

PROMISE TO PLACE

2022 SUSTAINABILITY REPORT



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OUR PROMISE

As the world continues to evolve and change in unpredictable ways, we remain unwavering in our Promise to Place. Our annual report is an opportunity to celebrate the progress we've made, as well as a commitment to continue in the right direction in the future.



Five years ago we set out on a journey called Promise to Place. It was our first step in articulating what sustainability means to us at Pursuit. Our Promise to Place defines the responsibility we carry as stewards and community members in the places we're thankful to call home.

We committed to delivering this annual review of our sustainability efforts, and we predicted that we would have initiatives to celebrate and things to work harder on. Five years in, these words are truer than ever.

In every corner of the Pursuit world, we've taken steps forward and maintained our Promise to Place momentum through a couple of years that shook our industry (and our world) to its core. Here's what Promise to Place continues to mean to us:

- / Stewardship:** What we do to manage and improve our impact on the environment.
- / Respect:** How we demonstrate our high regard for guests, our staff and all the people that cross our paths.
- / Community:** The ways we celebrate and support the place where we are lucky to work and live.

This year's annual report celebrates some of the impactful projects we carried out in 2022 as the hospitality industry got back on its feet. Our team of bright minds and kind hearts keenly felt the impacts of global events and stepped up to honor place, from ensuring newcomers felt welcome in Canada to spearheading environmental clean-ups in the USA.

In this report we also revisit some key initiatives that have launched over the last five years and continue to evolve today. We're proud of the progress we've made, whether it's creating 62 tons of premium compost from organics in the Glacier Park Collection or reducing our emissions by more than 30% at the Columbia Icefield. Over the past five years, our Promise to Place programs represent a total investment of more than US\$7 million in sustainability-related initiatives.

Five years ago, I pledged that we would always be striving to improve our Promise to Place. With every step forward, we learn more about the work that comes next. We continue to gather knowledge, partner with



experts and gain progress in the sustainability space, and I look forward to what we will accomplish as a team in the next five years.

David Barry, President
promisetoplace@pursuitcollection.com



COMMUNITY

We are committed to supporting our local communities across all of Pursuit. This year, we worked to share experiences with neighbors, collaborate with likeminded community members and foster welcoming environments throughout the iconic destinations in which we operate.

You are **WELCOME HERE**


At Pursuit, we believe in the power of spectacular places — both as reminders of the wonders the world has to offer and as escapes during life’s difficult moments.

In 2022, we continued to create connections with those who may not have been able to experience the joys of Pursuit attractions otherwise through special visits and community-focused events.

Jasper Welcomes Newcomers

As conflict forced Ukrainians out of their homes this past year, many Canadians were looking for ways to help. That’s why in March 2022, Pursuit’s Jasper team collaborated with local volunteers to lend a hand.

The entire Jasper community rallied around initiatives to help recently arrived Ukrainians find housing, secure local employment, gain access to health services and organize applications for things like bank accounts and social insurance numbers. Pursuit has now employed 40 newcomers and counting, many of whom have joined teams in our various restaurants and hotels in Jasper.

New Jasperites are finding their own place in their new home, and even beginning to pay generosity forward. “Our Ukrainian team members are keen to settle in and create a sense of belonging, giving back to the community through volunteering for team and community events,” says Gillian Thompson, Pursuit’s director of People and Community. 





