It’s a commitment to our guests and staff, community and the planet.
# TABLE OF CONTENTS

The Importance of a Promise 04

Stewardship: The Environment 06
  / What We Serve Matters
  / Flathead River Magic
  / Hands-on Experience
  / Connecting to Place
  / Harnessing the Sun
  / Reducing Plastic Waste
  / Stewardship By The Numbers
  / Spotlight: Banff Jasper Collection

Respect: The People 20
  / Welcoming New Canadians
  / Better for All
  / Putting Safety First
  / Helping Our Team Feel at Home
  / Respect For All Who Cross Our Path

Community: Our Places 28
  / Connecting with Local Farmers
  / Tackling Traffic
  / Volunteering
  / Working with Locals
  / Celebrating Diversity
  / Restoring and Maintaining Heritage
We’re in the business of fulfilling dreams. That’s something we take seriously. In addition to connecting our guests and staff with some of the most iconic destinations in the world, we must also work hard on our stewardship of these magical places, respect for all who visit them and helping our communities improve and evolve.

We call it Promise to Place. It’s our sustainability program serving the remarkable people and places at the heart of Pursuit. Here’s how we spell out our promise:

/ 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.

Our initiatives are designed to improve guest engagement, increase staff satisfaction and pride and help us become better at what we do.

In this report, we’ve gathered stories to articulate our Promise to Place. The journey starts now, and it’s a journey that has no end. In many of our destinations we have robust programs in place and in others we are just beginning. In our annual review of these initiatives we’ll have things to be proud of and things we need to work harder on.

We’re going to talk about both and we’ll always be striving to improve our Promise to Place.

I welcome your feedback.

David Barry
President
promisetoplace@pursuitcollection.com
The Environment

You come to us to immerse yourself in some of the world’s most pristine natural settings and eco-aware urban environments. Like you, we want to ensure these places remain spectacular and special for generations to come. Through responsible management practices, we constantly improve our environmental programs and make good on this part of the promise.
STEWARDSHIP

44,000+
STUDENTS FROM ACROSS ALASKA have participated in Kenai Fjords Tours’ Marine Science Explorers Program

10% DECREASE in waste generated per guest at the Banff Gondola on account of our waste reduction strategies

153 modules of solar panels generate over 7.5 megawatt hours of energy per month at ELK + AVENUE HOTEL

197,102 PLASTIC WATER BOTTLES avoided in 2018 by providing water refill stations at the Banff Gondola and Columbia Icefield
WHAT WE SERVE MATTERS: SUSTAINABLY-SOURCED MENUS

The summit of a snow-capped mountain, a historic log cabin on the shore of a pristine lake, a sweeping valley of ancient glaciers, a northerly ocean passage lined with towering walls of ice. Visitors from around the world visit these unique wonders, many for a once-in-a-lifetime experience. They want to connect in a deep way with these places. One key way to do so is through food. And while it can be a purely sensory experience to eat an amazing meal, at Pursuit we make conscious decisions about the food we serve and how we source it in an effort to lower our footprint.

The seafood served at our dining establishments at the Banff Gondola, Columbia Icefield Glacier Discovery Centre and at Maligne Canyon and Maligne Lake is sourced with Ocean Wise seafood, and other items are sourced from local producers.

“It’s important to support organizations with values we want to mirror,” says Executive Chef Martin Brenner. “Through our partnership with Ocean Wise, we support research on sustainability within the fishing industry, and reduce over-fishing by taking their recommendations for the best ingredient options for our own menus.”

Quality is important to us. We ensure a high caliber by staying informed on how seafood is farmed, and where it is coming from.”

Sustainably-caught seafood is also used at our Alaska Collection lodges. In Alaska, local fishing regulations and quotas are very stringent, ensuring Alaskan sea life stays abundant and resilient to fishing pressures. “All of our fresh seafood is caught and processed here in Alaska,” says Wes Choy, Executive Chef at Talkeetna Alaskan Lodge. “Quality is important to us, and we ensure a high caliber by staying informed on how seafood is caught or farmed, and where it is coming from.”

