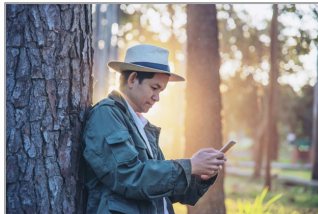


VIA ROAD TRIP

The Quarterly Newsletter from 



The Newest Travel Trend of 2022

NATURE-CATIONS

Reconnecting with nature has been shown to offer a wealth of mental and physical benefits, not to mention the sheer enjoyment that being surrounded by beautiful scenery can bring. Nature travel offers the thrill of discovering something new, or at the very least, something only a fraction of people have seen in person. Feel the delight of taking in scenic views from a crisp mountaintop while a doe silently wanders below with her fawn, or the excitement of snorkeling at an untouched coral reef. There is something special about the opportunity to experience these rare moments, in addition to huge benefits to your physical, mental and financial wellness.

INCREASED PHYSICAL ACTIVITY: Most nature vacations involve some level of fitness. If you're on a multi-day trek, your vacation is also your exercise. A holiday spent at the cabin could involve kayaking on a nearby freshwater lake or putting in some miles on your mountain bike.

SOLITUDE AND PEACE: One of the best parts of camping is waking up in the morning to nothing but the sound of birds chirping. There is no alarm clock telling you when to wake up, no mad rush to get to the office, no deafening noise from traffic and no crowds.

BIG SAVINGS: Depending on your destination, a nature vacation is likely much cheaper than a city vacation. This is especially true if you do not need flights or specialized gear - if you do need it, it's easy to borrow or rent relatively inexpensively. Entertainment and activities are often free as well - it doesn't cost anything to sit at a beach, walk in a forest or float down a river. If there is a fee associated, such as national park entrance fees or canoe rental, the cost is likely minimal. These free experiences will stay with you long after you return home.

FEEL CONNECTED: There is something invigorating about standing literally on top of the world after climbing a mountain. Or the feeling you have upon reaching your destination after several days of hiking. Nature gives a sense of achievement unparalleled by anything else. You also feel like you are part of something greater than yourself. It is hard not to feel small next to an old growth cedar.

These benefits of nature travel prove much can be gained from hiking along trails, relaxing in a cabin or beach house, or paddling down a river.

Where will your next trip take you?

CALIFORNIA

ARIZONA

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**From Skyline to Shoreline
Explore With Us**



In This Issue

Our Top Five Nature Excursions for 2022

Travel in 2022: A Bright Future for Tourism

More than two-thirds of Americans take vacations annually. After 18 months of severe impact from COVID-19, pent up demand has led to record bookings for many tour operators and travel companies for 2022, when consumers hope for normalcy, or at least safety, while traveling.

One lesson we have learned from the pandemic is that the future is unpredictable, and anything can happen. The effects of the coronavirus on travel are not just cancellations and postponements, but a new realization that life is short, and dreams should not be put off.

Travelers are ready to get out and explore — and 2022 could be even more popular for trips than before the pandemic. When it comes to getaways, domestic travel growth has outpaced global tourism as a whole and is expected to rise even more. In total, travel is anticipated to generate nearly \$2 trillion of the U.S. economy in 2022. And all that money generates jobs: travel sector employment is expected to rise by 26.2% in 2022, or an increase of about 2.9 million jobs.

On Nov. 8, 2020, the U.S. reopened its borders to vaccinated travelers from around the globe and several countries in Europe, Asia, and beyond have started welcoming American tourists. That will likely result in a nearly 228% growth in international spending by travelers in the U.S.

If all goes well (fingers crossed!) 2022 is going to be a big year for dream trips. Plan yours now and let wanderlust be your guide!

Back to Nature

The Top 5 Outdoor Excursions for 2022

From the snowy glaciers of Alaska to the sun-soaked islands of Florida, atop California's mountain peaks and into the depths of Arizona's spectacular canyons, travelers can experience outdoor adventures from the East Coast to the West — and plenty of places in between.

Alaska's nickname, "The Last Frontier," is well earned, with a vast wilderness full of adventure opportunities as big as the mountains that dominate the landscape. Visitors can enjoy excursions that may feature up-close encounters with grizzly bears as they snatch salmon from rivers. This can be followed by a chance to reel in some fish of their own (occasionally even battling the bald eagles that may swoop down to steal a catch).



While **Arizona** is rightly world famous for the Grand Canyon, the entire northern Arizona region, from Flagstaff to the Utah border, features a wide range of adventure opportunities. This area includes the bucket-list trifecta of rafting, mule riding and hiking within the boundaries of Grand Canyon National Park. There's even skiing — yes, snow skiing — at the Arizona Snowbowl resort outside of Flagstaff, which sits at 11,500 feet.



The **Lake Tahoe** area, on the border of California and Nevada, traces 70 miles of shoreline along the crystal-blue waters of the high alpine lake outward to the snowy peaks of the Sierra Nevada mountain range. The area is crisscrossed with hiking and biking trails, more than a dozen ski resorts and a host of surrounding lakes and reservoirs.



Stretching more than 100 miles into the Caribbean Sea from Florida, the dozens of small islands and atolls that comprise the **Florida Keys** host plenty of activities beyond sipping margaritas and watching sunsets. The Keys are a spectacular setting for adventure, including snorkeling, deep-sea fishing, scenic seaplane rides, parasailing and scuba diving.

With 3,500 miles of winding, craggy coastline and 2,000 offshore islands, **Maine's** Atlantic coast offers enough adventure opportunities to last a lifetime. Coastal fishing abounds, with Camden Hills State Park and the Bold Coast Trail showcasing Maine's rugged cliffside ocean views and sweeping forested hills.



traveler rover trekker hobo
commuter seafarer pilgrim gypsy
peddler journeyer passenger hiker
globetrotter gadabout adventurer
jaunter jet-setter explorer
wayfarer vagabond transmigrator
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trippers sightseer sailor nomad
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#naturecation

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STAFF SPOTLIGHT

Saying Goodbye to An Old Friend

Don Kendrick

*Dispatcher
Extraordinaire*



We happily extend our best wishes to Don Kendrick, upon his retirement after almost 19 years of employment with VIA Trailways.

From "newby driver" to senior driver to being a mainstay on the dispatch team, his knowledge, expertise, diligence, patience, loyalty and commitment have been unsurpassed at VIA Trailways.

Don is a hard worker and gets things done. Having driven a bus hundreds of thousands of miles, he knows the ropes and has been invaluable to our operations. He's a real team player, and we love his dry sense of humor—he keeps it light! But he also tells you like it is, in a professional and courteous manner.

We'll miss Don, and though he may not admit it, he'll miss all of us too! As much as we hate to see him go, we can't help but share in the joy on the occasion of his retirement.

Don, we thank you for ALL you've contributed to VIA's success. We wish you the best—God's richest blessings-- as you open this new chapter in your retired life!