ADB Sustainable Tourism Forum

Opening Remarks



Presented by:

Wempi Saputra, Vice President, Sectors and Themes, ADB

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ADB Sustainable Tourism Forum

Keynote Speech



Presented by:

Hassan Suwad

Deputy Minister of Tourism and Civil Aviation

Republic of Maldives

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Sustainable Tourism at the Asian Development Bank



Presented by:

**Jessie F. McComb,
Senior Tourism Industry
Specialist, ADB**

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Sustainable Tourism is an interplay of demand and supply within a well-managed destination

ADB SUSTAINABLE TOURISM FORUM

Tourism Demand

- Motivations & Desires
- Preferences & Interests
- Purchasing Power
- Travel Decisions
- Booking Options
- Expectations

Destination Management



Tourism Supply

- Assets & Attractions
- Products & Experiences
- Accommodation
- Transport
- Infrastructure
- Hospitality Services

Outcomes & Impacts for the Destinations

- Visitor Spending
- Job Creation
- Private Investment
- MSME Development
- Foreign Exchange
- Fiscal Revenues

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Tourism is a driver of global economic growth that can help achieve ADB Strategy 2030

Global Travel & Tourism Impacts 2025

- Tourism generated $11.6 trillion, 10% of GDP
- Created 366MN jobs, representing 1 in 9 jobs
- Vital source of foreign exchange and FDI



Asia Pacific Travel & Tourism Impacts 2025

- Generated $3.3 trillion, 9.1% of GDP
- Supported 10.6% of all jobs (directly & indirectly)
- Over 85% of ADB DMCs receive 5%+ of their GDP from tourism



Alignment with ADB Strategy 2030

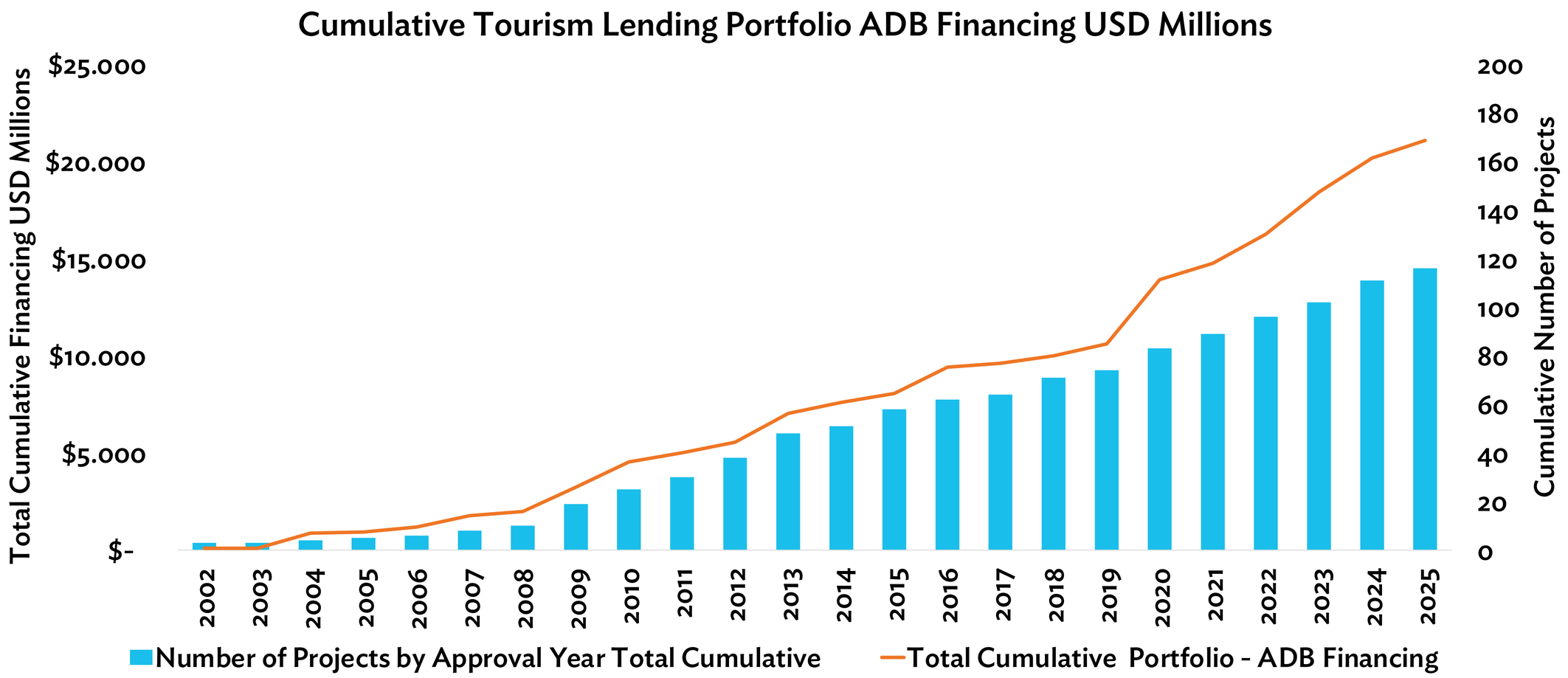
- Climate Action: Conserves ecosystems and creates livelihoods
- Private Sector Development: Creates jobs, stimulates entrepreneurship and investment
- Regional Cooperation and Public Goods: Relies on managed assets, spurs regional trade
- Digital Transformation: Early and extensive adopter of technology with new skills needed
- Resilience and Empowerment: Employment for women, youth, and minorities, economic rationale for resilient infrastructure

Sources: World Travel & Tourism Council. Economic Impact Research: Global Trends Report, August 2026. https://wttc.publicfirst.co/ ; Asia Regional Integration Center: Asia and the Pacific Tourism Database https://aric.adb.org/database/tourism

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ADB has a strong history of investing in tourism and demand is growing

116 closed or active tourism and tourism-related projects worth $21 b in total financing. Demand for tourism investment grew more than triple the rate of overall ADB sovereign financing and the active portfolio doubled between 2019 and 2024.



