

VIA ROAD TRIP

The Quarterly Newsletter from 



Arizona history is rich in legends of America's Old West. It was here that the great Indian chiefs Geronimo and Cochise led their people against the frontiersmen. Tombstone was the site of the West's most famous shoot-out—the gunfight at the O.K. Corral. Today, Arizona has one of the largest Native American populations; more than 14 tribes are represented on 20 reservations.

Arizona offers spectacular and varied terrain, along with tribal lands, vibrant cities, world-class resorts, renowned golfing and historic Western towns. Popular locations include The Grand Canyon; Monument Valley; Canyon de Chelly; Petrified Forest & Painted Desert; Lake Mead; Lake Havasu; Lake Powell & Glen Canyon; Hoover Dam; Sedona; Hopilands; Flagstaff; Scottsdale; Tucson; Saguaro National Park and Chiricahua National Monument.



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travel destinations in

ARIZONA

Introducing The New



Loyalty Rewards Program!

VIA Trailways has just made it easy to earn points and save money just by traveling. From California to Arizona and beyond, turn those miles into money saved with the Loyalty Rewards program!

With Loyalty Rewards, our customers will save \$\$\$ on future trips.

VIA Silver Tier (1-3 charters booked)
Earn 500 rewards points* for each charter booked

VIA Gold Tier (4-8 charters booked)
Earn 1000 rewards points* for each charter booked

VIA Platinum Tier (9+ charters booked)
Earn 1500 rewards* points for each charter booked

REWARDS:

- ❖ Redeem 5,000 points for 1 hour of free charter service
- ❖ Redeem 7,500 points for 2.5 hours of free charter service
- ❖ Redeem 10,000 points for 4 hours of free charter service

Can't wait to use your points?

Redeem points as soon as they're earned

1,000 points = \$50 off your next charter price

**Sign up today at
www.viatrailways.com**

*refer to the Terms and Conditions on website

Your ARIZONA Itinerary

VIA's Top Five MUST SEE Destinations

Arizona is home to incredible landscapes, lively cities, world-class spas and warm weather year-round, making the state ideal for a getaway any time of year.

#1 The Grand Canyon

This massive natural wonder gives Arizona its nickname as The Grand Canyon State, and it's understandable why the attraction is a source of pride for the state. Former President Theodore Roosevelt was right when he said, "In the Grand Canyon, Arizona has a natural wonder which is in kind absolutely unparalleled throughout the rest of the world."

#2 Sedona

Outdoor enthusiasts flock to this central Arizona town to enjoy its stunning scenery. Regularly described as one of the most beautiful places in America, Sedona dazzles with its famous red rocks and hiking trails (found in Red Rock State Park), as well as its vortexes. These unique rock formations are said to emit a healing energy from the earth, and it's an experience you have to feel for yourself to believe. The town is also home to numerous spas with Sedona-inspired specialty treatments, which are bound to leave you feeling relaxed and rejuvenated.

#3 Tombstone

Walk the very same streets where Wyatt Earp and his brothers enjoyed the company of Doc Holliday. Step inside the historic buildings where a game of poker would have been played by miners. Stand where the legendary stories of the past actually occurred and encapsulate yourself in authentic Wild West history. Tombstone offers a glimpse into the past with historic attractions such as museums, history tours on foot or by stagecoach; shopping, dining and of course, gunfight reenactments.

#4 Lake Havasu

Visit Lake Havasu to enjoy a variety of activities on the water. The lake is one of Arizona's premier destinations for boating, water skiing, fishing and swimming. Plus, it features hidden coves accessible by kayak and the eye-catching London Bridge, which was relocated here from London in 1971. After spending some time on the lake, head ashore to Lake Havasu City, where you'll find shops, restaurants, and hiking trails, among other amenities.

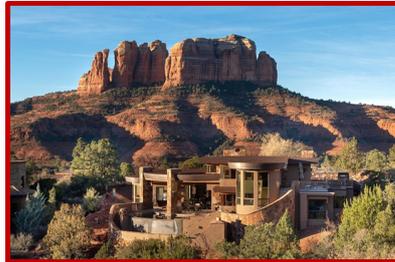
#5 Phoenix/Scottsdale

Arizona's capital is constantly buzzing with activity. Phoenix is lauded for its well-manicured golf courses, its world-class spas and its proximity to Camelback Mountain's hiking trails. What's more, Phoenix's diverse population gives it a dynamic restaurant scene for foodies to explore. To sample a bit of everything the area has to offer, sign up for a food tour of Phoenix and nearby Scottsdale.

Let VIA Trailways help
with your trip planning!

We offer charter bus service
to all popular Arizona
destinations.

Contact us today at:
info@viatrailways.com



STAFF SPOTLIGHT

Bill Smith

VIA Trailways Driver

30 Years

Arizona



Bill Smith joined the VIA Adventures Team in January 1990. After retirement from the U.S. Air Force, he was looking for a job when he answered an ad from VIA for bus drivers. After being interviewed by Karen Davey, sister of Curtis Riggs, VIA President and CEO, he was surprised the next day when she called back to offer the job. There had been 20 people vying for 2 open positions. Karen explained to him that VIA's policy was not just to hire experienced drivers, but to hire the right candidate and train them the "VIA Way". Bill has been providing professional, safe driving for over 31 years. He believes to be a successful driver you must enjoy providing service to others in a safe, courteous, and professional manner.

Bill had previously served in the U.S Air Force for 22 years. He retired as a Senior Master Sergeant working in the area of Telecommunications. Bill's job was to receive messages and re-type them into a format which could be introduced into a computerized messaging system. He also worked in Communication Planning and Programming where he managed ground communication projects from inception to completion. He served overseas from more than half of his Air Force career. After serving four years in Norway, three years in Enid, OK and one year in Kunsan, Korea, he vowed to never live in a climate where he would need to scrape ice off his windshield.

We truly believe that our drivers are the heart of our company. They are usually the first and last "face" of VIA that our passengers see during their trips. Without their warm, friendly manner and professionalism, VIA would not be a leader in the charter bus industry.

We congratulate Bill on his upcoming anniversary as a VIA Trailways employee and thank him for his dedication and excellent customer service throughout the years.

From Skyline to Shoreline Explore With Us

**HAPPY
ANNIVERSARY**