Sri Lanka Tourism

In the Age of AI - *A New Chapter in Global Tourism Branding*

Digital destination marketing strategy



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Sri Lanka Tourism Promotion Bureau

WHERE WE STAND

Sri Lanka just recorded its highest-ever tourist arrivals.

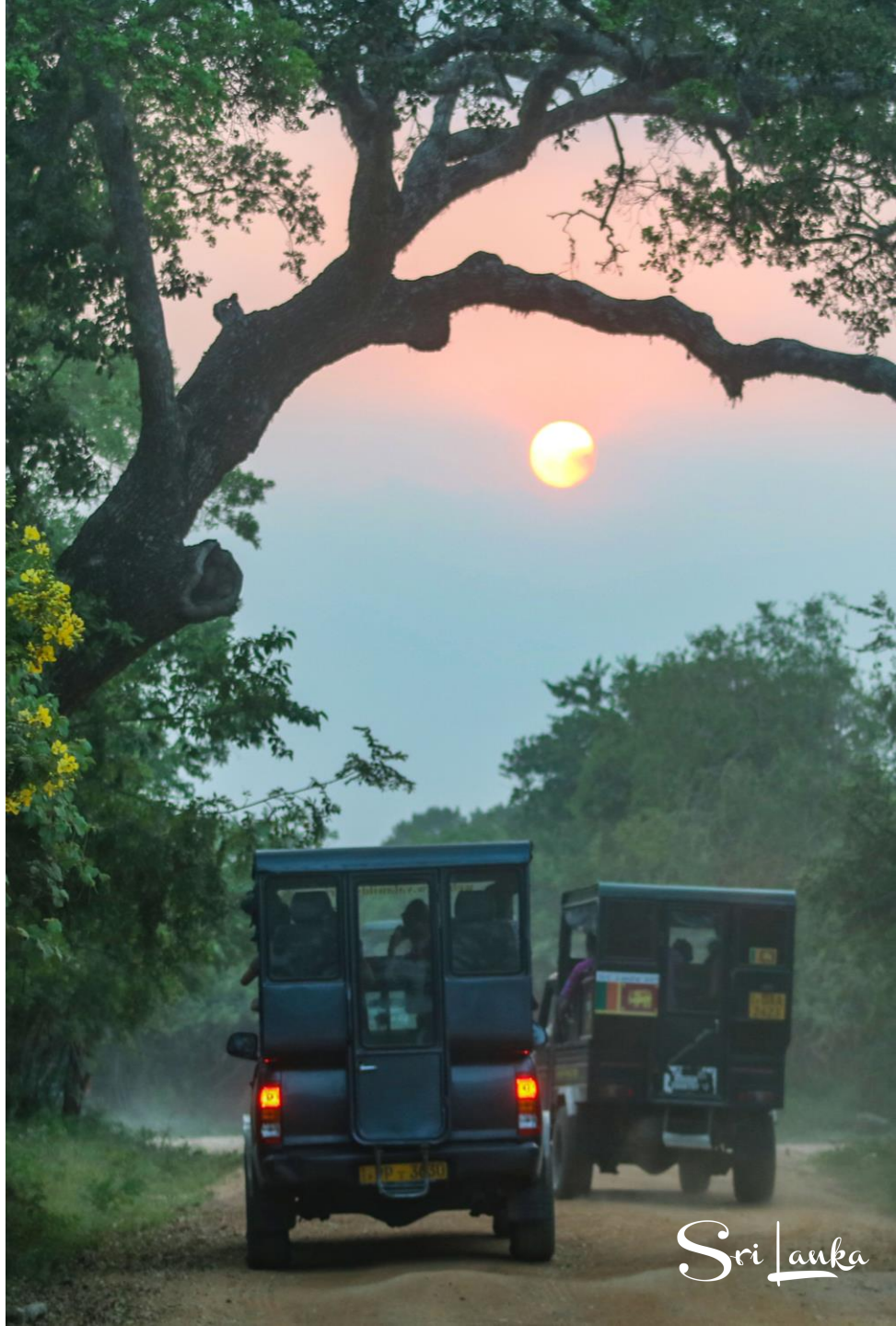
2025 surpassed the previous record set in 2018 — achieved through five years of continuous global disruption, without a sustained global brand campaign behind it.

3Mn+

TOURIST ARRIVALS IN 2027

Sri Lanka's highest tourism arrival figure on record

Year	Visitors	Revenue (USD)
2025	2.3 Mn	3.2Bn
2026	2.7 Mn	4.2Bn
2027	**3 Mn+**	**5Bn+**



THE OUTCOME WE'RE CHASING

Not just more visitors. The right visitors.

