

PURSU^T SM

PROMISE TO PLACE

2019 SUSTAINABILITY REPORT



**It's a commitment to
our guests and staff,
our community and
the planet.**



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The Importance of a **PROMISE**

It's about connection. We're in the business of helping adventurous spirits connect to what matters to them—the people and the places. We strive to help on their journeys towards growth and meaning. Hospitality is a feeling. For us, it's an exploration.

And even when we're talking about the operational side of our industry, there is always room for learning and growth. Our team strives to grow just as our guests do. We're fortunate to be doing so in some of the most naturally beautiful locations in the world. We're committed to being worthy stewards of these places, to continue to welcome all with an open mind and open heart and to work with our neighbors so our communities can thrive.

For Pursuit, this is the core of our culture and it's expressed through our Promise to Place.

Here's how we think about sustainability:

- / Stewardship:** How we work to manage and improve our impact on the environment.
- / Respect:** How we demonstrate our high regard for guests, our staff and all the diverse people that cross our paths.
- / Community:** How we celebrate and support the places where we are fortunate to work and live.

We take it step by step, building a series of initiatives designed to improve guest engagement, increase staff satisfaction and pride, reduce waste, expand sustainability and to help us all grow, learn and improve.

In this annual report, you'll learn about some of the efforts that represented our Promise to Place in 2019. Some are completed now, but many of them are on-going. This is a journey that will not end. We have taken these steps forward, and there are many more to come. We're carefully considering what's next for us in terms of sustainability and inclusivity, and we're looking for new ways to expand and improve our approach to Stewardship, Respect and Community.



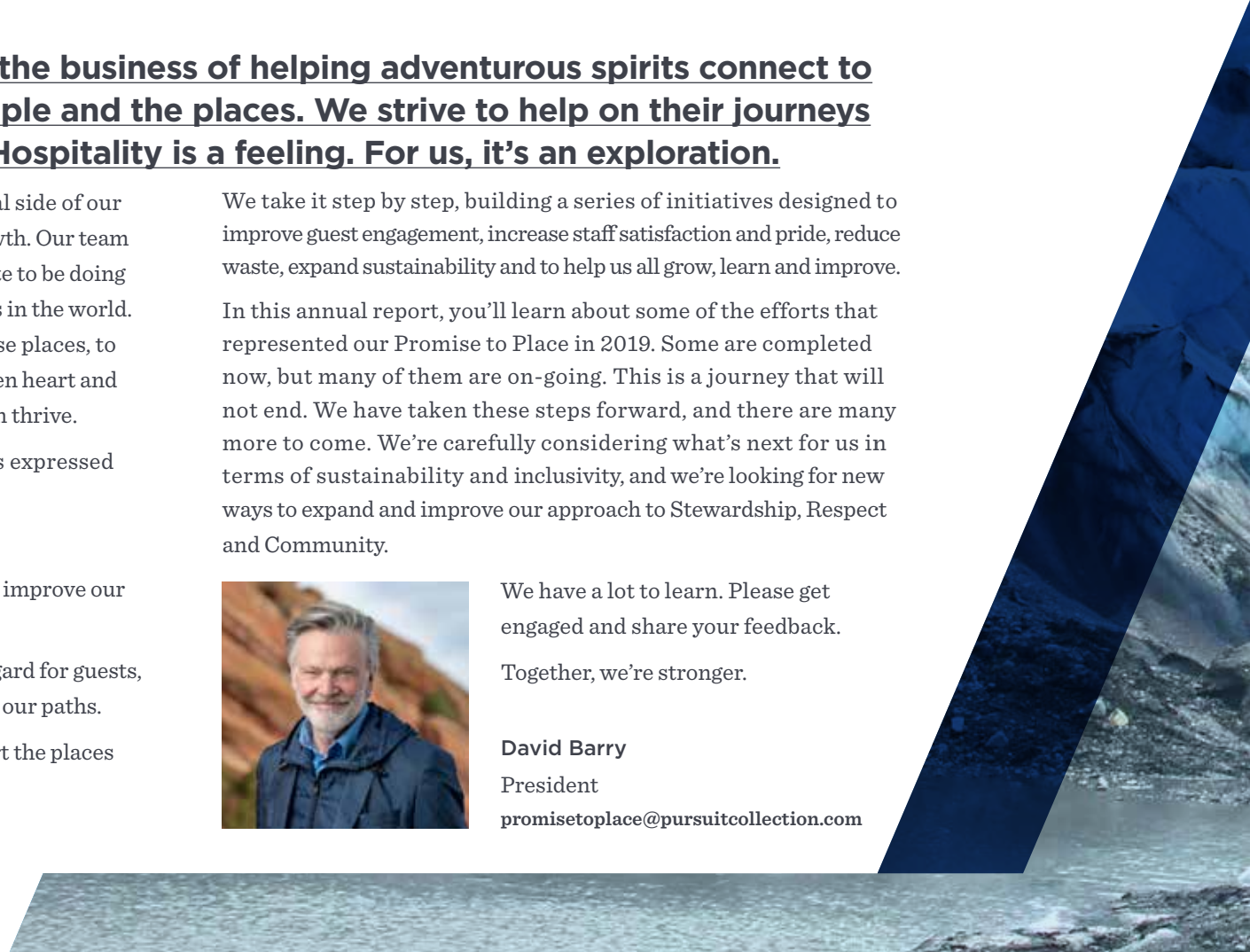
We have a lot to learn. Please get engaged and share your feedback.

