

PURSU^T SM

PROMISE TO PLACE

2021 SUSTAINABILITY REPORT



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OUR PROMISE

Four years ago, we began our journey to publicly report on our progress in improving our sustainability efforts. Our Promise to Place has guided us in sharing the things we're doing well, and in continuing to recognize the areas we need to improve upon.



Two years of a global pandemic and a slower recovery made 2021 a challenging year to operate. Our commitment to the people and places of Pursuit remains strong. We're grateful for the grit and determination of our colleagues within Pursuit and we're grateful for the guests who supported us by visiting our iconic locations.

Throughout restrictions, closures and staffing challenges in 2021, our teams remained resilient and steadfast in delivering authentic hospitality and creating moments of joy for each other and for our guests – in a time when we all needed it. With continued uncertainty in the world, we believe in the power of hospitality and iconic, unforgettable travel experiences. Creating memories and joy for our guests is our passion; our ability to introduce adventurous spirits to our iconic places helps connect visitors with places worthy of our stewardship and respect.

Through all the ups and downs of the past two years, we've remained committed to our Promise to Place. This is what sustainability continues to mean 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.

Throughout 2021, we focused our energies on supporting our staff and communities. During times of lockdowns and restrictions we continued our Easy Eats meal program – providing over 5,500 healthy pre-made meals to residents of Banff and Jasper at cost – and offered more than 350 hotel room nights to Jasper residents needing a safe isolation space. We supported an exchange of learning and renewed our dedication to reconciliation with local Indigenous communities through a variety of initiatives and programs – something we get into deeply in this report.

From a staffing perspective, we remain proud of the diversity of our teams and the strength of our inclusiveness within Pursuit's culture. However, we recognize we need to do more. In 2021, under our Promise to People initiatives we continued to build a strong foundation for our teams to provide ground-up, grassroots initiatives to better strengthen and celebrate our diversity. We are thankful to our teams for stepping up in support of our shared beliefs in respect and equality.

As we look ahead to 2022 and beyond, we are confident in the full recovery of the travel and hospitality industry we're proud to be a part of. As our industry recovers, we will continue to increase

our investment in our Promise to Place program while driving more and more meaningful change around sustainability.



David Barry | President
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COMMUNITY

Across all of Pursuit we are committed to supporting our local communities. This year, more than ever, highlighted the importance of reconciliation and we are dedicated to continuing that journey with local Indigenous groups while listening, learning and sharing important stories.

Collaborating with Local Indigenous Communities

At Pursuit, we have the great privilege of showcasing spectacular landscapes and unparalleled experiences. We recognize that there are people whose footsteps have marked these lands for centuries, and it's with immense gratitude that we foster and grow our Indigenous partnerships. Nurturing and strengthening these relationships creates new platforms for unheard voices, encouraging more meaningful experiences for all involved.

In Alberta's breathtaking Canadian Rockies, the experiences we offer are located on the traditional and ancestral territory of the Stoney Nakoda and many other Indigenous People, who have walked this region since time immemorial. Their connection to the land is immeasurable, and the knowledge they gift us, invaluable. While Pursuit's friendship with the Stoney People dates back over a century to the Brewster family's guiding operations, the journey of enhancing our experiences to incorporate their teachings, culture, and stories is only just beginning.





One of our team members now begins every day at the lake with her hands in the water, repeating the prayer she was taught:

Amba Wathtetch, Chaba Imne, Ishnyish.

In 2021, we built on the success of our Stoney Storytelling training by expanding the offering to all guides at the Minnewanka and Maligne Lake cruises, as well as our Columbia Icefield Interpretive Coordinators. The educational experience was led by Wyanne Smallboy-Wesley of the Stoney Education Authority and Elder Barry Wesley and has been transformative for our team.

Guides at Lake Minnewanka learned about Piché, Wyanne’s ancestor who guided the Palliser expedition in 1841 and of whom the formidable mountain (Mount Peechee) is named after. Our Maligne Lake guides were shown how to greet the water in the traditional language of the area. One of our team members now begins every day at the lake with her hands in the water, repeating the prayer she was taught: *Amba Wathtetch, Chaba Imne, Ishnyish.*

In English, this translates to “I wish you a good day; I acknowledge all of the good and am receptive to all of the good that’s still to come. Maligne Lake. Thank You.” Our guide also shares this greeting with local and international guests, who return home with a deeper connection to the land and culture.