*Based on ADB only financing amount in projects.

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Tourism demand is growing and changing

ADB SUSTAINABLE TOURISM FORUM

Four shifts are reshaping what destinations need to offer



GROWTH

+4% to ~1%

International tourism grew 4% in 2025 but growth has flattening in 2026 due to rising fuel costs

SUSTAINABILITY

67%

of travelers prefer destinations with strong sustainability practices

REGIONAL TRAVEL

30%

of international trips to Asia-Pacific now include multiple destinations

EXPERIENTIAL

77%

of travelers seek authentic experiences representative of local culture

UN Tourism, World Bank. ICAO, World Bank, Booking.com, Trip.com

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But market demand does not guarantee local economic benefit and job creation...





and tourism’s negative externalities put pressure on destination resources.

Destinations and MSMEs are also struggling to adapt to new global and supply side trends

Global Marco-economic and geo-politics shifts

- Slowing economic growth and impact of new tariffs
- Conflicts and civil unrest
- Vulnerability to climate change and demand and supply shocks
- Pressures and opportunities of digitalization and AI

Impacts on Tourism Destinations & Supply

- Value chains under pressure: Increasing fragmentation and drive for quality and sustainability
- Shifting benefits: Increasing overtourism, changing supply (e.g. STRs), and strong vested interests
- Digitalization: Rapidly evolving, driving personalization and demands new skills

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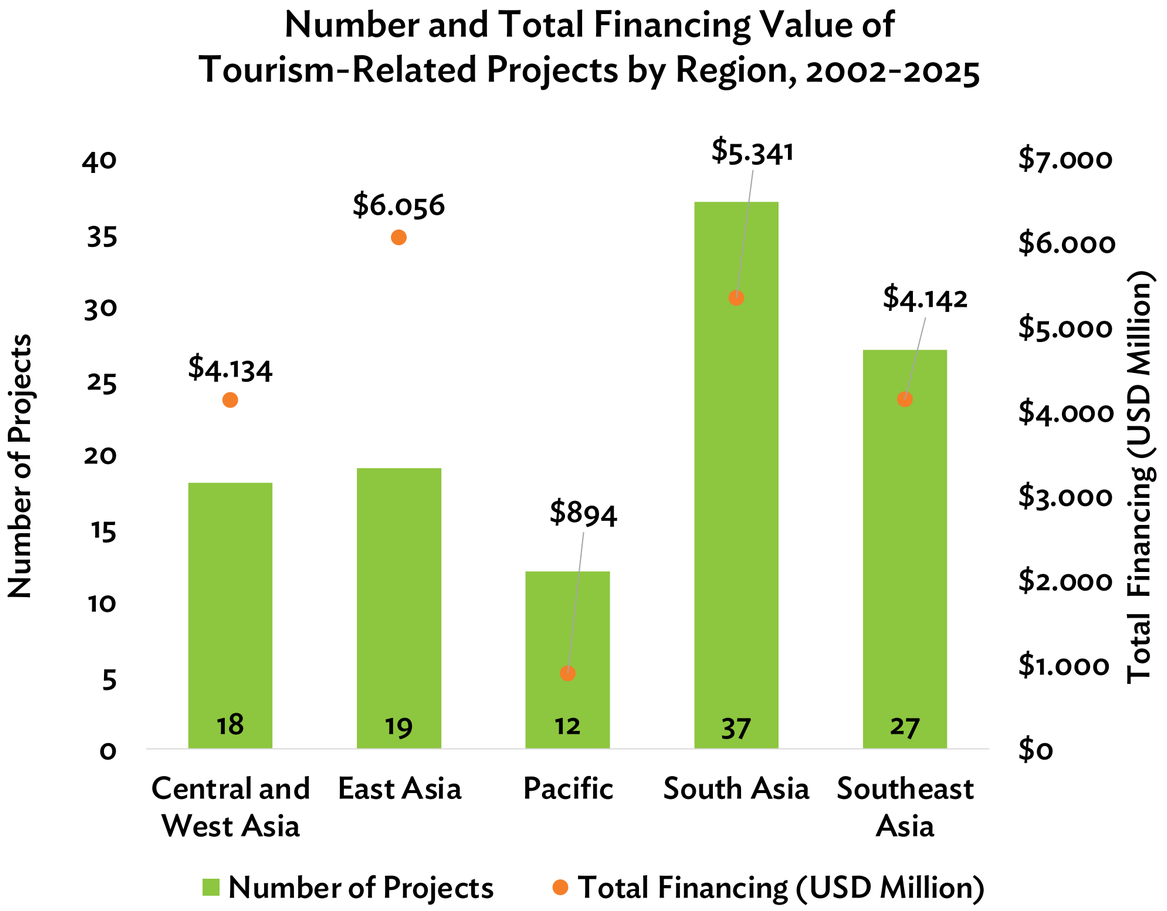
ADB's Value-Adding Solutions