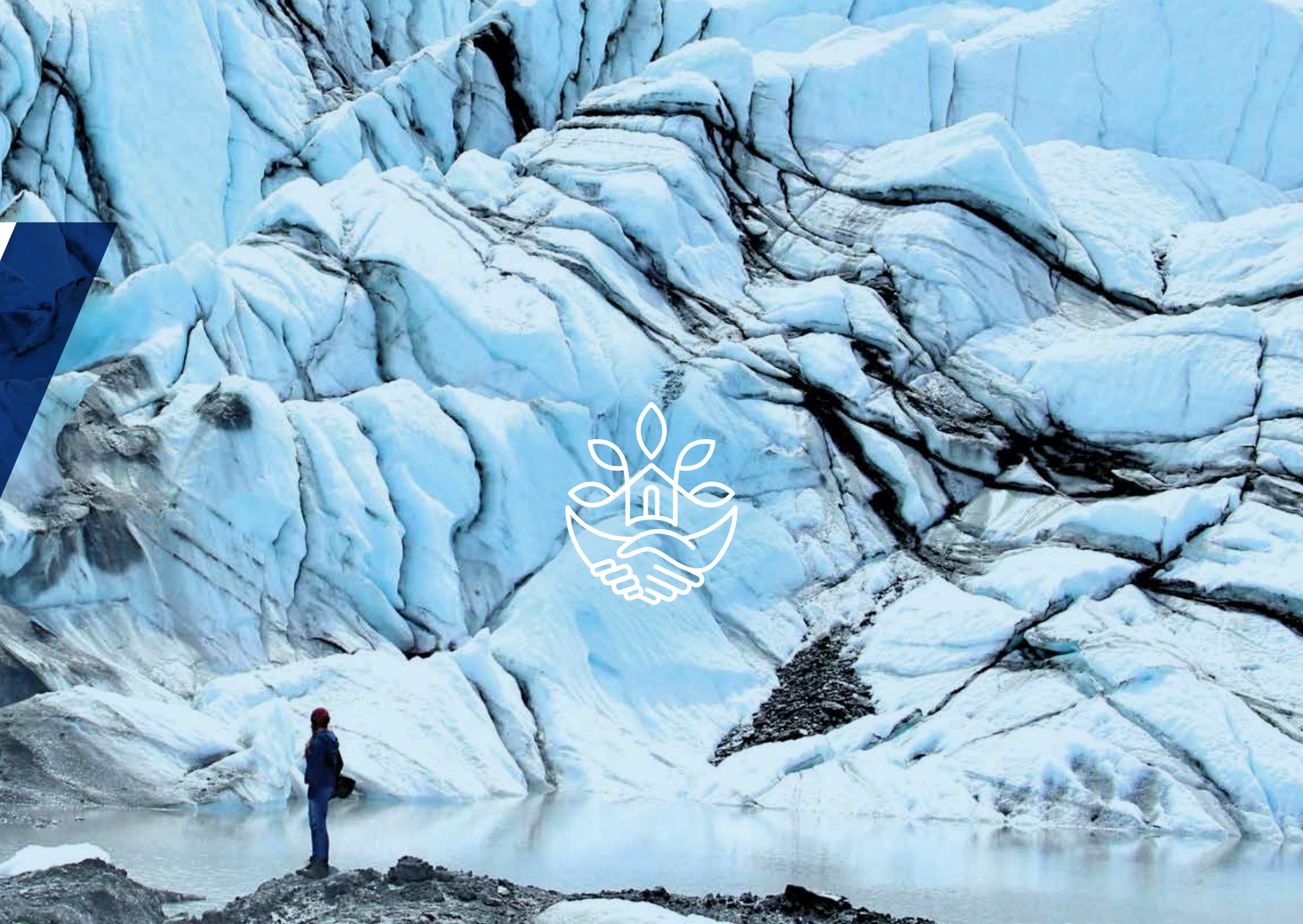
Together, we're stronger.

David Barry

President

promisetoplace@pursuitcollection.com







The Environment

STEWARDSHIP

These are places full of wonder, beauty and awe.
And that's why we're all drawn to them.

We live and work in some of the world's most pristine natural settings and eco-aware urban environments. We're inspired by their majesty, diversity and longevity. It's important that they are preserved. As stewards here, we use operational endeavors and improvements to lighten our impact and encourage others to connect in a meaningful way.

Through responsible management practices and providing meaningful interpretive programming, we constantly improve our environmental initiatives and make good on this part of our promise.







WILDLIFE ON THE ICEFIELDS PARKWAY:

The Mountain Goat Project

Conservation and biodiversity are essential to our operation. Prior to building the Columbia Icefield Skywalk we commissioned a comprehensive third-party environmental study to determine what impact its construction might have on the area’s mountain goat and bighorn sheep population.

Research began in 2011 and data was collected until 2019. The study found

comparing to the rest stop which used to be at the Skywalk’s location, the impact has dwindled. Previously, traffic, garbage and irresponsible behavior caused all sorts of problems for the mountain goats of the Sunwapta Valley.

“It’s important that if you do see wildlife that you don’t approach or try to feed them, for both the safety of yourself and the animals that live here,” says Pursuit’s Matt Laitinen, Manager of Programming and Experience at the Columbia Icefield. ❄️

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The study found that the mountain goats and bighorn sheep were not overly affected by Skywalk construction, nor by its May through October operation thereafter. In fact, some years — like 2017 for example — realized more activity than prior to construction starting.

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GLACIER NATIONAL PARK CONSERVANCY MILESTONE:

Celebrating Two Decades of Giving in Glacier

For nearly two decades, the Pursuit team has been connecting guests at our Glacier Park properties to the Glacier National Park Conservancy through an “add-on” donation program. Twenty years on, the total donations have added up to a significant contribution of \$500,000 in 2019.

The Conservancy is the official fundraising partner for the national park. Our “add-on” program allows guests to Pursuit lodges to make small but important donations to the Conservancy, and have a lasting impact on the national park’s preservation.

Our team informs each guest that checks in to one of our lodges and cabins about how the Conservancy’s work is making a difference, and how they can donate \$1 per room per night through us. Our guests almost always opt-in.

The Pursuit team also participates in the Conservancy’s park passport program which offers discounts at dining venues and retail outlets—all proceeds of passport sales go back to Conservancy.

“Those small amounts really do add up. The impact that half a million dollars has on our park is amazing,” says the Conservancy’s Adam Sommers.

For Gary Rodgers, VP & General Manager for Pursuit’s Glacier Park Collection, the Conservancy’s work is motivating and inspiring. “Our team knows how fortunate we are to work and play in this incredible environment,” he says. “Connecting our guests with the Conservancy is one small way that we can let people know about all that is being done, and how important it is to the preservation of the park.” ❄️

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Those small amounts really do add up. The impact that half a million dollars has on our park is amazing.

/ Adam Sommers, The Conservancy
GLACIER PARK COLLECTION



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We believe that each eco-initiative we implement — no matter the size — will have a lasting positive impact.

CONTINUING OUR PLEDGE FOR STEWARDSHIP AT THE COLUMBIA ICEFIELD

Adventurers come from around the world to experience the iconic Columbia Icefield. It's the largest of its kind in the Rocky Mountains, and one of the most accessible in the world. The experience of exploring ancient glacial ice, and seeing the awe-inspiring Athabasca Glacier firsthand, is unmatched. For those living and working here, we feel our great privilege comes with even greater responsibility.