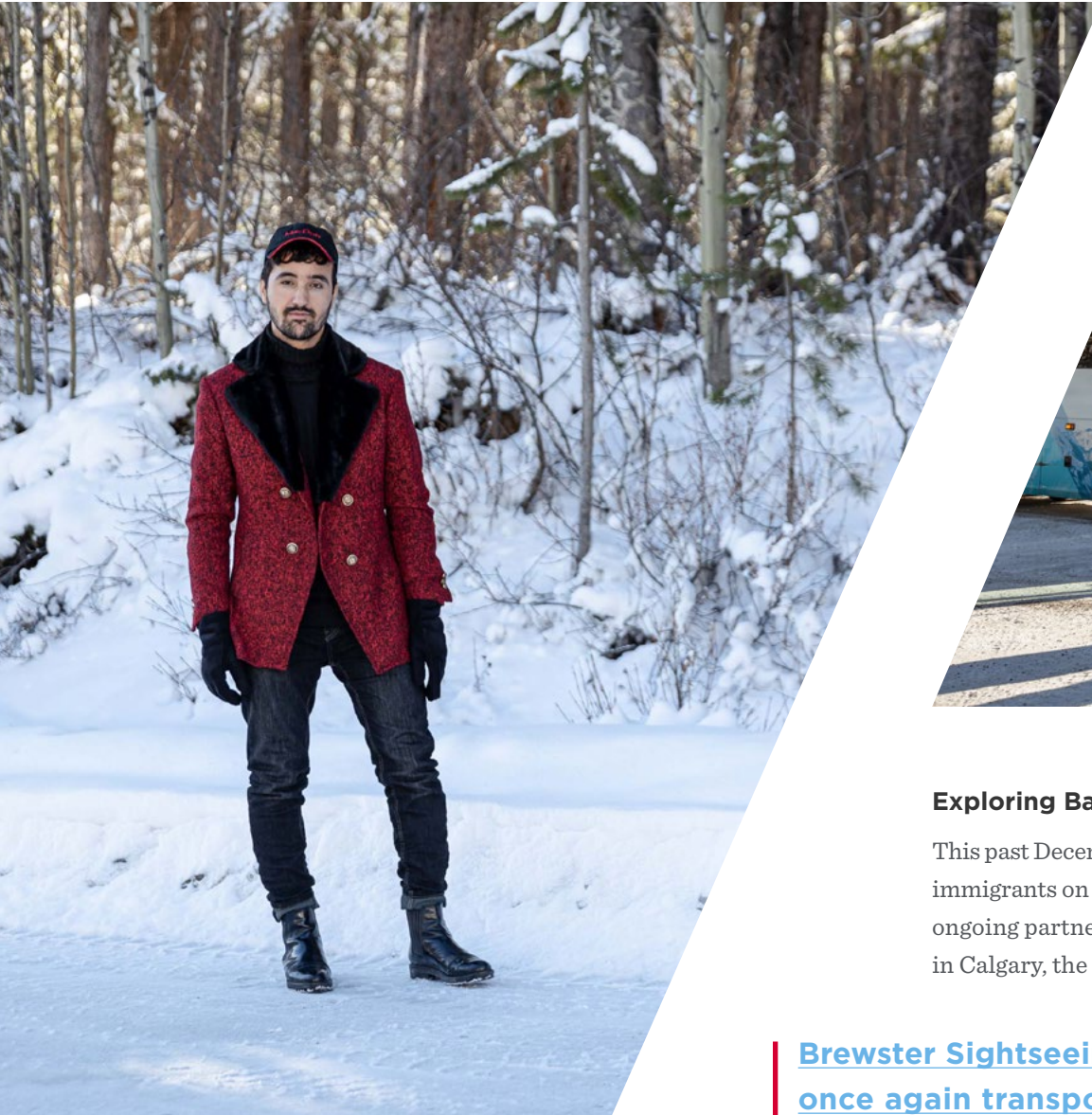
“If we can provide a welcome-to-Canada moment — provide a positive experience and leave them with lasting memories — it’s more than worth it.”

Seeing Canada from Above

Throughout 2022, around 250 Ukrainian immigrants were invited to see their new home in a fascinating way at FlyOver Canada in Vancouver.

In partnership with locals helping in the resettlement process, FlyOver welcomed Ukrainian immigrants to explore from coast to coast aboard the flagship Canada show at no charge. Through the process, two newcomers were inspired to join the FlyOver team, with hopes of more hiring to come.

“Getting to meet these people with amazing stories of courage is inspiring and provides perspective,” says JP McLoughlin, guest experience manager at FlyOver Canada. “If we can provide a welcome-to-Canada moment — provide a positive experience and leave them with lasting memories — it’s more than worth it.” 🏠



Exploring Banff for the First Time

This past December, Brewster Sightseeing buses once again transported 40 newly arrived immigrants on a snowy tour to some favorite spots in the Canadian Rockies through an ongoing partnership with the Calgary Catholic Immigration Society (CCIS). Starting in Calgary, the visitors — most of whom were originally from Afghanistan — enjoyed lunch at Elk + Avenue, fun in the snow at Lake Minnewanka and an afternoon atop Sulphur Mountain at the Banff Gondola.

[Brewster Sightseeing buses once again transported 40 newly arrived immigrants on a snowy tour to some favorite spots in the Canadian Rockies.](#)

The newcomers are part of a group of more than 2,000 who have taken similar trips through Banff National Park over the past several years through Pursuit and CCIS's partnership. [🏠 Read full story online.](#)

Celebrating the Las Vegas Community

To celebrate Foster Care Awareness month and to help bring attention to the care system in Nevada, FlyOver partnered with Specialized Alternatives for Families and Youth (SAFY) to provide families with a special experience in May 2022.


