

Agenda Item II: TPO Activities

a. Implementation of the activities for 2025

as of August 29, 2025

Activity		Achievement		Remarks*
		2024	2025	
Conferences				
Regional Meetings	Vietnam	40 persons (5 members, 2 observers)	70 persons (5 members, 10 observers)	<u>Venue</u> 2024: Da Lat 2025: Hanoi
	Korea	43 persons (13 members, 2 observers)	60 persons (17 members, 8 observers)	<u>Venue</u> 2024: Namhae 2025: Ulsan
	Malaysia	24 persons (7 members)	100 persons (7 members, 7 observers)	<u>Venue</u> 2024: Kuantan 2025: Kota Kinabalu
	Indonesia	21 persons (5 members, 7 observers)	57 persons (3 members, 22 observers)	<u>Venue</u> 2024: Jakarta 2025: Batu
	China	13 persons (4 members, 1 observer)	30 persons (7 members, 2 observers)	<u>Venue</u> 2024: Sanya 2025: Guangzhou
Executive Committee Meetings	First half	42 nd 30 persons	44 th 27 persons	<u>Venue</u> 42 nd : Busan 43 rd : Taiping 44 th : Guangzhou 45 th : Ho Chi Minh City
	Second half	43 rd 30 persons	45 th <i>tbd, Sep. 3, 2025</i>	
9 th TPO Forum		194 persons	-	Sanya, China (Aug. 28-30, 2024)
12 th TPO General Assembly		-	<i>tbd, Sep.5, 2025</i>	Ho Chi Minh City, Vietnam (Sep. 3-6, 2025)
Joint Projects				
Joint Exhibitions		2	2	*See attachment. **Global City Tourism Summit
Joint Promotion Presentation		3	2	
Tourism Roadshow		-	2	
Special Project		-	<i>GCTS**</i>	
Human Resource Development Projects				
Culture & Language Immersion Program (CLIP)		1 (K-CLIP)	2 (M-CLIP, K-CLIP)	*See attachment.
Capacity Building Program (CB)		1	1	
Promotion				
Tourism Information Exchange Project		8 pairings among 9 cities	- <i>Ongoing</i> - <i>among 9 cities</i>	*See attachment.
Initiatives by the Secretariat		-	- <i>Ongoing</i> -	

Activity	Achievement		Remarks*
	2024	2025	
Globalization and Global Cooperation			
Globalization: Collaboration Initiatives with International Organizations	3	8	*See attachment.
Global Cooperation: Participation in Members' Events, International Conferences, etc.	7	3	

*Details attached.

[Attachment]

Report on TPO Activities for 2025

as of August 25, 2025

☐ Conferences

2024	2025
Regional Meetings	
<ul style="list-style-type: none"> • Vietnam (March 21, Da Lat) • Korea (April 18, Namhae) • Malaysia (May 13, Kuantan) • Indonesia (July 25, Jakarta) • China (August 28, Sanya) <p><u>Key agendas</u></p> <ul style="list-style-type: none"> - Promotion of TPO members' priority projects (Andong: World Humanities Cities Network, Busan: 15-Minute City, Gimhae: 2024 Visit Gimhae Year, Mungyeong: Mungyeong Traditional Tea Bowl Festival, Ulsan Dong-gu: Ulsan Shipbuilding & Sea Festival, Yogyakarta: Wayang Jogja Night Carnival) - Discussion on potential global outreach through members' international network 	<ul style="list-style-type: none"> • Vietnam (March 28, Hanoi) • Korea (April 17, Ulsan) • China (May 15, Guangzhou) • Malaysia (July 9, Kota Kinabalu) • Indonesia (August 1, Batu) <p><u>Key agendas</u></p> <ul style="list-style-type: none"> - *Major Achievement* Strengthening inter-member collaboration through discussion on future collaborative projects (TPO Tourism & Partnership Program) - *Major Achievement* Discussion on statutory and administrative reforms to define TPO Regional Meetings - Discussion on enhancing member activation and engagement - Announcement of leadership transition and overall governance structure within the Organization
Executive Committee Meeting	
<p>42nd (May 22, Busan)</p> <ul style="list-style-type: none"> - Committee members discussed ways to expand the global outreach of the TPO and invite new members - New membership approved: SCS Tour (Korea), Al Muneer Travels and Tour Sdn Bhd (Malaysia) <p>43rd (October 24, Taiping)</p> <ul style="list-style-type: none"> - Promotion of TPO members' priority projects (Busan: Visit Busan Pass, Sanya: Hainan Island International Film Festival) - New membership approved: Almaty (Kazakhstan) 	<p>44th (May 14, Guangzhou)</p> <ul style="list-style-type: none"> - *NEW* Initiative Proposal of a new initiative: Global Campaign and Establishment of Innovation Lab - *Major Achievement* Approval of new benefit package for TPO Bureau - *NEW* Initiative Established guidelines for host city of the TPO General Assembly and Forum - Proposal of statutory and administrative reforms to define TPO Regional Meetings - New membership approved: Ulaanbaatar (Mongolia)