Preserving this pristine playground is hugely important to our team. We believe that each eco-initiative we implement — no matter the size — will have a lasting positive impact. As part of an on-going effort to lessen the carbon footprint we're:

- / **Refurbishing** our entire Ice Explorer fleet instead of replacing the vehicles
- / **Sourcing** biodegradable hydraulic fuel that is zinc and carbon-free
- / **Restructuring** our transportation schedules to maximize efficiency and guest experience
- / **Investing** in capital upgrades to reduce energy consumption and improve waste management
- / **Partnering** with local suppliers that provide sustainable products
- / **Eliminating** single-use plastics in food and beverage
- / **Educating** guests on sustainable tourism practices and encouraging their participation ❄️

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PARTNERING TO REDUCE PLASTIC IN LODGE AMENITIES

With the 2019 launch of the all-new Glacier View Lodge, located at the stunning Columbia Icefield, we were determined to minimize our impact on this delicate environment. One of the early steps we took was to work with a local company to source all-natural soap products and offer them to our guests in reusable containers. We'd reduce single-use plastics, build a partnership in our community and provide a premium product in guest rooms to our guests. We offer Rocky Mountain Soap liquid soaps, shampoo, conditions and lotions in guest rooms, and guests are offered a selection of natural essential oils for diffusing – a custom experience catered to each overnight stay.

“The opportunity to work with Rocky Mountain Soap, a local and premium brand, offered us a chance for a true partnership,” says Pursuit’s Corey Donovan. “They use simple and natural ingredients and it was a really successful collaboration for both waste reduction and guest experience.”

Through this program, we’ve removed 16,270 individual plastic bottles from use in the 2019 summer season at the Glacier View Lodge. And this is just the beginning! The feedback from guests has been outstanding and we hope to continue this partnership in other lodging properties. ❄️

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PRESERVING THE HISTORIC “BIG TREE LODGE”

Being the stewards of historic buildings like the Prince of Wales Hotel in Waterton Lakes National Park and Glacier Park Lodge in Montana is an honor for our team. A lot of effort goes in to keeping the century-old iconic Glacier Park Lodge in East Glacier both maintained and celebrated.

As part of our continued work to maintain and preserve these historic lodges, we work closely with community partners who are experts in the field of restoration and functional preservation. At Glacier Park Lodge, 2019 saw the second phase of replacement of exterior columns and a new fire suppression system, each project totaling approximately \$650,000.

Inside the charming “Big Tree Lodge”, 2020 will see a number of guest rooms being renovated and modernized. It’s all part of an on-going project that Keith Smith, Director of Engineering for Glacier Park Collection, calls integral to “maintaining the structural integrity of the facility.” Those with the privilege of visiting us and staying at Glacier Park Lodge understand how essential this work is, and how special this place is. ❁

“

Our goal is for this majestic lodge to stand for generations to come.

/ Keith Smith, Director of Engineering
GLACIER PARK COLLECTION

UNDER THE LEGENDARY DARK SKIES OF THE CROWN OF THE CONTINENT

Slowing down and gazing upwards into a night sky resplendent with stars is a humbling and inspiring experience. It's about beauty, curiosity and wonder. One of the great places to experience a dark night sky is in northwestern Montana and the Waterton-Glacier International Peace Park.

Like at all our experiences in Glacier Park, we were keen to implement dark sky compliant lighting at the new West Glacier RV Park. As we moved towards opening the RV park in West Glacier, we installed brand new light fixtures. But when the streetlights were installed and measured, the fixtures emitted more light than we expected. So, our team listened carefully to advocates like John Ashley, a former Glacier National Park field biologist and the current Board Chair of the Montana Chapter of the International Dark Sky Association and made changes. Our team went back to our lighting suppliers and found even better fixtures. The new ones meet the International Dark Sky Associations (IDA) highest standard for dark sky

compliance. It was extra cost and extra effort, but that's what it means to be a good neighbor in a place as special as Waterton-Glacier International Dark Sky Park.

"States that are especially proud of their heritage, like Texas and Utah, are leading the dark sky push for better, safer light fixtures that protect our night skies," John Ashley says. "Montana is a few steps behind, so it's great to see Pursuit take proactive measures to help protect Montana's only designated Dark Sky Park." ❄️

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Glacier is home to some of the darkest skies in the world.



COMPOSTING: A Sustainable Approach to Kitchen Waste

From the beginning of the food chain all the way to the end, there are so many ways to make a difference and support sustainability.

Here in northwestern Montana, building partnerships and working together is key. In 2016, Glacier Park Collection launched a composting initiative in collaboration with the locals at Whitefish's Dirt Rich

Composting. In the process, we've reduced Glacier Park's environmental impact, supported the local economy and contributed to the creation of an eco-friendly, premium soil enhancing product.

At the West Glacier Café, Mercantile and Belton Chalet in West Glacier Village, the Snowgoose Grill and St. Mary Grocery Store and at Grouse Mountain Lodge in Whitefish, we are

working with Dirt Rich Composting to send our organic waste back to the Earth. At Glacier Park Lodge, we manage food waste with a special machine—nicknamed 'Chester'—which breaks down organic materials into a liquid form.

In 2019, Grouse Mountain Lodge collected 6,060 gallons of organic waste for composting. Our Glacier Park restaurants and properties jointly contributed 10,200 gallons. That's a combined total of approximately 57 tons of organic material that was used to create premium quality compost, rather than entering the landfill. ❁

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The simple answer is that it's the right thing to do.

/ Nicole Smith, Director of Food and Beverage
GLACIER PARK COLLECTION

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GONE PAPERLESS:

