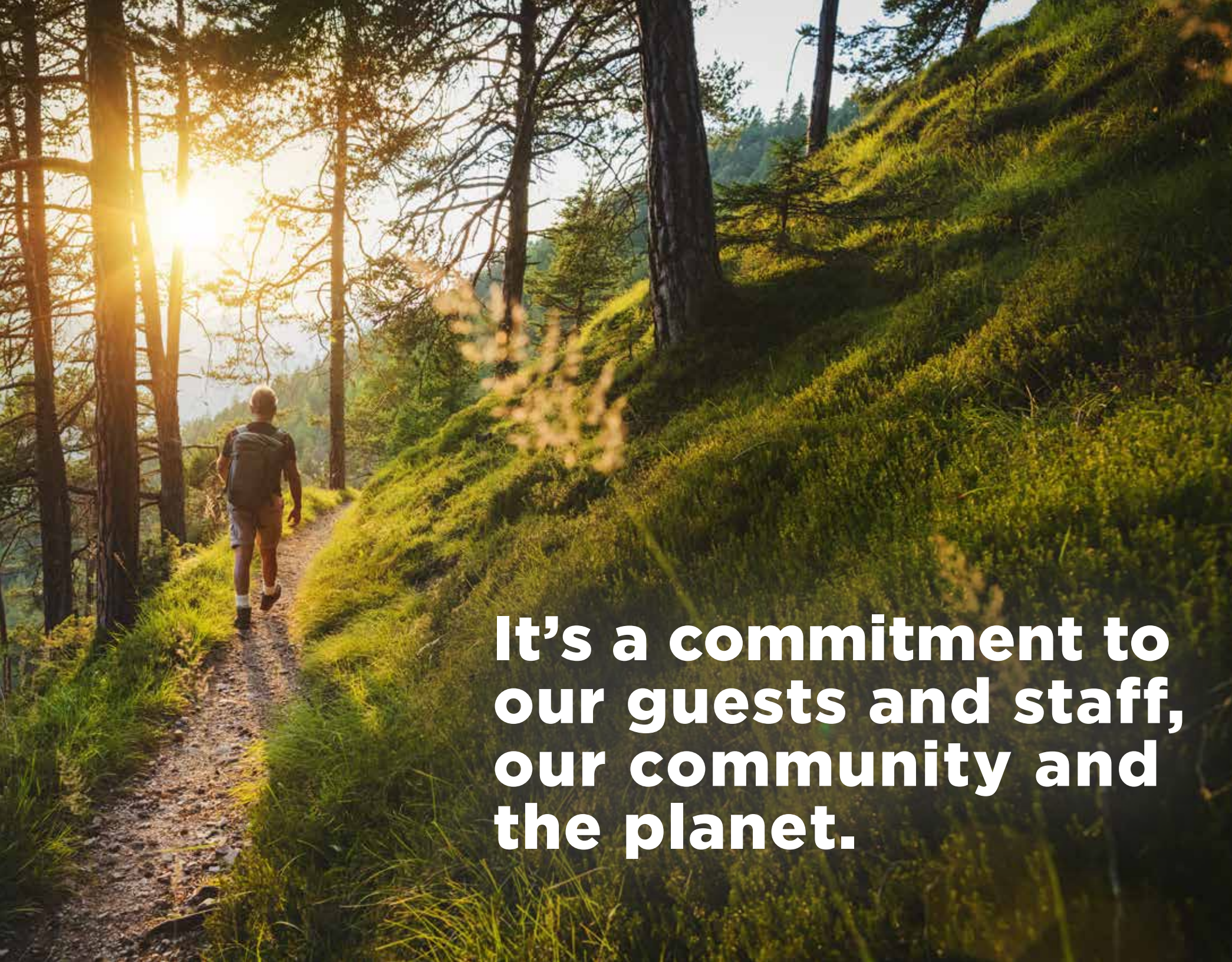


PURSU^T SM

PROMISE TO PLACE

2020 SUSTAINABILITY REPORT



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



TABLE OF CONTENTS

Strengthening our Promise	04	Community: Our Places	26
Stewardship: The Environment	06	/ Talkeetna Food Bank Donation	28
/ In-Room Organics in Banff	08	/ Medals for Maverick	29
/ Lighting Upgrades in Glacier	09	/ Easy Eats	30
/ Supporting the Flathead Rivers Alliance	10	/ Cookbooks for Good	32
/ EcoStay in Jasper	11	/ Connections in Reykjavík	33
/ Geothermal Energy at Sky Lagoon	12	/ Mask Printing	34
/ Alaskan Craftsmanship	13	/ Community Donations	35
Respect: The People	16		
/ Measuring Feedback	19		
/ Safety First	20		
/ Women in Leadership	21		
/ Evolving in Vancouver	22		
/ Promise to People	23		

Strengthening our

PROMISE

2020 was a year for learning. Our communities, our industry and our world were forced to rethink everything. In the process, we at Pursuit learned so much about the important role we play in providing safe and authentic hospitality to all who cross our path.

The challenges of 2020 did not diminish our commitment to sustainability. Instead, the true meaning of community took center stage. We were reminded of the interconnectedness of our world and the responsibility we have to look after one another.

These key learnings fostered outreach and support within our teams and our communities. They strengthened our dedication to welcoming all with an open mind and open heart so that these places can continue to thrive.

Through our commitment to these iconic places and the people who make them what they are, our Promise to Place holds strong. We remain focused on all that sustainability means to us:

- / 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 with whom we are connected.
- / Community:** How we celebrate and support the places where we are fortunate to work and live.

In the pages of this annual report, you will hear about energy given and efforts made from all over the Pursuit world. These are the stories of our people and the ways in which we honor place. These initiatives come from every level of the organization and every corner of Pursuit. We're proud of each story, of our ongoing measurement, and of key actions we've undertaken like investing nearly US\$2.5M in sustainable technologies in 2020.

This past year, we stepped up our commitment to staff, guests and communities through our Safety Promise and we began our efforts to better support inclusivity and equality. We've thought a lot about what we believe in as a company, and how we're acting on those beliefs.



From across the Pursuit world, thank you for being a part of our Promise to Place.

David Barry
President
promisetoplace@pursuitcollection.com





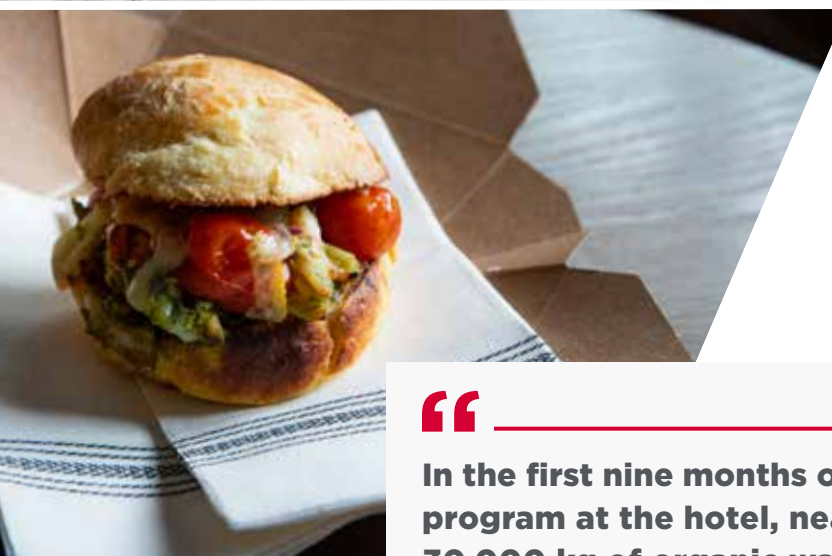
The Environment

STEWARDSHIP

Our planet is perpetually changing, and our role as stewards of these places is to create change the right way.