“With tight family budgets, it can be a challenge for some parents to get the opportunity to take their entire families for a fun night out,” says Chelsea Hancock, who helped organize the visit as FlyOver in Las Vegas’ marketing and brand experience manager. “We wanted a unique way to thank foster care parents and provide a one-of-a-kind experience for families and children at SAFY.”

More than 50 family members involved with SAFY visited FlyOver in Las Vegas for a welcoming event on May 25, 2022, complete with treats and unlimited flight rides. The partnership with SAFY connected the team with a resilient, caring and selfless community who provide resources to older foster youth and foster parents throughout southern Nevada. 🏠🏠



A Gift of Indigenous **FRIENDSHIP, CULTURE AND STORYTELLING**

At Pursuit, we are honored to build upon our more than century-long friendship with the Stoney Nakoda Nations — known as the original “people of the mountains” — while fostering new friendships with Indigenous communities in whose traditional territories we operate. Founded on trust, collaboration and respect, the significance of these relationships is far-reaching and enduring, from Jim and Bill Brewster’s 19th century guiding partnerships with Indigenous communities to today’s award-winning multimedia collaborations.

The gift of storytelling, bestowed by our Indigenous friends, is a powerful thread that deepens our connection with the land, empowering us to share cultural history with our guests truthfully and authentically. 





Peak Partnership

Nightrise, the Banff Gondola’s immersive multimedia experience atop Sulphur Mountain, epitomizes our friendship and collaboration. Created in partnership with the Stoney Nations and Montreal-based Moment Factory, the winter exhibit marries light displays and soundscapes with traditional Stoney language and drumming.

Cherith Mark, language and culture coordinator at the Stoney Education Authority, enhanced the mountaintop offering with a cultural training session surrounding the traditional language and stories from Nightrise with Banff Gondola staff.

“Nightrise holds a special place in my heart,” says Mark. “Through a triad of friendship and

collaboration, we have created an award-winning, dynamic experience showcasing the Stoney Nakoda language and living culture. Experiencing our ancestral stories, passed down since time immemorial through our elders and knowledge keepers, on a larger-than-life multi-sensory stage, is powerful and awe-inspiring.”

Indigenous Tourism Alberta recently recognized Nightrise’s success with a 2022 Allyship Award. Pursuit celebrated the achievement by hosting a commemorative dinner at the Banff Gondola for our Stoney and Moment Factory friends. Parks Canada president and CEO Ron Hallman also joined in the festivities. 🏠

Partnership in Flight at FlyOver Canada

On July 1, 2022, FlyOver Canada in Vancouver debuted its latest flight ride – *Windborne: Call of the Canadian Rockies*. Alongside stunning alpine scenery, the team took special care to spotlight Indigenous perspectives and voices in the experience. Piikani Elder Harley Bastien helped achieve this vision as lead Blackfoot advisor for *Windborne*, which has since gone global at both FlyOver in Las Vegas and FlyOver Iceland.

Here, Bastien shares what he hopes guests take away from *Windborne*:

“To me, the most important thing is protecting the mountains. Windborne was an opportunity for cultural and environmental awareness which showcases the beauty of the mountains and highlights the culture and perspective of the Indigenous people who call the mountains home. The hope is that more people will realize how special the mountains are to the life force and do their utmost best to protect them.” 🏠

Learning & Sharing

Annual Indigenous-led cultural training programs, attended by Pursuit team members, weave Stoney storytelling and cultural history into Banff Jasper Collection’s Open Top Touring, Maligne Lake and Lake Minnewanka cruises. Traditional language and learnings from these interactive sessions foster a deeper understanding for our team members, resulting in a richer and more memorable guest experience.

Pursuit-Indigenous collaborations extend beyond guest-centric experiences, including the 2022 Canada Life Literacy Innovation Award-winning Cooks with Stones program. This annual culinary-focused internship welcomed 12 Stoney youths into Pursuit Banff restaurants — Brazen, Farm + Fire and Sky Bistro — to learn kitchen basics and food preparation techniques in summer 2022. In addition to four weeks of technical training, the students participate in two weeks of traditional land-based cooking during the Stoney harvest season. 🏡



The Heart of the Collection

Another demonstration of our commitment to friendship and reconciliation is the Treaty 8 flag flying over the Forest Park Hotel in Jasper. The historic flag-raising ceremony in October 2022 opened with a traditional prayer from Elder Mike Beaver, followed by the flag raising in three intervals with accompanying Indigenous drumming and songs.

