

Ministry of Foreign Affairs, Foreign Employment and Tourism



MEDIA RELEASE

Sri Lanka Recognized Among World's Best Travel Destinations for 2026

Sri Lanka has continually proven its potential as a top travel destination, maintaining a strong global image despite challenges such as the Easter attacks, the COVID-19 pandemic, the economic crisis, and the recent Ditwah disaster. Demonstrating resilience, Sri Lanka Tourism has navigated the current Middle East situation by negotiating with airlines and shifting focus toward European and Asian markets. As the second-highest foreign exchange earner, tourism continues to bring vital revenue into the country.

Sri Lanka is renowned for its uniqueness and accessibility, being a 365-day destination for modern travelers seeking adventure and diverse experiences. The island has consistently received numerous international endorsements over the years.

This resilience, combined with continuous efforts by the industry and Government to strengthen marketing, improve connectivity, and diversify experiences, has enhanced Sri Lanka's global appeal. From pristine beaches and wildlife to cultural heritage, wellness, and adventure, the country attracts travellers worldwide while earning recognition from leading international publications and experts.

The industry is also undergoing transformation with a growing focus on sustainable and responsible travel. Eco-tourism initiatives, community-based projects, and conservation efforts preserve natural beauty while offering visitors meaningful experiences. This shift enriches the visitor journey and ensures long-term benefits for communities and future generations.

Improved digital promotion strategies and global campaigns have further increased visibility in key markets. Influencer collaborations, travel documentaries, and social media engagement have reshaped Sri Lanka's image as a must-visit destination, especially among younger travellers seeking unique and immersive experiences.

Up to July 2026, Sri Lanka has achieved more than 20 international endorsements and has received several international awards at various events. Throughout 2026, Sri Lanka has received many international endorsements for its hospitality, vibrant culture, and many travel opportunities. These are some of the travel endorsements which it has received, up to now:

- **No. 1 Trending Wellness Destination 2026** – BookRetreats.com *State of Retreats 2026 Report* Positioned as “a land to heal, restore, and reconnect,” the island is leading the world as the top emerging choice for travelers seeking emotional fulfillment and wellness.
- **Top 10 Happiest Travel Destinations 2026** – G Adventures Celebrated for community-led travel, slow coastal journeys, and purposeful local interactions.
- **World’s Best Island Destination 2026** – Big 7 Travel Ranked No. 1 in “*The 50 Best Islands in the World*,” global experts highlighted the genuine warmth of the Sri Lankan people, alongside the island’s ability to offer adventure, relaxation, and culture all within a single journey.
- **50 Best Places to Travel 2026** – Travel + Leisure Officially featured Sri Lanka as one of the 50 Best Places to Travel in the World in 2026 due to its immersive adventures and iconic wildlife.
- **Top 5 Places to Visit in Asia 2026** – U.S. News & World Report Highly praised for exceptional affordability and the unique blend of heritage cities, tropical coastlines, and scenic hill country all packed within one compact destination.

To capitalize on this unprecedented wave of international endorsements, the Sri Lanka Tourism Promotion Bureau (SLTPB) is aggressively advancing its strategic development initiatives. At the forefront is the ongoing global digital and PR campaign, supported by international influencer partnerships, media engagement, and strategic trade promotions. This comprehensive drive is designed to strengthen Sri Lanka’s brand visibility across key source markets worldwide. With targeted promotions elevating the destination’s profile and strong consensus from the world’s most trusted travel platforms, there has never been a better time for international travelers to discover the island that truly has it all.

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