

# VIA ROAD TRIP

The Quarterly Newsletter from 

## New Year's Greeting from VIA Trailways from CEO Curtis Riggs



To Our Customers and Friends,

Happy New Year to you all! I hope you celebrated the start of 2025 safely and in good spirits with family and friends.

First, I want to express our sincere gratitude for your continued loyalty. We are excited about the innovative charter bus services we'll be bringing to you in the coming year, which are designed to further elevate the VIA Trailways experience--- safety and comfort the first time and every time.

2024 was another transformative year for VIA Trailways. It was a year in which we purchased several of the newest vehicles in motorcoach excellence - the Prevost H3-45: which boasts 5% greater fuel efficiency, a nearly 50% reduction in wind noise, and an overall smoother ride for everyone. The coaches purchased by VIA feature greater than standard legroom for additional comfort.

We have started the process to make our website, [www.viatrailways.com](http://www.viatrailways.com) much more attractive and user friendly. You'll be able to easily navigate through charter bus services and our fleet or request a quote that is budget friendly. We experienced another record sales year in 2024, our safety record improved significantly and we hired more highly qualified motorcoach operators.

I was proud that our team collaborated to make the most of every opportunity. Over the past year they've all demonstrated time and again our strengths as a company and made clear that when it comes to VIA Trailways, the whole is greater than the sum of the parts. This is because we are an ambitious team that sets high goals and a talented team that works hard to achieve them.

2025 is set to be another exciting year for us. You can look forward to VIA continuing to offer the best value in charter bus services available and our renowned outstanding customer experiences.

Thank you for being a valued customer and friend, and we wish you a prosperous and happy New Year!

Kind regards,

**Curtis Riggs**

### *In This Issue*

## *2025 Travel Trends*

### Using Artificial Intelligence to Plan Your Next Adventure

As winter's chill settles in, the allure of a sun-soaked escape becomes increasingly irresistible. For those seeking reprieve from frigid temperatures without spending a fortune, here are our top 4 affordable warm weather destinations. From pristine beaches to culturally rich cities, these places offer the perfect backdrop for a memorable and budget-friendly winter family vacation.

**TUCSON, AZ**

**SAN DIEGO, CA**

**PHOENIX, AZ**

**HUNTINGTON BEACH, CA**



**TUCSON**  
Arizona

**SAN DIEGO**  
California



**PHOENIX**  
Arizona

**HUNTINGTON BEACH**  
California



# 2025 Travel Trends

## Using AI to Plan Your Next Adventure

In 2025, using AI to plan your travel could involve features like personalized itinerary generation based on your interests, real-time weather updates impacting your plans, smart packing lists tailored to your destination's climate, dynamic flight and accommodation searches with price comparisons, and even AI-powered virtual tour experiences to preview potential sights before you go. For example, services like PlanTripAI, TripPlannerAI, and Roam Around use artificial intelligence to create detailed daily travel plans tailored to your specific interests and needs.

AI can enhance your travel planning in 2025 with:

### •Customizable itineraries:

Provide your interests, budget, travel duration, and desired activities to an AI planner, which will generate a unique itinerary including must-see attractions, hidden gems, and optimized travel routes.

### •Predictive weather analysis:

Get real-time weather updates for your destination, allowing you to adjust your plans based on potential rain, snow, or extreme heat.

### •Smart packing assistant:

AI can create a personalized packing list based on your destination's weather, planned activities, and even suggest appropriate clothing items based on local customs.

### •Dynamic flight and accommodation search:

AI algorithms can compare prices across multiple booking platforms, finding the best deals on flights and hotels based on your desired dates and location.

### •Virtual tour experiences:

Before visiting a place, use AI-powered virtual tours to explore landmarks, museums, or neighborhoods virtually to get a feel for the atmosphere.

### •Personalized recommendations:

Based on your past travel preferences and social media data, AI can suggest off-the-beaten-path experiences and local food recommendations.

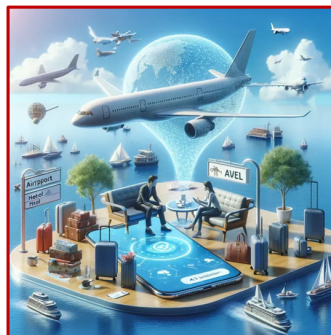
### •Language translation assistance:

Real-time translation of signs, menus, and conversations using AI to navigate in foreign countries.

### •Chatbot travel assistants:

Communicate with a virtual assistant through a messaging app to ask questions, request recommendations, and book travel through a Chatbot.

When we look towards the future of the tourism industry as a whole, there's no doubt that AI will play a lead role in innovating and transforming travel processes. AI technology is making travel planning and travel easier, safer and much more enjoyable.



## MARK YOUR CALENDAR

**Our offices will be closed for the following holidays:**

**January 1, 2025 - New Year's Day**

**January 20, 2025 - Martin Luther King Jr. Day**

**February 17, 2025 - President's Day**

*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:  
**sales@viatrailways.com**



## STAFF SPOTLIGHT

### WELCOME TO THE VIA TEAM!

At VIA Trailways, we truly believe that our staff are the backbone of our company. Without their warm, friendly manner and professionalism, VIA would not be a leader in the charter bus industry.

We want to welcome all of our new team members to the VIA Family.

### Cristian Plazola

Fleet Maintenance  
Administrator, Merced

### Deann Gonzales

Bus Washer, Tempe



## NOW HIRING

- ✓ Motorcoach Operators
- ✓ Diesel Mechanics
- ✓ Bus Washers

VIA is the provider of choice for quality bus transportation, travel experiences, and related services. We are committed to serving our customers, supporting the growth of our employees, and responding to the needs of our community.

Be a part of our amazing team!

**Get behind the wheel of a great career...  
EVERYDAY!**

**with  
VIA Trailways**

**Always wanted an office  
with a view?**

**How about being paid to  
travel?**

**Plus drive a \$500,000  
company vehicle?**

William did, so he became a VIA  
driver. You can become a VIA driver  
too!

Apply in person today:

**VIA Trailways  
300 Grogan Avenue  
Merced, CA 95341**



Sign on bonus available for drivers who already  
have a Class B license with a SPAB/School Bus  
or VTT certification  
VIA Adventures currently has openings for friendly  
people with good customer service &  
communication skills to join our team of charter and  
transit drivers.  
Training will be provided for drivers without a  
commercial license. Successful candidates will  
have an excellent driving history, a minimum of five  
years driving experience, must pass a DOT  
physical exam and DOT drug screen.  
Full-time, Part-time



**JOIN OUR TEAM**