The places where we are privileged to live and work are incredibly important to us and to our guests. As the first pillar of our promise, Stewardship is ever present in our minds and our choices. We remain committed to investing in the sustainable longevity of our experiences and our communities. This commitment did not waver in 2020, nor will it in all the years to come.





GETTING THE RIGHT WASTE TO THE RIGHT PLACE:

In-Room Organics in Banff

Perhaps it was coincidental that in 2020 the Elk + Avenue Hotel, located on prestigious Banff Avenue, introduced an in-room organic waste program. After all, has there ever been a year when more people enjoyed takeout meals?

Helping our guests to feel comfortable and safe required new ways to enjoy a great meal while visiting and staying at a hotel. The answer was takeout from great restaurants, brought back to guest rooms. And the result was a lot more food waste in rooms than before. Our 2018 waste measurement report showed that 60.4% of the Elk + Avenue’s waste was organic, and an opportunity was presented — uneaten portions to napkins and compostable food packaging, it could all be diverted from the landfill.

At the hotel’s popular restaurant Farm & Fire, which opened to much fanfare in spring 2020, an organic waste program was already in the works independent of pandemic realities. The next step was to follow Farm & Fire meals that were heading into guest rooms to close the loop further and ensure more food waste would be

kept from the landfill. So our hotel team equipped each guest room with an organics (or compost) bin, using funds raised by the EcoStay program.

“A key was to keep the whole thing simple for guests to understand,” says Kelly-Ann O’Toole, Elk + Avenue’s manager.

Housekeeping staff empty and clean the bins just as they do the other waste. Organics go to the Town of Banff’s organic food waste collection services.

O’Toole says she’s looking forward to the next waste audit to measure just how much landfill-destined waste has been successfully diverted to the organics program. The hotel has already halved its garbage bins and seen a nearly equal rebalancing of organics to garbage. The future is only getting brighter, and the bins are getting lighter. ❄️

[READ FULL STORIES ONLINE](#)



BRIGHTENING THE WAY:

Upgrades to Lighting in Glacier

It’s been a major, multi-year initiative for our Glacier Park Collection team and it’s already having a big impact.

Through 2020, our team in Montana completed a significant LED lighting replacement project 10 years in the making. Approximately 5,000 bulbs and fixtures have been switched to LED across the breadth of our Glacier Park properties, from Grouse Mountain Lodge in Whitefish out to West Glacier Village. This includes not just newer hotels but, more importantly, historic properties like Glacier Park Lodge and Belton Chalet.

Potential savings for both energy and costs are significant, says GPC’s Director of Engineering Keith Smith. The new bulbs have an average life span of 50,000 hours in comparison to only 1,200 hours for traditional incandescent bulbs. And when it comes to electricity usage, the new bulbs require only 10% of the wattage previously needed.

The team is delighted to already see an increase in efficiency of up to 70%. Plus, mercury and other toxins have been removed from operation. As far as we’re concerned, it’s a true win-win.

Cleaner, smarter and brighter — all with a flick of the light switch! ❄️

Approximately 5,000 bulbs and fixtures have been switched to LED across the breadth of our Glacier Park properties.



SUPPORTING STEWARDSHIP

On the Iconic Flathead River

The three forks of the Flathead River system in northwestern Montana represent some of the most wild and scenic rivers in the continental United States. Their popularity continues to grow, while management is increasingly unsupported.

In 2019, a group of leading local residents came together to form the Flathead Rivers Alliance (FRA) — a not-for-profit organization fostering awareness for the river ecosystem. The FRA held its initial formation meeting with us at Grouse Mountain Lodge in Whitefish, MT. And in 2020, Pursuit’s marketing department stepped up to offer pro-bono support to this worthy cause.

Working closely with the FRA members, our marketing team developed a complete brand identity including logos, stationary templates and business cards. We then used these assets to build a simple and functional website. The result of 80 hours of donated time was a brand new look and feel for the FRA.

scenic values of the river,” says GPC’s Danny McIntosh, who is also a board member of FRA. Through education, stewardship and outreach, the Flathead Rivers Alliance now works to maintain the health of the Flathead River system and to ensure access and enjoyment for all users. The FRA represent a diverse group of stakeholders who care deeply for these waterways, including our Glacier Park team. After all, many of our lodges are located just a stone’s throw from the iconic Middle Fork of the Flathead in the village of West Glacier, MT.

“Pursuit has a long history of being a major stakeholder and good neighbor in the community, and we look forward to working together in the years to come,” says FRA President Bob Jordan. ❄️

“Being a primary landowner along the Middle Fork, it makes a lot of sense to support a local organization that aims to protect the wild and

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EXPANDING ECOSTAY:

Energy Reduction Program Across Banff and Jasper Lodging

Hotels can be busy places, especially from an energy consumption perspective. There’s a lot to consider and a lot of people to account for. And those hotels in winter climates can be particularly complicated. The hotels and lodges within our Banff Jasper Collection continue to evolve their energy use measurement and efficiency approach.

At seven lodges in Jasper National Park totaling 734 guest rooms, 2020 saw an expansion of our participation in the renowned EcoStay program. In the process, the team has committed to working transparently towards a carbon-neutral future, and welcoming our guests to join in.

The Eco-Stay Forestry Initiative is a national collaborative legacy of wildlife habitat education and forestry preservation. The program helps hotels measure their carbon footprint, identify and fund reduction strategies and balance off greenhouse gas emissions through carbon offsetting.

“Our hotels in Jasper are committed to helping protect our planet by reducing our energy consumption, water, and waste,” says manager Nadine McIsaac. “The goal is to leave a smaller carbon footprint on our earth, and Eco-Stay is helping us do that.”

In-room materials will help guests engage with the program, and an annual evaluation will allow our teams in Banff and Jasper to accurately measure improvements to energy consumption and to put key learnings to use. By simplifying and standardizing the process, EcoStay is helping our hospitality teams move the needle. ❄️

31,000 guests of our Jasper properties have participated in the program so far, raising funds to plant more than 16,000 trees.



GOING GEOTHERMAL:

Natural Energy at Sky Lagoon

Great thought went into every detail of Sky Lagoon, from the vendors and location to the overall design. But the team gave special attention to sustainability initiatives, particularly around the water used in the lagoon.

