



کمنترین سومبر۲ اوتام دان فلنچوثن
MINISTRY OF PRIMARY RESOURCES AND TOURISM
BRUNEI DARUSSALAM

MEDIA RELEASE
TOURISM DEVELOPMENT DEPARTMENT
MINISTRY OF PRIMARY RESOURCES AND TOURISM
SPECIAL MEETING OF THE ASEAN TOURISM MINISTERS
(M-ATM) ON CORONAVIRUS 2019 (COVID-19)
29TH APRIL 2020, WEDNESDAY

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1. The ASEAN Tourism Ministers held a Special Meeting of the ASEAN Tourism Ministers (M-ATM) on COVID-19 via video conference on the 29th April 2020, representing on behalf of Brunei Darussalam was Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism.
 2. The Special M-ATM was chaired by His Excellency Dr Thong Khon, Minister of Tourism, Kingdom of Cambodia and present was His Excellency Dato Lim Jock Hoi, ASEAN Secretary-General as well as ASEAN Tourism Ministers.
 3. Yang Berhormat Dato, in delivering his remarks, emphasized on His Majesty's speech in the recent Special ASEAN Summit on Coronavirus Diseases 2019 (COVID-19) that there is a need for ASEAN solidarity in facing the unprecedented challenges brought by COVID-19, complementing each other's efforts, as well as sharing information, experiences and measures taken are important in strengthening ASEAN's coordination, in order to control the spread of the pandemic in the region. He further urged for Heads of NTOs to explore creative and innovative ways to adapt to the new norms in the tourism sector, review the current and future strategies by maximizing the use of digital technology in order for the sector to remain relevant and sustainable in the future.
 4. The Special M-ATM ended with issuing a joint statement by the ASEAN Tourism Ministers on strengthening cooperation to revitalize ASEAN tourism. In the joint statement, the ASEAN Tourism Ministers stressed the need for a strengthened ASEAN coordination mechanism to collectively overcome surging challenges to the tourism sector that had impacted the travel and tourism businesses to a halt, leading to high unemployment and furlough rates, and adversely affecting the livelihood of many communities in the midst.
 5. The ASEAN Tourism Ministers also agreed on several covenant including to mitigate the impact on the outbreak with united effort including supporting the development and implementation of a post COVID-19 Crisis Recovery Plan such as building up ASEAN tourism capabilities, engaging with industry stakeholders to instill business and consumer confidence, exploring creative and innovative solutions to stimulate the tourism sector, ensuring top of mind recall of the region in marketing efforts and joint tourism promotion programmes with the goal to advance ASEAN as a single tourism destination.

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