We also partnered with the Stoney People on the Cooks with Stones culinary educational initiative. The six-week program for Stoney students included three weeks of Indigenous cultural training and a three-week culinary internship in Pursuit’s restaurant kitchens. During this time, we provided daily bus service to our restaurants, Farm + Fire, Tony Roma’s and the Banff Gondola’s Sky Bistro atop Sulphur Mountain. We’re thrilled to be expanding the program in 2022 and beyond.

Perhaps the most innovative collaboration of 2021 was the new Nightrise experience at the Banff Gondola. We worked closely with the Stoney Nakoda Nation

and the multimedia studio Moment Factory to create the winternight spectacle, featuring Stoney language, original soundscape, music scores and illumination.

Making this project even more unique is the partnership we formed with the Stoney People; in exchange for a licensing fee, we received one-of-a-kind intellectual property — their powerful stories.





Making this project even more unique is the partnership we formed with the Stoney People; in exchange for a licensing fee, we received one-of-a-kind intellectual property – their powerful stories. In celebration of our friendship, we signed a formal Memorandum of Understanding at a pipe ceremony in Sky Bistro, with representatives from the Bearspaw, Chiniki and Wesley councils. All Stoney Nation members receive complimentary Banff Gondola passes throughout the inaugural year of Nightrise.

Sending our gratitude to the Stoney Nation for their willingness to share their culture with our team and guests from around the world. In the spirit of reconciliation, we look forward to continuing and expanding our relationships with our Indigenous friends. Ishnyish. 🏠

Community Stories

From Around Pursuit

Sky Lagoon's **GIVE FIVE** benefit raised **\$30,000** **FOR RJÓÐUR,** a nursing & rehabilitation center.

FlyOver Canada donated **\$10,000** to **RED CROSS** IN BRITISH COLUMBIA TO SUPPORT **FLOOD RELIEF EFFORTS.**

The staff at **TALKEETNA ALASKAN LODGE** donated **\$3,000** to the **UPPER SUSITNA FOOD PANTRY.**

A scenic view of a lake with mountains in the background and two people on a boat in the foreground. The image shows a calm body of water reflecting the sky and surrounding greenery. In the foreground, two individuals, a man and a woman, are standing on the deck of a boat. They are both wearing light-colored, short-sleeved button-down shirts and dark pants. The man is wearing a light-colored baseball cap and is smiling broadly, looking towards the woman. The woman is also smiling and looking towards the man. The background features a dense forest of evergreen trees along the shoreline, with majestic mountains rising in the distance under a clear sky. The overall atmosphere is bright and pleasant, suggesting a sunny day on a boat cruise.

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STEWARDSHIP

The places where we live and work are incredibly important to us and to our guests, and our role as stewards is to create change the right way. We will continue to invest in the sustainable longevity of our experiences with responsible management practices and innovative development.





A Holistic Approach to Sustainability

The protected parks and remote landscapes where we operate are wildly beautiful, eco-conscious and pristine. As such, we feel a great responsibility to each other, our guests, and the planet to help preserve these wondrous places for future generations. Sky Lagoon, our oceanside geothermal lagoon that opened in 2021 in Iceland, demonstrates this guiding philosophy and our commitment to sustainability.

Although small in size, Iceland is a formidable world leader in harnessing clean, renewable energy. The tiny island generates its power from just two sustainable sources: hydropower, drawn from waterways and glaciers; and geothermal, which is fueled by the country's 600 natural hot springs. The latter is what heats almost every home in Iceland. Soaking in the warm, healing, mineral-rich geothermal water is also a beloved Icelandic tradition, and Sky Lagoon harnesses the full potential of this natural energy source.

“Growing up in Iceland you are very connected to nature – Sky Lagoon is embracing the nature of Iceland,” said Gestur Thorisson, who is a founding partner of Sky Lagoon along with Eythor Gudjonsson.