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2024	2025
- Recommendation of the 5 th Secretary General candidate to the TPO President	45th (September 3, Ho Chi Minh City) - <i>Ongoing</i> -
Forum	
9th Forum (August 28-30, Sanya) <ul style="list-style-type: none"> - Attendance of approximately 200 guests including representatives from 11 TPO member cities, invited distinguished speakers, etc. - Theme: Open Cooperation and Innovative Development for Sustainable Tourism - Sanya Call to Action: A collective initiative to foster sustainable, innovative and collaborative tourism practices 	-
General Assembly	
-	12th General Assembly (September 3-6, Ho Chi Minh City) - <i>Ongoing</i> -

 Joint Projects

2024	2025
Joint Exhibitions	
Global Gathering (March 18, Busan) <ul style="list-style-type: none"> - 3 TPO members' Joint promotion booth: Ulsan Dong-gu, Gimhae, Batu - Promotion of TPO members' travel destinations to government officials and an estimate of 10,000 local and global citizens of Busan 	Guangzhou International Travel Fair, GITF (May 15-17, Guangzhou) <ul style="list-style-type: none"> - 5 TPO members' Joint promotion booth: Busan, Pohang, Iksan, Kota Bharu, Batu - *NEW* Initiative Introduction of TPO Lounge and strengthened inter-city collaboration among TPO members - *NEW* Initiative Formation of TPO Global Tourism Marketing Delegation (GTMD) to enhance member city participation in global tourism marketing

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2024	2025
<p>Busan International Travel Fair (Sep. 26-29, Busan)</p> <ul style="list-style-type: none"> - 10 TPO members' Joint promotion booth: Incheon, Gangneung, Boryeong, Sanya, Ulju-gun, Incheon Ganghwa-gun, Jeonbuk State, Jeonju, Ho Chi Minh City - Networking and enhancement of TPO's global status 	<ul style="list-style-type: none"> - Reduced member city participation costs (46% of previous overseas rate, covered by Guangzhou), enhancing member benefits, and resulting in increased participation rate - TPO received the "Best Overseas Partner" Award <p>Global Gathering (May 24, Busan)</p> <ul style="list-style-type: none"> - 5 TPO members' Joint promotion booth: Changwon, Daegu, Gimhae, Gunsan, Ulsan Nam-gu - Promotion of TPO members' travel destinations to government officials and an estimate of 16,000 local and global citizens of Busan
Joint Promotion Presentation (JPP)	
<p>JPP Kuantan (May 13, Kuantan)</p> <ul style="list-style-type: none"> - 5 TPO members (Busan Tourism Organization Malaysia, Batu, Bogor, Alor Setar, Kota Kinabalu) promoted to 200 local and international visitors in Kuantan <p>JPP Busan (May 22, Busan)</p> <ul style="list-style-type: none"> - 4 TPO members (Busan Tourism Organization, Guangzhou, Ipoh, Jeonbuk State) promoted to 60 local and international visitors in Busan - Provided B2G networking opportunities to TPO members <p>JPP Taiping (October 24, Taiping)</p> <ul style="list-style-type: none"> - 6 TPO members and local enterprises (Taiping, Ipoh, Kampar, Tourism Perak, Novotel Taiping, Sentosa Villa Resort) promoted to approximately 80 local representatives in Taiping 	<p>JPP Guangzhou (May 15, Guangzhou)</p> <ul style="list-style-type: none"> - 8 TPO members promoted to approximately 100 local representatives in Guangzhou - Increased exposure of TPO members (Dujiangyan, Sanya, Batu, Busan, Gimhae, Pohang, Kota Bharu, Kota Kinabalu) in the global market through presentations on their priority projects and tourism policies to tourism-related organizations, local businesses, and visitors <p>JPP HCMC (Sep. 4, Ho Chi Minh City)</p> <p style="text-align: center;"><i>- scheduled -</i></p>