READ FULL STORY ONLINE
In West Glacier Village, we are nestled right next to the beautiful Middle Fork of the Flathead River. The West Glacier Village includes food outlets, shopping, lodging and an all-new RV Park. Together, they’re steps from one of the most treasured stretches of water in the United States. Historically, this place matters a lot to the local community, and to us. In 2018, to help celebrate 50 years of the Wild and Scenic Rivers Act (an idea that was born just up stream from West Glacier), we partnered with the conservation group American Rivers and locals to raise funds and awareness to support rivers conservation.

Pint Nights were held at the legendary Freda’s Bar in West Glacier and at Backslope Brewery in nearby Columbia Falls, where many of our Pursuit team members live.

Together, we produced a short film that showcases this incredible place, its values and its supporters. The film, “Flathead Magic”, has been seen by thousands. It’s all part of our promise to bring meaning to these kind of places, to help our guests connect to them and to collaborate with our community to preserve them. Sounds pretty magical, indeed.

Our Flathead Magic video garnered 3,000 views in the first 4 months and was the opening film of the 2019 Wild Rivers Film Tour, showing in multiple cities across Montana.
Like you, we want to ensure these places remain spectacular and special for generations to come.
Kenai Fjords Tours is very proud of its award-winning Marine Science Explorers Program. At least 44,000 kids from across Alaska have experienced the program since it started in 1995. Each spring, school groups make the trip to Seward and then spend the day exploring Resurrection Bay on board the M/V Alaska Explorer, a Kenai Fjords Tours boat that is specially set-up for interpretive learning. It’s a chance for kids to learn about the physical properties of seawater in a hands-on way. They can measure density and temperature to determine salinity, and use a Secchi disk to measure turbidity. There’s an aquarium and touch tank on board the boat stocked with a healthy selection of intertidal creatures.

“It’s a real hands-on experience,” says Program Manager Leslie Jacoby. “Our team of educators is so passionate about what they do. They have lots of energy!” Students observe not only what they can see on the surface of the water, but they also get the chance to explore the intertidal zone and learn the “who’s who” of this unique habitat. This helps to increase the students’ understanding of the coastal and marine ecosystems in their home state.

“Hand-on Experience for Alaska Students

It’s a real hands-on experience. Our team of educators is so passionate about what they do. They have lots of energy!”

READ FULL STORY ONLINE
CONNECTING TO PLACE
AT THE BANFF GONDOLA

Much more than a must-visit for visitors in Banff, the Banff Gondola has become a place that brings the community together and celebrates the uniqueness of Sulphur Mountain. From the eight-minute cabin ride up from the base of the mountain to the boardwalk spanning a ridge line to a historic site, there’s much to see and do here. The interpretive floor, developed in partnership with Parks Canada, features engaging messaging around conservation, wildlife and stewardship.

It’s an educational tool for guests to discover more about Banff National Park — its heritage, natural landscapes and how to enjoy it responsibly.

“Our goal is to educate our guests while reflecting national park values,” says Luke Sunderland, General Manager of Banff Attractions at Pursuit. “Learning about the area builds an appreciation and sense of responsibility to protect it, and hopefully inspires visitors to share their experience with others.”

At the top, we also strive to foster reconciliation with our First Nations neighbours. This includes a feature piece of art by renowned Stoney Nakoda artist Rollinmud called Whitebark Pine, Centennial Tree located on the fourth floor. We welcome First Nations groups regularly at the Gondola. Rollinmud’s stunning art helps them to experience this place, connect with their heritage and build a bridge to the larger community of Banff locals and visitors from around the world.

Learning about the area builds an appreciation and sense of responsibility to protect it, and hopefully inspires visitors to share their experience with others.”

