

Ministry of Tourism signs five MoUs with industry partners for destination promotion and responsible travel

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On the occasion of World Tourism Day 2026, the Ministry of Tourism exchanged Memoranda of Understanding (MoUs) with Airbnb India Private Limited, FlixBus India Private Limited, Glance Digital Experience Private Limited (InMobi Group), Eicher Group Foundation and MakeMyTrip (India) Limited. The partnerships seek to enhance destination visibility, promote responsible travel, strengthen community participation and showcase India's cultural and natural heritage through joint promotional initiatives, digital platforms and capacity building. All MoUs operate on a non-commercial, non-financial, non-binding and non-exclusive basis, with each entity bearing its respective operational costs.

1. Partnership with Airbnb India Private Limited

The partnership focuses on developing and promoting homestays and experiential tourism, enabling visitors to experience local culture and heritage while creating opportunities for local hosts. Tourism offerings will be showcased through digital platforms to improve their visibility and reach.

Airbnb will act as a digital skilling and onboarding partner, developing training modules and conducting workshops for local hosts. These will cover homestay management, hosting best practices, listing creation and pricing strategies, helping hosts participate more effectively in the digital tourism economy.

The collaboration also envisages joint destination promotion through influencer-led campaigns and dedicated digital showcase hubs, including the "Soul of India" microsite.

2. Partnership with FlixBus India Private Limited

The partnership will promote destinations through intercity mobility and travel storytelling. Co-branded FlixBus coaches featuring Incredible India branding will be deployed on selected intercity corridors originating from Delhi and high-footfall international routes in Europe and the United Kingdom, presenting road travel as a tourism experience.

A dedicated India-focused microsite on the Flix platform and digital campaigns such as #IncredibleIndiaWithFlix will highlight emerging destinations and thematic travel circuits.

The collaboration will also encourage responsible travel through co-branded, eco-friendly "Responsible Traveller Kits," a digital toolkit inspired by Mission LiFE, and in-bus announcements inviting voluntary participation in the "Pledge for Responsible Travel" under the Travel for LiFE framework.

Knowledge exchange will include sharing global best practices on intercity mobility in tourism and organising policy roundtables on the use of transit as a medium for destination storytelling.

3. Partnership with Glance Digital Experience Private Limited (InMobi Group)

The partnership will use Glance's AI-powered lock screen platform to showcase prominent tourism sites, lesser-known destinations and travel circuits directly to smartphone users.

The collaboration will support public-interest communication on responsible traveller and citizen behaviour. Content cards will carry messages on preventing littering, defacement and vandalism, and observing appropriate etiquette at cultural sites.

Thematic campaigns aligned with national priorities, major festivals and international events will also be developed to strengthen cultural and heritage awareness among young audiences.

4. Partnership with Eicher Group Foundation

The partnership with Eicher Group Foundation, through the Royal Enfield Social Mission, will promote community-led, heritage-based and environmentally responsible tourism across the Indian Himalayan Region. It will support initiatives such as The Great Himalayan Exploration (TGHE).

A key area of cooperation is the research, documentation and digital archiving of intangible cultural heritage, including traditional knowledge systems, oral histories, indigenous crafts and cultural practices of Himalayan communities.

The partnership also envisages capacity building for local stakeholders in sustainable destination management, cultural storytelling, waste management and natural resource conservation, with particular attention to fragile ecosystems.

Joint promotional campaigns, documentation of motorcycle-led exploration and multimedia content will draw on Royal Enfield's community network and Incredible India's reach to showcase the region's heritage and local experiences.

5. Partnership with MakeMyTrip (India) Limited

The partnership with MakeMyTrip will promote unexplored villages, authentic local shopping and Ministry-identified travel initiatives through digital campaigns and visibility on its app and website.

Under the "50 Unexplored Villages" campaign, 50 hyperlocal influencers will create 50 reels highlighting villages such as Khonoma in Nagaland, Kumbalangi in Kerala, Anegundi in Karnataka and Kibber in Himachal Pradesh. The campaign will be paired with curated stay listings on MakeMyTrip to help travellers plan visits to the featured destinations.

The "36 States & UTs Authentic Shopping Guide" will feature 36 hyperlocal creators showcasing authentic, locally sourced and earth-friendly souvenirs across all 36 States and Union Territories.

The initiative will support local artisans and women-led micro-enterprises by highlighting their products.

MakeMyTrip will also allocate up to ₹1 crore worth of promotional inventory on its app and website over 12 months to feature travel initiatives identified by the Ministry of Tourism.

The Ministry of Tourism will support the partnerships through joint social media amplification across its official handles, provision of Incredible India brand kits and facilitation with State Tourism Boards and other stakeholders. Progress under the MoUs with Airbnb, FlixBus, Glance and Eicher Group Foundation will be reviewed through quarterly meetings between designated points of contact. Together, the five partnerships aim to strengthen destination visibility, encourage responsible travel, expand opportunities for local communities and tourism enterprises, and support the preservation of India's natural and cultural heritage.