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2024	2025
Tourism Roadshow	
-	Tourism Roadshow (Sep. 4-5, Ho Chi Minh City) <i>- scheduled -</i>
Special Project	
-	Global City Tourism Summit (Oct. 27-29, Busan) <i>- scheduled -</i>

Human Resource Development Projects

2024	2025
Culture & Language Immersion Program (CLIP)	
K-CLIP (July 22-29, Ulsan, Tongyeong, Busan) <ul style="list-style-type: none"> - 35 participants from 15 cities - Promotion of TPO members' cities to global young talents, increased media exposure of host cities' travel destinations through social media posts of participants - Revitalization of local economy of host cities - Networking opportunity for young talents in the tourism industry 	M-CLIP (July 27-August 2, Ipoh, Kampar, Taiping, Manjung) <ul style="list-style-type: none"> - First-ever CLIP in Malaysia - 24 participants from 15 cities - Strong International Interest: 66 applicants from 39 cities, marking a 78% increase from the previous year - Appointment of 12 TPO Supporters to promote TPO and host cities - Diverse and engaging program including sustainable tourism volunteer work, traditional dance experience, etc. - Shared valuable insights through 5 group presentations on host city strengths, marketing strategies, etc. - Satisfactory survey recorded an average of 4.56/5. K-CLIP (October 19-29, Andong, Mungyeong, Daegu, Busan) <ul style="list-style-type: none"> <i>- scheduled -</i> - Over 225 applicants from 95 cities as of August 21, highest number in the history of TPO K-CLIP

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2024	2025
Capacity Building Program (CB)	
<p>18th UN Tourism Asia/Pacific Executive Training Program on Tourism Policy and Strategy (October 28-31, Kuching)</p> <ul style="list-style-type: none"> - Collaboration with UN Tourism - Participation of government officials from TPO member cities: Busan, Sanya, Kota Kinabalu - Networking opportunities for TPO member cities with UN Tourism members 	<p><i>Busan Workation (October 27-30, Busan)</i> - <i>scheduled</i> -</p> <ul style="list-style-type: none"> - Collaboration with Busan Metropolitan City and the Busan Center for Creative Economy & Innovation (BCCEI) - About 20 participants (TPO member city officials and private members) - Busan-style workation experience - Networking opportunities for TPO members with Digital Nomad

Promotion

2024	2025
Tourism Information Exchange Project	
<p>8 pairings successfully formed among nine cities to promote tourism information in each other's city</p> <ul style="list-style-type: none"> - Gunsan ↔ Taichung - Gunsan ↔ Pohang - Gunsan ↔ Qingdao - Guangzhou ↔ Busan - Batu ↔ Busan - Batu ↔ Kuantan - Batu ↔ Kampar - Busan ↔ Qingdao 	<p style="text-align: center;">- <i>ongoing</i> -</p> <p>10 cities to be paired for promote tourism information collaboration</p> <ul style="list-style-type: none"> - Busan - Dujiangyan - Gunsan - Guangzhou - Ipoh - Jeju - Kaohsiung - Pohang - Shimonoseki - Taichung
NEW Initiatives by the Secretariat	
-	<ul style="list-style-type: none"> - *NEW* Initiative Introducing TPO member cities' travel destinations on Busan's English radio station (BeFM) with live streaming on the official YouTube channel. <ul style="list-style-type: none"> · March: Hanoi, Ulsan · April: Guangzhou · May: Sanya · June: Kota Kinabalu