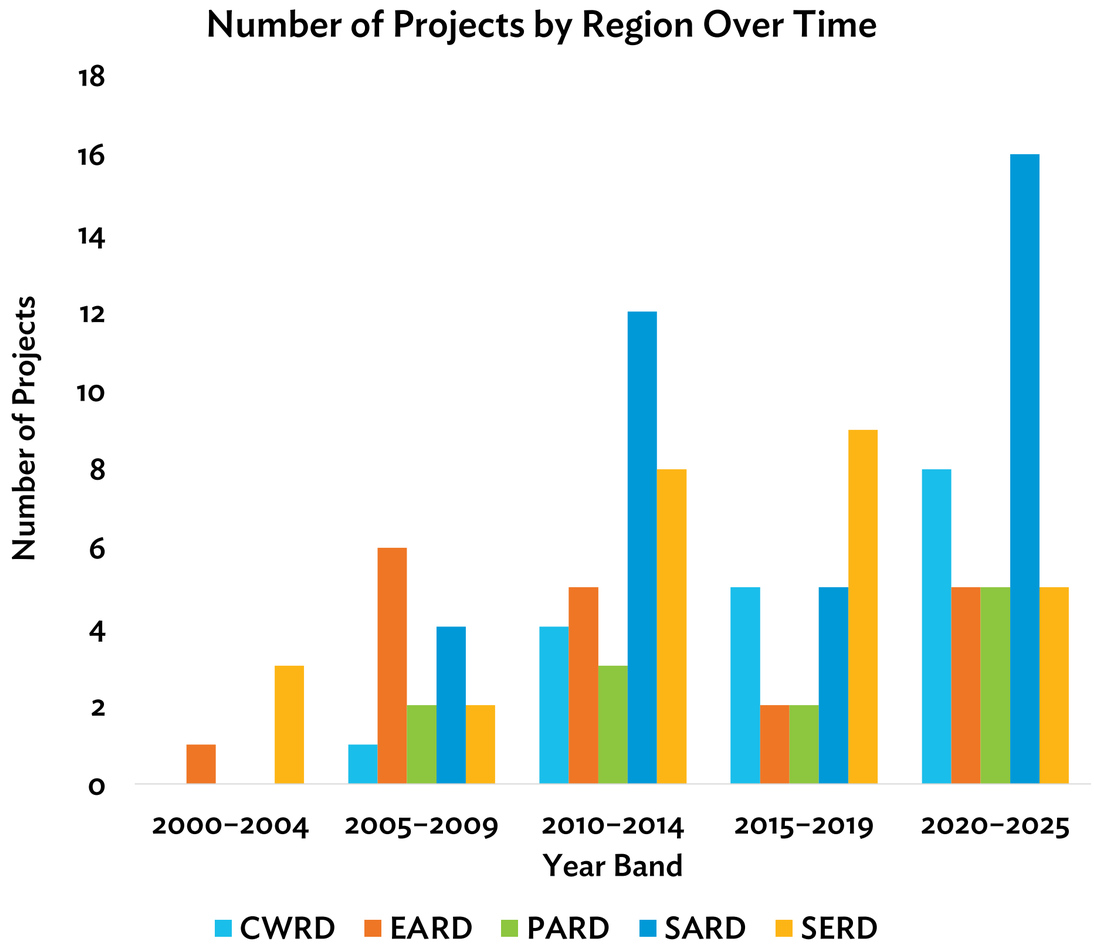
ADB's customized and multi-sectoral approach is responding to shifting client needs



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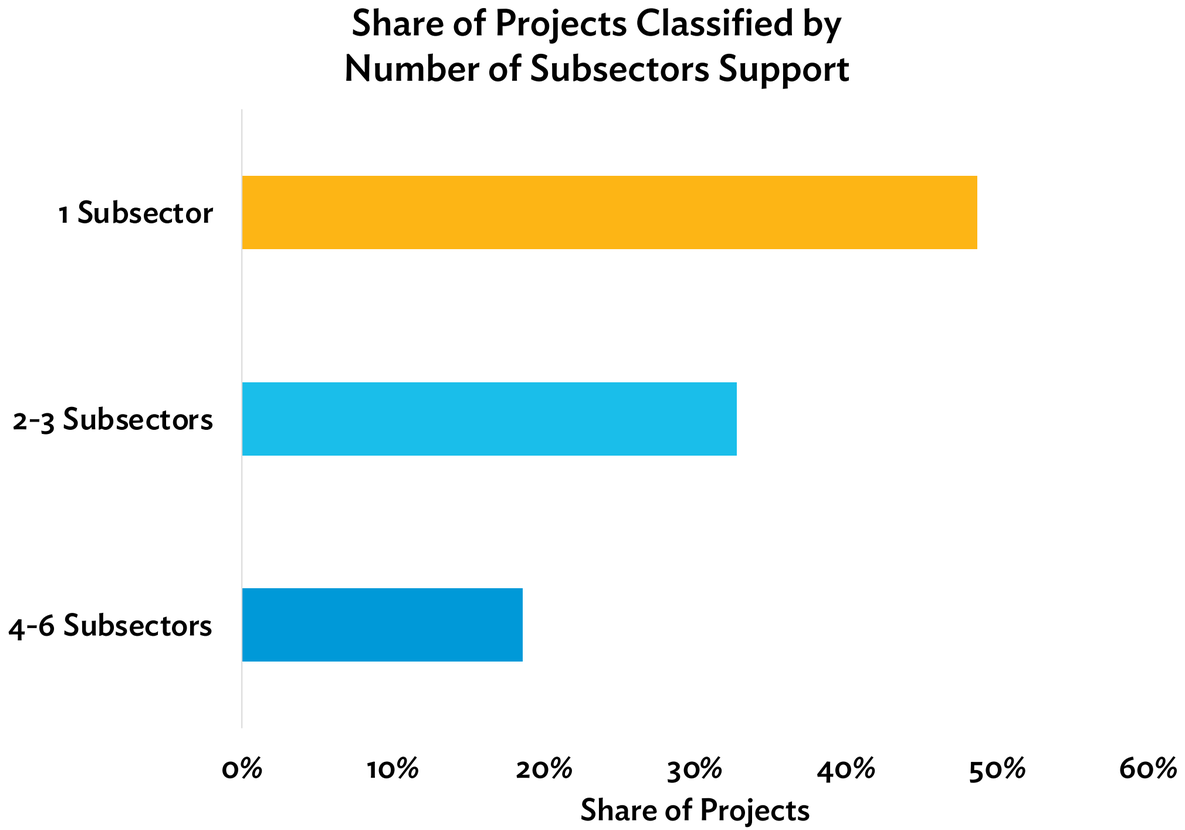
ADB has invested in tourism across all regions, with growing support for South, Central West, and Southeast Asia.