“Icelanders understand the importance of living in a sustainable way. It came naturally to us to keep sustainability at the heart of the design and construction of Sky Lagoon.”

Achieving Sky Lagoon’s eco-friendly, award-winning architectural design required meticulous planning, including in-depth consultation with local industry experts. We took a holistic approach to the build and launch, analyzing every element of construction, spa operations and our food and beverage program. Clean, renewable energy is, of course, central to Sky Lagoon’s sustainability strategy, and we reuse, reduce and recycle it wherever possible.



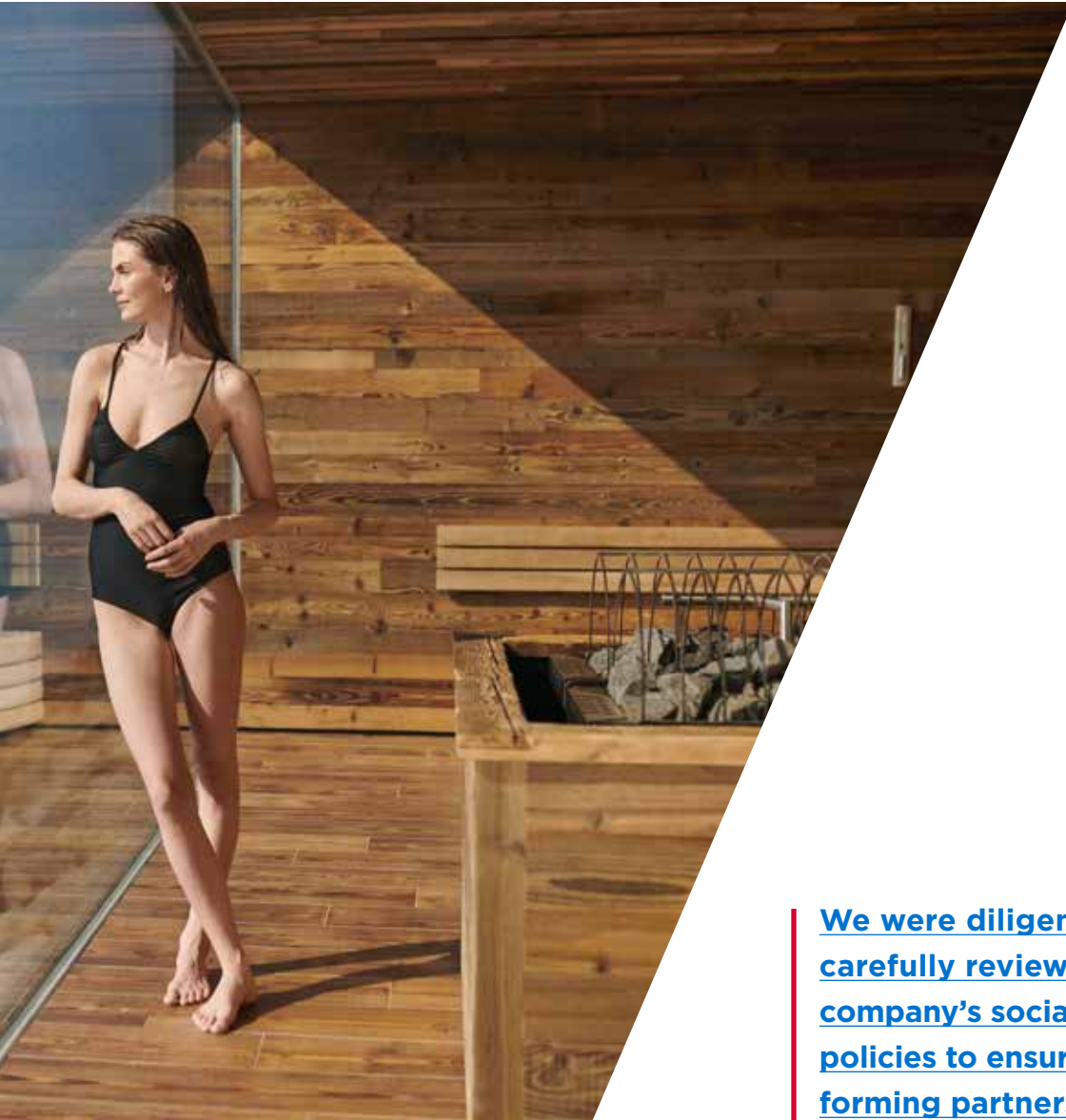
After running through our 70-meter infinity-edge oceanfront lagoon, the geothermal water is captured and redirected through an in-floor piping system used to heat the buildings, spring-water showers, outdoor sidewalks and walking paths, melting winter’s snow and frost. Sky Lagoon’s sustainable heating system works in harmony with the spa’s natural turf exterior, modeled after the ancient Icelandic building practice well-known for its exceptional insulation and protection against winter conditions.