The lagoon is filled with geothermal water that is heated naturally beneath the Earth's surface. Iceland is uniquely situated atop two tectonic plates—the Eurasian and North American plates—that meet below the Earth's surface. As the tectonic plates shift, heat rises from the Earth's core, resulting in an abundance of geothermally heated water that naturally rises to the surface.

Not only does this process result in incredibly clear water that is packed with minerals, it also allows us to use renewable energy in all our operations. At Sky Lagoon, we harness the power of geothermal energy to sustainably power our operations. We capture the warm water exiting the lagoon to heat the buildings via an in-floor system, to heat spring water for the showers and to warm the pavement around the buildings to keep the areas free of snow and ice in the winter.

By using Iceland's natural heated water, we can maximize the benefits of geothermal energy to create a more sustainable property. ❄️



Iceland is a global leader in geothermal energy, with nearly 100% of electricity consumed coming from renewable energy.

ALASKA WOOD-FIRED SAUNAS:

Honoring Local with Local

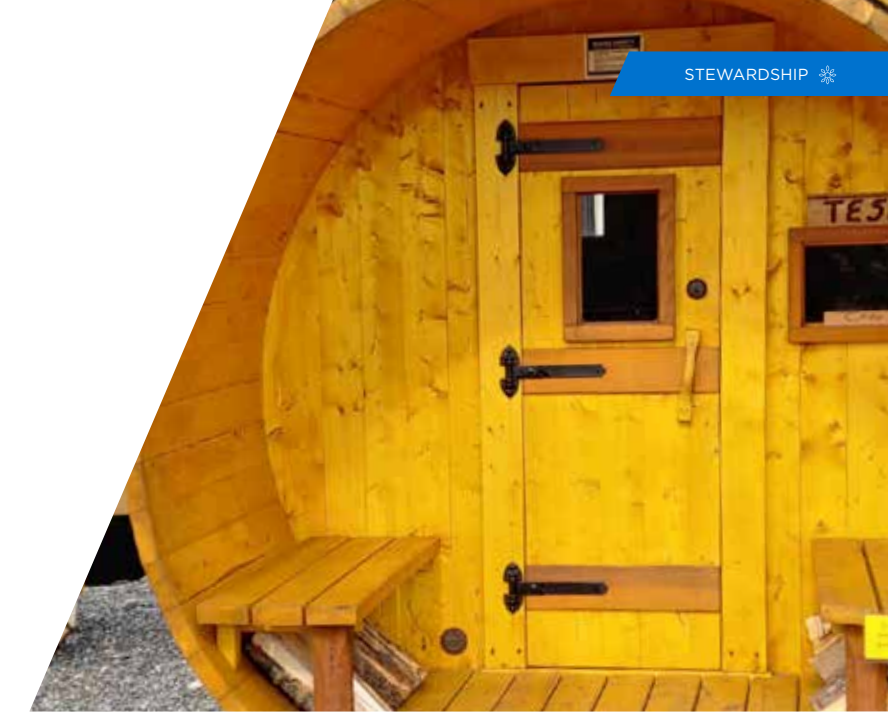
In many far-north communities like those in Alaska, wood-fired saunas aren't just part of the lifestyle - they're part of the culture. They're a natural fit for the experience of our remote lodges in Alaska. To meet our guests' expectations while also keeping sustainable operations in mind, we turned to the locals who know best.

Embracing Alaska's coziest pastime, our team in Alaska commissioned local family-owned woodworking company Kachemak Cooperage to design and build custom wood-barrel saunas for three of our lodges located in and around iconic national parks.

Each of these three new saunas was hand-carved and constructed by Kachemak Cooperage in Anchorage. The quality barrels were custom-made to suit each property's unique style and requirements and took months to design, build, transport and install.

Kachemak Cooperage owner Mark Gould is one of the last remaining traditional coopers. As a craftsman, Mark is standing up against a consumer culture that normalizes hasty production and replacing rather than repairing. He takes pride in quality workmanship that focuses on responsible use of resources and products that are built to last. ❄️

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The foundation of craftsmanship is integrity.

/ Mark Gould, Cooper
KACHEMAK COOPERAGE



STEWARDSHIP

By The Numbers

We measure our sustainability metrics because they tell a story. Because they keep us on a path forward, and because they hold us accountable.

In the pre-pandemic world we designed our experiences for high efficiency based on visitation. Our commitment to transparency in sustainability metrics shows that lower visitation and occupancy in 2020 actually led to an increased use of resources per guest, even without an overall increase in resource consumption. We look forward to rebalancing these important metrics as visitation safely increases, and we're excited about the nearly US\$2.5M that we invested in sustainable technologies in 2020.

ATTRACTIONS

	2020	2019	2018
Guests served ^{1,2}	407,242	1,454,818	1,494,808
Electricity (KWh) per guest ³	5.7	1.9	1.8
Natural Gas (CF) per guest ³	1.1	0.4	0.3
Fuel (Gallons) per guest ^{3,4}	0.8	0.4	0.4

HOSPITALITY

	2020	2019	2018
Room nights provided ^{4,5}	188,774	206,785	178,271
Electricity (KWh) per room/night ³	69	49	54
Natural Gas (MCF) per room/night ³	.33	0.25	0.26

INVESTMENTS IN SUSTAINABILITY

	2020	2019	2018
Capital investment in sustainability-related initiatives (USD)	\$2,462,784	\$1,117,415	\$408,320

¹ COVID-19 has had a significant impact on the number of guests served and room nights provided in 2020. Given the fixed nature of many of our utilities, our per-guest and per-room-night figures have declined, however we are optimistic those figures will have a marked improvement in 2021 as international leisure travel recovers.

² Number of guests served is based on attraction ticket holders. It does not include guests within restaurant, retail or other ancillary businesses.

³ Resource consumption includes consumption that supports the primary experience as well as onsite restaurants, retail, other ancillary operations, staff accommodations and related.

⁴ Fuel consumption includes fuel consumed by our boat and motorcoach fleet as well as generators to power the facilities when external electricity providers are not available. It does not include fuel consumed by support vehicles.

⁵ In 2019 we added nine new lodging properties to our portfolio, increasing our capacity which we were unable to fill in 2020 due to pandemic impacts.



