GOVERNMENT OF MONGOLIA

Ministry of Culture, Sports, Tourism and Youth of Mongolia

MONGOLIA: NATIONAL DIGITAL BRANDING STRATEGY & CHALLENGES IN THE AI ERA

M.Gantulga
Specialist, Tourism Policy and Coordination Department

MONGOLIA TOURISM: CURRENT LANDSCAPE

2026 TOURISM

Sources: MOCSTY, Bank of Mongolia, National Statistics Office

International visitors — 2025

847,170

International visitor arrivals

International visitors — Jan–Aug 2026

705,098

International visitor arrivals continue to grow

Tourism sector economic contribution

29%

≈ USD 1.41 billion

UN Tourism

World Tourism Barometer

Strong tourism-spending growth

Mongolia was reported among the strongest-performing markets in H1 2026, with tourism spending growth of 29%.

Jan–Aug 2026

106,896

year-on-year increase

additional visitors

+17.9%



Sources: MOCSTY 2026 tourism presentation; MOCSTY/MNB reporting, 8 Sep 2026; UN Tourism reporting as cited by MOCSTY.

POLICY & STRATEGIC FOUNDATION

Key policy decisions shaping Mongolia's destination brand

Tourism Law — revised

Updated legal and institutional framework for tourism development

04 May 2023

Winter Tourism

Measures to reduce seasonality and diversify demand

20 Dec 2023

“Years to Visit Mongolia”

2023–2028: national tourism promotion and destination visibility

05 Jul 2022 / amended

National Tourism Zones

17 zones across 12 provinces to support regional, cluster-based development

31 Dec 2025

Four-Season Tourism

Shift from seasonal demand toward year-round tourism

2025

Tourism Enterprise Finance

Concessional financing launched to support tourism businesses and infrastructure

20 May 2025

National Brand “Go Mongolia”

Unified national identity and international promotion strategy

06 Dec 2023

Policy direction: move from volume-led growth toward higher economic value, better access and capacity, year-round travel, regional clusters, and stronger tourism businesses.

Sources: Legalinfo; MOCSTY; Parliament of Mongolia.

Sources: Legalinfo — Government Resolution No. 264; Government Resolution No. 125; MOCSTY policy materials; Parliament Resolution No. 109.

BRAND STRATEGY & DESTINATION DEVELOPMENT

NATIONAL DIGITAL BRANDING: “GO MONGOLIA”

GO MONGOLIA — a unified national brand

The brand was developed as a national identity platform, not only a tourism campaign, integrating Mongolia’s values, identity and global positioning.

Its tourism role is to create a consistent destination story across international markets, media, partners and digital channels.

12	17
PROVINCES	TOURISM ZONES

FOCUS: FROM AWARENESS TO CONVERSION

Previous approach		Current direction
Fragmented destination messages	→	Unified national brand

FOUR-SEASON TOURISM

Digital branding is increasingly linked to product diversification: winter tourism, regional tourism, community-based experiences, culture and nature.

BRAND PRIORITIES

01	02
Consistent identity	Targeted markets

Digital recovery

03	+33%
04	Conversion & visitor value

BRAND → CONTENT → DISCOVERY → TRAVEL DECISION

Sources: MOCSTY — “Go Mongolia” national brand materials; MOCSTY 2025 tourism policy presentation.

CURRENT DIGITAL ECOSYSTEM & MARKET REACH

DIGITAL DISCOVERY, CONTENT & CONNECTIVITY

Social & creator ecosystems

Platform

Social content

"Connect by Tourism" uses the TikTok platform and creator ecosystem to showcase Mongolia's tourism, culture and nature.

Air connectivity

Direct links

New and expanded air connections support destination accessibility and create more opportunities for digital campaigns to convert interest into visits.

2025 passenger volume

2.4M

year-on-year

+14% ↑

Regional routes

3-country cooperation

Mongolia–Russia–China cooperation includes the "Tea Road" road-tourism initiative, connecting regional storytelling with cross-border travel.

Cross-border cooperation creates opportunities for shared content, routes and destination discovery.

TOURISM FINANCE

Concessional financing has started to support tourism infrastructure and business capacity.

6%	6	112	150.3
Interest rate	Years	Legal Entities	Billion

2.3	250	9.2
Trillion requests	Billion (2026)	Times more

Platform & Human Resources

Travel Platform — 2027.03

Integrated platform will tentatively enter into service.

Training Center — TVET

The building transfer process has been completed, and preparations to establish the TVET (Technical and Vocational Education and Training) center are underway.

Sources: MOCSTY; 2026 tourism sector presentation; MOCSTY TikTok/Connect by Tourism announcement, 7 Jul 2025.

Go Mongolia: Roadshows & International Expos

GLOBAL MARKETING

Davos, ITB & WTM Presence

Promoted the national brand at premier global events including WEF Davos, ITB Berlin, WTM London, JATA Tokyo, and the 'Mongolian Days' roadshow series across North America.

B2B PARTNERSHIPS

Network & Market Expansion

Conducted strategic B2B sessions with international tour operators and major airlines to boost inbound travel flows from key target markets across East Asia, Europe, and North America.

CULTURAL BRANDING

Heritage in Digital Space

Showcased nomadic culture and unique heritage through a unified 'Go Mongolia' visual identity, reaching over 150 million people globally across direct and digital media channels.

Sources: MOCSTY; 2026 tourism sector presentation; MOCSTY TikTok/Connect by Tourism announcement, 7 Jul 2025.

World Bank Funded AI Tourism Platform

WORLD BANK PROJECT

AI Itinerary Generator

Integrating generative AI models into the national digital platform to automatically build tailored, high-converting travel itineraries based on traveler preferences, time, and budget.

REAL-TIME ASSISTANT

24/7 Multilingual AI Chatbot

Developing an AI-driven digital concierge delivering real-time assistance on weather, visa policies, safety advisories, and direct booking recommendations in multiple languages.

DATA ECOSYSTEM

First-Party Data & Analytics

Empowering tourism SMEs with actionable data analytics and AI tools, accelerating the conversion of digital brand awareness into direct, measurable bookings and revenue.

Sources: MOCSTY; 2026 tourism sector presentation; MOCSTY TikTok/Connect by Tourism announcement, 7 Jul 2025.

CHALLENGES, RISKS & LESSONS LEARNED

WHAT MUST CHANGE AS TRAVEL DISCOVERY BECOMES AI-DRIVEN

1 Fragmented digital presence

Brand consistency, destination information and conversion pathways need to work as one ecosystem.

2 Limited first-party data

Audience segmentation, personalization and ROI measurement require stronger, connected tourism data.

3 AI readiness gap

Public evidence shows active digital marketing, but a fully documented national AI operating model is still emerging.

4 Authenticity & cultural accuracy

AI-generated and algorithmically curated content can flatten identity; Mongolian heritage needs authoritative source material and clear narratives.

5 Platform dependency

Over-reliance on external platforms can reduce control over reach, data and destination reputation.

6 Skills & governance

Prompt literacy, content verification, privacy, cybersecurity, deepfake awareness and crisis response need institutional capacity.

7 Conversion challenge

Awareness must translate into bookable products, accessible routes, trusted information and measurable visitor value.

Assessment based on the UTM presentation brief, MOCSTY digital initiatives, national policy documents, and current tourism-sector materials.

THANK YOU FOR YOUR ATTENTION.