Icelanders understand the importance of living in a sustainable way. It came naturally to us to keep sustainability at the heart of the design of Sky Lagoon.



Within Sky Lagoon, we've eliminated the need for single-use plastics and packaging. We provide water filling stations for hydration, refillable spa products in timed showers, and multi-use shoe bags to store personal items. Connecting our spa building to the lagoon has removed the need for slippers and robes, drastically reducing our environmental footprint, as laundering these items is not required. Eco-awareness signage throughout Sky Lagoon offers gentle reminders to our guests and team members about our commitment to sustainability.





Vendor and supplier procurement is another integral aspect of Sky Lagoon’s eco-strategy. Before opening, we were diligent in our research, carefully reviewing each potential company’s social and sustainability policies to ensure alignment before forming partnerships. Securing local products and partners is always prioritized. Smakk Bar, for instance, pays homage to the culinary world of Iceland, showcasing seasonal, locally sourced cuisine and beverages made from traditional ingredients that we can trace back to origin. Our culinary offerings can also be enjoyed without disposable servingware, and composting and recycling are standard practices in our kitchens and throughout the property.

The holistic approach we employed at Sky Lagoon has become the new benchmark for Pursuit’s sustainable

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business practices. In 2022, we will continue to hold each other and our guests accountable – working together to make our world a healthier and happier place. ✨



Stewardship Stories

From Around Pursuit

OUR BANFF HOTELS significantly reduced **SINGLE-USE PLASTIC** with the goal of eliminating all **BY END OF 2022.**

FLYOVER LAS VEGAS' ADAPTIVE REUSE CONSTRUCTION PROCESS reduced waste and energy consumption by repurposing existing **FOUNDATIONS, ROOFING, PARKING, AND SUPERSTRUCTURE.**

ALL INCANDESCENT BULBS were replaced with **600 LED** at **DENALI BACKCOUNTRY LODGE.**



Stewardship

By The Numbers

ATTRACTIONS

| | 2021 | 2020 | 2019 | 2018 |
|--|---------|---------|-----------|-----------|
| Guests served ^{1,2} | 721,967 | 345,429 | 1,453,899 | 1,495,071 |
| Electricity (KWh) per guest ³ | 3.3 | 6.7 | 1.9 | 1.8 |
| Natural Gas (CF) per guest ³ | 0.6 | 1.3 | 0.4 | 0.3 |
| Fuel (Gallons) per guest ^{3,4} | 0.9 | 0.9 | 0.4 | 0.4 |

HOSPITALITY

| | 2021 | 2020 | 2019 | 2018 |
|---|---------|---------|---------|---------|
| Room nights provided ^{1,5} | 304,267 | 188,944 | 201,758 | 175,851 |
| Electricity (KWh) per room/night ³ | 54 | 69 | 39 | 54 |
| Natural Gas (MCF) per room/night ³ | 0.27 | 0.33 | 0.25 | 0.27 |

INVESTMENTS IN SUSTAINABILITY

| | 2021 | 2020 | 2019 | 2018 |
|--|-------------|-------------|-------------|-----------|
| Capital investment in sustainability-related initiatives (USD) | \$1,171,142 | \$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 and 2021. 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 2022 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.

