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Pursuit Unveils Designs for FlyOver Canada in Toronto

New flight ride attraction to be designed by Sturgess Architecture at the base of the CN Tower

Toronto (March 11, 2020) – Pursuit unveiled today its design for the new FlyOver Canada attraction in Toronto to be located at the base of the famed CN Tower. Led by award-winning Sturgess Architecture (_SA), the project will begin development in late 2020 and the flight ride is expected to open in 2022.

The bold design, inspired by the concept of movement and intended to create a visual connection between visitors to the attraction and the outside space, will feature architectural design elements including a striking open-air atrium, dramatic ascending staircase and exterior promenade. The new structure’s textures and colours will draw inspiration from the dramatic landscapes of Canada, complementing the flight ride experience.

“We pride ourselves on expanding the boundaries of innovative design and are thrilled to continue our relationship with Pursuit to develop such a dynamic project,” said Jeremy Sturgess, Founder, _SA. “Pursuit’s intention behind their guest experiences and attractions enable us to drive our creativity and explore the boundaries of architecture, and we look forward to bringing this exciting new experience to life.”

Once completed, the new attraction will feature a brand-new ride film showcasing Canada’s most awe-inspiring sights. The attraction will also include two immersive pre-ride experiences designed to share the unique spirit of Canada’s land and its people, in addition to a signature FlyOver Canada café and retail space.

“At Pursuit we are focused on connecting guests to iconic places through unforgettable and inspiring experiences,” said David Barry, President, Pursuit. “FlyOver Canada in Toronto will showcase the beautiful landscapes and iconic vistas across the country, while highlighting the diversity of Canada and its people. We are thrilled to unveil what will soon be a landmark attraction in such a world-class tourism and entertainment destination.”

Following a competitive selection process undertaken by Canada Lands Company to identify a new world-class attraction showcasing Canada at its best, Pursuit entered into a land lease in July of 2019 to build the new FlyOver Canada attraction near the base of the CN Tower.

“Toronto is a gateway to Canada and many travellers begin their Canadian experience here. FlyOver Canada is an exciting new attraction that gives visitors a thrilling taste of the entire country right in the heart of its largest city,” said Andrew Weir, Executive Vice President, Tourism Toronto.

FlyOver Canada in Toronto will complement Pursuit’s successful FlyOver Canada location in Vancouver in addition to its new FlyOver Iceland attraction in Reykjavik and FlyOver Las Vegas attraction in Nevada, which is expected to open in 2021.

The development of the new space will also include Canadian companies PCL Construction and Plant Architect Inc. Pre-show creation will be led by Montreal’s multimedia and design studio Moment Factory, while the film’s production team will be led by creative director Rick Rothschild and director Dave Mossop.

FlyOver Canada Experience

FlyOver Canada utilizes state-of-the-art ride and audiovisual technology to reveal some of Canada’s most awe-inspiring sights in a way that guests have never experienced before. Guests will be seated, feet dangling, before a 23-metre x 17.5-metre spherical screen as the film whisks them away on an exhilarating journey across Canada. On this incredible journey, guests will travel more than 6,000 kilometres — all while never leaving the heart of Toronto. Special effects, including wind, mist and scents, combine with the ride’s motion to create a unique and unforgettable experience.

For more information on FlyOver Canada visit flyovercanada.com/toronto

View [design rendering here](#).

View FlyOver Canada images [here](#).

Building design plans will be subject to Canada Lands Company and City of Toronto approvals.

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.

About Sturgess Architecture

_SA (Sturgess Architecture) is an award-winning Calgary-based design firm, celebrating over forty years of enhancing the human experience through architecture and urban design. A collaborative of architects, designers, technologists and assistants, the firm operates as a studio office, where all members of the staff are involved in the different phases and details of every project. The firm's work has received national and international recognition winning a World Architecture Festival Award for the Columbia Icefield Skywalk located in Jasper (2011) and as Finalist for Calgary's Green Line LRT and 7th Ave LRT Refurbishment (2018 and 2012 respectively) — entering Sturgess Architecture into the league of the world's most innovative and celebrated architecture firms. For more information visit sturgessarchitecture.com

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