

IMMEDIATE RELEASE:
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Pursuit returns 357 staff to payroll as a result of the Canada Emergency Wage Subsidy

Banff (April 23, 2020) – Pursuit announced plans to access the federal government’s Canada Emergency Wage Subsidy (CEWS), to return hundreds of its staff to its payroll.

Pursuit temporarily suspended operations at its Alberta and British Columbia attractions, hotels and culinary experiences in March to support the public health response to COVID-19, as travel restrictions and social distancing measures were initiated. More than 80 per cent of Pursuit staff received temporary layoff notices between March 13 and April 10 in response to the closure of operations in support of local health authorities fighting the global pandemic.

The new federal CEWS program will enable Pursuit to return 357 Canadian team members to work from temporary layoffs. This includes staff across all disciplines including marketing, people & culture, sales and IT, in addition to front-line staff who will work in modified positions until operations reopen. Those remaining on temporary layoff will continue to receive access to health benefits, employee assistance and additional wellness programs.

“As the impact of the global pandemic became clearer in Canada, we took strong measures to ensure the safety of our guests, staff and communities as a key member of Canada’s tourism industry. This included the difficult decision to temporarily layoff team members across the organization,” said Dave McKenna, President of the Banff Jasper Collection by Pursuit. “Today we are thrilled to announce that under the federal government’s new CEWS program, we are able to return 357 members of our team to payroll.”

Pursuit staff will return to work as a direct result of the CEWS program starting April 24 through June 6. The majority of returning staff are based in Banff, Jasper, Canmore and Vancouver and will work remotely until a return to operations as safety allows

“We have been working closely with industry partners and across all levels of government to find ways to support our team members across the travel industry as we look towards recovery. We made the difficult decision to close FlyOver Canada in Vancouver on March 16 which resulted in placing many of our employees on temporary layoffs. This week we are pleased to be able to bring 28 of them back through this program,” said Lisa Adams, Vice President, FlyOver Attractions.

CEWS provides businesses with a 75 per cent wage subsidy, capped at \$58,700 annually, for employees who were laid off as a result of COVID-19.

“Throughout the duration of this global health crisis our team has shown outstanding understanding, compassion and solidarity across the organization. From implementing volunteer-driven community food programs to ensuring our staff have access to development training and subsidized housing when needed, we will continue to do everything we can to move ahead as a team. This also includes actively working to participate in government initiatives such as CEWS,” said David Barry, President, Pursuit. “The Canadian government has been incredibly proactive in support of the hospitality industry and we are grateful for their leadership.”

About Pursuit

Pursuit is an attractions and hospitality company that provides a collection of inspiring and unforgettable experiences in iconic destinations. From world-class attractions, distinctive lodges and engaging tours in stunning national parks and renowned global travel locations, to our growing collection of FlyOver flight ride experiences in the vibrant cities of Vancouver, Reykjavik, Las Vegas (expected opening 2021), and Toronto (expected opening 2022), Pursuit’s elevated

hospitality experiences enable visitors to discover and connect with these iconic destinations. With a strategic direction to build an expanding portfolio of extraordinary travel experiences, Pursuit remains focused on delivering unforgettable and inspiring experiences in iconic locations worldwide. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit pursuitcollection.com.

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