“Delivering authentic, world-class experiences is the heart of Pursuit’s Banff Jasper Collection,” says Alex Grant, Banff Jasper Collection VP of operations. “Our guests and team members travel from near and far to adventure in the breathtaking Canadian Rockies, and it’s our absolute honor to share the stories, language and cultural traditions generously gifted to us by our Indigenous friends and partners.” 🏡

Community Stories

From Around Pursuit

A HOLIDAY DRIVE AT PURSUIT'S Denver office gathered **more than 500lb in FOOD DONATIONS** for the Denver Rescue Mission.

The Alaska Collection team in Anchorage **donated 70 bags of toys to Abused Women's Aid in Crisis (AWAIC)** AHEAD OF THE HOLIDAYS.

Locals Day at the Banff Gondola **raised CA\$6,370** for the newly established **PURSUIT COMMUNITY FUND.** [Read full story online.](#)



RESPECT

At Pursuit, making sure everyone feels safe and appreciated is always a priority. And across geographies, our teams have ensured that colleagues and guests who identify as part of the LGBTQ2S+ community aren't just accepted — they're also celebrated.



Proud in EVERY SENSE

Inclusion, diversity and unflinching authenticity makes us who we are at Pursuit. When we feel safe to be ourselves, we're open to sharing our experiences and ideas and, in turn, build a more genuine and innovative community. Believing the transformative effect of inclusion guides our strategic directives and daily interactions within every Pursuit collection, property and experience.

In 2022, we continued to celebrate culture, diversity and joy, as demonstrated through these team-driven LGBTQ2S+ initiatives.

Pride in the Sky

In early 2022, conversations between FlyOver Canada team members in Vancouver prompted a proposal for an internal LGBTQ2S+ focused Pride Committee. The committee's mission fit perfectly with FlyOver's inclusive philosophy and the group soon began meeting monthly to brainstorm grassroots initiatives.

Shortly after forming, the committee enrolled FlyOver Canada in the Vancouver Police Department's Safe Place program, identifying the Canada Place location for LGBTQ2S+ community members to seek shelter if they

ever felt unsafe. The committee also made changes behind the scenes, including the introduction of gender-inclusive washrooms and change rooms for team members. During Pride Month in June, FlyOver Canada celebrated with a rainbow-inspired menu at the Flying Whale Waterfront Cafe featuring slushies and cake pops.

In addition to the Pride Committee's many achievements, operations manager Jim Greenham says the initiative has been profound in creating a "safe, inclusive environment for people to be and become their authentic selves." 🌈





Pride beyond the Shoreline

Kenai Fjords Tours' (KFT) Rainbows over Resurrection Cruise returned to the waters beyond Seward for its third edition in 2022, hosted in partnership with Seward Pride Alliance. The four-hour celebratory wildlife cruise, with pride décor and live DJ entertainment, set sail in June as part of the port city's weekend pride events.

In addition to operating the tour, KFT also donated cruise tickets to Seward Pride for their fundraising raffle. And on the final day of the Pride weekend, Seward Windsong Lodge provided food for the farewell barbecue hosted in the Branson Pavilion downtown. 🌈

A four-hour celebratory wildlife cruise, with pride décor and live DJ entertainment, set sail in June.

A QUICK WORD WITH: PURSUIT'S WOMEN OF INSPIRATION

Did you know 46.6% of non-executive Pursuit managers identify as female? That's more than 10% higher than the Canadian average and about 5% higher than the American average. Keep an eye out throughout this section for short Q&As with inspiring women in leadership positions throughout our Pursuit geographies.

Reece Westerland
General Manager, Flyover Las Vegas

What inspired you to get into this field?

I have always been drawn to opportunities that put me in a leadership role and a position to coach and mentor others. I've been fortunate to have amazing mentors in my life and throughout my career who have inspired me to develop as a strong leader.

MELISSA LORD
Director of Business Intelligence, PURSUIT

Who are the women you admire or are inspired by?

The women I most admire are explorers — Amelia Earhart, Sally Ride, Jane Goodall and all those who went where very few had gone before.



Mountaintop Drag

October 2022 saw the Banff Gondola bring pride to the summit once again with its second annual Banff Pride Mountaintop Drag Show series. The ever-popular shows, held over two evenings, fit within our world-class attraction’s three key brand pillars: *Adventurous & Fun*, *All Welcoming* and *Authentic & Iconic*. Given the Banff Gondola’s guiding principle that everybody deserves to feel safe and welcome, performances were family-friendly, with local drag queens performing to a full house of all ages at 7,486 feet.