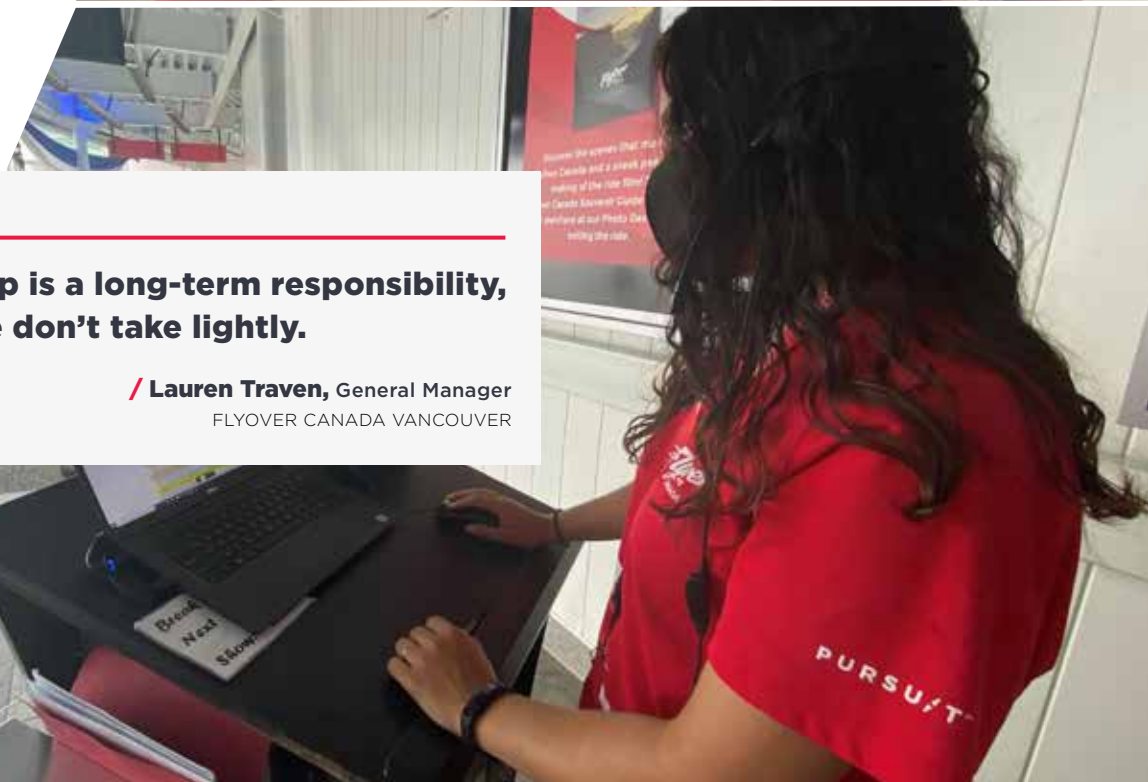
Step by step at FlyOver Canada Vancouver

By focusing on going paperless wherever possible, our team at FlyOver Canada Vancouver has cut down on waste. New processes and procedures include a digital platform for team member checklists, using Dayforce and social media for team communications exclusively and implementing laundered cleaning cloths around the facility instead of paper cloths.

These are small steps, but the team is focused on their place as part of something bigger. It's about making steady and smart choices that support a positive shift.

“We’re committed to making incremental and continuous improvements in how we operate our business,” says Lauren Traven, General Manager.

“We take pride in our ongoing commitment to protecting the world we live in.” ❄️



“

Stewardship is a long-term responsibility, and one we don't take lightly.

/ Lauren Traven, General Manager
FLYOVER CANADA VANCOUVER

A person in a green jacket stands on a rocky outcrop in the foreground, looking out over a vast, icy landscape. The scene is dominated by snow-capped mountains and a large body of water filled with icebergs. The sky is a mix of orange, pink, and blue, suggesting a sunset or sunrise. The overall mood is serene and majestic.

**Like you,
we want to ensure
these places remain
spectacular and special
for generations to come.**

HELPING REHABILITATE WILDLIFE IN KENAI FJORDS, ALASKA

Kenai Fjords is a slice of bird-watching heaven, and visitors to Fox Island Day Lodge have the unique chance to learn more about the diversity and importance of the area's birdlife. Our lodge has partnered with naturalists from the Anchorage-based non-profit organization Bird TLC (Bird Treatment and Learning Center), who make regular visits to the island, with the injured birds in their care, to interact with our visitors. The educational organization focuses on bringing awareness about the importance of assisting birds, indigenous to Alaska, in need. Through hands-on, science-based education programs, they explain to guests how injured birds are cared for so that they can re-enter the wilderness.

"This program helps connect guests to the wildlife world around us," says Kenai Fjords Wilderness Lodge's Cathy Martell, who has been spending summers on Fox Island for many years. "The presenters talk about the birds, how they were injured, what they eat, and the rehabilitation process. I think it is important for people to understand why they are important to the food chain and ecosystem."

Visitors come to Fox Island to immerse themselves in its natural majesty. Our collaboration with Bird TLC offers them the opportunity to get up close and personal with Alaska birds. 🐦

[READ FULL STORIES ONLINE](#)

“

This program helps connect guests to the wildlife world around us.

/ Cathy Martell, Kenai Fjords Wilderness Lodge
ALASKA COLLECTION





BUILDING PARTNERSHIPS

To Connect Through Food

From brand-new eateries in Banff to our long-standing landmark restaurants in Alaska, the team of culinary professionals who lead our kitchens is committed to working with local suppliers. We are meticulous and deliberate with our menu designs and strive to strengthen our relationships, from farmers and butchers to cheese-makers and sustainable fisheries.

Here is a list of some of our local suppliers:

Alaska Collection:

- / Amazing microgreens, fresh duck eggs and greenhouse starters from The Grove
- / Sustainable seafood from New Sagaya
- / Birch syrup from Alaska Wild Harvest
- / Fresh chickens, eggs, ducks and rabbits from Frosty Meadow Farms
- / Local beef and elk from Mugrage Hay & Cattle
- / Alaska-grown barley products from Alaska Flour Company
- / Flowers and locally-grown seasonal vegetables from Birch Creek Ranch
- / Meat and proteins from Newport Meats

Banff Jasper Collection:

- / Natur'el Tea, Banff
- / Banff Roasting Company, Banff
- / Eau Claire Distillery, Bragg Creek
- / Park Distillery, Banff
- / Wildlife Distillery, Canmore
- / Banff Ave Brewing Co, Banff
- / Fernie First, Fernie
- / Bear Paw, Canmore
- / Spirit Hill Honey Wine, Millarville
- / Uprising Bakery Canmore
- / Chef's MicroGreens, Canmore
- / Bear and Flower Pork, Rockyview
- / Valbella Deli, Canmore

