

FOR IMMEDIATE RELEASE

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## **Pursuit Announces Development of New Jasper Hotel**

**JASPER, AB** – (May 4, 2021) – Pursuit announced today the development of a new wilderness-inspired hotel located in the globally renowned Canadian mountain town of Jasper, expanding its portfolio of iconic experiences, attractions and accommodation within Jasper National Park.

The hotel's location at the edge of town, surrounded by stunning mountains, will provide the ideal basecamp for visitors looking to immerse themselves in nature while staying close to the town's vibrant downtown shopping and culinary offerings.

The design of this new property, which is led by globally acclaimed Canadian design firm DIAOLG and supported by Lawson Projects and Johnston Builders Ltd. of Alberta, will feature a fresh and modern palette integrating natural wood and stone accents throughout the space.

"Jasper is an incredibly beautiful place, visited by guests from around the globe. This new hotel featuring contemporary, wilderness-inspired design will provide guests with a peaceful oasis when visiting such a beloved Canadian national park," said Luke Sunderland, VP Lodging, Banff Jasper Collection by Pursuit.

Each of the hotel's 88 guest rooms will feature kitchenettes and expanded patios that seamlessly bring the outdoors in. The property will also feature a vaulted pavilion, complete with a show-stopping fireplace that enhances the cozy ambiance of the mountain hotel experience.

Once completed, the new hotel will complement Pursuit's current portfolio of eight hotels and iconic experiences in Jasper National Park, which include the Columbia Icefield Adventure, Columbia Icefield Skywalk, Glacier View Lodge at the Columbia Icefield, dining and boat tour adventures at Maligne Lake and the Maligne Canyon Wilderness Kitchen near Jasper.

With the development of the new hotel, Pursuit will also convert 27 rooms from the neighbouring Marmot Lodge into staff accommodation. This new dedicated staff accommodation will provide housing for both the new hotel and current operations.

"We are inspired by living and working in some of the most beautiful places on Earth. As we begin to emerge from what has been an incredibly challenging year, we look forward to continuing to invest in the Jasper community while working diligently to preserve such an incredible place," said David Barry, President, Pursuit.

Securing Parks Canada and community support following an extensive public approvals process, the new hotel is anticipated to open in June of 2022.

For more information on Pursuit's Banff Jasper Collection, visit [banffjaspercollection.com](https://banffjaspercollection.com)

View [renderings here](#).

### **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 late 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](https://pursuitcollection.com).

**For media inquiries, please contact:**

Tanya Otis, Pursuit

Email: [totis@pursuitcollection.com](mailto:totis@pursuitcollection.com) | Phone: 587.222.4686