Higher Spend

Attracting visitors whose spend reflects Sri Lanka's true value

Longer Stays

Deeper engagement with the island's regions and experiences

Broader Benefit

Earnings distributed further across the tourism industry



Campaign Time Line

Interim & Global Branding

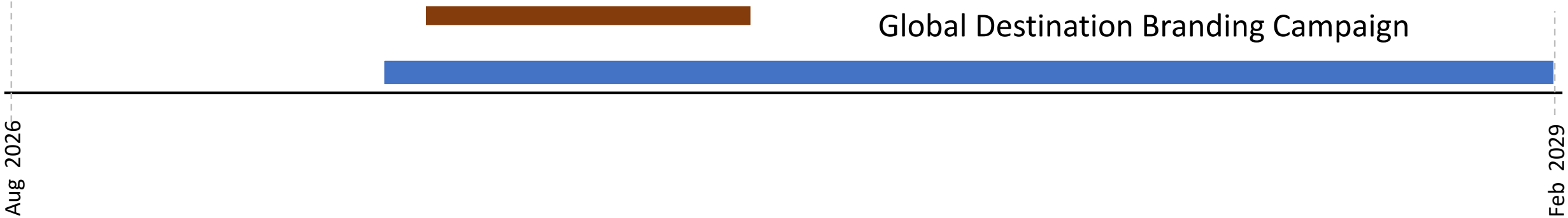
2026 - 2029

PHASE 1
Digital & PR Campaigns

Australia, India, Germany, UK, China, Russia Digital & PR Campaign

PHASE 2
Digital & PR Campaigns
Global Destination Branding Campaign

France, Italy, Spain, Middle East, Scandinavia, Benelux, Poland Japan and South Korea.



BEYOND ADVERTISING

Other Key Strategic Initiatives.

- Digital NOMAD Promotion
- AI-Powered Web Platform
- 100 Local Content Creators
- New Product Development
- Social Media Management
- Visiting Blogger Program



STRATEGY

Four applications of AI

An integrated AI ecosystem that **inspires travellers**, **enables discovery**, **optimises media**, and **continuously learns**

01

CREATIVE

Help travellers see themselves in Sri Lanka

Generative artwork
Market adaptation
Local-language content

02

DISCOVERY

Help search and AI systems understand Sri Lanka

AEO and GEO
Structured knowledge
Authoritative answers

03

PAID MEDIA

Turn interest into qualified tourism demand

Google Demand Gen
Performance Max
Meta Advantage+

04

INTELLIGENCE & AGENTS

Agentic AI to continuously learn, plan and optimise.

AI insights, predictive analytics, AI agents, MCP, optimisation

Sri Lanka Tourism supplies the strategy, authentic stories, and trusted information.
AI increases relevance, speed and scale.

Sri Lanka Tourism → authoritative source → AI/search ecosystem

AI FOR CREATIVE

One story, many creative versions

Generative AI for creative localisation - Market-relevant artwork helps travellers picture themselves in Sri Lanka



1 AUTHENTIC SOURCE

Real setting
Verified story
Approved visual references

2 CONTROLLED ADAPTATION

Traveller representation
Language and format
Season and call to action

3 CHANNEL OUTPUT

Demand Gen and YouTube
Meta Reels and Stories
Website and partners

Local review protects accuracy, dignity and cultural context.

AI Creative Samples from Destination Campaigns









Sri Lanka

AI FOR DISCOVERY

Destination discovery is changing

Travellers move from keywords to questions and complete itinerary requests

01	**SEARCH (Traditional SEO)**	**“Best time to visit Sri Lanka”**	Relevant destination pages
02	**ANSWER ENGINE (AI Search)**	**“When should I visit for wildlife and the south coast?”**	A concise answer from trusted sources
03	**GENERATIVE AI (Conversational Assistants)**	**“Create a 12-day culture, wildlife and beach itinerary”**	A personalised plan with supporting links

Write around a traveller need, not a tourism slogan.

Sri Lanka must remain visible whether a traveller searches, asks a question or requests an entire trip plan.

AI FOR DISCOVERY

SEO, AEO and GEO

Three connected disciplines support destination visibility

SEO — Search Engine Optimisation

Earn conventional search visibility

Pages, keywords and technical access

Example: “Sri Lanka wildlife”

AEO — Answer Engine Optimisation

Support direct, useful answers

Questions, concise responses and clarity

Example: “Where can I see elephants responsibly?”

GEO — Generative Engine Optimisation

Help AI understand and reference content

Context, entities, authority and evidence

Example: “Plan an ethical wildlife itinerary”

AEO and GEO build on strong SEO. Useful content, technical access and trusted sources remain the foundation. Sri

AI FOR PAID MEDIA

AI-powered full-funnel media

Each stage needs its own job, platform mix and success measure

01 INSPIRE

Create interest

MEDIA

Demand Gen
YouTube
Meta Advantage+

MEASURE

Reach
Brand Lift
Search Lift

02 EXPLORE

Build preference

MEDIA

Demand Gen
Meta video
Remarketing

MEASURE

Itinerary views
Engaged visits
Return visits

03 PLAN

Strengthen intent

MEDIA

Search
Performance Max
Meta remarketing

MEASURE

Itinerary saves
Provider searches
Partner referrals

04 ACTION

Connect to partners

MEDIA

Performance Max
High-intent Search
Partner media

MEASURE

Enquiries
Package searches
Booking signals

A DECADE OF RESILIENCE

Sri Lanka never stopped welcoming the world.



2019

Easter Attacks

National tragedy tested global confidence



2020

COVID-19 Pandemic

Global travel came to a standstill



2022

Economic Crisis

Sri Lanka's toughest financial test



2025

Cyclone Ditwah

A fresh shock, met with a faster recovery

Through every crisis, Sri Lanka's tourism industry kept the country open — and kept earning its place on the world map.

A SUCCESSFUL CASE STUDY

Cyclone Dithwah on Sri Lanka and Tourism Recovery





See you in my beautiful country!

Sri Lanka

Sri Lanka Tourism Promotion Bureau

www.srilanka.travel