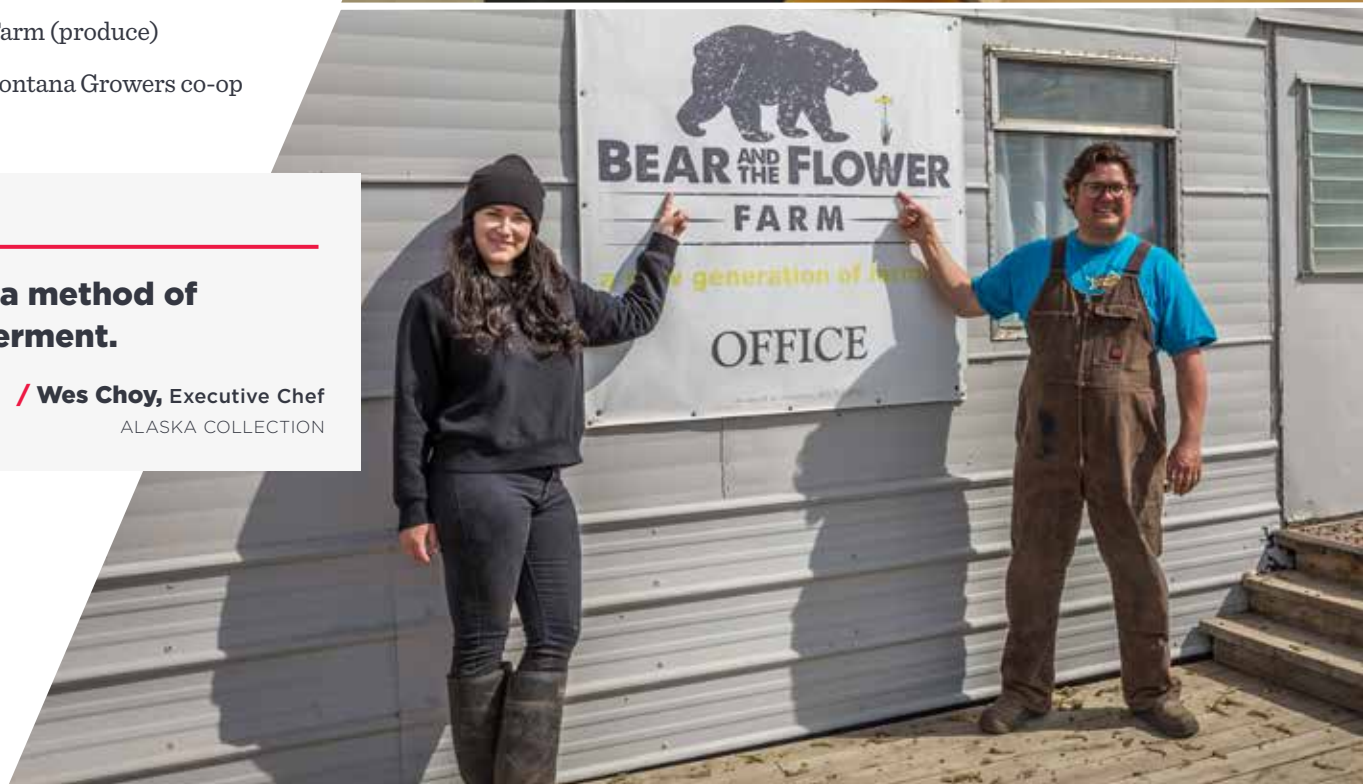


- / Sungold Farms (lamb), Innisfail
- / Hog Wild (boar), Red Deer
- / Britestone Farming, Cabron
- / Deepwater Farms, Calgary
- / Evergreen Farms, BC
- / Maple Hill Farms (chicken), BC
- / Sunrise Farms (chicken), BC
- / Meadow Farms goat cheese, BC
- / Craving's Gelato, Edmonton
- / Le Chocolatier, Canmore
- / Fairwinds Farms, Brooks
- / Galimax Produce, Nobleford
- / Highline Mushrooms, Crossfield
- / High River Farms, High River
- / Kuterra Farms (salmon)
North Vancouver Island, BC
- / Little Potato Co, Edmonton
- / Poplar Bluff, Wheatland
- / Red Hat Farms, Red Cliff
- / Whole Leaf Lettuce, Coaldale

Glacier Park Collection:

- / Hansen Farms
- / Farm to Market Pork
- / Two Bear Farm (produce)
- / Western Montana Growers co-op

“
Food is a method of empowerment.
 / **Wes Choy**, Executive Chef
 ALASKA COLLECTION





OUR WASTE AUDIT PROGRAM AND THE NEXT STEPS

Reducing waste is everyone’s business. For Pursuit, it’s a core portion of our Promise to Place program and we’re committed to it.

But with our operations located in some of the most remote places of North America, we’ve learned that it takes creativity, team work and effort to make a difference.

Building on the success of our waste audit program at the Banff Gondola, in 2019 we began audits at many of our core experiences across Pursuit. These audits measure and record all waste being generated by the operation (including both staff and guest waste). They allow us to see what is going into landfill and what we’re composting and recycling. Then, we can start improving.

We took a big step forward with an extensive waste audit in our Alaska Collection. Here, we operate five lodges, including two in very remote backcountry locations. The challenges for recycling and diversion here are big.

“Properties that are closer to major city centers tend to have a wider range of suppliers that can collect materials for recycling,” says Stacy Schaub-Szabo of S-Cubed Environmental who serves as our waste reduction consultant.

Her team provided recommendations on how we can reduce our overall waste generation and divert more of our waste from landfill to recycling and compost.

The mileage and time required to process our own waste is significant and recycling has rested solely on our team’s shoulders to get materials closer to facilities where they can be recycled.

Our team members across Pursuit were more than happy to lend a helping hand to our external waste consultant team by helping to collect, sort, measure and record our waste when they were on site. We’ve already learned a lot!



“

Defining a benchmark for understanding and measuring our progress is an elementary foundation of our waste audit program.

Partnerships and collaboration are key. Through discussions with the National Park Service (NPS) in Denali, we are now able to take our recyclable waste to the NPS recycling center for collection and transport.

The Denali Backcountry Lodge team has also significantly reduced the presence of glass at the lodge because of how difficult it is to recycle. We now purchase as much as we can in cans, not bottles.

Further south on remote Fox Island, our chefs serve up about 600 meals a day during the peak of summer. They've made huge efforts to reduce food waste, doing things like turning leftover fresh fruit into sauces and purees that could be frozen and used later in dishes.

In 2019, we also did waste audits at select properties in the Glacier Park Collection. As we evolve, we are layering Schaub-Szabo's recommendations into all of our current and future operational plans. Not only have we already begun to implement waste reduction and landfill diversion strategies throughout our operations in Alaska, Montana and Alberta, we also plan to conduct regular waste audits to quantify the impact we are making and to uncover new methods for improvement. ❄️





STEWARDSHIP

By The Numbers



In 2018, we began sharing our sustainability measurements. There's a lot to take in!

We're proud of the number of guests we serve — and how we help them create unforgettable and lasting connections to iconic natural locations. We're also proud of our continued investment in developing more sustainable capital assets, installing more alternative power generation capacity and our improvements to systems including waste management, heating, ventilation and air conditioning (HVAC), and water distribution and management. Long-term, we're committed to ongoing transparency and expanding our Key Performance Indicators (KPI) to include waste, emissions, water consumption as well as showing annual comparisons that demonstrate the progress we have been making.