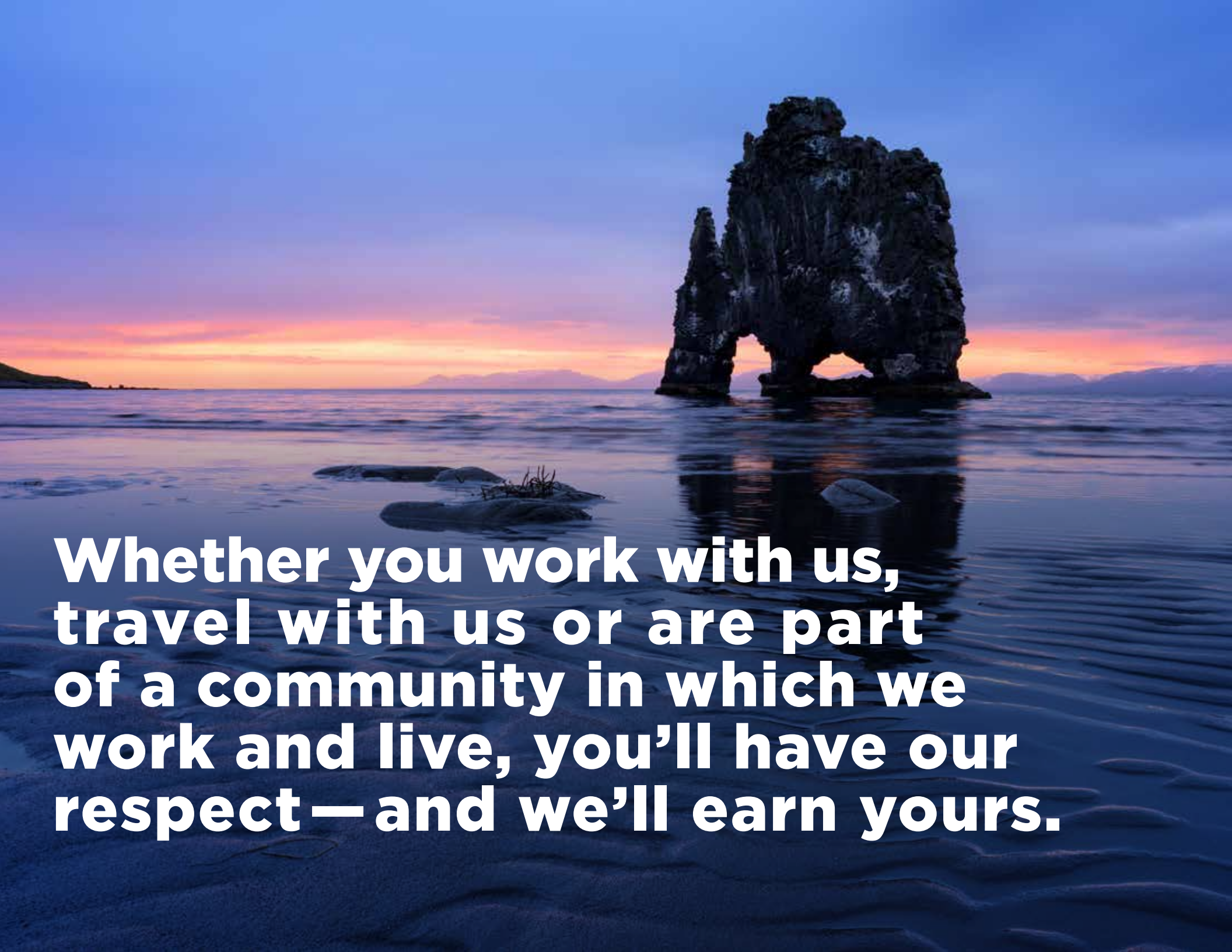
RESPECT

Across our communities and around the world, 2020 was a year of reckoning for issues of equality and diversity.

The racial injustices the world witnessed spurred us to take a good look in the mirror. As we began to re-evaluate what equality means to us, we knew we needed to start at the beginning.

We launched a company-wide conversation called Promise to People, which began by defining who we are and what we believe in as a team. By firmly grounding our starting point and our way forward, we're working to build the collective strength of our voice and use it in the right places.





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.

BY THE NUMBERS:

Guest and Staff Responses Show Value of Extra Measures

They say you can measure success by how your team responds in challenging times. And 2020 was surely just that. Across Pursuit, we saw our team face unprecedented challenges, and emerge with better-than-ever results.

Our communities, many of which rely on tourism, were struggling due to the COVID-19 pandemic. Once restrictions eased, and visitors were able to return safely, nothing was simple.

For our Pursuit team, it was essential that all visitors felt both welcome and safe. Results show that our team pivoted quickly, efficiently and thoughtfully.

When asked if they would recommend Pursuit hospitality and attractions, more visitors said yes in 2020 than 2019, including 78.9 % versus 70.8% in Banff Jasper Collection. Asked if they'd return to visit our properties in Glacier Park, 79% of guest expressed strong intent to return in 2020, up from 71% in 2019. These results mean the world to us.

Our hotels in Alaska showed impressive growth year-over-year in our guest Net Promoter Score (NPS, which is

the percentage of customers rating their likelihood to recommend us), up from 62% in 2019 to 78% in 2020 at Talkeetna Alaskan Lodge and up from 85% in 2019 to 92.5% in 2020 at the Kenai Fjords Wilderness Lodge.

Perhaps even more fulfilling to our leadership teams were the numbers from our staff feedback. In our 2020 seasonal staff survey, we asked our team members if they would recommend Pursuit as an employer, and if they intended to return for summer 2021. Their responses told the full story: nearly 80% strongly agreed or agreed, up more than 15% from 2019.

Hospitality in a pandemic looks different, but its essence remains the same. Welcome people with warmth and make them feel both safe and inspired. That's just what we did. And it shows in the numbers. 🐾



