



"The process of renting a car through AVASA via the GrinGO app will foster travel confidence among tourists to embark on memorable road trips and explore Mexico's rich tapestry of national parks, UNESCO World Heritage Sites, historical monuments, and captivating Pueblos Mágicos."
Marco Andueza, CEO of AVASA (Hertz, Dollar, Thrifty, & Firefly)

GrinGO and AVASA announce sales & marketing partnership at Tianguis Turístico Acapulco, targeting U.S. visitors to boost México domestic tourism.

(April 12, 2022; Acapulco, Guerrero) During the 48th Annual Tianguis Turístico Conference, GrinGO and AVASA, operator of renowned car rental brands in México including Hertz, Dollar, Thrifty, and Firefly, announced their strategic collaboration aimed at boosting domestic tourism in México, with a specific focus on U.S. visitors. This initiative endeavors to instill greater confidence among international travelers navigating México's highway system by leveraging GrinGO's comprehensive Roadside resources. Moreover, it aims to prioritize transparency in the car rental process, thereby ensuring a seamless experience for travelers during the reservation phase. The integration of systems and the launch of the joint campaign are anticipated to be completed by mid-Q2 of this year.

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.

Brian Krupski, CEO of GrinGO, articulated the vision behind the collaboration, emphasizing the importance of encouraging tourists to GO explore beyond the confines of major cities and international airports. He lamented the common trend among U.S. tourists who limit their travels within urban bubbles such as Polanco in México City, overlooking the diverse cultural and natural wonders just beyond reach, such as the enchanting 25 Pueblos Mágicos 1.5hr drive of the city, or the historic marvels like the Pre-Hispanic City of Teotihuacan.

GrinGO's commitment to enhancing safety on México's roads was further underscored by its recent partnership with México's National Secretary of Tourism Miguel Torruco Marqués and SECTUR's Angeles Verdes program. Through this collaboration, GrinGO has been actively establishing "digital" safety corridors along the 205 designated tourist routes in México by activating "Green Zones" patrolled by the Angeles Verdes, ensuring travelers are equipped with real-time notifications, travel advisories, and warm city welcome or known as "Bienvenido."

In addition to promoting safety, the partnership endeavors to eliminate any unwelcome surprises for travelers when collecting their rental cars. Recognizing the aversion of U.S. travelers to unexpected expenses while abroad, AVASA and its 4 brands, pledge full transparency within GrinGO's reservation system, thereby providing travelers with a clear understanding of costs.

Marco Andueza, CEO of AVASA (Hertz, Dollar, Thrifty, & Firefly), echoed the sentiment, "The role of renting a car through AVASA via the GrinGO app will foster travel confidence among tourists to embark on memorable road trips and explore México's rich tapestry of national parks, UNESCO World Heritage Sites, historical monuments, and captivating Pueblos Mágicos.

AVASA®

Hertz **dollar.** **Thrifty** **Firefly**
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