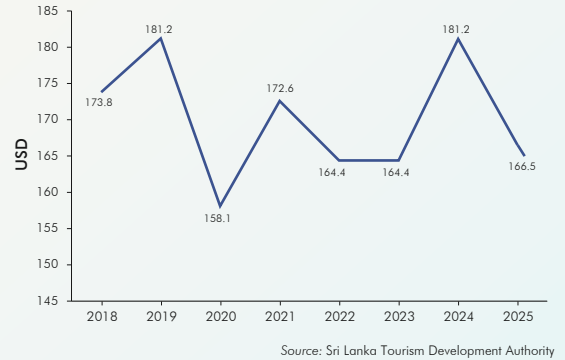




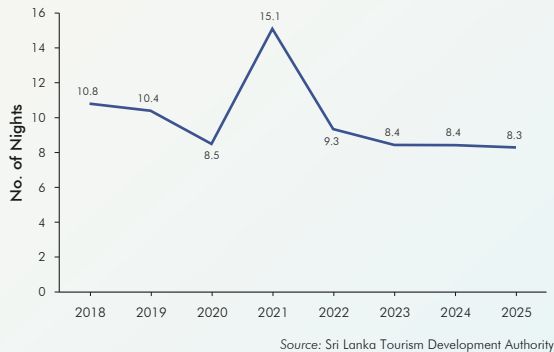
Earnings from Tourism and Tourist Arrivals



Average Expenditure per Day



Average Duration of Stay



the recovery in earnings from tourism has been lower compared to the peak tourist earning level recorded in 2018. This divergence between arrivals and earnings can largely be attributed to the downward revision in average duration of stay and average expenditure per day¹ by a tourist as per the estimates provided by SLTDA in 2025 compared to 2018. Amid capacity constraints in handling high tourist volumes, attracting high-value tourists to Sri Lanka is essential to boost tourism earnings in the long run. In this regard, diversification into non-traditional sectors such as eco-tourism, health tourism, and wellness experiences that attract higher-spending travellers is paramount.

Tourist arrivals recorded a significant improvement in 2024 and 2025, following the pandemic and domestic economic crisis. Despite tourist arrivals in 2025 reaching almost the same level as in 2018,

¹ Average expenditure per day by a tourist has been revised downwards from USD 171.74 (January - July 2025) to USD 148.26 from August 2025 based on the Departing Survey conducted by the SLTDA.