The ever-popular shows fit within our world-class attraction’s three key brand pillars: *Adventurous & Fun*, *All Welcoming* and *Authentic & Iconic*.

Five dollars from each ticket was donated back to the community, leading to more than CA\$26,000 being split between local organizations, including the Banff Pride Society.” 🌈



ALZBETA RUZICKOVA

Director of Operations,
Flyover Attractions

How did you reach your current role?

FlyOver was one of the first things I did when I moved to Canada. In fact, I did it within the first week of being here. I loved it and even made friends with another solo traveler on the ride. To me, it was such a unique experience and I fell in love with it, so I immediately searched for open jobs at FlyOver. Soon after, I was hired for a supervisor position and the rest has been history.

COLETTE MARSHALL

Senior Financial Analyst, Food &
Beverage, Banff Jasper Collection

How do you define success in your day-to-day?

Success for me is achieving goals every day — personal or work-related, small or large, Ticking items off my list while learning something new and maintaining balance defines daily success for me. 🌈



Celebrations by Seaside

Sky Lagoon made a splash in support of Samtökin ‘78, Iceland’s LGBTQ2S+ interest and activism association, by hosting two unique events during the Reykjavik Pride Festival.

On the evening of August 4, 2022, Hinsegin kórinn — Reykjavík’s queer choir — performed acapella for Sky Lagoon guests with a set of traditional folk and pop songs. The following day, in collaboration with the Ýmir Sailing Association, Sky Lagoon held a pride parade at sea with boaters and kayakers, adorned with colorful flags, sailing past the infinity edge lagoon while cheering and waving to guests. Additional Pride Week celebrations included serving a locally brewed “Pride Pale Ale,” rainbow-inspired décor, full-page celebration messages in Iceland’s largest newspapers, multi-color Sky Lagoon pins and providing gift certificates to event volunteers.



To strengthen year-round inclusivity offerings — like gender-neutral change rooms — Sky Lagoon also partnered with Pink Iceland, a travel

company dedicated to creating welcoming experiences for the LGBTQ2S+ community, to ensure the lagoon operates as an inclusive destination for all guests.

“Providing gender-neutral changing rooms to guests sends a powerful message that everyone is welcome at Sky Lagoon.”

“The traditional bathing ritual is the heart of Icelandic culture,” says Ragnheiður Harpa Haraldsdóttir, Sky Lagoon’s guest experience and marketing manager. “By

providing gender-neutral changing rooms to guests, we’re sending a powerful message that everyone is welcome at Sky Lagoon.”



Diversity and Inclusion Stories

From Around Pursuit

Community initiatives earned the **BANFF JASPER COLLECTION** the title of “**Corporate Citizen of the Year**” **FROM THE JASPER PARK CHAMBER OF COMMERCE.**

SKY LAGOON PROVIDED complimentary mental health visits for staff from Icelandic suicide **SUPPORT ORGANIZATION PIETA SAMTÖKIN.**

THE BANFF GONDOLA'S NIGHTRISE won the Celebrating Indigenous Tourism Excellency (CITE) award for its collaboration with the **Stoney Nakoda Nation.**



Respect

By The Numbers

KPI'S	ALASKA COLLECTION	BANFF JASPER COLLECTION	GLACIER PARK COLLECTION	FLYOVER ATTRACTIONS	SKY LAGOON	COLORADO	
Guest satisfaction (NPS) ¹	68.5	55.3	43.3	47.5	—	—	
Staff satisfaction and engagement ²	56%	63%	65%	67%		71%	
Diversity of our staff	Age range	15 - 78	14 - 78	16 - 77	14 - 76	16 - 50	23 - 64
	Average age	33	31	30	29	27	40
	Median age	27	27	25	25	26	36
	Gender mix (M/F)	48/52%	47/53%	47/53%	41/59%	39/61%	39/61%
Number of staff	Full-time, year-round staff	52	1038	124	193	88	55
	Seasonal staff (peak)	504	1307	745	86	25	—
Average staff tenure (years)	Full-time, year-round staff	6.1	3.2	6.2	2.5	1.1	2.1
	Seasonal staff (peak)	1.3	0.8	1.3	0.7	0.5	—

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.



STEWARDSHIP

The places where we live and work are incredibly important to us and our guests, and our role as stewards is to create change the right way. In 2022, we continued to invest in the sustainable longevity of our experiences through grassroots initiatives and innovative solutions.



