

# Travel Safety Partnership Program

The collaborative alliance between GrinGO and the Angeles Verdes focuses on enhancing travel safety and tourism promotion with the intent of integrating innovative digital technologies to drive U.S. tourism, increase tourist spend, and enable real-time communication with travelers.

## Program Overview



### Real-time Communication

GPS-Enabled mobile messaging to welcome tourists to a destination and provide local instant travel + health advisories.



### Business Promotion

Business community sponsored travel safety messaging through company social responsibility policies.



### Program Advancement

Ongoing delivery of innovative solutions for travelers to better access roadside assistance services.



### Increased Tourist Spend

Boost the region's economy resulting in improved overall well-being for the local populations along a tourist route.

## Partnership Benefits

### Community Engagement

Supporting travel safety initiatives can strengthen ties with the local community. Local residents are more likely to support businesses and destinations that prioritize the safety of both visitors and residents, fostering a positive community relationship.

### Positive Publicity

Supporting travel safety initiatives can generate positive publicity. Recognition and Media coverage highlighting a program participant's commitment to safety can attract positive attention, potentially leading to increased visibility and brand recognition.

### Enhanced Reputation

Companies or destinations that actively support travel safety initiatives demonstrate a commitment to the well-being of their visitors. This can enhance their reputation as responsible and caring entities, fostering trust and positive perceptions among travelers.

### Long-Term Sustainability

A commitment to travel safety contributes to the long-term sustainability of a destination's tourism industry. Ensuring the safety of tourists preserves the natural and cultural assets of a destination, maintaining its appeal for future generations.





## Activating the 'Green Zones'

### Increased Tourist Confidence

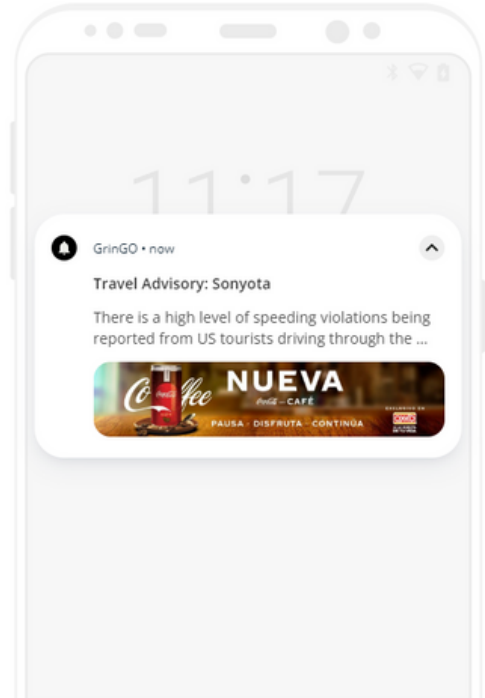
GPS-Enabled notifications to tourists entering/leaving the designated Angeles Verdes routes to bring awareness to the program, and provide direct contact information and access to its roadside assistance services when situations arise.

### Risk Mitigation/Communication

Real-time travel and health advisories from trusted authorities to help mitigate risk and minimize travel fear. Preparedness and proactive safety measures can minimize the impact of unforeseen events.

### Bienvenidos

Positive Messaging from local government officials 'Welcoming' tourists to their city and highlighting touristic or cultural points of interest and promote touristic events.



## Digital Safety Corridor

A focus on travel safety reassures tourists about their well-being during their travel and stay. This increased confidence can lead to higher visitor numbers and repeat visits, contributing to the sustainability of the tourism industry.