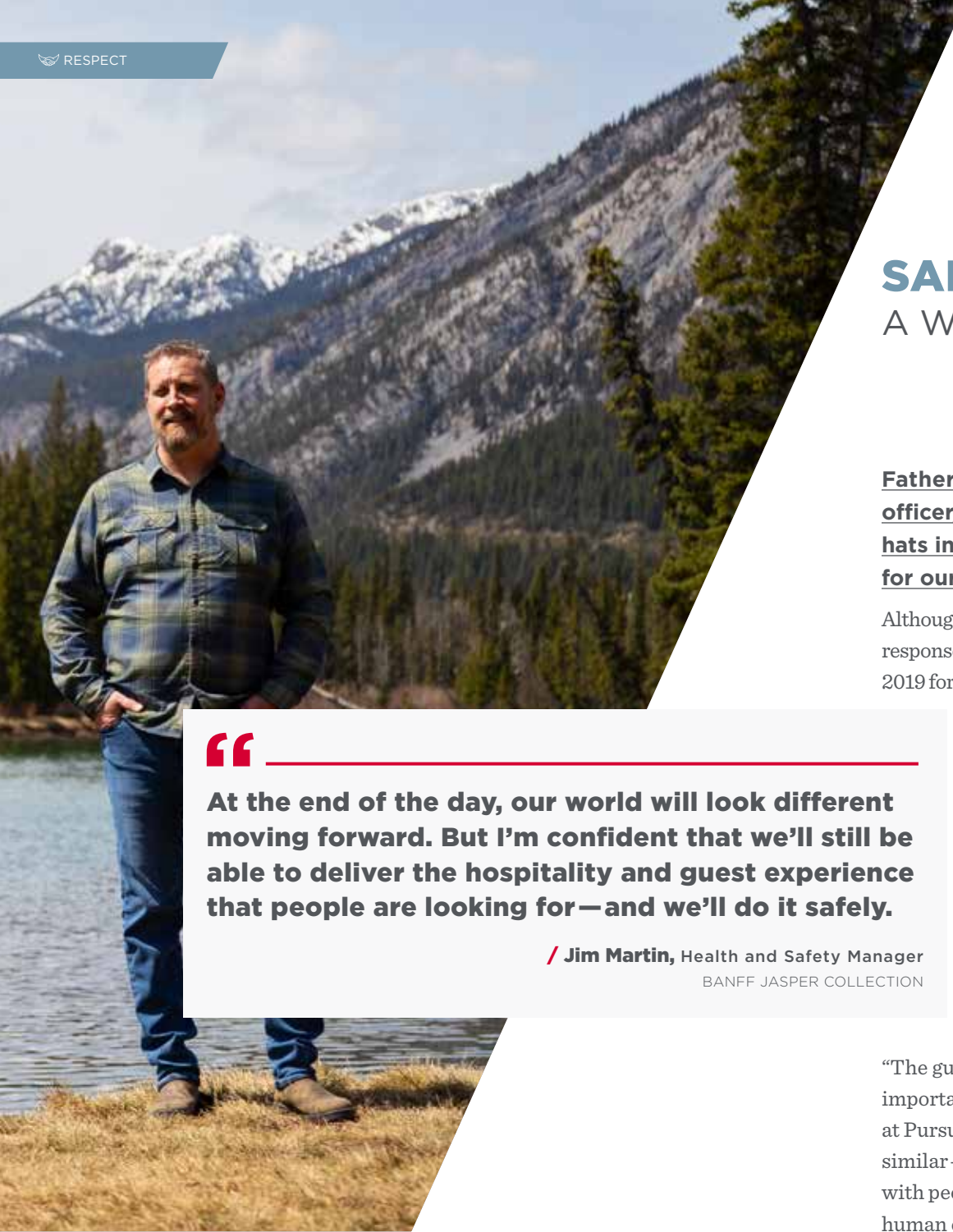
RESPECT 



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SAFETY FIRST: A Way of Life for Our Team

Father, skier, freestyle mogul slope-style judge, former RCMP officer, emergency management expert. Jim Martin wears many hats in addition to his official one as Health and Safety Manager for our Banff Jasper Collection.

Although Jim’s background in emergency response is unique, he joined our team in 2019 for the same reason as most of his colleagues—to work in the mountains with like-minded people. You might not expect that an attractions and hospitality company would be the natural transition for someone retiring from a 25-year career with the RCMP. But according to Jim, they’re a lot more closely connected than you think.

Jim’s expertise proved invaluable in guiding the safety and well-being of our Pursuit team and guests through an unprecedented global shift. “The interesting thing was that when we opened up the pandemic plans [written after SARS] it was clear that we had to rewrite the playbook,” Jim says. “There were great components to build on, but everything had to be adapted and modified. This truly has been an unprecedented situation, and we’ve learned so much from it.”

These key learnings came into play for Jim and the rest of the team to fully evolve our operations in line with our Safety Promise—our unfailing commitment to the safety and well-being of our guests and staff.

“The guest interaction is the most important component of what we do at Pursuit,” says Jim. “The RCMP is similar—it’s all about communicating with people, building that human-to-human connection.”

“**At the end of the day, our world will look different moving forward. But I’m confident that we’ll still be able to deliver the hospitality and guest experience that people are looking for—and we’ll do it safely.**

**/ Jim Martin, Health and Safety Manager
BANFF JASPER COLLECTION**

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WOMEN IN LEADERSHIP AT PURSUIT: Beyond the Data

In a year that had us rethinking much of what we considered “normal,” our People & Culture team took the opportunity to dive deep into a gender wage analysis. With an ongoing goal to eliminate the possibility of unconscious gender bias in hiring decisions, the team took a long look at our hiring data and the makeup of our team.

As in many other ways, we’re perpetually striving for equal and accurate representation across our staff population, including representation of different perspectives, cultures, backgrounds and in this case, gender. The senior leadership team at Pursuit is 44% female. Across our geographies, the percentage of team members that identify as female ranges from 47% to 61%.

Karen Gadberry, Vice President of People & Culture, says that this is in large part due to a hiring system that does not take gender into account. “Our pay scale is gender agnostic,” she says. “For each job title and job level, we’ve established wage ranges that we believe are fair, equitable and consistent with what’s being paid in the local market. When preparing a job offer, we apply these wages regardless of the gender of the candidate.”

As team members learn and grow at Pursuit, pay increases are merit-based as determined by job performance. In a recent review of median

salaries for non-managers, we found that female and male salaries were effectively equal within management and non-management groups.

Women in management roles are leading the way across Pursuit—and not just on the senior leadership team. From support services to operations, female leaders hold key roles such as Director of Food & Beverage, Hotel Manager, Operations Manager and more.

“The hospitality industry is for everyone,” says Karen. “Through equal opportunity hiring and performance-based promotions, we’re doing our part to ensure fairness for all.”

“**The senior leadership team at Pursuit is 44% female. Across our geographies, the percentage of team members that identify as female ranges from 47% to 61%.**





LEADING WITH SAFETY AT FLYOVER CANADA

If there's any part of the Pursuit world that was in the eye of the storm in 2020, it was FlyOver Canada. Located in the heart of one of Canada's largest cities, the urban setting required our attraction to remain closed for much of the year.

With Safety First as a priority, the team in Vancouver looked at the safety program through a new lens. Through a collaborative approach involving a wider group of the team, the training program was reviewed, revised and improved. And now, the team is better able to handle incidences should they occur at FlyOver Canada.

Safety has truly become a top priority for this team, and it's included at every opportunity. This includes:

- / New monthly meetings for frontline team, supervisors and managers to discuss high-level scenario preparation.
- / New quarterly drills for the wider team to run through possible incidents, track response and execute improvements.
- / Including safety in weekly supervisor meetings.
- / Starting leadership meetings with a "safety moment".
- / Improving the delivery of safety training to more engagement formats.
- / Enhancing the tracking of safety training. 🦋

“ With Safety First as a priority, the team in Vancouver looked at the safety program through a new lens. ”

LISTENING UP: Our First Promise to People Census

In the spring of 2020, the societal movement around racism and inequality was brought to the forefront. Our President shared a message with all staff about what respect means to us at Pursuit. Following that, countless team members spoke up to echo their support and ask what would come next for Pursuit.

In order to represent the diverse perspectives of our team, we began by making a commitment to understand, recognize and respect the diversity we have at Pursuit. This commitment was our first Promise to People Census.

We asked our team what matters most to them, and they answered. We learned about the uniqueness of our staff: more than 30 different languages are spoken in the homes of our team members, that respondents identified with 16 racial or ethnic identities, and more than 15 religions are represented on our teams.

We learned that all voices should be heard at Pursuit, with 84% agreeing that they can voice their opinions and suggestions without negative consequences. But we also learned that racism is present, with

12% having experienced acts of racism or discrimination. Regardless of whether these acts came externally from outside of our team, they aren't acceptable to us.

