

IMMEDIATE RELEASE:  
MAY 6, 2021

## Opening of Sky Lagoon Offers Elevated Icelandic Wellness Experience

*Pursuit's geothermal lagoon opens near Reykjavik along the dramatic backdrop of the Atlantic Ocean*

**REYKJAVIK** – (May 6, 2021) – Pursuit has officially opened Sky Lagoon adding the elevated wellness experience to its global collection of attraction and hospitality experiences. Ideally located just minutes from Reykjavik's vibrant city centre, the relaxing and restorative retreat brings a modern approach to traditional Icelandic bathing culture.

Features of the geothermal lagoon include an ocean-side 75-metre, (246 ft), infinity edge showcasing expansive ocean and sky views, a sauna boasting Iceland's largest window, and an overall design inspired by historic turf houses.

"The traditions of bathing culture are integral to the Icelandic way of life and are at the core of the Sky Lagoon experience," said Dagny Petursdottir, General Manager, Sky Lagoon. "This rejuvenating and transformative experience will enable guests to connect with mind, body and spirit through the radiant powers of geothermal waters."

Situated against the dramatic backdrop of the North Atlantic Ocean, Sky Lagoon offers guests a stunning and restorative seven-step experience, The Ritual, developed from Icelandic traditions of combining warm and cold waters, warm steam, dry heat and fresh air.

"The restorative nature of wellness experiences such as Sky Lagoon will become much more meaningful as we continue to emerge from what has been an incredibly challenging period," said David Barry, President, Pursuit. "The need to re-energize, relax and restore is integral to our both our physical and mental well-being and we are thrilled to introduce guests to the Sky Lagoon experience."

### The Sky Lagoon Experience

#### The Ritual by Sky Lagoon

Inspired by the traditions of Icelandic bathing culture, The Ritual is a seven-step experience exclusive to Sky Lagoon. The calming retreat will take guests through pools and saunas to unwind, while soaking in the fresh Atlantic Ocean air.

For more on The Ritual by Sky Lagoon visit [skylagoon.com/theritual](https://skylagoon.com/theritual)

#### The Experience: Pure and Sky Passes

Sky Lagoon offers guests two distinct experiences: The Pure and Sky passes. All guests to Sky Lagoon receive the seven step Ritual experience as part of admission while the Sky Pass elevates the overall experience with access to the lagoon's private changing facilities and premium Sky amenities. Admission to the lagoon starts at 12 years of age, while youth 12-14 years old must be accompanied by an adult.

#### Signature Design Elements

Embracing simple and natural elements, the overall design of Sky Lagoon is focused on a modern and minimal approach. Layers of grey-blues, deep greens, whites and creams mirror the dramatic and natural landscape, while the addition of textures like precious metals and wood create an infusion of warmth.

Turf-house inspired architecture includes a showstopping feature wall at the lagoon's entrance built with a herringbone pattern made by layers of turf (grass and the surface layer of earth held together by its roots). It's the traditional method in Iceland and is rarely used in modern structures.

### **Eat & Drink at Sky Lagoon**

From the tasting menus to teas infused with local herbs, the culinary journey at Sky Lagoon is about slowing down and connecting with Iceland. Experiences include:

#### Lagoon Bar

Tucked in the side of a cave at the far edge of the lagoon, guests can enjoy an Icelandic beer or local cocktail as part of the overall experience.

#### Sky Café

Relax and refuel following a restorative and relaxing spa experience. The Sky Café offers light and fresh meals including sandwiches, soups and local specialties set against a classically rustic design.

#### Smakk Bar

A creative culinary journey, Smakk Bar offers guests unique and flavourful tasting dishes inspired by the island nation.

### **Sky Lagoon Wellness Line**

The Sky Lagoon features a signature Sky Body Scrub as part of The Ritual experience and will be available for purchase at the Shop by Sky Lagoon.

For more information visit [skylagoon.com](https://skylagoon.com).

Photos of [Sky Lagoon by Pursuit](#). | Photo credit: Sky Lagoon by Pursuit

### **About Pursuit**

Pursuit is an attractions and hospitality company that provides a collection of inspiring and unforgettable experiences in iconic destinations. From world-class attractions, distinctive lodges and engaging tours in stunning national parks and renowned global travel locations, to our growing collection of FlyOver flight ride experiences in the vibrant cities of Vancouver, Reykjavik, Las Vegas (expected opening 2021), and Toronto (expected opening 2024), Pursuit's elevated hospitality experiences enable visitors to discover and connect with these iconic destinations. With a strategic direction to build an expanding portfolio of extraordinary travel experiences, Pursuit remains focused on delivering unforgettable and inspiring experiences in iconic locations worldwide. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit [pursuitcollection.com](https://pursuitcollection.com).

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