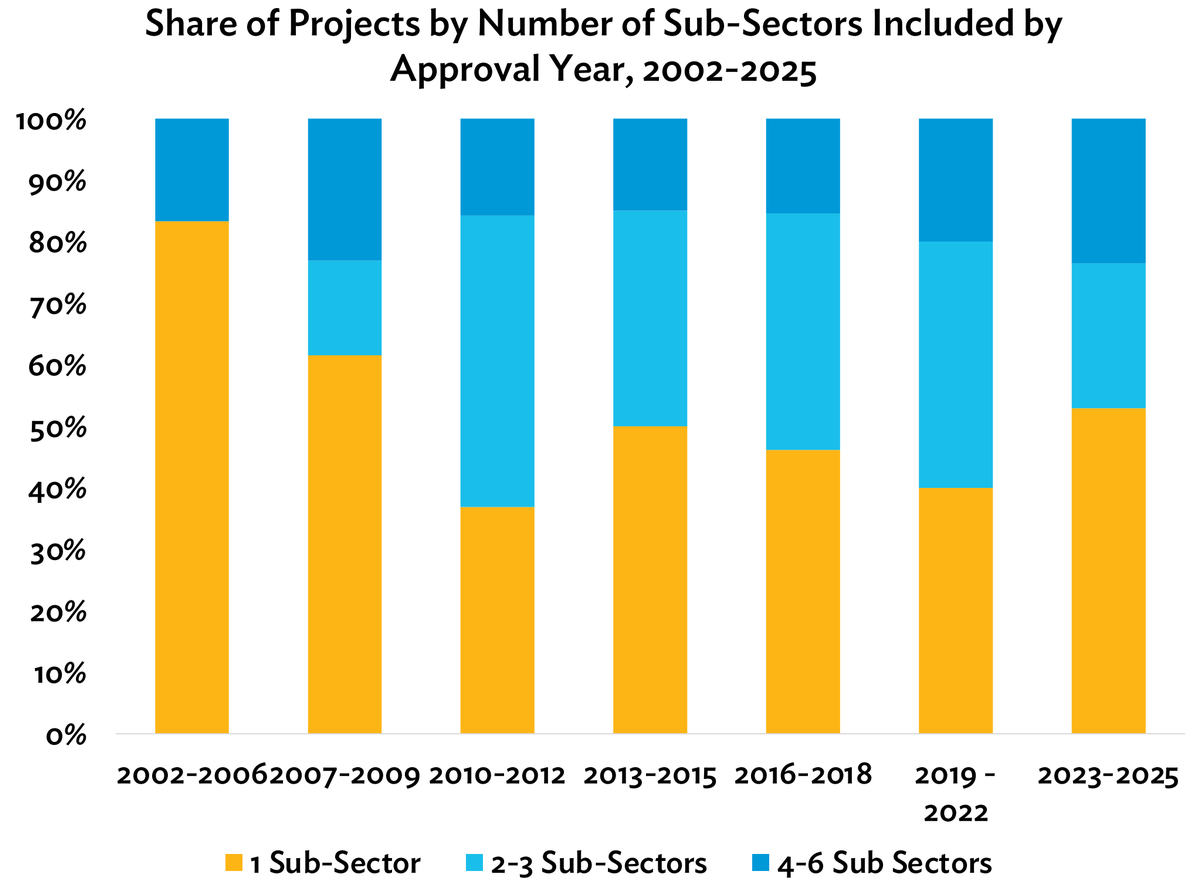




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ADB's tourism projects have become increasingly multisectoral over time.