READ FULL STORY ONLINE
It’s an educational tool for guests to discover more about Banff National Park—its heritage, natural landscapes and how to enjoy it responsibly.
At locations across Pursuit, solar panels are being used as a supplemental power source.

Elk + Avenue Hotel: Installed in 2018, 153 modules of solar panels generate over 7.5 megawatt hours of energy per month.

Banff Transportation Facility: Over 61 megawatt hours of solar energy have been generated since 2015, saving over 43,000 metric tons of CO₂ emissions.

Banff Gondola: Solar tubes use sun exposure to heat cold water.

Kenai Fjords Wilderness Lodge: Panels installed in 2012 power waterfront cabins.

Fox Island Day Lodge: Two solar arrays and a propane generator charge the battery bank that powers the lodge.

Over 43,000 metric tons of CO₂ saved at our Transportation Maintenance Facility.
At the Banff Gondola’s Upper Terminal, perched atop Sulphur Mountain, managing waste is no small feat. Starting in April 2018, major initiatives have been brought in to significantly reduce plastic waste and single-use containers, as well increasing diversion of organics and recycling from landfill.

**Straw-free:** Sky Bistro was first to eliminate straws. Northern Lights and Castle Mountain Coffee are now following. That’s resulted in the reduction of close to 10,000 straws each month.

**Beverage cups:** In Northern Lights, disposable drink cups have been replaced by reusable ones.

**Packages and stir sticks:** In Castle Mountain Coffee, all individual sugar and honey packages have been eliminated. Same for plastic stir sticks.

**Full organic composting:** the Gondola’s Food and Beverage department has diverted up to 40% of its waste through a composting program.

**Take-home mugs:** Instead of disposable cups, the Sunset Festival offers keepsake beer mugs to guests.

By the end of September, we measured a 10% reduction in waste generated per guest than the same time the year before — showing us that our strategies are having a positive impact toward reducing our environmental footprint. 🌿
This is the first year we’ve shared our sustainability measurements. We’re proud of the number of guests we serve — and how we help them create unforgettable and lasting connections to iconic natural locations. We’re also proud of our continued investment in developing more sustainable capital assets, installing more alternative power generation capacity and our improvements to systems including waste management, heating, ventilation and air conditioning (HVAC), and water distribution and management. Long-term, we’re committed to ongoing transparency and expanding our Key Performance Indicators (KPI) to include waste, emissions, water consumption as well as showing year-over-year comparisons that demonstrate the progress we have been making.
### STEWARDSHIP

<table>
<thead>
<tr>
<th></th>
<th>Pursuit</th>
<th>Alaska</th>
<th>Banff Jasper</th>
<th>Glacier</th>
<th>FlyOver Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of guests served¹</td>
<td>2,934,000</td>
<td>197,000</td>
<td>2,005,000</td>
<td>138,000</td>
<td>594,000</td>
</tr>
<tr>
<td>Electricity consumption²</td>
<td>72.4</td>
<td>5.1</td>
<td>61.3</td>
<td>186.4</td>
<td></td>
</tr>
<tr>
<td>(kWh per $1,000 USD of revenue)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural gas consumption²</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>(CCF per $1,000 USD of revenue)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gas/fuel consumption²³</td>
<td>15.7</td>
<td>31.1</td>
<td>11.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Gallons per $1,000 USD of revenue)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Investment in</td>
<td>$ 410,000</td>
<td>$125,000</td>
<td>$110,000</td>
<td>$ 92,000</td>
<td>$ 83,000</td>
</tr>
<tr>
<td>Sustainability-Related Initiatives (USD)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹ Number of guests served is based on attraction, sightseeing and transportation ticket holders and overnight hotel guests. It does not include restaurant, retail or other ancillary businesses.

² Resource consumption includes consumption that supports the primary experience as well as ancillary operations, staff accommodations and related.