Most importantly, we learned that equality is important to our people. 89% confirmed that it is important for our company to focus on matters of diversity, equity and inclusion. This knowledge gathering formed the first step in a journey that won't end.

The data from our Census became the baseline that is informing strategies around diversity, equity and inclusion at Pursuit. Armed with awareness and the firm support of the full team, we're moving forward with education and training that will empower our staff to stand up for what we believe in. 🦋

“ 89% of respondents confirmed that it is important for our company to focus on matters of diversity, equity and inclusion. ”



RESPECT

By The Numbers

We believe that the best way to learn is to listen.

We ask our staff and guests the questions that matter most to us. Questions about fulfillment and satisfaction. We ask these questions so that we are informed in making the best decisions we can.

We also track how we're investing in and growing our staff, and we're focused on increasing tenure and internal promotions. The bright minds and kind hearts on our team are what make us who we are as a company.

RESPECT KPIs

		ALASKA	BANFF JASPER	GLACIER PARK	FLYOVER CANADA	FLYOVER ICELAND	DENVER
Guest satisfaction (NPS) ¹		73	54	40	56		
Staff satisfaction and engagement ²	Full-time, year-round staff	36%	73%	61%	58%		
	Seasonal staff	77%	81%	70%	74%		n/a
Diversity of our staff	Age range	18 - 79	15 - 76	16 - 81	18 - 67	18 - 45	23 - 62
	Average age	37.3	37.5	36.0	31.8	31.5	39.2
	Median age	32.0	34.0	32.0	29.0	31.5	36.0
	Gender mix (M/F)	51 / 49%	53 / 47%	52 / 48%	39 / 61%	40 / 60%	45 / 55%
Number of staff	Full-time, year-round staff	45	449	71	49	16	34
	Seasonal staff (peak)	236	703	243	16	24	0
Average staff tenure (years)	Full-time, year-round staff	7.6	4.8	7.2	3.1	1.2	1.6
	Seasonal staff (peak)	1.5	1.3	2.5	0.7	0.8	n/a
Internal promotions (% of roles filled by internal candidates)		32%	38%	35%	15%	2%	15%
Employee reviews (% receiving regular performance reviews)		65%	95%	95%	100%	40%	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

If there was a way to measure community spirit, 2020 would have been a record-setting year for our team. Across the entire organization, many of us found a renewed commitment to our local communities.

With most of us traveling close to home, our minds were clear to see the amazing places where we live and work. We witnessed our team members looking around their communities to find new ways to get involved. In a time of crisis, we were so moved by the many initiatives started by members of the Pursuit team. This is a group of kindred spirits who stepped up during a time of need to help their communities survive and thrive. We couldn't be prouder.





FOOD FROM THE HEART IN TALKEETNA

“When you’re in hospitality, you make sure everyone is taken care of.” Looking out for others is simply second nature for Pursuit team members like Sarah Eberwine.

Sarah is the Food & Beverage Manager at the Talkeetna Alaskan Lodge. She spends her spring and summer seasons at the foot of the massive Alaska Range, in a community that she’s come to cherish.

if they started a fund to donate back to the community?

“Everyone was immediately supportive,” Sarah says. “Working in F&B, we can’t imagine families going without food.”

They set up a fund intended to collect the gratuities given to the management team that stepped in when they had no available wait staff to serve tables. The fund grew with the support and excitement of the larger team, cheering as they hit new goals.

Sarah’s connection to the Talkeetna community goes back nearly a decade, to her first summer as a server at the lodge’s Foraker Dining Room. From the beginning, she was enamored with the place and its people. As she became Assistant Restaurant Manager and

then moved into her current role, Sarah’s seasons in Talkeetna have lengthened. And so her commitment to the community has strengthened.

In the early days of the unusual summer of 2020 at the Talkeetna Alaskan Lodge, Sarah pitched an idea to her team. What



We were proud to donate a check for \$1,200 to the Upper Susitna Food Pantry, just in time for the holiday season.

/ Fernando Salvador, VP & GM
ALASKA COLLECTION



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MEDALS FOR MAVERICK: A Community Rallies In Montana

Having operated in northwest Montana for over 50 years, our Glacier Park team’s connection to the community runs deep.

For several years, half a dozen Pursuit staff have been active members of the local Lions Club chapter. They volunteer their time to support everything from hanging the town’s Christmas lights to assisting with vision screening at local schools.

Kayla Hartley’s contribution and commitment to the Columbia Falls Lions Club led her to be selected as the chapter’s President—only the second female leader in their history. It’s an accomplishment that she considers a privilege.

When a local boy named Maverick Bench fell ill with a rare disease, Kayla and her colleagues jumped into action to let Maverick and his family know just how much their community was rooting for them.

The team organized a pandemic-safe event that combined two locals’ favorites — running and craft beer. They partnered with Pursuit and four local breweries — Bias Brewery, Sacred Waters, Sunrift and

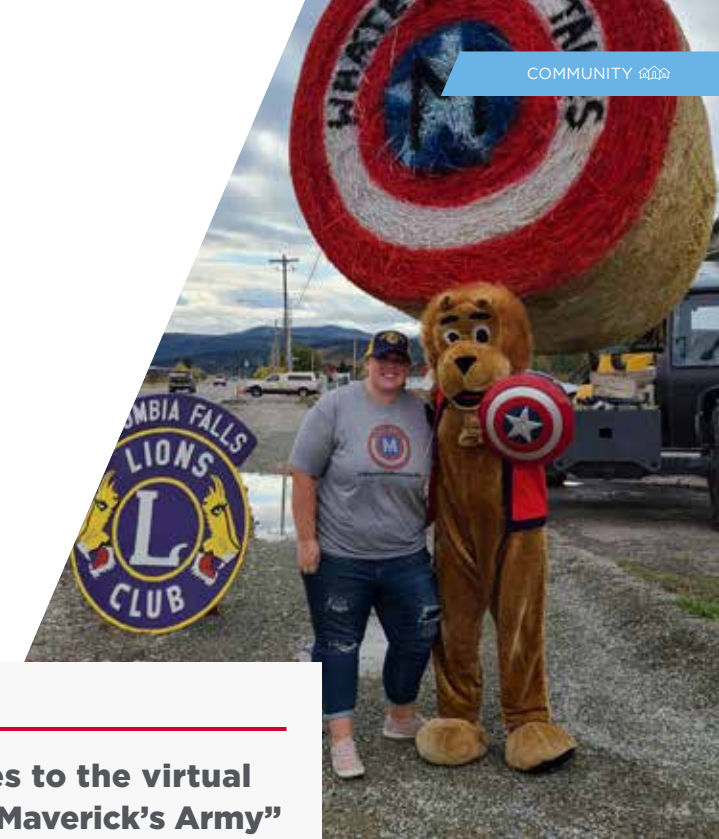
Backslope Brewing— as well as Root Masonry and the Glacier Bank of Columbia Falls. These partners donated all that was needed to sell entries in a virtual 5K race that came with brewery vouchers and a custom-made “Maverick’s Army” medal.

