future defined by sustainability, inclusivity, and shared prosperity.”



On the sidelines, the TRAVEX trade exhibition (from January 15-17) is already brimming with 329 buyers from 41 countries and 221 sellers representing ASEAN member states including Bangladesh.

The forum also features ministerial meetings, tourism conference, and a grand opening ceremony on January 18, led by Malaysia's Deputy Prime Minister Datuk Seri Fadillah Yusof.

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