

The Impact of Marketing Promotions on Brand Equity in a Tourism Destination

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Marketing promotions focusing on tourism destinations are aiming to create brand equity towards a destination. Accordingly, this research intends to identify how marketing promotions influences on brand equity with reference to Trincomalee as a tourist destination. To achieve the goals of this research, data were collected from a convenience sample of 50 international tourists in the Trincomalee District. The respondents were asked to provide the data through a close-ended questionnaire. The results of this study indicate that marketing promotions positively correlates with brand equity. This study provides insights that could be valuable to the Sri Lanka Tourism Industry for strategic planning.

Keywords: *Brand Equity, Marketing Promotions, Tourism Destination*

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