³ Gas/fuel consumption includes fuel consumed by our boat and motorcoach fleet. It does not include fuel consumed by support vehicles.
Our team at the Banff Jasper Collection has been keenly focused on reducing our environmental footprint these past few years and has a jump start on providing more KPI measurements with year-over-year comparisons. We’re pleased that our investments in more efficient lighting, heating and cooling systems, Ice Explorer engines and new motorcoaches has reduced our overall resource consumption and emissions. In 2017/2018 we introduced a waste audit and management program at the Banff Gondola that has generated an 10% reduction in waste-per-revenue-dollar year-over-year, and given this success, we’re beginning to roll it out across Pursuit in 2019. 🌿
### STEWARDSHIP

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of guests served¹</td>
<td>1,924,800</td>
<td>2,005,000</td>
<td>0.4%</td>
</tr>
<tr>
<td>Electricity generation from solar power (kWh)²</td>
<td>30,000</td>
<td>69,000</td>
<td>130%</td>
</tr>
<tr>
<td>Electricity consumption (kWh per $1,000 USD of revenue)³</td>
<td>36.2</td>
<td>35.9</td>
<td>-1%</td>
</tr>
<tr>
<td>Natural gas consumption (CCF per $1,000 USD of revenue)³</td>
<td>1.2</td>
<td>1.0</td>
<td>-11%</td>
</tr>
<tr>
<td>Gas/fuel consumption (Gallons per $1,000 USD of revenue)³, ⁴</td>
<td>17.4</td>
<td>15.3</td>
<td>-12%</td>
</tr>
<tr>
<td>Propane consumption (Gallons per $1,000 USD of revenue)³, ⁵</td>
<td>4.4</td>
<td>3.9</td>
<td>-11%</td>
</tr>
<tr>
<td>CO₂ emissions (kg per $1,000 USD of revenue)</td>
<td>113.2</td>
<td>100.2</td>
<td>-11%</td>
</tr>
</tbody>
</table>

1. Number of guests served is based on attraction, sightseeing and transportation ticket holders and overnight hotel guests. It does not include guests at restaurants, retail or other ancillary business.

2. Solar panels have been installed at the Elk + Avenue Hotel, Columbia Icefield Skywalk and our transportation support facility. Elk + Avenue Hotel’s solar array came online in April 2018.

3. Resource consumption includes consumption that supports the primary experience. Ancillary operations, staff accommodations and related are not included. Due to its renovation in 2018, the Mount Royal is not included in these figures as well.

4. Gas/fuel consumption includes fuel consumed by our boat and motorcoach fleet. It does not include fuel consumed by support vehicles.

5. Propane is used for food preparation and heating some remote buildings. Only revenue associated with those activities have been included in the calculation.
RESPECT

The People

Whether you work with us, travel with us or are part of a community in which we work and live, you’ll have our respect—and we’ll earn yours. At Pursuit, we prioritize diversity and lead with inclusivity.

It’s all about the welcome and the way we help make these places magical—for all who cross our path.
GOAL TO EDUCATE 20M GUESTS BY 2028

PURSUIT WAS RECOGNIZED AS A TOP 75 EMPLOYER IN ALBERTA, CANADA

NATIONAL HISTORIC SITE DESIGNATION
AWARDED TO MALIGNE LAKE CHALET AND GUEST HOUSE
Whether you work with us, travel with us or are part of a community in which we work and live, you’ll have our respect—and we’ll earn yours.
Starting in October 2016 and now in its third year, the program was born from an inspiration for language teachers to connect new Canadians with places they talk about in the classroom. It’s about connecting them with this majestic place and developing a sense of belonging to their new country, and also about enhancing their language skills.

So far, more than 1,600 new Canadians have visited Banff on a complimentary Brewster Sightseeing tour. They’ve summited Sulphur Mountain with the Banff Gondola and enjoyed a delicious lunch at the Elk + Avenue Hotel. On a recent trip, the families who joined the excursion ranged in age from 5 to 70 years old. There were families from 19 different countries including Syria, Eritrea, Iraq, Nigeria and Afghanistan. Some of the children had been in Canada for over a year, and some had arrived as recently as a month or two before. We hope this was just the first of a lifetime of visits to Banff and other national parks.

