

The State of Durango signs an MOU with GrinGO to increase tourism & travel confidence to the "Old West" of México.

(March 27, 2023 / Mexico City) During the 47th edition of Tianguis Turístico, México's annual tourism industry conference, the State of Durango celebrated the signing of an MOU with Phoenix-based GrinGO. The MOU highlights the intent to cooperate on joint marketing and promotion initiatives stimulating the continued re-activation of México tourism post-Covid, and to support U.S. tourists in the region with travel safety resources, advisories, and information along their travel journey through the State of Durango.

As México's 4th largest State, Durango connects the border region with the rest of the country. It is home to 2 Pueblos Mágicos and many other roadtrip destinations located throughout its vast uninhabited territory that in many cases can cause fear for anyone unfamiliar with driving across Durango.

"A través de GrinGO App, se genera confianza en la seguridad del destino para el turismo norteamericano que viaje por Carretera," says Elisa Haro, Secretary of Tourism - Durango.

GrinGO's communication systems will welcome inbound U.S. tourists through GPS enabled push notifications with a message from Tourism Secretary Elisa Haro in the form of a 'Bienvenida' (welcome), and then with the promotion of a touristic point of interest and/or special cultural event happening that week or month. Durango will also be enabled for Travel Notifications, which then goes on to inform the visitor of real-time travel and health advisories, local health protocols.

"Our home State Arizona and Durango both are known as Old West States and share a similar desert and mountain terrain, and story with Hollywood. Some of the greatest westerns among other famous movies were filmed in Durango. Legendary actor John Wayne was so in love with Durango that in 1969 he bought the La Joya ranch and built his own western American stage there. 50 years later Tourists will also fall in love with Durango from its vibrant gastronomy, culture, and the Old West history you can re-live at the Paseo del Viejo Oeste," says Brian Krupski, Founder CEO of GrinGO.

Joining the signing ceremony as an honorary witness on the MOU Jaime Mijares, Presidente de la Asociación de Hoteles y Moteles, also Robert Krupski, Co-Founder & CTO of GrinGO, and Hugo Casillas, GrinGO Representative for the State of Durango.



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