

Tourism Ministry and Mastercard sign MoU to boost travel

The Ministry of Tourism (MoT), Government of India, has signed a two-year Memorandum of Understanding (MoU) with Mastercard to enhance India's positioning as a premium destination for both domestic and international travellers. Leveraging Mastercard's global platforms—including its flagship Priceless programme—the collaboration will spotlight India's rich cultural, spiritual, natural and culinary experiences to a worldwide audience.

Commenting on the partnership, Gajendra Singh Shekhawat, Minister of Tourism, Government of India, said:

“India offers travellers a wealth of experiences rooted in its heritage, culture, spirituality, cuisines, landscapes and traditions. We continue to explore innovative and impactful ways to present these experiences to audiences across the world. By leveraging global platforms, corporates can further elevate India's positioning as a must-visit destination and deepen global engagement with our vibrant tourism ecosystem.”

As part of the MoU, targeted marketing campaigns will be developed for specific traveller segments. The partnership will also engage public and private stakeholders to promote secure and responsible digital payments within the tourism ecosystem. The first phase will introduce curated experiences from Goa on [priceless.com](https://www.priceless.com), followed by Varanasi and destinations across Andhra Pradesh, with additional locations to be added progressively.

Serving as the Knowledge Partner, the Ministry will identify key travel corridors and support collaboration with State Tourism Boards, the Archaeological Survey of India and the Ministry of Culture to build high-impact tourism experiences across the country.

Covering a duration of 24 months, the agreement also includes initiatives to strengthen the tourism value chain through the promotion of safe digital payment systems and the exploration of co-branded payment products linked to iconic Indian destinations.

Gautam Aggarwal, President – India & South Asia, Mastercard, added:

“Mastercard is committed to strengthening India’s digital economy by making payments safer and more accessible to people and businesses across the country, including in remote regions. By expanding secure and seamless digital payment acceptance across the tourism ecosystem, we aim to reinforce the tourism value chain and enable greater economic participation for local communities. This collaboration with the Ministry of Tourism will help unlock new opportunities for tourist spending.”