

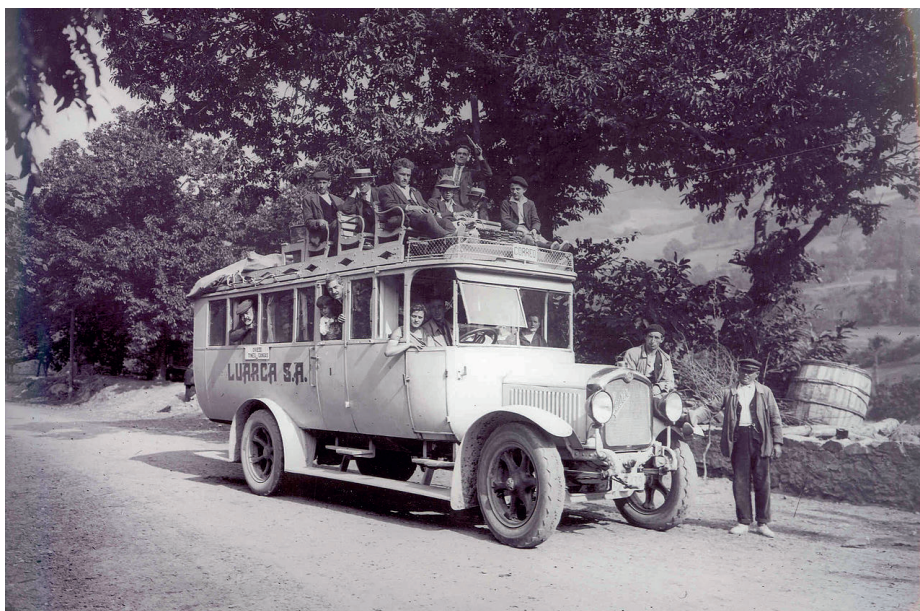
# ON THE ROAD SINCE 1923

## INTERVIEW WITH **JAVIER DE LOS RÍOS VILLALBA**

Interview by ACCI

**CASE STUDY: TOURISM AND TRANSPORT**

ALSA is a company born in Asturias which, on 5th April 2023, has turned 100 years' old. From its beginning, ALSA has always shown its entrepreneurial mindset. It was created to transport travellers by road and right now, it's a one of the main mobility companies in the whole World.



A Saurer coach of the line Oviedo-Cangas del Narcea in 1923



ALSA bus

## DO YOU HAVE SPECIFIC SERVICES FOR TOURISTS?

Yes apart from our long haul services, which are reinforced during summer to provide a service to all those tourists who need to move around during the whole season. We also offer exclusive tourist services, like the ones here in Asturias, in Oviedo and in Gijón which are operated during the whole summer. These services, which show all the main locations of both Oviedo and Gijón explaining them with the help of an audio-guide, have been tremendously successful.

Apart from those, we also provide specific mobility services to beaches. For example, in Rodiles, we have a service which takes passengers from the town of Villaviciosa. We also have a service in Lastres, in summer, for the exclusive transportation of passengers only to the beach and the “star-service” of Asturias, which is the “Plan Lagos” service which does not operate only during summer, but also in other periods of high season.

It’s a service that takes place in a very singular environment as the Natural Park of the Lakes of Covadonga” is.

And with these buses, with this service, what we do is taking private vehicles off the road which, for us, has been a very important achievement.

But for the environment in The Lakes and in Cangas de Onis is even more important as, after all, the impact this measure has over the environment, on the animals who live there, is crucial, as, this way, we don’t disturb them so much.

## WHAT ARE YOUR PLANS IN TERMS OF SUSTAINABILITY IN THE NEAR FUTURE?

For us, it’s primarily and essentially a key goal in our strategy this change to a more sustainable means of transport for the environment. One of our proposals and objectives is that, by 2035 all of our urban service fleet may have reached zero emissions. For that, we are still studying all options and alternatives. Technology moves real fast and we are currently placing all our efforts and know-how in those alternatives. We’re not closed to any of them In all of them, whether it’s hydrogen, electricity, clean fuels...

Right now, the most mature option is, as we all know, the electric bus but we’re also currently working in projects involving hydrogen and other possible fuels.

9.719 employees  
76.000 hours  
of safety training,  
quality and  
environment  
1.7 m of annual budget  
in training, professional  
development  
reconciliation, equal  
opportunities  
and risk prevention.

Javier De Los Ríos  
Villalba



alsa