They encouraged runners to hit the trails and set up several medal pick-up events that allowed them to safely thank participants. All told, Kayla and her team raised nearly \$16,000 for the Bench family. She says that while it feels rewarding to spearhead such a supportive effort, what Maverick and his family need is something money can’t buy. “It makes your perspective on being present with your own family pretty real,” she reflects.



The team sold 350 entries to the virtual run, each with a custom “Maverick’s Army” medal, and raised nearly \$16,000 for the Bench family.

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EASY EATS: Gourmet for the Community

It all came together quickly. Motivated by tough times and hungry bellies, the idea was to help team members and the community by offering healthy and easy-to-prepare meals at cost in the tight-knit communities of Banff and Jasper.

Easy Eats was born in Banff Jasper Collection kitchens in late March and rolled out in early April. “The idea was to keep it simple and easy,” says Chef Scott Hergott.

“**From beef brisket to chocolate chip cookies, more than 22,000 meal items were served to members of the Banff and Jasper communities.**”

A call went out for volunteers to help prepare, package and distribute the Easy Eats meals. Then, the menus were released twice a week, at the beginning to team members in Banff and Jasper and soon after to the community at large.

“I figured we’d get some interest in volunteering from our colleagues, but the response was even more than I’d hoped,” Chef Hergott says.

Callum Logvyn was one of the first to step up. He moved to Banff about a month before and only got in a few shifts as a dishwasher at Sky Bistro before the pandemic-related closure. He soon found himself volunteering alongside Chef Scott.

“It’s a cool opportunity to be part of the community,” Logvyn says. “I’m just helping out. We’re all just doing what we can.”

FEATURE STATISTICS

Total meal items served to community	22,009
Total donations raised	\$6,600
Donations given to	<ul style="list-style-type: none"> / Banff Food Rescue / Jasper Food Bank / Jasper Emergency Social Services
Total number of volunteer hours from Pursuit staff	8,448

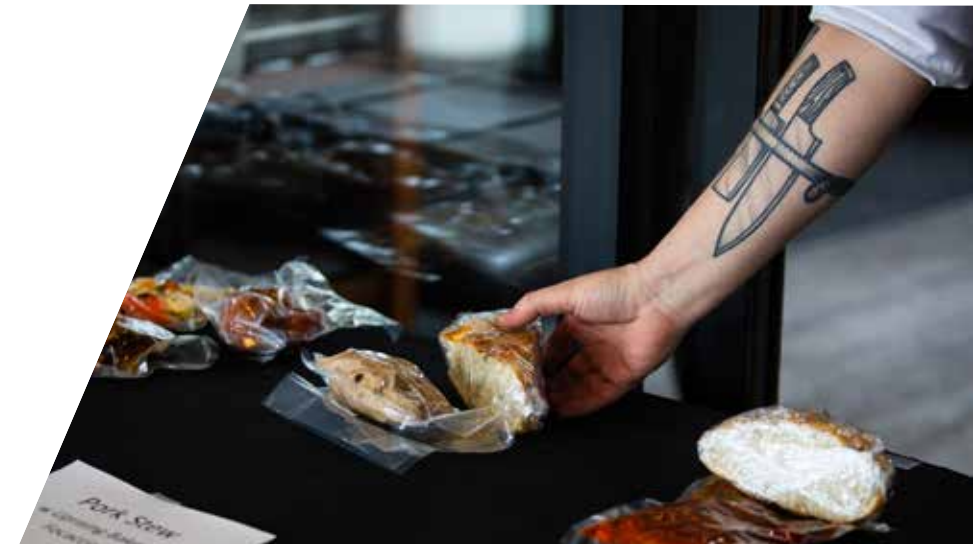
Right from the get-go, the team and the community responded eagerly. In the end, more than 22,000 meal items were collected picked up in Banff and Jasper. Donations were also gathered from grateful community members, to the tune of more than \$6,000.

“The response has been hugely positive,” says manager Richard Cooper. “This is a project that comes from the heart and nowhere else. Together, we win.” 🏠

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EASY EATS
BY PURSUIT™





INGREDIENTS FOR DOING GOOD

Chef KC Loosemore is no stranger to the power of culinary connections. When the Windsong Lodge chef found himself quarantining far from his home in Alaska and unable to connect with people through his cooking in the usual way, he made the next best thing to a good meal—a digital cookbook. Then, he used it to raise funds for colleagues in the industry.

“Good food connects people across cultures and languages,” says Chef KC. Whenever he travels to a new country, KC always takes a walking tour of a food market and tries to take a local cooking class within the first few days. He says these insights help him to explore new places in a meaningful way.

Chef KC keeps track of all the recipes he gathers on his travels, and eventually translates them into accessible recipes using locally available ingredients. Over the years, guests and coworkers have bombarded him with questions about these recipes and a cookbook had been suggested more than once.

While staying close to home in the spring, Chef KC found himself with

plenty of time to move forward. “I began with my collection of “greatest hits” and from there, each recipe has flowed into the next,” he says.

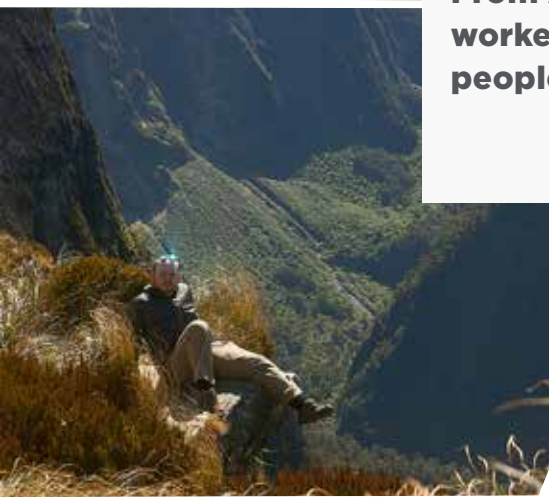
Chef KC felt that the knowledge packed into these cookbooks was valuable and could do some good for the industry that has given him so much. He built digital files and posted them for sale on his website to raise funds. The money raised was donated to local restaurant non-profit funds, to be distributed to industry colleagues who need them. As for the recipes, they’re featured in weekly specials at the Resurrection Roadhouse and are receiving rave reviews! 🏠🏠

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From Antarctica to Alaska, I’ve worked with a lot of amazing people in the culinary world.

**/ KC Loosemore, Executive Chef
WINDSONG LODGE**



COMMUNITY CONNECTIONS: Welcoming Marginalized Reykjavík Residents at FlyOver Iceland

Cold winter nights can be long and dreary. In Iceland, around the holiday season, the short days and very long nights can be particularly challenging for those struggling with homelessness.

During the days leading up to Christmas 2020, our team in Reykjavik invited two groups of local residents faced with homelessness to experience FlyOver Iceland. The guests were a group of temporary residents from a housing program located nearby, in the Grandi Old Harbour area. Following strict COVID-19 guidelines, these groups enjoyed the complete FlyOver experience, including the two pre-shows and the flight-ride.