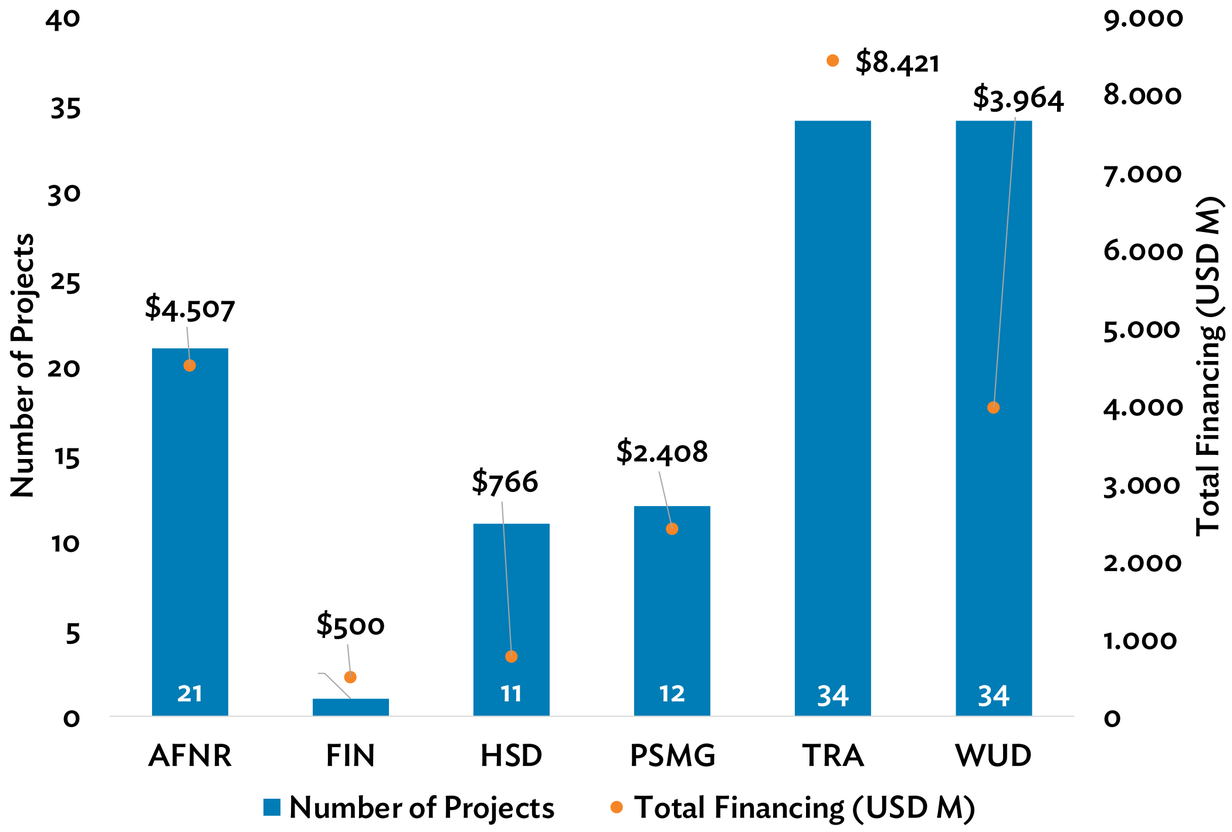




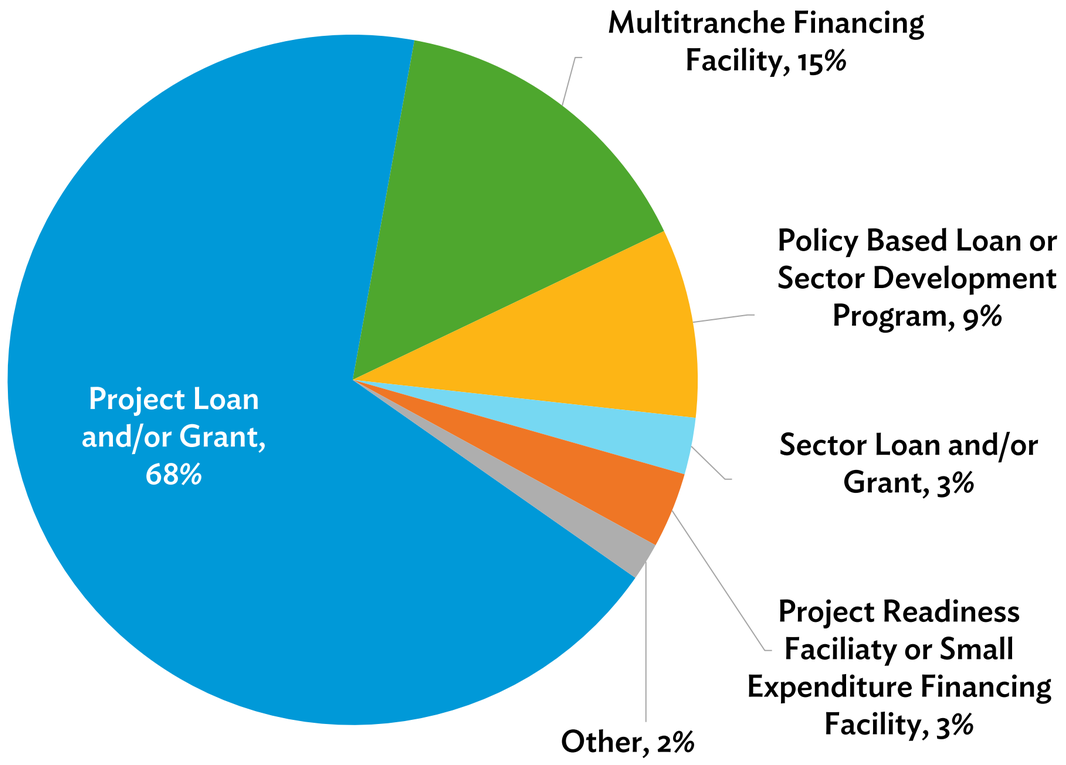
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Tourism is an ADB-wide agenda with ten divisions leading projects and technical assistant projects. Most projects have been standard project loans and grants.

