

VIA ROAD TRIP

The Quarterly Newsletter from 



President' Message for 2024

As we look back at 2023 and look forward to the New Year, I am reminded of the C.S. Lewis quote: "There are far, far better things ahead than any we leave behind."

California and Arizona's diverse tourism market, combined with the transportation needs of our educational institutions, have served us well - providing a sound foundation for the future.

I realize that customers have the opportunity to choose companies with whom they will do business and that the choice is often based upon the customer's confidence. A choice to hire VIA Trailways continues to be based on a belief that we are leaders in our industry.

We are always looking for opportunities to serve our clients. Looking ahead, I have a real sense of optimism about our opportunities if we stay clearly focused on the future and appreciate the critical importance of maintaining our level of customer service.

We have transcended industry practices by providing the finest qualified employees who truly care about safety and customer satisfaction. The VIA Trailways' culture encourages every person on our team to have a vested interest in the success of every trip.

In 2024, we will commit to the continuance of our excellent customer service, to engendering a greater sense of pride and care in the VIA family, and to making sure that our customers know that they are always our first priority.

On behalf of our team, I want to thank you for continuing to choose VIA Trailways for your transportation needs. We appreciate your business, value our relationships, and look forward to providing you with unmatched service for years to come.

Curtis Riggs
CEO/President

HAPPY NEW YEAR
2024!

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The Latest Trends in Travel

VIA Recommended 2024 Park Escapes

America's western US and west coast national parks will leave you in a state of wonder and awe.

From steamy geysers and majestic forests to unusual geological features like rainbow-colored sandstone and towering, narrow slot canyons, these U.S. national parks make for a memorable visit nearly any time of year.

1. Yellowstone National Park for a World-Famous Geyser
2. Yosemite National Park for Waterfalls and Half Dome
3. Grand Teton National Park for Iconic Mountain Peaks
4. Zion National Park for Narrow Red Rock Slot Canyons
5. Grand Canyon National Park for the Most Famous Canyon in the World

TRAVEL FORECAST 2024

Hottest Travel Trends in the New Year

As 2024 optimistically appears on the horizon, numbness and detachment loom as a result of the perma-crisis, including an increased cost-of-living. People have emotionally checked out of the news agenda and events at home in order to take a much-needed breather.

Where in years past travel has been a means to escape life, travelers are increasingly plugging into tech to do the grunt work, freeing them up to stretch their imagination, tune into their intuition and spark more soul-stirring experiences.

To explore how travel will transport people out of autopilot and into unleashing their best life, here's our travel forecast for 2024. *

- ❖ Heat has officially had its vacay heyday, with scorching temperatures pushing the mercury to record-breaking levels and causing heat waves around the world. Travelers reported that climate change will impact the way they plan their vacation in 2024, while more say that as temperatures soar close to home, they will use their vacation to cool down elsewhere.
- ❖ Travelers increasingly want to surrender themselves to the element of surprise, explore the unknown and venture into uncharted territory on vacation. Averse to the 'sameness' of everyday life and actively avoiding cookie-cutter experiences, the adventurous traveler of 2024 wants to step outside of the homogenized vacation and venture off the beaten path.
- ❖ The food archeologists of 2024 will dig deep into the roots of food on vacation to unearth new culinary treasures. They're interested in learning about the origins of a destination's 'must-eat' delicacies than they were in the past. Culinary excavators are in favor of preserving the true craftsmanship of traditional dishes; leaning on gastro-tourism to embrace the unique history, geography and produce that makes for one-of-a-kind cuisine that will awaken the senses.
- ❖ Fueled by the cost of living crisis, travelers in 2024 will employ money saving hacks to cut costs, yet level up vacations with 'à la carte' luxuries, scoring a rush from traveling like the rich – even if just for a moment in time. These à la carte 'affluencers' want to appear wealthy, sweeping away the reality of having to make financial sacrifices, but behind the scenes are obsessed with see-through spending and curating budget-friendly travel itineraries.
- ❖ Gone are the days when comfort and exceptional design were solely associated with excess and extravagance, with a growing movement of hotels and other unique places to stay presenting inventive, yet aesthetically pleasing responses to significant environmental and social challenges. These discerning travelers will hunt down jaw-dropping architecture that has environmental features at its heart.

2024 travel predictions reflect the idea that travel is not a means to escape life, but instead a catalyst to live our best lives. From thrilling adventures in a new destination to feeling the pulse of a new culture and every experience in between, travel allows us to become the best version of ourselves.

*Source: Booking.com Traveler

From Skyline to Shoreline, Explore With Us

Let VIA Trailways help with your trip planning!

We offer charter bus service to all popular California and Arizona destinations.

Contact us today at:

info@viatrailways.com

STAFF SPOTLIGHT

HAPPY ANNIVERSARY

Happy Anniversary to three of our incredible team members -- we're grateful for your hard work and dedication over the years.



Jerry Choate- 26 years



William Gary- 22 years



Lupe Alvarez- 1 year

WELCOME TO OUR NEW STAFF

Arizona

*Lawrence Rappaport – Driver
Zachary Galvan – Bus Washer
Kim Clanton – Driver
Eddie Clanton – Driver
David Johnson – Driver*

California

*Rachel MacMillan – Driver
Juan Martinez – Driver
William Gary -Bus Deltailler
Isaiah Thompson- Bus Washer
Tou Xiong- Bus Washer*