

IMMEDIATE RELEASE:

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Pursuit extends Open Top Touring to Jasper

A new attraction that will offer a glimpse into the historical mountain town of Jasper

Jasper, Alta. – (June 23, 2021) – This summer, Pursuit will expand its vintage-inspired tours to Jasper National Park with the launch of Jasper Open Top Touring on July 1. The Legends of Jasper Tour will offer a guided experience through Jasper on a unique automobile that represents the look and feel of a 1930s open roof vehicle. Guides in period costumes offer fascinating stories while touring through the rustic town of Jasper.

“Jasper is nestled amongst some of the most majestic mountains and breathtaking scenery, it is the perfect location to expand our Open Top Tours,” said Stu Back, Chief Operating Officer, Banff Jasper Collection by Pursuit. “Following two successful seasons running Open Top Touring in Banff, we have created a new unique and memorable Jasper experience for our tour guests.”

The Jasper tour includes characters sharing legendary folklore, recounting incredible true events and remembering notable people that helped shape Jasper’s history. Stops along the tour include Pyramid Lake, the Athabasca River, Maligne Lookout and Patricia Lake. The Legends of Jasper Tour departs from The Crimson Hotel.

The history of the Open Top Touring buses goes all the way back to 1916 when Jim Brewster acquired five overland motor coaches to replace the 70 horse drawn carriages that Brewster was using to conduct sightseeing excursions at the time. In the 1930s, Brewster sought out further expansion of the fleet with the addition of the 12-passenger, open-top buses built by Western Auto and Truck Body Works with Ford chassis.

Jasper Open Top Touring will be added to the list of iconic attractions located in Banff and Jasper, including: the Banff Gondola, Columbia Icefield Adventure and the Maligne Lake and Lake Minnewanka cruises.

The custom vintage-inspired automobile seats up to 20 and is hosted by drivers who share lively stories as they lead guests through the beautiful mountain roads on a 90-minute tour through some of Jasper’s most iconic spots. Open Top Touring will begin in Jasper on July 1, 2022. For more information about Open Top Touring in Banff and Jasper, please visit www.opentoptouring.com.

[Images here](#) | Photo credit: Open Top Touring by Pursuit

About Pursuit

Pursuit is an attractions and hospitality company that owns and operates 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 attractions in the vibrant cities of Vancouver, Reykjavik, Las Vegas, Chicago (expected opening 2024) 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 memories in iconic locations worldwide. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit pursuitcollection.com.

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