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Pursuit Unveils New Safety Promise in Wake of COVID-19

Denver (May 6, 2020) – Pursuit announced today its new Safety Promise to elevate cleanliness standards, heighten physical distancing measures and increase staff training protocols across its collection of attraction and hospitality experiences.

Designed to ensure both guest and staff peace of mind when travel is able to safely resume, the program will build upon the brand's current rigorous cleaning and training protocols that were elevated in the midst of the global health pandemic. These new initiatives will further punctuate Pursuit's commitment to ensuring the safety of its guests, staff and communities as part of its core values and as recognized through the company's stewardship and sustainability program, Promise to Place.

"Connecting with iconic places and creating memories will hold an even greater value as we emerge from this crisis and we commit to doing so with the utmost safety in mind. In the coming months as we look towards re-opening our attractions and hospitality experiences, we want to provide guests with an increased level of assurance that when they are ready to travel they can do so with confidence," said David Barry, President, Pursuit.

Standards outlined in the Safety Program will include reducing guest capacity across all Pursuit attractions and culinary experiences and adopting stringent cleaning protocols as approved by Health Canada and the Centers for Disease Control and Prevention. Further physical distancing initiatives will include the integration of contactless payment, express check-outs, and plexiglass barrier implementation where possible.

"We also want to provide peace of mind to our staff who have shown outstanding understanding, compassion and solidarity throughout these past few months and we will continue to provide heightened measures to ensure their safety and well-being."

Additional highlights of Pursuit's Safety Promise include:

Lodging:

- / Extra-stringent room cleaning protocols between each guest stay and high-frequency cleaning of all public spaces throughout the day.
- / Removal of all unnecessary touch points in guest rooms and implementation of single-use guest amenities whenever possible.
- / Hand sanitizer stations will be placed at all property entrances, public spaces and near washrooms.
- / All lodging guests will be offered disinfecting wipes or similar cleaning supplies.
- / Plexiglass barriers, contactless payment and express check-outs will be applied wherever possible.
- / Personal protective equipment will be provided to all lodging staff; room cleaning staff will wear face masks and gloves when entering guest rooms.

Attractions, Sightseeing & Transportation:

- / Implementation of reduced guest capacity with empty seat separation between groups on buses, boats, Ice Explorers and FlyOver pods to ensure appropriate social distancing.
- / On gondola cars, only single groups will board together.
- / All buses, boats, Ice Explorers and FlyOver pods will be fully sanitized between outings/rides. This will complement high-frequency cleaning of all public spaces throughout the day.
- / Hand sanitizer stations will be placed at all property entrances, public spaces and near washrooms.
- / Plexiglass barriers, single use items, and contactless payment will be applied wherever possible.
- / Personal protective equipment will be provided to all attractions staff.

Food and Beverage:

- / Significantly reduce capacity and increase seat spacing between guests to ensure appropriate social distancing.
- / Removal of all self-service food stations at Pursuit restaurants.
- / Menus will either be digital or single-use and recycled after each guest.
- / Hand sanitizer stations will be placed at all restaurant entrances and near washrooms.
- / Removal of all unnecessary touchpoints and implementation of enhanced cleaning protocols.
- / Personal protection equipment will be provided to all staff.

For more information on the new Safety Promise by Pursuit visit safetypromise.com

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 2023), 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.

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