

IMMEDIATE RELEASE:  
MAY 28, 2020

## Pursuit to reopen in Banff and Jasper starting June 1

**Banff (May 28, 2020)** – Pursuit announced today that it will begin reopening its Alberta attractions, hotels and culinary experiences within Banff and Jasper starting June 1. The company temporarily suspended operations across Alberta this past March to support the public health response to COVID-19, as travel restrictions and social distancing measures were initiated.

Each reopening will follow the provincial government’s approach on relaunching and will include rigorous cleaning, physical distancing and training protocols as outlined in Pursuit’s recently announced [Safety Promise](#) program.

“Connecting with iconic places in our own backyard and creating memories with family and friends will hold an even greater value over the next few months and we look forward to welcoming back guests to our collection of travel experiences,” begins Dave McKenna, President, Banff Jasper Collection by Pursuit. “We want to provide guests with an increased level of assurance that when they are ready to visit us, they can do so with confidence knowing that we have their utmost safety in mind.”

New operational protocols will include reducing guest capacity across all Pursuit attractions and culinary experiences, adopting stringent cleaning protocols as approved by Health Canada and screening all staff before shifts. Physical distancing initiatives will also include the integration of contactless payment, express check-outs, and plexiglass barrier implementation where possible.

The gradual reopenings will start with Jasper’s Marmot Lodge and Lobstick Lodge on June 1, followed by the Banff Gondola and Elk + Avenue Hotel on June 4. Signature attractions like the Columbia Icefield Adventure and Columbia Icefield Skywalk are anticipated to open on June 19, while the company’s transportation and sightseeing operations will return on July 1.

“As Albertans, we are uniquely positioned to explore a very different mountain park experience this summer, in a more intimate and less crowded way,” said McKenna. “We’re offering attractive Alberta resident rates across our experiences in addition to flexible cancellation policies, to ensure our guests are able to book with confidence this summer.”

### **Banff reopening dates:**

#### **Attractions and Culinary Experiences**

- / Banff Gondola – June 4
- / Sky Bistro – June 4
- / Northern Lights – June 4
- / Lake Minnewanka Cruise – June 13

#### **Lodging**

- / Elk + Avenue Hotel – June 4
- / Mount Royal Hotel – June 25

#### **Sightseeing & Transportation**

- / Brewster Express – July 1

- / Brewster Sightseeing – July 1

### **Jasper reopening dates:**

#### **Attractions and Culinary Experiences**

- / Maligne Canyon Wilderness Kitchen – June 6
- / Maligne Lake Cruise – June 19
- / Columbia Icefield Adventure – June 19
- / Colombia Icefield Skywalk – June 19

#### **Lodging**

- / Marmot Lodge – June 1
- / Lobstick Lodge – June 1
- / Pyramid Lake Resort – June 10
- / Pocahontas Cabins – June 17
- / The Crimson – June 25
- / Glacier View Lodge – June 26
- / Chateau Jasper – June 30
- / Sawridge Inn & Conference Centre – June 30

For information on the new Safety Promise by Pursuit visit [banffjaspercollection.com/safety-promise](https://banffjaspercollection.com/safety-promise)

### **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 2023), 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](https://pursuitcollection.com).

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