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FlyOver Iceland Launches in Reykjavik

REYKJAVIK – (September 5, 2019) – FlyOver Iceland, the highly anticipated flight ride experience by Pursuit, opened its doors to the public providing guests with an exhilarating flight simulation over some of the country's most iconic natural wonders, hard to reach locations and picturesque scenery.

The attraction is the first flight ride experience in Iceland with its location situated along the historic harbour in Reykjavík's popular Grandi Harbour District, just minutes from downtown.

"We are thrilled to welcome guests to FlyOver Iceland as we unveil a brand new iconic Icelandic experience," said Agnes Gunnarsdóttir, General Manager, FlyOver Iceland. "From the pre-ride experiences highlighting Icelandic culture, history and folklore to the visually stunning flight ride to far reaching landscapes, we are excited to share this immersive story with both locals and visitors alike."

Prior to the flight ride, the attraction will feature a two-part pre-ride experience that explores the roles of nature, time and humankind on this ancient island while featuring volcanoes, glaciers, trolls and more. These unique multi-sensory spaces, designed by renowned multimedia studio Moment Factory while working closely with FlyOver Iceland's creative director Rick Rothschild, will form an introductory experience to build anticipation and complement the overall FlyOver experience.

The recently completed landmark building, designed by Iceland architect Páll Hjaltason of Plús Arkitektar, has been constructed to reflect some of the same industrial influences that form the hallmark of Scandinavian architecture, while carefully observing the industrial and modern feel of the neighbourhood. The building's design includes standout features like the illuminated, cylindrical theatre, while the interior space offers a café and retail experience in addition to the flight ride and pre-show attractions.

FlyOver Iceland marks the first FlyOver attraction outside of North America for the adventure travel brand. Pursuit recently announced plans to develop FlyOver attractions in Las Vegas and Toronto.

FlyOver Iceland is operated by Pursuit through Iceland's Esja Attractions ehf ("Esja").

The Experience

The Pursuit FlyOver Iceland flight ride utilizes a unique and state-of-the-art moving platform with six degrees of motion, multi-sensory special effects and a 20-metre spherical screen that provides guests with an unparalleled flight across iconic locations and natural landscapes. Special effects, including wind, mist and scents, combine with the ride's motion to create an unforgettable visceral experience.

Pre-Ride Experience

The Longhouse

Guests enter an ancient Viking longhouse, reproduced by scenography and an integrated video content screen. A grizzled storyteller spins a yarn about Iceland's pasts as shadow-play projections illustrate his tale on the wall behind him.

The Well of Time

Guests are guided by Su Vitra, a troll designed by English-Icelandic illustrator Brian Pilkington and inspired by local legends. Projections animate the floor and content is shown on suspended kinetic screens, leaving guests with a poetic vision of Iceland.



Filming FlyOver Iceland

The large-scale production brought together a talented team of creative professionals from Iceland and around the world. Together, they captured the far reaches of the island, across the diverse and dramatic Iceland seasons resulting in an immersive and visually impressive flight ride experience.

For more information or to book tickets visit flyovericeland.com, call 1.866.532.6150 or follow us on social at [@flyovericeland](https://twitter.com/flyovericeland).

Images: FlyOver Iceland | Photo credit: FlyOver Iceland by Pursuit

Watch the Making of FlyOver Iceland here.

About FlyOver Iceland

Modeled after Pursuit's highly-successful FlyOver Canada attraction, FlyOver Iceland is a flight simulation ride that takes guests on a breathtaking aerial tour over some of Iceland's spectacular landscapes using the latest in ride flight technology. FlyOver Iceland is owned by Esja Attractions with majority partner Pursuit. For more information about Pursuit's collection of experiences, visit pursuitcollection.com. For more information about FlyOver Iceland, please visit flyovericeland.com

About Pursuit

Pursuit is a collection of inspiring, unforgettable experiences in iconic destinations. From stunning national parks in Canada and the United States, to the vibrant cities of Vancouver, Reykjavik, Las Vegas (opening 2021), and Toronto (opening 2022), Pursuit's world-class attractions, distinctive lodges and 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 refreshing, improving and growing its collection in outstanding places around the globe. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit pursuitcollection.com.

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