Many hands **MAKE A DIFFERENCE**

We are grateful to live, work and play in some of the world’s most wildly beautiful and storied landscapes, sharing their therapeutic properties with Pursuit guests. As such, we consider ourselves stewards of the land, forever committed to improving our environmental initiatives and sustainable practices.

Pursuit team members, across all collections, live and breathe this philosophy, as demonstrated in these 2022 boots-on-the-ground environmental programs.

Wrangling at the Weed Rodeo

Since 2003, our Glacier Raft Company (GRC) team in Montana has volunteered in the spring Weed Rodeo — an ever-growing clean-up bringing the Glacier community together to pull noxious, invasive weeds from the banks of the Flathead River.

Each year, GRC’s team of passionate outdoor adventurers revisit the same scenic section of the Middle Fork of the Flathead, providing rafts, guides and lunch for volunteers and the accompanying local weed expert. The environmental impact of the clean-up has been massive, with Moccasin Creek being a prime example — towering noxious weeds are nearly

eradicated, and a variety of native plants re-established. “Participating in the Weed Rodeo is important to our GRC team and has been incredibly well received by volunteers. There’s a real sense of community and accomplishment,” says Glacier Raft Company general manager Mike Cooney. “It’s an emotional, feel-good experience to know we’ve made a lasting impact on a place as beautiful and pristine as the Middle Fork.”

In 2022, the event welcomed over 100 volunteers along the beloved Flathead River. *





Park & Port Clean-Up

Further north in Alaska, our teams are committed to showcasing and preserving the natural beauty and wonders of the Last Frontier.

In the port town of Seward, Kenai Fjords Tours completed another annual beach clean-up event in 2022. Aboard a 36' landing craft, the crew set sail along the west side of Resurrection Bay in Kenai Fjords National Park, visiting remote beaches on Spire Cove and Bulldog Cove, then venturing a further 24 miles south to Cheval Island.

While gathering bags of garbage in Alaska's coastal wilderness, volunteers managed to collect and dispose of a 600-pound abandoned fishing net tangled on the shoreline, doing their part to maintain the national park's faraway, unspoiled landscape in the process. *

While gathering garbage in Alaska's wilderness, volunteers pulled in an abandoned 600-pound fishing net.





Tidying the Town & Trails

One of Pursuit’s largest attractions, Banff Gondola employs upwards of 250 team members in the peak summer season. Recently, the team created a Promise to Place committee to help nurture an inclusive and positive workplace culture for permanent and seasonal team members. The group’s task is to identify opportunities and initiatives that support Pursuit’s Promise to Place pillars close to home.

Over the past year, the committee organized a series of trail clean-ups, bringing team members into the backcountry to give back while connecting with each other and with nature. In addition to hiking the trails, team members took to the streets of downtown Banff for three litter clean-ups, gathering rubbish along Mountain Avenue and the

Banff Mineral Springs Hospital grounds and parking lots. Banff Gondola has also assembled an environmental task force to brainstorm and recommend additional grassroots initiatives with positive environmental impacts.

“We feel fortunate to live and work in Banff National Park and never want to take its pristine beauty for granted,” says Paul Nolin, assistant general manager at the Banff Gondola.

“Exploring backcountry trails and sharing in nature builds deeper social connections within our team and encourages each other to protect and honor this special place.” ❄️

“Exploring backcountry trails and sharing in nature builds deeper connections within our team.”

WHAT IT MEANS TO BE JASPER CORPORATE CITIZEN OF THE YEAR

In November 2022, Pursuit’s Banff Jasper Collection was awarded Corporate Citizen of the Year by the Jasper Chamber of Commerce. The award recognized Pursuit’s support of local organizations like the Jasper Food Recovery, Jasper-Yellowhead Historical Society and Friends of Jasper National Park, as well as for grassroots initiatives for seniors, new Canadians and students.

“Honoring Place for many of us in Jasper means giving back to the small, tight-knit community that we’re so fortunate to live in,” says Gillian Thompson, Pursuit’s director of People and Community. *“We feel very proud to receive this award. It gives us motivation to continue giving back by volunteering our time, sponsoring events and donating to local charities and causes.”* ❄️



Stewardship Stories

From Around Pursuit

FLYOVER LAS VEGAS'

Lost Cactus Bar has swapped **all cups with recyclable** alternatives and integrated **AGAVE STRAWS FOR COCKTAILS.**

Sky Lagoon has employed **innovative solutions**, including water stations, refillable spa products & reusable storage bags, **to eliminate single-use plastics.**

AT AND AROUND THEIR HOME at Canada Place, FlyOver Canada has **organized frequent community cleanups**

TO KEEP THE AREA PRISTINE & WELCOMING.