Eighty percent of the survey participants said that they wouldn’t otherwise have been able to experience Banff and the Rockies. Ninety-six percent felt that they learned about the culture and history of Canada during the trip, and the same number felt more comfortable as newcomers in Canada after the trip.

More than 1,600 new Canadians welcomed to Banff Gondola from:

- Syria
- Iraq
- Iran
- Eritrea
- Ethiopia
- Congo
- Nigeria
- China
- Philippines
- Afghanistan
The unforgettable flight-ride of FlyOver Canada was designed from the start to be an experience that transcends age, language, physical ability and cultural background. There is no language barrier and the team at FlyOver are quick to jump in and ensure guests get the most out of their visit. In 2018, we customized a pamphlet to help a child with anxiety issues understand what the experience would be like ahead of time. The handout included a simple-to-understand step-by-step diagram and images of FlyOver. It’s about making everyone feel welcome.

“We welcome guests from every possible background.”

READ FULL STORY ONLINE
PUTTING SAFETY FIRST

At Pursuit, our team of over 2,500 people connects nearly 3 million guests with unforgettable places every year. Our adventure travel experiences include boats, buses and beyond. Safety First is key and is one of our cornerstone values.

At the Banff Jasper Collection, our commitment to safety is represented by our provincial Certificate of Recognition for our health and safety management program. The result of an extensive audit of our safety procedures, this industry-recognized stamp of approval recognizes the work our team does every day to keep our guests, our team members and our communities safe.

At FlyOver Canada our internal Safety Specialist was awarded the 2018 BC Safety Champion Award as part of the North American Occupational Safety and Health (NAOSH) Week — something the entire FlyOver team is very proud of.

HELPING OUR TEAM FEEL AT HOME

We’re lucky to work and live in some of the most iconic places on the planet. Our team members strive to give our guests a personal connection to these places.

In return, we’re working hard to provide our seasonal team members with accommodations that are clean, cozy and feel like home. In many of the remote areas where we work, upgrading our team accommodations requires planning and creativity. In 2018, we gave makeovers to housing buildings in Montana and Alaska. From paint to patios and WIFI to washing machines, it’s the little things that make all the difference. In Jasper, we’ve taken it a step further with our first brand new team accommodations. Nestled on the shores of iconic Maligne Lake, Camp Chaba gives our team members a lifestyle unlike any other.
Providing unforgettable and inspiring experiences to our guests and staff is core to our mission. As such, it’s incredibly important that we ensure we’re providing inclusive, supportive and welcoming environments for all. We measure this through guest and staff satisfaction scores. We also monitor the overall diversity of our team, how long our staff stays with us and how well we do at growing them internally. 😊
### RESPECT

