



GrinGO unveils www.MexicoTravelSAFE.com at the 48th Annual Tianguis Turístico, introducing its Travel Safety Partnership Program to boost U.S. traveler confidence.

(April 12, 2022; Acapulco, Guerrero) During the 48th Annual Tianguis Turístico Conference, GrinGO announced the launch of its Travel Safety Partnership Program and unveiled www.MexicoTravelSAFE.com, as continued efforts in the company's mission to boost US traveler confidence along Mexico's highway system through creation of a network of tourist digital safety corridors.

The new program stems from GrinGO's recent signing of a Memorandum of Understanding (MOU) in December with México's National Secretary of Tourism, Miguel Márquez Torruco, and the Angeles Verdes. Key features of the collaboration include the promotion of roadside assistance services through GrinGO's platform available to drivers along 205+ tourist routes patrolled by the Angeles Verdes, identified by GrinGO as "Green Zones," and the introduction of new channels for accessing these crucial services. Moreover, users of the GrinGO app now have the option to receive real-time travel notifications while en route to their destinations, enhancing their overall travel experience.



Drawing inspiration from the successful Adopt-A-Highway program in the United States, wherein companies sponsor highways and engage their employees in roadside cleanup efforts, this innovative program embodies a spirit of collaborative action and mutual benefit.

Participation in the Travel Safety Partnership program is open to companies targeting US tourists, offering them the opportunity to sponsor a tourist route patrolled by the Angeles Verdes, thereby instantly gaining brand visibility. In return for their support, participating companies stand to benefit from a range of advantages, including heightened community engagement, positive publicity, bolstered reputation, and sustained long-term impact.

As part of its commitment to recognizing outstanding contributions to travel safety, GrinGO in partnership with SECTUR will annually honor community travel safety champions dedicated to advancing initiatives in this critical domain.

In 2023, the number of tourists from the United States reached 13.5 million, accounting for 60% of all international visitors. Canada's citizens followed with 2.4 million tourists. As for 2024, SECTUR estimates that 42.46 million international visitors will travel to the country, with those arriving via commercial airline spending an average of \$1,155. In addition, total spending for all international visitors is expected to reach \$31.14 billion.

For further information on how to participate in the Travel Safety Partnership program or to inquire about sponsorship opportunities, visit www.MexicoTravelSAFE.com