It was a heart-warming experience and a real honor for the team at FlyOver Iceland to welcome these two groups to visit, including 10 men and seven women, thanks to a collaboration with local resident Gunnar Georgsson. Two of our colleagues, Sif Björnsdóttir and Erna Rán Jóhannsdóttir, welcomed the

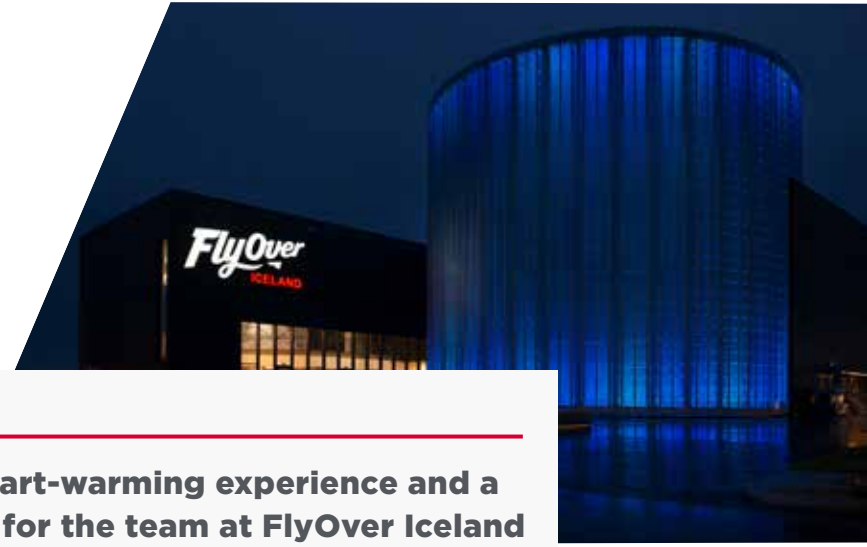
groups and noticed that many had a very emotional response to the FlyOver experience.

“I don’t remember greeting a more polite and gracious group of people while at Flyover,” Sif Björnsdóttir says. “Hearing about their experience from afterwards, how excited and thankful they were, was just wonderful and honestly made me tear up.”

We’d like to give a shout out to the “everyday hero” Gunnar Georgsson for taking this initiative. He’s a true example of the Christmas spirit. FlyOver Iceland looks forward to making this a new annual holiday season tradition. 🏠🏠



It was a heart-warming experience and a real honor for the team at FlyOver Iceland to welcome these two groups to visit.





PRINTING FOR THE GREATER GOOD: Masks in Montana

“I was taught growing up that you do what you can for your friends and family and neighbors, and that has never let me down,” says Justin Miller, Manager of IT Infrastructure for our Glacier Park team.

When Justin saw his community around Columbia Falls, MT, adapt to support prevention measures for COVID-19, he wondered what he could do to get involved. He didn’t have to look any further than the spool of plastic filament sitting in his 3D printer.

It took a little while to perfect the process — 3D printing a mask is not quite as simple as plugging in a design and hitting print. Once Justin had sourced a file and the N95 filtration material he needed, he then set to work converting the file for his printer.

Justin has had a 3D printer at home for a few years and used it to create tools and trinkets for his family and friends, like projects for local schools and superhero helmets for young Batman enthusiasts. “You can essentially create something from nothing—how cool is that?” Justin says.

When Justin began the process, 3D mask printing was a relatively new idea and not many people had tried it yet — particularly in rural Montana.

After the machine worked its magic, Justin hand-finished each mask. In the early mornings, evenings and weekends, he could be found with a mask in hand, tinkering and tweaking his design.

Justin’s masks were gratefully accepted by the local Kalispell Regional Medical Center. For Justin, it just felt like the right thing to do. It’s a sentiment that would surely be echoed by the everyday heroes around the world.

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“The Kalispell Regional Medical Center gratefully accepted Justin’s 80 reusable and recyclable masks.”



ANSWERING THE CALL: Pursuit Community Donations

Many of the members of our Pursuit team live in iconic places and in small and close-knit communities. When the pandemic first hit, health authorities reached out to local businesses like ours to ask for surplus personal protective equipment and cleaning supplies. As active members of the community in places like Jasper, Alberta, and Whitefish, Montana, we were keen to step up with support.

In Jasper, the local Cottage Medical Clinic was looking for cleaning supplies. Along with several other local businesses, our Food & Beverage team in Jasper gathered the spare supplies and dropped them safely outside the clinic. The cleaning fairy delivery included nitrile gloves, soap, bleach and hand sanitizer.

Over in Montana’s picturesque Flathead Valley, local health authorities were also looking ahead to make sure their medical professionals had all the protective equipment they needed. They put out a call for surplus PPE (Personal Protective Equipment) with a big goal of gathering 10,000 sets of sterile gloves.

Melissa Baker and the team went through supply stocks at our hotel properties

in Whitefish and West Glacier Village and gathered together all the gloves they could possibly spare. In the end, they delivered 90% of the glove donations that were requested.

“We came close to conquering their goal of 10,000 gloves with our donation alone,” says Melissa. “So we figured, why stop there?” Our team in Glacier Park also had a stock of N95 masks that we have kept on hand and were able to donate, as well as additional cleaning supplies, disinfectant solution and paper products.

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“We came close to conquering their goal of 10,000 gloves with our donation alone.”

**/ Melissa Baker, Director of Guest Experience
GLACIER PARK COLLECTION**





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

Alaska

- / Alaska Sealife Center
- / National Parks Service
- / Cantwell Recycling Center
- / Seward Arts Foundation
- / Sustainable Seward
- / Upper Susitna Foodbank
- / Whale SENSE

Banff Jasper

- / Banff Canmore Community Foundation
- / Banff Food Rescue
- / Banff Mineral Springs Hospital
- / Calgary Catholic Immigration Society
- / Canadian Parks & Wilderness
- / Canadian Rockies Public Schools
- / Canmore Christmas Spirit Campaign
- / Jasper Food Bank
- / Jasper Emergency Social Services
- / Jasper Life
- / Jasper Museum
- / Jasper Recovery Program
- / Parks Canada
- / Stoney Nakoda First Nation
- / Yellowstone to Yukon Conservation Initiative

Glacier

- / American Rivers
- / Browning Public Schools Athletic Club
- / Coram/West Glacier Fire Department
- / Flathead Rivers Alliance
- / Gateway to Glacier Organization
- / Glacier Park Foundation
- / Glacier National Park Conservancy
- / Heart Butte Public Schools Athletic Club
- / Lions Club of Columbia Falls
- / Rotary Club of Columbia Falls
- / Waterton Fire Fighters Organization
- / Whitefish Legacy Partners

Denver

- / City of Denver Adopt-A-Spot Program
- / RTD Eco-Passes Program
- / Denver Bike-to-Work Day

Reykjavik

- / Álftamýrarskóli, Birta Stoðdeild
- / Gunnar Georgsson (annual trip)



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