<table>
<thead>
<tr>
<th></th>
<th>Pursuit</th>
<th>Alaska</th>
<th>Banff Jasper</th>
<th>Glacier</th>
<th>FlyOver Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest satisfaction (NPS)</td>
<td>63</td>
<td>72</td>
<td>65</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>Staff satisfaction &amp; engagement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-time, year-round staff</td>
<td>61%</td>
<td>36%</td>
<td>73%</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>Seasonal staff</td>
<td>67%</td>
<td>69%</td>
<td>65%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>Diversity of our staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age range</td>
<td>16 to 79</td>
<td>16 to 76</td>
<td>16 to 74</td>
<td>16 to 79</td>
<td>18 to 55</td>
</tr>
<tr>
<td>Average age</td>
<td>32</td>
<td>33</td>
<td>31</td>
<td>32</td>
<td>26</td>
</tr>
<tr>
<td>Median age</td>
<td>26</td>
<td>27</td>
<td>26</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>Gender mix (M /F)</td>
<td>51% / 49%</td>
<td>53% / 47%</td>
<td>52% / 48%</td>
<td>48% / 52%</td>
<td>42% / 58%</td>
</tr>
<tr>
<td>Number of staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-time, year-round staff</td>
<td>735</td>
<td>70</td>
<td>500</td>
<td>120</td>
<td>45</td>
</tr>
<tr>
<td>Seasonal staff (peak)</td>
<td>1860</td>
<td>500</td>
<td>650</td>
<td>640</td>
<td>70</td>
</tr>
<tr>
<td>Average staff tenure (years)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-time, year-round staff</td>
<td>7.3</td>
<td>4.6</td>
<td>8</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Seasonal staff</td>
<td>2.2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Internal promotions (number of roles filled with internal candidates)</td>
<td>50%</td>
<td>65%</td>
<td>50%</td>
<td>35%</td>
<td>75%</td>
</tr>
<tr>
<td>Percentage of employees receiving regular performance and career development reviews</td>
<td>89%</td>
<td>70%</td>
<td>97%</td>
<td>90%</td>
<td>90%</td>
</tr>
</tbody>
</table>

1. Guest satisfaction is based on the weighted average (by guest volume) for each of our experiences’ Net Promoter Score (NPS) within the collection. Anything above 50 is considered excellent.

2. Employee engagement for full-time, year-round Pursuit staff is measured by a bi-annual online survey administered by QualtricsXM IBM Kenexa. Results are benchmarked against 20 industry sectors and more than 20 million respondents. Seasonal staff satisfaction and engagement is measured annually using the Survey Monkey® online platform via questions that focus on “Intent to return” and “Intent to recommend” as the best measures of staff engagement, happiness and well-being.
COMMUNITY

Our Places

At every Pursuit location, we invite you “backstage” to celebrate our remarkable communities, to open your heart and mind to experiences beyond what you came for. Maybe you’ll never leave. We get that: we haven’t left either. In fact, we’ve poured ourselves into supporting the people and places that help create truly memorable events.
54 Alberta trades companies contracted for the MOUNT ROYAL HOTEL PROJECT

100+ J-1 INTERNATIONAL VISA STUDENTS EMPLOYED AT THE Alaska Collection & Glacier Park Collection

PORTION OF SALES from Pint Nights at Freda’s in West Glacier donated to support AMERICAN RIVERS

Our Banff Jasper team contributed over 2,750 hours of community volunteering in 2018
As contemporary diners continue to long for a return to basics in cuisine, and to search out simpler and more authentic food, chefs like Sky Bistro’s Executive Chef Scott Hergott are thriving on the challenge to bring local produce and meats to the forefront of their menus.

In order to do so, Executive Chef Scott Hergott is dedicated to forging strong relationships with suppliers and farmers, including Bear and the Flower Farm in nearby Irricana, Alberta. He took his team from the kitchen at the top of Sulphur Mountain to the farm to connect and be inspired.

“The trip to the farm was very grounding for the team,” says Chef Scott Hergott. “Once back in the kitchen, the team has really changed the way they approach cooking. We’re giving a lot more thought into preparing and using only what is required.”

Chef Scott is dedicated to working locally. This involves sourcing everything from tomatoes and seafood to chicken and cheeses from sources as sustainable and as close to Banff as possible.
Vehicle traffic in Banff can get congested during peak times in the summer. Pursuit is helping by offering a free shuttle service from downtown Banff to the Banff Gondola throughout the summer as a way to reduce the number of cars on the roads — and that’s good news for both sustainability and visitor experience. During the summer, we transported over 200 guests per day to the Banff Gondola, taking an estimated 88 cars off Mountain Avenue and the surrounding communities.

For Pursuit, one of the largest employers in Banff, reducing carbon emissions in Banff, reducing carbon emissions is a key stewardship goal. Alleviating traffic woes is an important community effort that helps locals (including many team members) make the most of living in the Canadian Rockies.

