

GrinGO receives prestigious "Reconocimiento" from SECTUR for contribution to Mexico Tourism during AMLO Administration

[September 30, 2024 / Mexico City] GrinGO, the leading innovator in cross-border travel safety and tourism technology, is proud to announce that it has been awarded the esteemed "Reconocimiento" by Mexico's Secretariat of Tourism (SECTUR) for its significant contributions to promoting and enhancing tourism in Mexico during President Andrés Manuel López Obrador's administration. This honor highlights GrinGO's pivotal role in fostering safer, more accessible, and enriching travel experiences for international visitors, particularly U.S. tourists.

The award ceremony, held in Mexico City, celebrated key initiatives that have supported the administration's goals of sustainable and inclusive tourism growth. GrinGO, among 5 other recipients, was recognized for its strategic alliance with SECTUR and the successful launch in April 2024 of www.MexicoTravelSafe.com, a platform designed to provide travelers with vital safety information, resources, and travel guidance.

"We are deeply honored to receive this 'Reconocimiento' from SECTUR," said Brian Krupski, Founder and CEO of GrinGO. "This acknowledgment underscores our commitment to enhancing cross-border tourism and strengthening cultural and economic ties between Mexico and the United States. We share this achievement with our dedicated team and our partners at SECTUR."

GrinGO's initiatives during the AMLO administration have included:

- The development of innovative tools and platforms that provide real-time travel safety updates.
- Collaboration with Ángeles Verdes to incorporate improved roadside assistance access, awareness, and defensive driving education into its resources.
- Advocacy for cross-border safety and tourism through public-private partnerships.

During the event, Secretary of Tourism Miguel Torruco Marqués shared his gratitude for strategic partners like GrinGO, stating, *"With much gratitude, we present recognitions to important strategic allies. I thank GrinGO for your support during this administration. Without a doubt, teamwork is the key to success."*

These efforts have resulted in measurable improvements in traveler confidence and an increase in cross-border tourism to regions such as Sonora and Baja California.

"This recognition symbolizes the positive impact technology and collaboration can have on tourism," added Krupski. "GrinGO remains dedicated to empowering travelers with knowledge and tools to experience Mexico safely and responsibly."

As GrinGO looks to the future, the company is committed to expanding its outreach, promoting local culture, and continuing its mission of redefining travel safety and convenience.

For more information about GrinGO's projects and initiatives, visit www.GrinGOApp.com.



Pictured from Left to Right: Lic. Miguel Torruco Marqués, Secretario de Turismo de México; | Brian Krupski, CEO – GrinGO