A wide-angle photograph of a snow-capped mountain range under a clear blue sky. The snow is bright white, contrasting with the dark, rocky peaks and ridges. The lighting suggests a clear day, possibly in the morning or late afternoon, as the shadows are soft and the overall tone is cool and crisp. The foreground shows a snow-covered slope leading down towards a valley.

The holistic approach we employed at Sky Lagoon has become the new benchmark for Pursuit's sustainable business practices.



RESPECT

At Pursuit, we prioritize diversity and we lead with inclusivity. We're still at the beginning of this journey, but we're working to build the collective strength of our voice and create impactful change through a series of small but meaningful initiatives.



Laying the Foundation for Diversity and Inclusion

Building and sustaining diversity and inclusion across our collection of attractions, lodges and tours is an ongoing journey for Pursuit. As we worked towards solidifying Pursuit-wide actions that represent our fundamental belief in respect for all, our 2021 focus was our team.

Our top priority in 2021 was creating a dialogue with our team members to raise awareness and share ideas around causes that are meaningful to all of us. To create this culture of openness, we did our best to foster a safe space for sharing ideas. As a result, we were able to support a series of ground-up, grassroots initiatives that strengthen our commitment to inclusion.





Sharing pronouns leads to a deeper understanding of each other and encourages everyone to be their authentic self.

Pronoun Training Through the Centre for Sexuality

Personal pronouns — him, his, she, her, them, they — are part of our identities. So when seasonal team members at the Columbia Icefield approached People and Culture to express that sharing pronouns would lead to a deeper understanding of each other and encourage everyone to be their authentic self, we reached out to the Centre for Sexuality in Calgary. We realized that educating ourselves on the meaning and significance of personal pronouns was integral to inclusivity, and this led us to holding four virtual training sessions for all Pursuit staff facilitated by the Centre for Sexuality. We then created and distributed personal pronoun buttons and provided a new email signature template, giving all team members across Pursuit the freedom to participate in the way that felt right for them. 🙏



Diwali Celebration at the Banff Gondola

On October 30, the team at the Banff Gondola partnered with the Indian Society of Calgary to celebrate the Gondola's first Diwali. The colourful festival of light is India's largest and most important holiday of the year, and the Indian Society of Calgary was instrumental in helping us create an immersive multicultural celebration. Special Diwali programming included décor and lanterns, rangoli art exhibits, music, a portrait artist, and a butter chicken and paneer poutine bar — a celebratory fusion of Canadian and Indian cuisine. Volunteers arrived dressed in traditional clothing and were on hand to welcome and celebrate with upwards of 1,300 guests. 🙏



Diversity & Inclusion Staff Census Results

Through a recent internal staff survey, we discovered:

- / 22% of our North American staff are non-native English speakers
- / 30 different languages are spoken in our staff's homes
- / 16 racial or ethnic identities identified within our teams
- / 15+ religions are represented on our teams
- / 25% of staff are first-generation college graduates
- / 84% of staff agree that Pursuit fosters a culture of respect and inclusion
- / 89% of staff believe focusing on improving our diversity, equality and inclusion is important

We believe these are strong results, but we know we can do better and are committed to further action in this space in the years ahead.



International Cultural Exchange Students

The last few years have highlighted how important learning about other cultures and ways of life truly is, which has made our culture exchange program more relevant than ever. Each year, our Glacier Park and Alaska Collection teams welcome international university students to our remote lodges and attractions to gain valuable work

These youths are integral to our seasonal operations, sharing their unique perspectives and cultures with our North American team members and guests.

experience — students visit from as far afield as Taiwan, Romania, Bulgaria and Serbia. These youths are integral to our seasonal operations, sharing their unique perspectives and cultures with our North American team members and guests. Throughout the season, students lead a variety of cultural awareness events, and over the years, we've shared meals

showcasing traditional dishes, enjoyed music and dance performances, and attended pre presentations to learn about daily life in our students' home countries. 🌍

Indigenous Recruitment Program in Jasper

After learning about the atrocities of Canada's residential school discoveries, Parv Shah, Director of Housekeeping for Pursuit's Jasper properties, was determined to find a way forward towards reconciliation. Already planning to diversify his housekeeping team, Parv pivoted his focus to Indigenous recruits, hiring and training 39 new seasonal team members from Treaty Six in the Prairie region of Canada.