A crew of Talkeetna Alaskan Lodge team members volunteered on National Trails Day in 2018 to improve the K’esugi Ridge (Curry Ridge) Trail in nearby Denali State Park. They resurfaced and repaired the lower elevation section of the trail. Across Pursuit, our hiking guides promote sustainable trail use that includes respecting trail designations and leaving no trace.
The reimagined Mount Royal Hotel has made a big impact on the face of Banff. The iconic building at the heart of the famous Banff Avenue has been polished and updated for today. It looks better than ever and now stands proud once again at the corner of Banff Avenue and Caribou Street.

In order to achieve this, Pursuit brought together a ‘dream team’ of professionals from across Canada to lead in construction. Lead by PCL Construction Management and the renowned design firm Dialog, both from Alberta, the C$45 million project injected both spending and hiring directly in the local community. This included contracts awarded to a number of local trades. A total of 54 Alberta contractors and trades companies were involved in the Mount Royal project.

“When we use local companies, we put more money directly back into our local community,” says Stu Back, Vice President of Operations for Banff Jasper Collection by Pursuit. It also results in lower carbon emissions, and alleviates any stresses on hotel room requirements for out-of-town tradespeople.

The Mount Royal Hotel project is central to the community of Banff. Project managers worked very closely with the Town of Banff’s planning department during the process, and diligently amended and revised plans at least 29 times.

“The Mount Royal Hotel team has been impressing our planners every step of the way,” says Karen Sorenson, Mayor of the Town of Banff, who calls the hotel the “Banff’s Grande Dame”.

Pursuit has also teamed up with the venerable Whyte Museum of the Canadian Rockies to collaborate on bringing the Mount Royal Hotel’s past to life. 

READ FULL STORY ONLINE
RESTORING AND MAINTAINING HERITAGE HOTELS

Glacier Park Lodge was built in 1913 and is widely known for its stunning and high-reaching timber frames that helped earn its nickname as “Big Tree Lodge”. The time has come now that many of these giant timbers need to be replaced in order to preserve this unique heritage building. In 2018, we worked with a local Montana timbersmith to swap out the deteriorating timbers with new ones that are safer and stronger. It is a thoughtful locals-first approach to much-needed work. As stewards of Glacier Park Lodge, we continually strive for preservation of our unique heritage.

CELEBRATING DIVERSITY IN SEWARD

Thanks to an initiative called the J-1 Exchange Visitor Program that allows foreign students to work in the US, 40 team members have come from places like Bulgaria, Montenegro, Albania and Serbia to join the team at Seward Windsong Lodge. They actively engage in cross-cultural exchange sessions as part of celebrating our multicultural environment. A flag for every country represented on the team welcomes J-1 students when they arrive at staff housing. “It makes you feel proud that everyone can see your flag and knows where you come from,” says J-1 Participant Hristo Aleksandrov.

It makes you feel proud that everyone can see your flag and knows where you come from.”
Our Promise to Place commitment is not a solo endeavor; we support and work closely with many great organizations, including:

**Alaska**
- Alaska SeaLife Center
- Denali Education Center
- Seward Arts Foundation

**Banff and Jasper**
- Banff Canmore Community Foundation
- Banff Food Bank
- Calgary Catholic Immigration Society
- Canadian Parks & Wilderness Society
- Canadian Rockies Public Schools
- Jasper Food Bank
- Jasper Life
- Stoney Nakoda First Nation

**Glacier**
- American Rivers
- Gateway to Glacier Organization
- Glacier Park Foundation
- Glacier National Park Conservancy
- Rotary Club of Columbia Falls
- Whitefish Legacy Partners
- Waterton Fire Fighters Organization

**Denver**
- CureBlindness.org
- City of Denver Adopt-A-Spot Program

READ FULL STORIES ONLINE promisetoplace.com