

FOR IMMEDIATE RELEASE

Flyover

CHICAGO'S NEWEST ATTRACTION – FLYOVER – REVEALS CREATIVE TEAM AND FILM TRAILER

New Multi-Sensory Experience by Pursuit to Take Viewers on an Immersive Journey through Chicago

CHICAGO – (January 31, 2024) – Flyover, the immersive attraction that transports guests to the planet's most epic places through exhilarating flying journeys, released the trailer for the new Chicago experience today.

Located within the city's landmark waterfront Navy Pier, the multi-sensory experience features impressive aerial shots and first-person narratives, along with leading drone technologies, to showcase Chicago from perspectives never seen before.

[Click here](#) for the official trailer to the signature Chicago flying journey

“The Flyover journey in Chicago embraces the concept of the strength of the individual and the power of community that is present throughout the history of Chicago,” said Lisa Adams, COO and Executive Producer, Flyover Attractions by Pursuit. “The opportunity to try and capture the energy of a city and humanity within a city, and to do this in Chicago, was incredibly exciting.”

“When we began this journey and throughout the process, we had the privilege of speaking with hundreds of Chicagoans about Chicago and what makes them proud of the city. As we spoke to all these incredible people, we were excited to find common threads and fuse them into a story that ultimately inspires and brings people together,” said writer and director David Mossop.

Pursuit partnered with some of the entertainment industry's most creative minds to bring Chicago's flying journey to life. These include:

- / Creative Director: 30 years of experience as an “Imagineer” at Disney, Rick Rothschild.
- / Film Writer & Director / Associate Creative Director: Cannes Lion Award-winning David Mossop.
- / Composer & Executive Music Producer: Renowned film composer and music producer Elliott Wheeler, most recently known for his work as composer and Executive Music Producer for Baz Luhrmann's Elvis biopic.
- / Music Director: Decorated conductor Rich Daniels.
- / Film Producer, Act 3: Chicago's Rich Lederer, a production manager and producer recently known for Power Book IV: Force, Empire, and Barbershop 2.
- / Director, Act 1 and 2: Rio Mitchell, from award-winning production and media house, Sherpas Cinema.
- / Drone Pilot: Gabriel Kocher, Ph.D. in astrophysics and Global Champion Drone Racing League pilot.
- / Flyover Attractions COO and Executive Producer: Lisa Adams.

Three Act Immersive Experience

Flyover's journey begins when visitors step through the door, with Act 1 unveiling a gallery-style experience that introduces guests to Chicago characters, suburban settings, and thematic musical touchpoints.

Act 2 is where the story of Chicago deepens. Stories of the people that make up the fabric of the city are introduced, set to an energetic and powerful musical score. Located in our pre-show theatre, guests will be introduced to real Chicagoans up close and living real life in their diverse communities. Stirring words heard from various Chicagoans are combined with building musical emotions and stunning immersive cinematography from around the city.

Flyover's climax, Act 3, is an exhilarating 9-minute flying journey unlike anything ever experienced. The audience weaves an impossible and continuous flight-line through Chicago. From 13,000ft above to diving straight down buildings and skimming sidewalks; from wall-riding skyscrapers, floating through fireworks, and even into buildings like the Chicago Theatre; all while choreographed action of Chicagoan lifestyle unfolds: L-trains sparking, boats ripping, car chases, sports being played, up in the airshow, and more.

"From new drone technology developed specifically for Flyover, to a musical score that introduces collaborative new music, to stories of Chicago told by its people, this journey will ultimately engage and entertain viewers with an immersive urban experience that pushes the boundaries of Flyover attractions in both technology and style," said Adams.

Flyover's signature Chicago journey will be shown on an impressive 65-foot spherical screen with flight motion seats engineered to swoop, dip and turn, giving guests the feeling of flight. The attraction will transport 60 guests at a time, with complete sensory immersion using wind, mist and scents, as fliers hang suspended.

The immersive flying journey is located on the Navy Pier, directly across from the Chicago Children's Museum at the west entrance of Navy Pier. The new Chicago experience will mark the fourth Flyover experience for Pursuit, which also includes Flyover attractions in Las Vegas, Reykjavik, Iceland, and Vancouver, Canada.

Flyover will debut on March 1. To learn more about Flyover or to purchase tickets visit ExperienceFlyover.com/Chicago

Watch the first Chicago Takes Flight video series on the production of Flyover [here](#).

Video and Photo assets can be [found here](#) | Credit: Flyover by Pursuit

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About Flyover by Pursuit

Flyover is an immersive experience of awe and wonder, transporting guests through the planet's most epic places through exhilarating flying journeys. The attraction utilizes flight motion seats engineered to swoop, dip and turn, giving guests a feeling of flight while a 65-foot spherical screen that provides guests with an unparalleled flight across iconic locations and natural landscapes. Special effects, including wind, mist and scents, to create an unforgettable entertainment experience. Owned and operated by Pursuit, the new Chicago location will mark the fourth Flyover attraction for the global attractions and hospitality brand, which also includes Flyover attractions in Las Vegas, Reykjavik, Iceland, and Vancouver, Canada. The new Chicago location is located directly across from the Children's Museum at the historic Navy Pier. For more information about Flyover visit flyoverattractions.com.

About Pursuit

Pursuit is an attractions and hospitality company that owns and operates a collection of inspiring and unforgettable experiences in iconic destinations. Pursuit's elevated hospitality experiences enable visitors to discover and connect with world-class attractions, distinctive lodges and engaging tours in stunning national parks and renowned global travel locations, in addition to experiencing our growing collection of Flyover

Attractions in the vibrant cities of Vancouver, Reykjavik, Las Vegas and Chicago, (opening March 1, 2024.) With a strategic direction to build an expanding portfolio of extraordinary travel experiences, Pursuit remains focused on delivering iconic, unforgettable and inspiring experiences in the world's best places. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit www.pursuitcollection.com.

For media inquiries, please contact:

Tanya Otis, Flyover by Pursuit

Email: totis@pursuitcollection.com | Phone: 587.222.4686