STEWARDSHIP KPIs

	PURSUIT	ALASKA	BANFF JASPER	GLACIER PARK	FLYOVER CANADA
Number of guests served ¹	3,072,000	200,000	2,163,000	170,000	539,000
Energy consumption ² (kWh per \$1,000 USD of revenue)	85.4	48.5	92.2	100.3	
Natural gas consumption ² (CCF per \$1,000 USD or revenue)	4.5	2.7	5.4	3.3	
Gas / fuel consumption ^{2,3} (Gallons per \$1,000 USD of revenue)	26.3	35.7	22.2		
Capital investment (Sustainability-related initiatives USD)	\$1,104,000	\$182,000	\$642,000	\$280,000	

¹Number of guests served is based on attraction, sightseeing and transportation ticket holders and overnight lodging guests. It does not include restaurant, retail or other ancillary businesses.

²Resource consumption includes consumption that supports the primary experience as well as ancillary operations, staff accommodations and related.

³Gas/fuel consumption includes fuel consumed by our boat and motorcoach fleet. It does not include fuel consumed by support vehicles.



RESPECT

Community means friendship, acceptance, collaboration and respect.

Coming together in a spirit of growth and optimism. At Pursuit, we embrace diversity, find strength in inclusivity and celebrate our differences. We encourage others to think broadly and to join us in building resilient and diverse communities.

Whether you work with us, travel with us or are part of a community in which we work and live, you'll have our respect—and we'll earn yours.





THE ICELANDIC SPIRIT SHINES THROUGH NEW FLYOVER IN REYKJAVÍK

It is inherently a deeply local project. FlyOver Iceland takes visitors and neighbors on a thrilling ride above and over the myriad landscapes of one of the world's most stunning nations. But it's more than just a ride. It's a story about the heart of this incredible place. FlyOver Iceland opened to much fanfare in Reykjavík's trendy Grandi neighborhood in the summer of 2019 — and it was an incredible accomplishment for our team in Iceland.



“

It's a powerful, almost emotional experience to see our own country displayed like it is here at FlyOver.

/ Agnes Gunnarsdottir, General Manager
FLYOVER ICELAND

From the moment the project was born, our team worked hand-in-hand with a variety of local talent, partners, suppliers and contractors to make this experience uniquely Icelandic. From our renowned architect and avant-garde sound design team to the handicrafts and books for sale in our shop, each touchpoint is rooted in Iceland. Our preshows are immersive explorations of this remarkable island. And at our Kaffi Grandi, we proudly serve some of the finest treats and drinks from our favorite local suppliers. These partnerships

are at the core of what we do whenever we open a new property anywhere. It's no surprise we are drawn to places rich in characters, deep in heritage and loaded with authenticity, and we strive at each moment to celebrate this. 🇮🇸




[READ FULL STORIES ONLINE](#)

A WIDE, DENALI WELCOME TO OUR MILITARY FRIENDS

Our Denali Backcountry Lodge team welcomed military families for a free barbeque lunch last summer to thank them for their dedicated service, in honour of Military Appreciation Day.

Grilled hamburgers, Bratwurst and hot-dogs were served alongside chips, soda and cookies. The Backcountry Lodge culinary team, well-known for their delicious gourmet fare, put every effort into the outdoor affair with handmade seasoned burgers in au jus, beer-soaked Bratwurst and house-made ketchup. Over 450 people attended the successful full-day event, which ran from 10:30 AM until 6:00 PM. The team at Kenai Fjords Tours also participated, offering our military members and their family 20% off all tours over the following week.

“Promise to Place is about more than showing how we care for the locations where we operate – it’s about showing that we care about our neighbors as well,” says Chris Hudson, General Manager for Pursuit’s Denali experiences. “One of the simple ways we could show our appreciation for local Alaskans was a barbeque for the military that keeps us safe.” 





RECONCILIATION IN THE CANADIAN ROCKIES

In the Canadian Rockies, Pursuit operates on Treaty 6, Treaty 7 and Treaty 8 territories. We recognize that we live, work, play and operate on the traditional territories of the Cree, Dene, Saulteaux Nakota Sioux, Blackfoot Confederacy: Kainai, Piikani and Siksika as well as the Tsuu T'ina First Nation and Stoney Nakoda First Nation as well as the Métis.

We acknowledge the many First Nations, Métis and Inuit whose footsteps have marked these lands for generations. We are grateful for the traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us. We recognize the land as an act of reconciliation and gratitude to those whose territory we reside on or are

a tradition of oral storytelling that is centuries old and dates back even longer in First Nations culture. Out here in the rolling alpine zone of the Columbia Icefield, Barry explains that his ancestors would pass on their stories to others whenever their paths crossed.

“The Stoney People who passed each other in these valleys... when they shared their stories, they shared every detail,” he says. “The slope, the view, and all the elements that would make it so people would know exactly where they were.”

We strive to learn from our First Nations friends about these places so we can better share their cultural importance with visitors from around the world. Our boat captains, bus drivers and interpretive guides now share this knowledge with guests. It's one small step, but each step counts on the road to reconciliation. To learn more about the Truth and Reconciliation Commission of Canada, visit www.trc.ca.

visiting. We strive to help advance a nation-wide pledge to move towards reconciliation with the Indigenous Peoples of Canada. There are a number of ways we're taking steps to be partners in this journey.

In 2019, we welcomed elders like Barry Wesley from the Stoney First Nation to our properties to share the meaning of these sacred places to them through the exchange of traditional stories. This sharing of sacred stories represents



“

Pursuit and Jasper park are leading the way with informing people of our history. No one else will have these stories...this is the modern way.

/ Barry Wesley, Knowledge Keeper & Elder
STONEY FIRST NATION




CELEBRATING DIVERSITY IN THE HEART OF VANCOUVER

FlyOver Attractions connect adventurous spirits with iconic landscapes, and also with the cultural connections behind them. At FlyOver Canada Vancouver, Canada’s unique cultural identity is represented in our diverse team.

Within our FlyOver Canada Vancouver team there are more than 10 different nationalities. From Spain to Portugal and China to Japan, the different perspectives offered by a multicultural team are reflected in a clear sense of pride.