Projects by Division Lead, 2002-2025



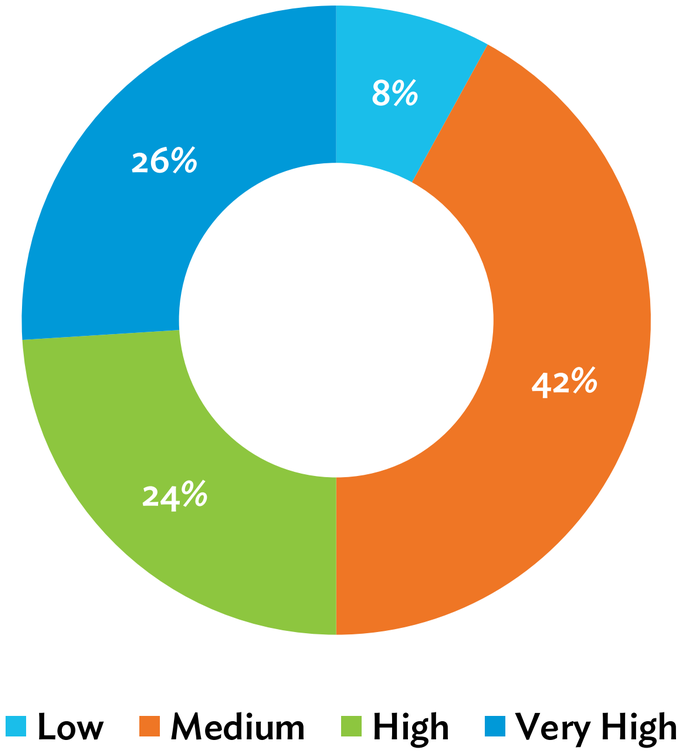
Share of Projects by Financing Modality



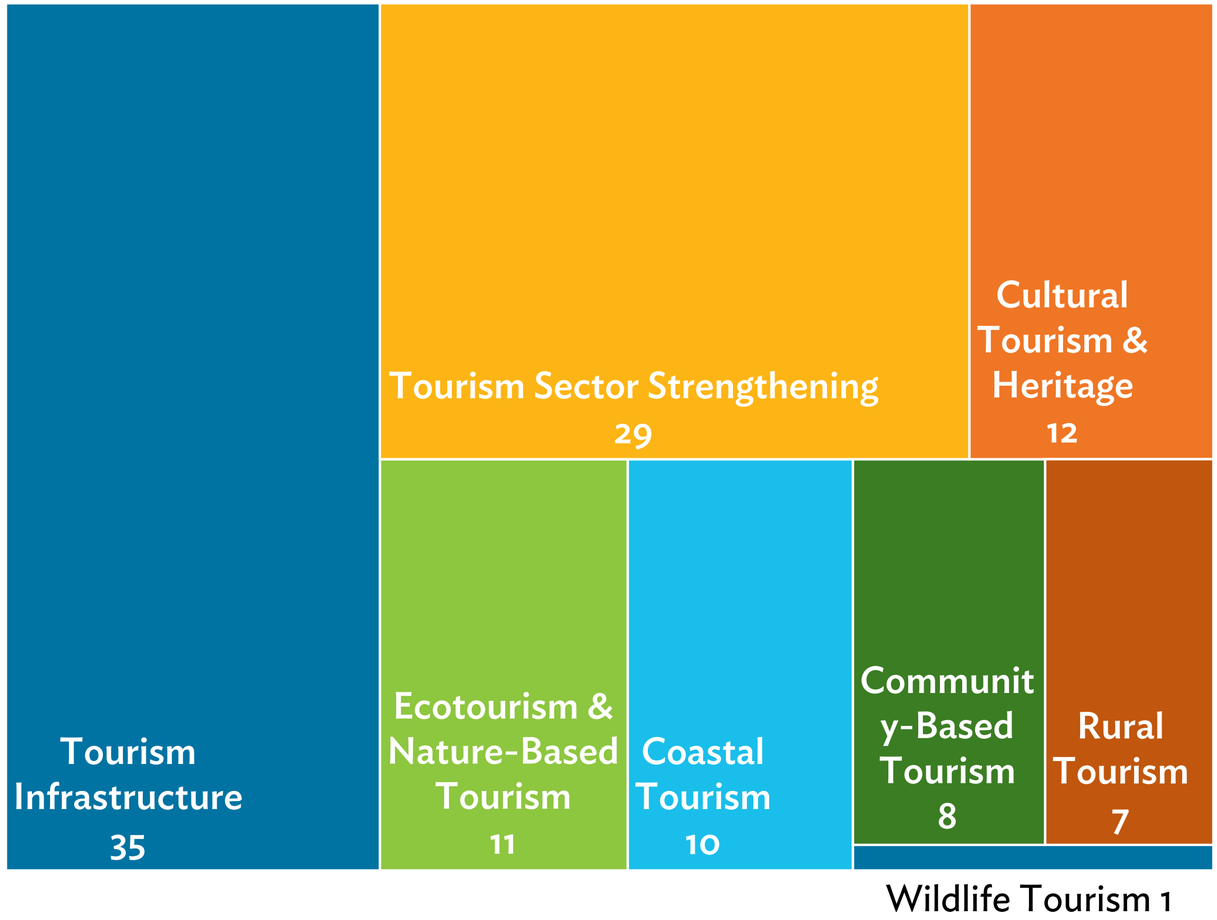
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ADB's projects have predominately focused on countries with medium to high dependency on tourism. Over half of projects have not had a specific market segment focus.