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2024	2025
	<ul style="list-style-type: none"> · July: Batu · <i>Ongoing...</i> <p style="text-align: center;">*COMING SOON*</p> <ul style="list-style-type: none"> - *NEW* Initiative Billboard advertisements of TPO member cities' travel destinations at high foot traffic locations: Busan City Hall Deullak Nallak Media Wall, BEXCO, Yongdusan Park Media Wall, Busan Station - Benefitting members (24 members): Kuantan, Ipoh, Kota Kinabalu, Hanoi, Ho Chi Minh City, Batu, Jakarta, Guangzhou, Dujiangyan, Sanya, Qiannan, Foshan, Kaohsiung, Taichung, Boryeong, Busan, Saha-gu, Andong, Ulsan, Incheon Ganghwa-gun, Jeonbuk State, Jeonju, Jeju-do

Globalization and Global Cooperation

2024	2025
Globalization: Collaboration Initiatives with International Organizations	
<ul style="list-style-type: none"> · UN Tourism · United Cities and Local Governments Asia-Pacific (UCLG ASPAC) · World Tourism Forum Institute (WTFI) 	<ul style="list-style-type: none"> · ITB Berlin (March 4-6, Berlin) · WTCF Hong Kong Fragrant Hills Tourism Summit (April 14-17, Hong Kong) · 2025 All That Travel (May 8-10, Seoul) · 2025 Busan BIZ Connect (May 16, Busan) · 2025 Seoul International Travel Fair (June 5-8, Seoul) · Participation of the TPO Secretary General in members cities' official events · Official visits of the Secretary General to 12 cities' embassies · Engagements with 39 key institutions, global organizations, and tourism-related entities

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2024	2025
<p><u>Key outcomes</u></p> <ul style="list-style-type: none"> - Discussion on partnership opportunities, potential joint projects, and ways to expand network beyond the Asia Pacific region - Benchmarking ideas on operation and management of an international organization - UCLG ASPAC Secretary General delivered a keynote speech at the 9th TPO Forum - Collaboration with UN Tourism for the TPO Capacity Building Program 	<p><u>Key outcomes</u></p> <ul style="list-style-type: none"> - Admission of new members: Ulaanbaatar (Mongolia), Greentrip Co., Ltd. (Korea), MICEDOT Co., Ltd. (Korea), Mice King (Korea) - Networking opportunities and expansion of reach to potential global partners and members (e.g., Thessaloniki, Hong Kong, etc.) - Established valuable connections and extended invitation to the Global City Tourism Summit Luncheon - TPO Secretary General appointed as Ambassador of the Tourism Brand of Uzbekistan in the Republic of Korea
Global Cooperation: Participation in Members' Events, International Conferences, etc.	
<ul style="list-style-type: none"> · Seoul International Travel Fair (May 9-12, Seoul) · International Travel Exhibition (ITE) Ho Chi Minh City (Sep. 5-7, Ho Chi Minh City) · Lantern Festival (February 24, Tainan) · 1st UN Tourism Regional Forum on Gastronomy Tourism for Asia and the Pacific (June 26, Cebu) · 36th Joint Meeting of the UN Tourism Commission for East Asia and the Pacific & the UN Tourism Commission for South Asia (June 28, Cebu) · 2024 Eurasia Expedition (September 22-28, Almaty, Tashkent, Samarkand) · 24th Global Summit of the World Travel & Tourism Council (WTTC) (October 8-10, Perth) <p><u>Key outcomes</u></p> <ul style="list-style-type: none"> - Admission of new member: Almaty (Kazakhstan) - Benchmarking of international conference management ideas - Expansion of TPO's global outreach 	<ul style="list-style-type: none"> · 30th Anniversary of APTA Annual Conference (July 7-9, Busan) · APEC Tourism Working Group (TWG) Meeting (July 31, Incheon) · Mori Memorial Foundation <p><u>Key outcomes</u></p> <ul style="list-style-type: none"> - Increased TPO's exposure and recognition in the global tourism industry - Networking opportunities and collaboration efforts in TPO joint projects with APEC Member Economies - Established the foundation for participation in the APEC-funded project - Enhancing Urban Tourism Governance & Youth Leadership in APEC - Secured endorsements for the project from 6 different APEC Member Economies <p>Collaboration with Mori Memorial Foundation to develop a "<i>Good Tourism Index (tentative)</i>", as well as the establishment of the <i>TPO Innovation Lab</i></p>