Guest Experience Supervisor Sarai Alonso has been with FlyOver Canada Vancouver since she arrived in Canada from Spain four years ago. “Although I’m Spanish at heart, I feel like I’ve embraced all of the beauty that Canada has to offer,” she says. “Once you move abroad, you find yourself living between two different cultures — you are balancing somewhere in the middle.” This middle ground is the cultural mosaic that Canada is known as, and what the FlyOver Canada Vancouver team is proud to stand behind.

“Diversity is one of the things that make FlyOver such an enjoyable, amazing and beautiful place to work,” says Bruno Dias, Guest Experience Guide. “I have learned so much from each person. We all have our stories and backgrounds, and it is awesome to celebrate our diversity by coming together as a family.” 

“

Within our FlyOver Canada team there are more than 10 different nationalities.





EMBRACING AND CELEBRATING PRIDE ACROSS PURSUIT

At Pursuit, we show our pride year-round. From Denver to Vancouver and everywhere in between, team members are involved in local events big and small.

“Pride events allow for everyone to come together and show the complexity and courage it takes to be human—creating an even stronger community” says Hali Reardon, Guest Services Agent at the Columbia Icefield. Along with other Pursuit experiences in

Jasper National Park, the Columbia Icefield team participated in several events for Jasper Pride Week in 2019.

Up in Alaska, Pursuit was the first corporate sponsor to support the Seward Pride Alliance and held a memorable event on the water at Kenai Fjords Tours. The ‘Rainbow over Resurrection Bay’ Cruise was our way of showing the community what we believe in.

The opportunity to do this is meaningful for everyone on our teams, including senior leader Karen Gadberry. “As VP of People & Culture and a proud member of the LGBTQ community, it’s important to me that everyone who works with us or visits us feels truly welcome in our diverse Pursuit family,” she says. 🌈

“

As a proud member of the LGBTQ community, it’s important to me that everyone who works with us or visits us feels truly welcome in our diverse Pursuit family.


/ Karen Gadberry, Vice President
PEOPLE & CULTURE

MAKING SAFETY A PRIORITY: OUR AWARD-WINNING CHAMPION

Safety First is our leading core value and a way of life at Pursuit. The safety and well-being of team members and guests is deeply engrained at FlyOver Canada Vancouver, and that's in large part thanks to safety guru Shane Clarey.

Shane, who's been with the FlyOver Canada Vancouver team since 2014, received the inaugural annual Safety & Health Individual Champion award from the North American Occupational Safety and Health Association (NAOSHA). He was selected from nominees across the province of BC and was recognized for "advocating the importance of safety using creative methods and creating a fun and engaging culture of safety."

Having spent several years working in the Australian Infantry before coming to Canada, Shane understands the value of making safety training relevant to everyone. "We have a lot of team members either still in school or recently joining the workforce," he says. "It's important for us to show them how important safety is in every workplace, so they can use that for the rest of their careers."

In his role as Technical Support & Safety Specialist, Shane brought his training expertise to the FlyOver Iceland team and helped to instill the same culture of safety at our newest experience in Reykjavík that you'll find around the Pursuit world. 



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RESPECT

By The Numbers



How do you measure respect? We started by looking inwards.

In 2019, we began gathering information to understand the diversity, engagement and satisfaction of our teams, ranging across continents and tenure. After all, it's by focusing first on ourselves that we can start to see the broader picture more clearly.

RESPECT KPIs

		PURSUIT	ALASKA	BANFF JASPER	GLACIER PARK	FLYOVER CANADA	FLYOVER ICELAND	DENVER
Guest satisfaction (NPS) ¹		62	72	71	37	54		
Staff satisfaction and engagement ²	Full-time, year-round staff	61%	36%	73%	61%	58%		
	Seasonal staff	69%	64%	68%	65%	68%		n/a
Diversity of our staff	Age range	18-79	21-74	16-73	17-76	20-66	16-44	23-61
	Average age	37.4	38.7	49.0	37.0	43.0	30	40.2
	Median age	34.0	37.0	43.0	34.0	40.0	30	40.0
	Gender mix (M/F)	51/49%	52/48%	53/47%	56/44%	35/65%	39/61%	44/56%
Number of staff	Full-time, year-round staff	847	80	575	87	65	17	23
	Seasonal staff (peak)	2170	491	755	854	40	30	0
Average staff tenure (years)	Full-time, year-round staff	4.4	5	8	8.5	2	1	2
	Seasonal staff (peak)	1.6	1.5	1.5	1.8	1.5	0.75	1.5
Internal promotions (% of roles filled by internal candidates)		23%	30%	38%	40%	25%	5%	5%
Employee reviews (% receiving regular performance reviews)		85%	68%	95%	92%	98%	98%	90%

¹ Guest satisfaction is based on the weighted average (by guest volume) for each of our experiences' Net Promotor Score (NPS) within the collection. Anything above 50 is considered excellent.

² Employee engagement for full-time, year-round Pursuit staff is measured by an annual online survey administered by Qualtrics (full-time, year-round survey results from 2018). Results are benchmarked against 20 industry sectors and more than 20 million respondents. Seasonal staff satisfaction and engagement is measured annually using the Survey Monkey® online platform via questions that focus on "Intent to return" and "Intent to recommend" as the best measures of staff engagement, happiness and well-being.

Our Places



COMMUNITY

There's just something about these places. Small mountain towns, cosmopolitan cities, charming coastal villages—we feel fortunate to live and work in such spectacular places.

And as we choose to settle here for work and life, we commit to work with our neighbors to lighten our impact and strengthen our bonds.

At every Pursuit location, we invite you “backstage” to celebrate our remarkable communities and open your heart and mind to experiences beyond what you came for. Maybe you'll never leave. We get that: we haven't left either.





**Whether you work with us,
travel with us or are part
of a community in which we
work and live, you'll have our
respect—and we'll earn yours.**




CHANNELING OUR FUNDRAISING TO A COMMUNITY FOUNDATION

Our Pursuit team in Banff Jasper doesn't take for granted that we live and work in some of the most remarkable places in the world.

The three pillars of our Promise to Place — Stewardship, Respect and Community — are just as important to the Banff Canmore Community Foundation (BCCF) as they are to us. Collaborating with the BCCF is a good match.

“Simply put, we're accountable to make decisions now that will allow wildlife and people to continue to thrive and coexist into the future,” says Dave McKenna, President of the Banff Jasper Collection by Pursuit.

And when the BCCF launched two endowment campaigns in 2019, they got a huge boost when Pursuit became the first corporate donor to make a \$10,000 contribution to the fund.