Share of Projects by Tourism Dependency of Country (Share of GDP from Tourism

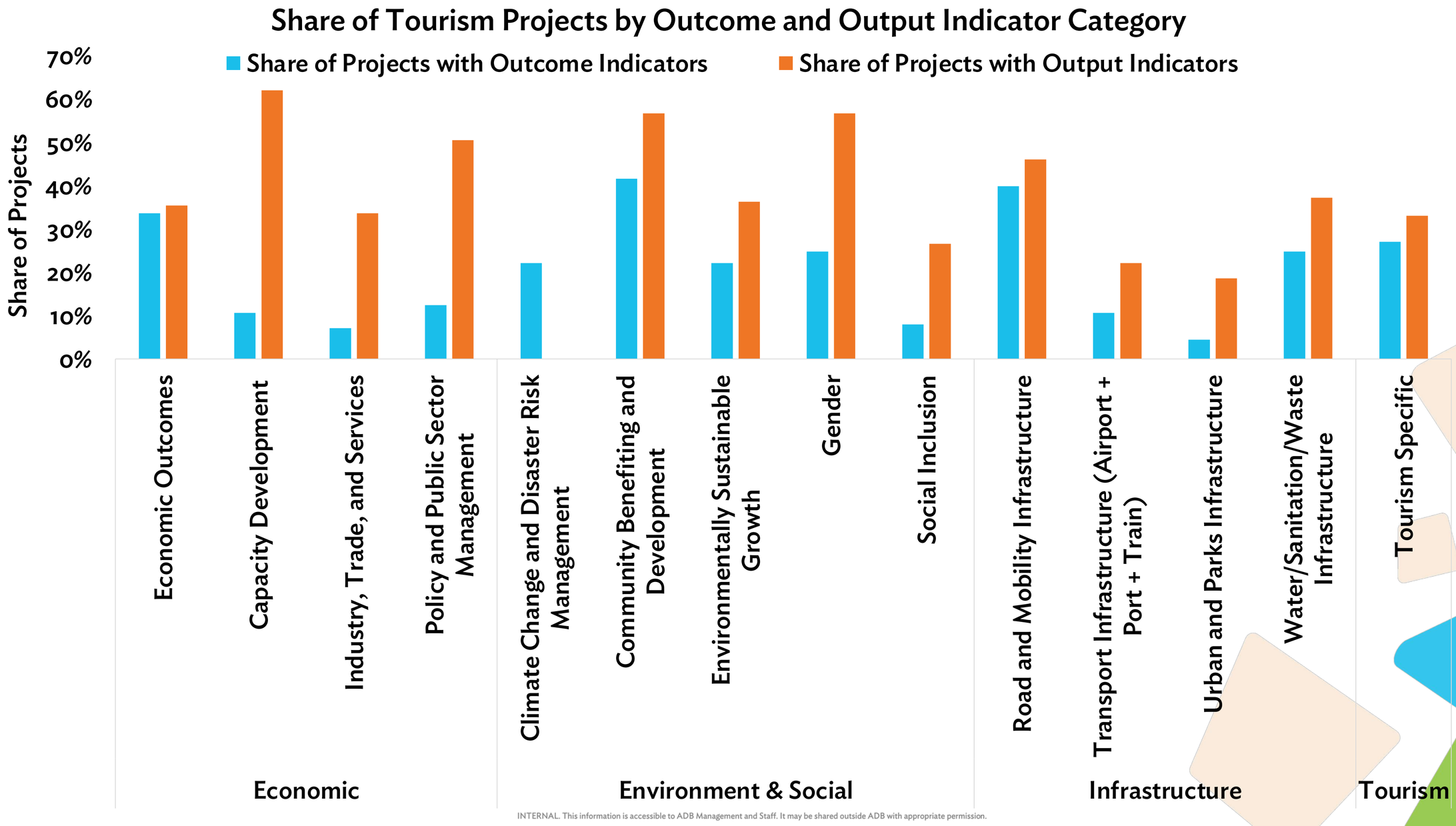


Number of Projects by Market Focus



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ADB's tourism projects deliver community benefit, economic growth, and connectivity outcomes through a range of activities.



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ADB Lessons Learned from Portfolio Review

1. Projects that explicitly support tourism perform substantially better.

2. Projects with tourism outcomes linked to private sector development perform better.

3. Projects with tourism-related institutions formally integrated into implementing arrangements perform better.

4. Infrastructure succeeds when integrated with wider destination systems and destination management.



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ADB Lessons Learned from Portfolio Review

5. Local benefits depend on explicit delivery pathway and market linkages defined through clear theories of change.

6. Projects require strong demand assumptions to underpin tourism investment and determine realistic benefits.

7. Projects sustain their benefits when O&M responsibilities are defined at inception and integrate private sector, where possible.

8. Projects achieve greater impact when they design private sector capacity building based on clear understanding of capacity gaps.



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Objectives for the ADB Sustainable Tourism Forum

Enhance Tourism for Development

- Strengthen understanding of how tourism investments deliver development impact
- ADB has a shared evidence base to explain how tourism investments deliver development outcomes.

Improve Quality of Tourism Outcomes

- Build capacity to apply integrated, multisector, and private sector approaches to tourism projects
- ADB project teams can use practical tools to move from tourism concept to stronger project design

Scale Tourism Development Impacts

- Support a stronger and more coordinated tourism pipeline across ADB and its DMCs
- ADB identifies priority tourism opportunities with sector entry points, focal persons and next actions.

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ADB Sustainable Tourism Forum Agenda

17 November – Forum

- Deep Dive: Destination Governance
- Deep Dive: Tourism and Regional Cooperation and Integration
- Deep Dive: Tourism and Private Sector Development
- Deep Dive: Bankable and Integrated Tourism Investments
- Panel: What Does a Stronger Tourism Pipeline Require?
- Evening Reception in the Staff Hub

18 November – Training

- Blue Track: Turning Tourism Potential into Projects
- Orange Track: Enabling Private Sector-Led Tourism Growth
- Green Track: Tourism as a Driver of Development
- Yellow Track: Sustainable Tourism as a Driver of Development

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Generous Support from Across ADB

- Support from the Spanish Cooperation Fund for Technical Assistance and the Republic of Korea e-Asia and Knowledge Partnership Fund, under ADB Technical Assistance (TA) 6899: Southeast Asia Sustainable Tourism Facility
- TA 10331-REG: Scaling up Investments in Emerging Areas in the Water and Urban Development Sector
- TA-10272-REG: Improving Competitiveness and Regulatory Environment for Digital Economy, ERDI
- TA 10109-Regional: Strengthening Multisector Technical Capacity to Respond to COVID-19 in Asia and the Pacific through Tourism, Japan Fund for Prosperous and Resilient Asia and the Pacific, financed by the Government of Japan through ADB
- TA 10625-REG: Sustainable Tourism and Services Trade (Subproject 5)
- TA 6877-REG: Building Capacity in the Urban Sector through Differentiated Approaches
- TA6699-REG: Enhancing Knowledge as Public Goods for Project Innovation, Demonstration, and Replication, EARD
- TA 10580-REG: Supporting the Post-2025 ASEAN Agenda

EAKPF Republic of Korea

Urban Resilience Trust Fund

UK International Development
Partnership | Progress | Prosperity

JFPR Japan Fund for Prosperous and Resilient Asia and the Pacific

From the People of Japan

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Generous Support from Across ADB

