

FOR IMMEDIATE RELEASE
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Pursuit's newest restaurant Terra opens in Jasper this June

JASPER, Alberta – (May 12, 2022) Pursuit introduced today its newest dining concept, Terra, an inviting restaurant located in the quaint mountain town of Jasper. Opening June 10, the new experiential eatery will feature a regional farm-to-table menu inspired by the raw and wild nature of the globally recognized national park.

“There is a burgeoning culinary scene within Jasper that is showcasing fresh and modern fare and we are privileged to be part of this vibrant foodie movement,” said Tyler Tays, Executive Chef, Jasper Lodging, Pursuit. “Terra’s mountain-inspired menu will introduce flavours influenced by nature and carefully crafted with regionally sourced ingredients resulting in dishes that will surprise and delight.”

The sharing-based menu will feature small plate dishes such as fried green tomatoes, bone marrow and candied salmon, alongside larger plates including the restaurant’s show stopping ember-hung duck and reverse-seared bison tomahawk with house-made dandelion chimichurri.

“From design conception of the space to the inviting menu and careful selection of regional spirits, we wanted to create an experience that would bring people together after a day of mountain exploration,” said Tays.

Design elements include a live-edge harvest table, stone finishings and a plant wall feature that will bring the space to life. Large windows showcasing stunning mountain views and an inviting patio will create a seamless transition to the outdoors.

“With its natural atmosphere, contemporary design and warm hospitality, Terra will provide a culinary destination for visitors and locals alike,” said Stuart Back, Chief Operating Officer, Banff Jasper Collection by Pursuit. “Terra’s location in one of Canada’s most iconic national parks will provide a stunning backdrop for what is going to be a memorable dining experience.”

For more information visit terrajasper.com, call 1-800-808-8068, or follow us on social media @pursuitbanffjasper

View Terra renderings [here](#) | Photo credit: Terra by Pursuit

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, Chicago (expected opening 2024) and Toronto (expected opening 2024), 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.

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