

**THE 22nd MEETING OF ASEAN TOURISM MINISTERS PLUS THREE
(22nd M-ATM Plus Three)
4 February 2023, Yogyakarta, Indonesia**

CO-CHAIRS' STATEMENT

1. The 22nd Meeting of ASEAN Tourism Ministers Plus Three (22nd M-ATM Plus Three) was held on 4 February 2023 in Yogyakarta, Indonesia. H.E. Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy, Republic of Indonesia, chaired the Meeting and H.E. Ishii Hiroo, State Minister of Land, Infrastructure, Transport and Tourism, Japan, as Co-Chairman. The 22nd M-ATM Plus Three was preceded by the 42nd Meeting of the ASEAN Plus Three National Tourism Organisations (NTOs) on 3 February 2023.
2. The Meeting was pleased to note that based on the preliminary figures in 2022, ASEAN Plus Three countries saw a year-on-year growth in international visitor arrivals by approximately 79.36%. The Meeting expressed its cautious optimism that the tourism sector would recover from the pandemic impact in the next 2-3 years as countries continue to roll out COVID-19 vaccination programmes and prioritising for hygiene and safety for travelers.
3. The Meeting exchanged views and information on the progress of their respective tourism sectors over the last one year. The Meeting noted that the Plus Three countries continued to implement measures and initiatives to revitalise the tourism sector by focusing their efforts on exploring ways to forge closer collaboration with stakeholders in the private sector and the ASEAN Centres in China, Japan and the Republic of Korea. The Meeting expressed appreciation to the Lead Country Coordinators for their active contribution in implementing the ASEAN Plus Three Tourism Cooperation Work Plan 2021-2025 and encouraged the ASEAN Plus Three National Tourism Organisations (NTOs) to focus on (1) capacity-building; (2) sustainable tourism; (3) digital transformation; (4) tourism marketing; (5) strengthening the role of micro-small-medium enterprises (MSMEs) in 2023; and (6) identifying new initiatives to be implemented in the years to come. The Meeting also emphasised that activities under the Plus Three framework should complement and support the ASEAN Tourism Strategic Plan 2016-2025 as well as the Post-COVID-19 Recovery Plan for ASEAN Tourism. In this regard, the Meeting encouraged all relevant stakeholders to support the implementation of the APT Tourism Work Plan 2021-2025.
4. The Meeting expressed appreciation to the Plus Three countries for their continued support to strengthen the capacity development and capability building of the ASEAN Tourism Professionals. The Meeting also expressed its thanks to the Plus Three countries for providing avenues to the ASEAN Member States to showcase and promote their tourism products at various tourism events and exhibitions throughout 2022.
5. The Meeting expressed appreciation to China for their support in the ASEAN-China tourism cooperation activities. This includes the invitation for embassies of ASEAN countries, as well as the ASEAN-China Centre, to participate in the following activities in 2022: (1) Asia Conference on Marine Tourism; (2) Asian Mountain Tourism Promotion Conference; (3) Digital Asia Smart Tourism Forum; (4) China-ASEAN Expo Tourism Exhibition; (5) 10+1 Culture and Tourism Exhibition in the China International Fair for Trade and Services; and

(6) 9th Sichuan International Tourism Expo. Additionally, the Meeting expressed appreciation to China for the support related to the development of the Southeast Asia Tourism Website for the Chinese Market under the Master Plan on ASEAN Connectivity (MPAC) 2025.

6. The Meeting expressed appreciation to Japan for their support for the ASEAN-Japan tourism cooperation activities, including: (1) a virtual symposium to promote understanding of tourism crisis management and share good practices in the tourism sector throughout the Asia-Pacific region, held in February 2022; (2) development of a Tourism Crisis Management Communication Plan aimed at local governments, Destination Management Organisations (DMOs), and tourism-related businesses in the Asia-Pacific region, including ASEAN countries, during crises and in the post-crises recovery phase; (3) on-going Japan International Cooperation Agency (JICA) projects related to tourism in Indonesia, Lao PDR, and Viet Nam, as well as tourism training courses held in 2022 with participants from Cambodia, Lao PDR and Viet Nam; (4) on-going Japan National Tourism Organization (JNTO) “Asia Campaign” in Indonesia, Malaysia, the Philippines, Singapore, Thailand, Viet Nam, as well as East Asia; (5) Japan Outbound Tourism Council (JOTC) Webinars held in April, July and October 2022 and January 2023; and (6) Tourism EXPO Japan held in September 2022 in Tokyo, Japan. The Meeting welcomed the 50th Year of ASEAN-Japan Friendship and Cooperation in 2023, and looked forward to the ASEAN-Japan Tourism Ministers Special Dialogue which would be held in the last quarter of 2023.

7. The Meeting expressed appreciation to ROK for their support in the ASEAN-ROK tourism cooperation activities, including activities under the Korea Partnership Initiative for Sustainable Tourism (KOPIST) Programme in 2022 such as the (1) High-Level Policy Forum held in June 2022; (2) Working Level Workshops held in July and August 2022; and (3) In-depth consultation for the tourism development project held from August to December 2022, and (4) preparation to initiate the Luzon Island Tourism Town ODA project as a follow up to the Programme. In addition, the Meeting has expressed its appreciation to the ROK for further strengthening regional tourism cooperation by inviting Indonesia, Viet Nam, Cambodia, Lao PDR, Myanmar, and Malaysia to participate in the (6) 16th Asia Executive Training Programme on Tourism Policy and Strategy and (7) the Sustainable Tourism Forum held in Seoul in November 2022. The Meeting noted that the KOPIST High Level Policy Forum is scheduled to be held on 4 April 2023 in Seoul.

8. The Meeting also expressed appreciation to the ASEAN-China Centre (ACC), ASEAN-Japan Centre (AJC) and ASEAN-Korea Centre (AKC) for their continued support in strengthening people-to-people connectivity and enhancing cultural understanding through various tourism activities and projects as well as their contributions to the implementation of the ASEAN Plus Three Work Plan 2021-2025.

9. The Meeting encouraged the Centres to continue supporting the ASEAN Plus Three NTOs, by contributing to the enhancement of human resource development and marketing efforts, which would increase the competitiveness and sustainability of the tourism industry.