Stewardship

By The Numbers

ATTRACTIONS

	2022	2021	2020	2019
Guests served ^{1,2}	1,245,827	721,967	345,429	1,453,899
Electricity (KWh) per guest ³	2.2	3.3	6.7	1.9
Natural Gas (CF) per guest ³	0.3	0.6	1.3	0.4
Fuel (Gallons) per guest ^{3,4}	0.5	0.9	0.9	0.4

HOSPITALITY

	2022	2021	2020	2019
Room nights provided ^{1,5}	391,556	304,267	188,944	201,758
Electricity (KWh) per room/night ³	54	54	69	39
Natural Gas (MCF) per room/night ³	0.24	0.27	0.33	0.25

INVESTMENTS IN SUSTAINABILITY

	2022	2021	2020	2019
Capital investment in sustainability-related initiatives (US)	\$1,911,528	\$1,171,142	\$2,462,784	\$1,117,415

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 pleased with the improvement in 2022 and expect to see continued improvement in 2023 as we return to more regular volumes.

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.



PROMISES IN PROGRESS

As Pursuit continues to grow and evolve,
so do our past projects and initiatives.



Looking back, **MOVING FORWARD**

Each year, our annual report spotlights the forward momentum of Promise to Place projects. But these reports aren't meant to just live as historical documents. After publication, progress marches on.

Here, we revisit past years' promises and provide updates on how initiatives continue to evolve today.

In 2019: We explored how opt-in Glacier Park Collection donations have helped to support wildlife, wonder and wilderness initiatives through the Glacier Park Conservancy.

In 2022: Glacier Park Collection has donated an additional US\$139,540 to the conservancy since 2020, funding trail restoration, wildlife preservation, field trips and other crucial projects in the process.





In 2020: Our Banff Jasper Collection food and beverage team debuted Easy Eats, providing easy-to-prepare meals to team and community members during the COVID-19 pandemic.

In 2022: In September, Jasper’s food and beverage team stepped up once again when the townsite lost power due to the nearby Chetamon wildfire. In addition to feeding team members, our team also organized community dinners as rolling outages impacted the town over a week and a half.



In 2019: We celebrated a Glacier Park Collection-wide effort in composting, leading to 57 tons of organic waste avoiding the landfill.

In 2022: Composting efforts have continued, with our restaurants and properties creating 62 tons of premium quality compost.

IN 2019: We reported on an ambitious project to lessen our environmental impact and upgrade our entire Ice Explorer fleet at the Columbia Icefield.

In 2022: We’ve reduced our emissions more than 30% by using propane generators in the place of diesel at the Glacier Discovery Centre. To date, we have fully refurbished 11 Ice Explorers. Now, we’re looking at the possibilities of electrification.

IN 2018: We shared the importance of making FlyOver a universally welcoming experience, regardless of age, language or cultural background.

In 2022: FlyOver Canada established a budget for employee culture sharing. Over the past year, the team celebrated both Eid and Day of the Dead, with plans for further expansion in 2023. 🌱



Being **GOOD NEIGHBORS**

Pursuit businesses are committed to the communities in which we operate. By partnering with like-minded local businesses, non-profits and organizations striving for positive change, we've made profound changes close to home together.

Learn more about what we accomplished through our collaborations in 2022 and how Pursuit has helped our partners achieve their goals, too.





Pursuit’s Banff Jasper Collection contributed CA\$63,000 in cash donations and CA\$62,000 worth of in-kind donations to community initiatives in 2022, along with founding the Pursuit Community Fund with the Banff Canmore Community Foundation.

“The Banff Canmore Community Foundation deeply values Pursuit’s consistent and powerful leadership in the Bow Valley community. We consider Pursuit to be champions of our work on behalf of community, and we’re very excited for what this partnership will bring in the future.”

Laurie Edward, Executive Director,
Banff Canmore Community Foundation

In June 2022, FlyOver Canada initiated an ongoing partnership with Kids Up Front Vancouver and began donating complimentary tickets to children and families facing barriers in visitation. The remaining seven months of the year saw more than 30 families experience the magic of FlyOver through the program.

“Kids Up Front Vancouver were so thrilled to receive tickets to FlyOver Canada. It was such a popular event that we had more requests than we were able to fulfill. We cannot thank FlyOver enough for creating a fun and inclusive experience for kids and their families.”

