

FOR IMMEDIATE RELEASE
April 18, 2023

Pursuit partners with GreenStep to enhance Promise to Place commitment

Banff, AB (April 18, 2023) - Pursuit announced today the latest chapter in its Promise to Place initiative, a GreenStep EcoFund in partnership with GreenStep - the Canadian leader in sustainable tourism. The partnership will enable Pursuit to accelerate its work in actively reducing consumption of energy, waste and water, and lowering our overall carbon footprint, by investing in more efficient technologies.

“To continue to be a leader, an important part of Pursuit’s Promise to Place journey is partnering with an expert in this field, who can guide our continued efforts and accountable progress,” says Stuart Back, chief operating officer, Banff Jasper Collection, Pursuit.

GreenStep is a certified B Corporation who has worked with thousands of organizations to improve their sustainable practices. GreenStep EcoFund is a platform that provides every guest the opportunity to help reduce carbon consumption across hotels, attractions and tours.

To help facilitate improvements, Pursuit’s Banff Jasper Collection established an EcoFund with GreenStep. This dedicated budget will be used in Banff, Jasper and Waterton in Alberta, along with Golden in British Columbia, to support sustainability projects and initiatives, both in Pursuit’s businesses and in the community. Funded projects into the future will include initiatives like high efficiency building improvements, carbon reduction action plans to fleet electrification.

“The GreenStep EcoFund program will enhance Pursuit’s larger Promise to Place strategy that guides community, inclusivity and sustainability initiatives throughout Pursuit,” adds Back.

Pursuit’s pledge to enhance responsible operations has been implemented both through individual initiatives and partnerships with likeminded organizations. Projects completed in the Banff Jasper Collection include an emission-reducing partnership with Banff’s ROAM Transit and evolving eco-initiatives at the Columbia Icefield Adventure, including construction of a state-of-the-art water treatment facility and a wildlife study to better understand mountain goats.

The GreenStep EcoFund Program allows Pursuit to accelerate its sustainability investments and allows guests access to a trusted partner who works with hundreds of hospitality leaders across Canada. Beginning May 1, 2023, an EcoFee will be included on hotels, attractions and transportation. The EcoFund will be managed by GreenStep and will be used towards sustainability projects at Pursuit properties.

For more information, visit Pursuit’s Promise to Place [here](#).

About Pursuit

Pursuit is an attractions and hospitality company that owns and operates a collection of inspiring and unforgettable experiences in iconic destinations. Pursuit’s elevated hospitality experiences enable visitors to discover and connect with world-class attractions, distinctive lodges and engaging tours in stunning national parks and renowned global travel locations, in addition to experiencing our growing collection of FlyOver Attractions in the vibrant cities of Vancouver, Reykjavik, Las Vegas and Chicago (opening 2024.) With a strategic direction to build an expanding portfolio of extraordinary point of interest travel experiences, Pursuit remains focused on delivering unforgettable and inspiring memories in iconic locations worldwide. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit www.pursuitcollection.com.

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