- TA6907-UZB: Strengthening Silk Road Tourism and Economic Resilience in Secondary Cities, WUD
- TA 10238-BAN: Capacity Development for Project Implementation and Knowledge Support
- TA 10624-BHU: Supporting Inclusive and Resilient Urban Development Project
- TA 10446-REG: Improving Governance for Urban and Water Service Providers
- TA 9881-SRI: Supporting Tourism Resilience
- TA 10376-REG: Strengthening Sustainability of Social Sector Infrastructure
- Technical Assistance 10512 - Marshall Islands: Advancing Knowledge-Based Development in North Pacific Developing Member Countries

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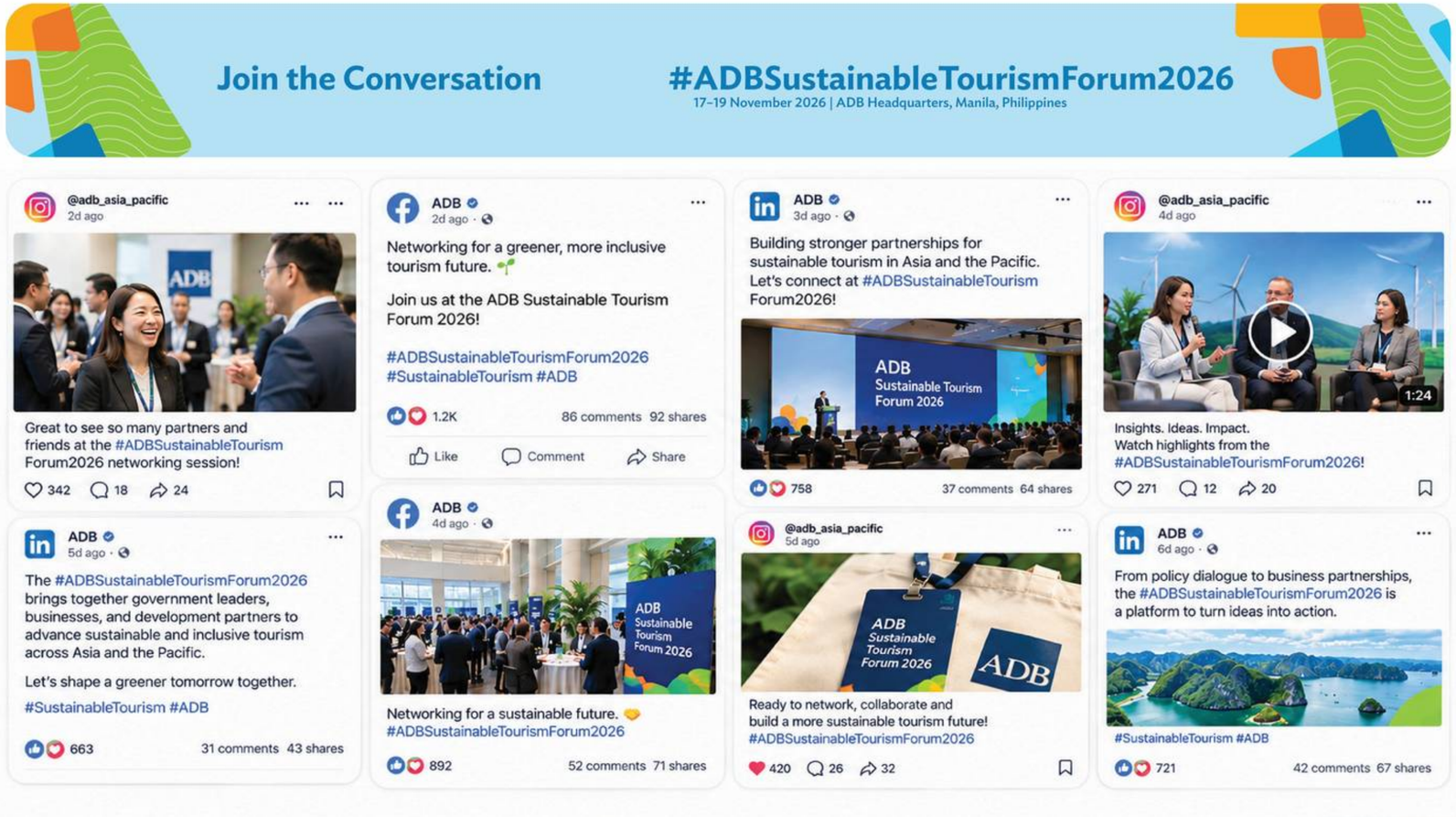
Join the conversation through the Media Wall

The Media Wall brings together participant posts, photos, reflections, and key moments from the Tourism Forum.

How to participate:

- Share a photo, takeaway, quote, or reflection from the Forum on LinkedIn, X, Facebook, Instagram, or Threads.
- Use the hashtag #ADBSustainableTourismForum or #ADBSustainableTourism
- Look out for your post on the Media Wall throughout the Forum.

Make sure your profile is public, and please only share photos or content that you are comfortable making public.



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Housekeeping

Wi-Fi Connection: ADB-Guest (or as prompted)
Credentials: Find your personalized username and password printed on your ADB Visitor's ID badge.

Mobile Devices: Please switch all phones, tablets, and laptops to silent mode.

Coffee & Snacks: Served during designated breaks at the lobby outside the Auditoriums.

Day 1 Lunch Venue: Lunch for guests will be served at Multifunction Halls 4 and 5. For DMC guests and invited staff please proceed to the Private Dining Room 2-4 on the 2nd Floor.

Day 2 Lunch Venue: Staff Hub Haven (2nd Floor) and Multifunction Halls 5 and 6.

Restrooms: Located directly out the main doors and down the corridor to your left and right.

Photography: An official photographer is documenting this event.

Meeting Rooms: Meeting space is available in Multifunction Hall 5. Please see Joseph Ocbina and Krisha Marie Chua to reserve a space.

Emergency Procedures: In case of an emergency, follow the directions of ADB security personnel and floor wardens to the nearest exit.

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Thank You!

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