



## To Our Members, Partners, and Industry Stakeholders,

As we step into 2026, the Asian tourism landscape has fundamentally shifted. We have successfully moved past the era of "recovery" and entered a new phase of **resilience and recalibration**. Last year was a watershed moment for our region—international arrivals in Asia-Pacific reached 91% of pre-pandemic levels, and key markets like Vietnam, Japan, and India didn't just rebound; they reset the benchmarks for global growth.

The Pan Asia Tourism Council stands at the forefront of this evolution. Our mission for the year ahead is clear: to transition from volume to value, ensuring that the economic benefits of tourism are felt deeply in local communities while we embrace the digital tools that define the modern traveller's journey.

### Strategic Pillars for 2026

Our roadmap for the coming fiscal year is anchored in three critical pillars designed to future-proof our industry:

#### 1. Meaningful Sustainability

Sustainability can no longer be a niche vertical; it must be the operating system of Asian tourism.

- **Community-First Models:** We are advocating for policies that prioritize "leakage reduction"—ensuring tourism dollars stay within local economies rather than exiting via global supply chains.
- **Dispersal Strategies:** To combat over tourism in heritage hubs, the Council will support "Second City" campaigns, promoting lesser-known destinations to distribute footfall more evenly.

#### 2. The Digital & AI Frontier

With 63% of Asian travellers now using AI for trip planning, our industry must adapt or risk obsolescence.

- **Seamless Borders:** We are lobbying for unified digital visa standards across ASEAN and South Asia to facilitate frictionless movement of our growing intra-regional middle class.
- **Smart Infrastructure:** Encouraging investments in biometrics and contactless payment ecosystems to match the expectations of tech-savvy travellers from China and India.

#### 3. Resilience in a Volatile World

While demand is strong, geopolitical shifts and economic headwinds remain.

- **Diversified Source Markets:** We are helping members pivot from over-reliance on single source markets by cultivating high-potential corridors, particularly the booming outbound demand from India and Southeast Asia.
- **Value-Driven Experiences:** Travelers in 2026 are value-conscious but experience-hungry. Our focus will be on promoting "experiential luxury"—cultural immersion and wellness—over purely transactional retail tourism.

### A Call to Action

The "revenge travel" boom is over; the era of **intentional travel** has begun. Our success in 2026 will not be measured solely by arrival numbers, but by the **sentiment of our residents** and the **quality of the visitor experience**. I invite all member organizations from national tourism boards to private hospitality groups to join us in building a tourism ecosystem that is not just profitable, but equitable and enduring.

Thank you for your continued trust and partnership.

**ALI BRAN**

Chairman of the Board  
**Pan Asia Tourism Council**