“Having Pursuit commit to being the first corporate donor to our ‘Funding the Future’ campaign reinforces the company's commitment to the Bow Valley community,” says Executive Director Bill Fisher. “It demonstrates continued leadership in ensuring our community is vibrant, healthy and resilient.” 

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As well as this one-time \$10,000 donation, proceeds from our annual Locals Day events in Banff and Jasper also go towards the Banff Canmore Community Foundation.



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PITCHING IN ANY WAY WE CAN

Last year, our Glacier Park Collection team partnered with the local Lions Club in Columbia Falls, Montana for multiple fundraising and events in support of the local community.

Highlights include:

- / Helping organize a free Easter Egg Hunt and filling over 2000 Easter Eggs.
- / Flipping hotcakes at the Pancake Breakfast, which raised \$1800 for community sponsorships, donations and scholarships.
- / Helping with the water and fruit stations and directing runners at the annual Columbia Falls summer Boogie to the Bank Heritage Days – a fun-filled community event.
- / Visiting local elementary schools to assist with Plus Optix Screening – a vision screening program.
- / Hosting a 5 kilometer race, games, lunch and pumpkin carving for the Fall Fun Run and Festival.
- / Helping to hang all of the downtown Christmas Lights.
- / Volunteering for the Salvation Army’s annual Bell Ringer Christmas fundraising campaign.
- / Shopping for Christmas with local parents, funded by donations raised through the annual Toys for Tots campaign. 🏠



“ **Our team filled 2000 eggs for our free community Easter Hunt.** ”



ALASKA TOY AND FOOD DRIVE DELIVERS FOR THOSE IN NEED

Inspired by an idea raised by his co-worker Kimberly Peralta, Ryan Taylor, the Assistant Manager of Reservations for Alaska, became the driving force behind a local food drive.

Once the idea to launch the community support initiative had taken root, Ryan forged ahead with a plan and partnered with Bean's Café — a local charity providing meals and shelter to those most vulnerable. With a food supply list in hand, Ryan then spurred his team into action.

The drive ran throughout November, with an objective of collecting 60 pounds of food. This target was surpassed by a landslide, when the team produced an amazing 323 pounds of food to donate. The drive's success resulted in a second initiative for December, this time in support of Toys 4 Tots. Again, the Pursuit Alaska team surpassed expectations by collecting more than 100 toys, books and stuffed animals. 🏠





DRIVERS TAKE THE VOLUNTEERING SPOTLIGHT

At Pursuit, we support all team members who want to play a more active role in their communities. Volunteerism runs deep across our businesses, and many of our employees at Brewster Sightseeing go above and beyond. Jay Paylor, who's worked with us for more than a decade, is a prime example. In his tenure, Jay's clocked an astonishing 280 volunteer hours. The veteran driver lives by the philosophy "the more time and effort you put into your community, the more you get out of it."

Jay also credits Pursuit for accommodating his robust volunteering commitments. "For 20 weeks, throughout the ski season, I spend every Monday at the Lake Louise Ski Area, guiding guests around the hill with the Ski Friends program, and for the past 10-plus years, Brewster has scheduled my shifts accordingly," he says. "I also volunteer for three other non-profit organizations, and I've always been encouraged to do so." 🏠🏠🏠

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Our drivers are a big-hearted crew, who are passionate about our national parks and continuously seeking opportunities to better our communities. Brewster Sightseeing, in turn, supports and champions them in any way that we can.

/ Katie Hill, General Manager of Transportation
BANFF JASPER COLLECTION

RAISING FUNDS, SHARING FOOD AND BUILDING COMMUNITY IN TALKEETNA

Indulging in local cuisine is a delicious way to experience a destination's culture and soul. While our restaurants and hotels boldly celebrate the culinary arts, we recognize that food scarcity is a concern for many families, individuals and communities throughout North America. To help support those in need, Chef Wes Choy and our Talkeetna Alaskan Lodge team partnered with The Upper Susitna Valley Food Pantry to host the inaugural Empty Bowl last September. We raised \$7,800 at the sold-out event, which took place at the Lodge, and all proceeds went to support local communities with supplemental food services.

"Food Pantry has been assisting our community with hunger, homelessness and education for many years. We feel compelled to find a way to offer additional support to this amazing non-profit," says executive chef Wesley Choy. 🍴





CLEAN UPS, RECYCLING AND MAKING WISHES COME TRUE

When you live and work in a place as spectacular as Seward, Alaska, it's impossible not to feel deeply connected to your surroundings.

For Kenai Fjords Tours, caring for the environment the team explores daily, fostering respect for people and championing the local community guides every operations and guest experience.

Here are just three recent examples of how our team gives back.

The Kenai Fjords coastal clean-up, led by the National Park Service, is an initiative we participate in annually.

Over time, the event has gradually expanded beyond garbage and debris removal in Seward and Resurrection Bay, into more distant territory. Last year, we ventured even farther into the national park, thanks to our new smaller landing craft.

Make-A-Wish creates wishes for children battling critical illnesses. We've worked with the organization since 2000, hosting between 15 and 25 glacier and whale watching tours and fulfilling almost 300 wishes to date.

In 2018, the city of Seward eliminated all single-use plastic bags and Styrofoam containers. To support the initiative, local non-profit Sustainable Seward founded Borrow-A-Bag, which supplies stores with free reusable shopping bags made from used t-shirts. Last year we donated 300 of our gently-used uniforms for the project. 🐾



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Caring for the environment that our team explores daily, fostering respect for people, and championing the local community guides every guest experience.

[READ FULL STORIES ONLINE](#)



Wildlife, glaciers, forests, heritage buildings and clean air are all part of what makes it so essential that we work to protect these places.

Our Promise to Place commitment is not a solo endeavor;
we support and work closely with many great organizations, including:

Alaska

- / Alaska Sealife Center
- / Denali Education Center
- / Seward Arts Foundation

Banff Jasper

- / Banff Canmore Community Foundation
- / Banff Food Bank
- / Calgary Catholic Immigration Society
- / Canadian Parks & Wilderness
- / Canadian Rockies Public Schools
- / Jasper Food Bank
- / Jasper Life
- / Stoney Nakoda First Nation
- / Yellowstone to Yukon Conservation Initiative

Glacier

- / American Rivers
- / Gateway to Glacier Organization
- / Glacier Park Foundation
- / Glacier National Park Conservancy
- / Rotary Club of Columbia Falls
- / Whitefish Legacy Partners
- / Waterton Fire Fighters Organization

Denver

- / CureBlindness.org
- / City of Denver Adopt-A-Spot Program



Read full stories online: promisetoplace.com