Caryl E. Dolinko, Executive Director,
Kids Up Front Vancouver

Glacier Park Collection pledged US\$10,000 over two years to the Logan Health-Whitefish Foundation to purchase an x-ray machine for its Whitefish Mountain and West Glacier seasonal clinics. Now, guests and residents will be closer to the accessible care they need when they need it.

“The Logan Health-Whitefish Foundation appreciates Pursuit’s generous support in helping to purchase our Carestream DRX Revolution X-RAY System. This machine enables our friends and families, neighbors and guests, to receive evaluation and care with the most up-to-date technology at our walk-in clinics.”

Kalen Young, Executive Director,
Logan Health-Whitefish Foundation

EFFORTS ADD UP IN GLACIER

Pursuit is proud of the community-minded team in our Glacier Park Collection. Here are a few noteworthy numbers from their 2022 Promise to Place projects:

US\$17,900

worth of cash contributions and supplies donated to schools and youth programs on the East side of Glacier Park Collection.

US\$7,606

raised during Rafting for a Cause 2022.

US\$19,116

donated to the Flathead Rivers Alliance (FRA).

US\$30,500

donated to several local community initiatives.

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

Alaska Collection

- / Alaska Sealife Center
- / Cantwell Recycling Center
- / National Park Service
- / Seward Arts Council
- / Susitna Valley Jr. & Sr. High School
- / Sustainable Seward
- / Upper Susitna Food Pantry
- / Whale SENSE

Banff Jasper Collection

- / Banff Canmore Community Foundation
(now Pursuit Community Fund)
- / Banff Community Dinner
- / Banff Food Bank
- / Banff Food Rescue
- / Banff Mineral Springs Hospital
- / Banff Pride Society
- / Bow Valley Christmas Spirit Society
- / Calgary Centre for Sexuality
- / Canmore & Area Health Care Foundation
- / Canmore Collegiate High School
- / David Bayne Legacy Fund
- / École Jasper Elementary School
- / Jasper Caring Community Fund
- / Jasper Community Team Society
- / Jasper Fire Dept.
- / Jasper Jr. & Sr. High School
- / Jasper Minor Sports
- / Jasper Nurses
- / Jasper RCMP
- / Jasper Royal Canadian Legion
- / Jasper Victim Services
- / Kamloops Symphony Orchestra
- / Make-A-Wish Canada
- / Rotary Club of Canmore
- / Rotary Club of Jasper
- / Santas Anonymous Banff Lake Louise
- / Santas Anonymous Jasper
- / Starlight Children's Foundation
- / Tourism Jasper

Colorado

- / Denver Bike to Work Day
- / Denver Rescue Mission
- / RTD EcoPass Program

Glacier Park Collection

- / American Rivers
- / Babb-St. Mary Fire Dept.
- / Big Mountain Commercial Assoc.
- / Blackfeet Community College
- / Browning Public Schools Athletic Club
- / Columbia Falls High School
Foreign Language Dept. &
Speech & Debate Team
- / Columbia Falls Sports Boosters
- / Columbia Falls Lions Club
- / Coram-West Glacier Fire Dept.
- / Cycle Montana
- / East Glacier Park Fire Dept.
- / Flathead County Sheriffs Assoc.
- / Flathead Rivers Alliance
- / Gateway to Glacier Trails
- / Glacier National Park Conservancy
- / Glacier Park Foundation
- / Heart Butte Public Schools Athletic Club
- / Hungry Horse Fire Dept.
- / Land to Hand
- / Logan Health-Whitefish Foundation
- / Montana Youth Diabetes Alliance
- / Polson Booster Club
- / Rotary Club of Columbia Falls
- / Samaritan House
- / Whitefish Bulldog Booster Club
- / Whitefish Legacy Partners
- / Wings Regional Cancer Support

Las Vegas

- / SAFY

Reykjavík

- / Álftamýrarskóli, Birta Stoðdeild
- / Breiðablik Athletic Club
- / FKA - Women in Business
- / Hitt Húsið Youth Center
- / Icelandic Startups
- / Kraftur - Cancer Support Group
- / Kvennaathvarfið -
Women's Shelter
- / Landsbjörg
- / Mía Magic Boxes
- / Pieta - Suicide
Prevention
- / Reykjavík Pride
- / Stígamót - Survivors
of Sexual Violence
Support

Vancouver

- / Canucks Autism
Network
- / Kids Up Front
Vancouver



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