Pursuit's spirit of inclusivity and diversity is collective, with every team member having a story to tell. Moving forward, we will continue to invite and encourage meaningful conversations that inspire and challenge us all to do better. 🌱





Diversity and Inclusion Stories

From Around Pursuit

\$1,000
raised for **SEWARD PRIDE ALLIANCE**
by **Windsong Lodge.**

KENAI FJORDS TOURS
hosts the **RAINBOW OVER RESURRECTION BAY TOUR.**

BANFF GONDOLA
hosted events and raised
\$20,000
for local charities
during **BANFF PRIDE WEEK.**

FOR U.S. EMPLOYEES,
PURSUIT LAUNCHED
12 WEEKS
LEAVE for new parents and
6 WEEKS
for secondary caregivers.



Respect

By The Numbers

| KPI'S | | ALASKA COLLECTION | BANFF JASPER COLLECTION | GLACIER PARK COLLECTION | FLYOVER CANADA | COLORADO |
|---|-----------------------------|----------------------|----------------------------|----------------------------|-------------------|----------|
| Guest satisfaction (NPS) 1 | | 64.1 | 55.1 | 35.5 | 50.9 | |
| Staff satisfaction and engagement 2 | Full-time, year-round staff | 55% | 69% | 84% | 79% | 71% |
| | Seasonal staff | 50% | 61% | 55% | 87% | |
| Diversity of our staff | Age range | 18 - 80 | 14 - 81 | 16 - 81 | 16 - 75 | 23 - 62 |
| | Average age | 35 | 32 | 33 | 33 | 41 |
| | Median age | 29 | 28 | 26 | 34 | 36 |
| | Gender mix (M/F) | 49/51% | 46/54% | 50/50% | 42/58% | 50/50% |
| Number of staff | Full-time, year-round staff | 40 | 399 | 48 | 55 | 34 |
| | Seasonal staff (peak) | 401 | 832 | 541 | 35 | 0 |
| Average staff tenure (years) | Full-time, year-round staff | 2.1 | 2.5 | 1.7 | 1.4 | 1.8 |
| | Seasonal staff (peak) | 1.9 | 2.0 | 1.8 | 1.0 | |
| Internal promotions (% of roles filled by internal candidates) | | 34% | 40% | 33% | 11% | 10% |
| Employee reviews (% receiving regular performance reviews) | | 50% | 90% | 70% | 65% | 95% |

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 Staff satisfaction and engagement is measured by staff's intent to return in future seasons and their intent to recommend open roles to their professional network. We survey this annually and target a score of 70% or greater.



We believe these are strong results, but we know we have more work to do. We're dedicated to building on our commitment to people and places in the years to come.

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

Alaska Collection

- / Alaska Sealife Center
- / National Parks Service
- / Cantwell Recycling Center
- / Seward Arts Foundation
- / Susitna Valley Jr/Sr High School
- / Sustainable Seward
- / Upper Susitna Foodbank Food Pantry
- / Whale SENSE
- / Jasper Life
- / Jasper Museum
- / Jasper Food Recovery
- / Parks Canada
- / STARS Alberta
- / Stoney Nakoda First Nation
- / Yellowstone to Yukon Conservation Initiative

Banff Jasper Collection

- / Banff Canmore Community Foundation
- / Banff Food Rescue
- / Banff Food Bank
- / Banff Pride Society
- / Calgary Catholic Immigration Society
- / Canadian Parks & Wilderness
- / Centre for Sexuality (Calgary)
- / Friends of Jasper National Park
- / Indian Society of Calgary
- / Iyarhe Nakoda Food Bank Society
- / Jasper Food Bank
- / Jasper Victim Services
- / 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

Glacier Park Collection

Colorado

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

Vancouver

- / Canadian Red Cross – British Columbia

Reykjavík

- / Álftamýrarskóli, Birta Stoðdeild
- / Breiðablik Athletic Club
- / Hitt Húsið
- / Icelandic Startups
- / Kraftur
- / Mía Magic Boxes
- / Píeta
- / Reykjavík Pride
- / Stígamót

