

PURSUITSM

PROMISE
TO PLACE

Sustainability Report 2018

**It's a commitment
to our guests and
staff, community
and the planet.**

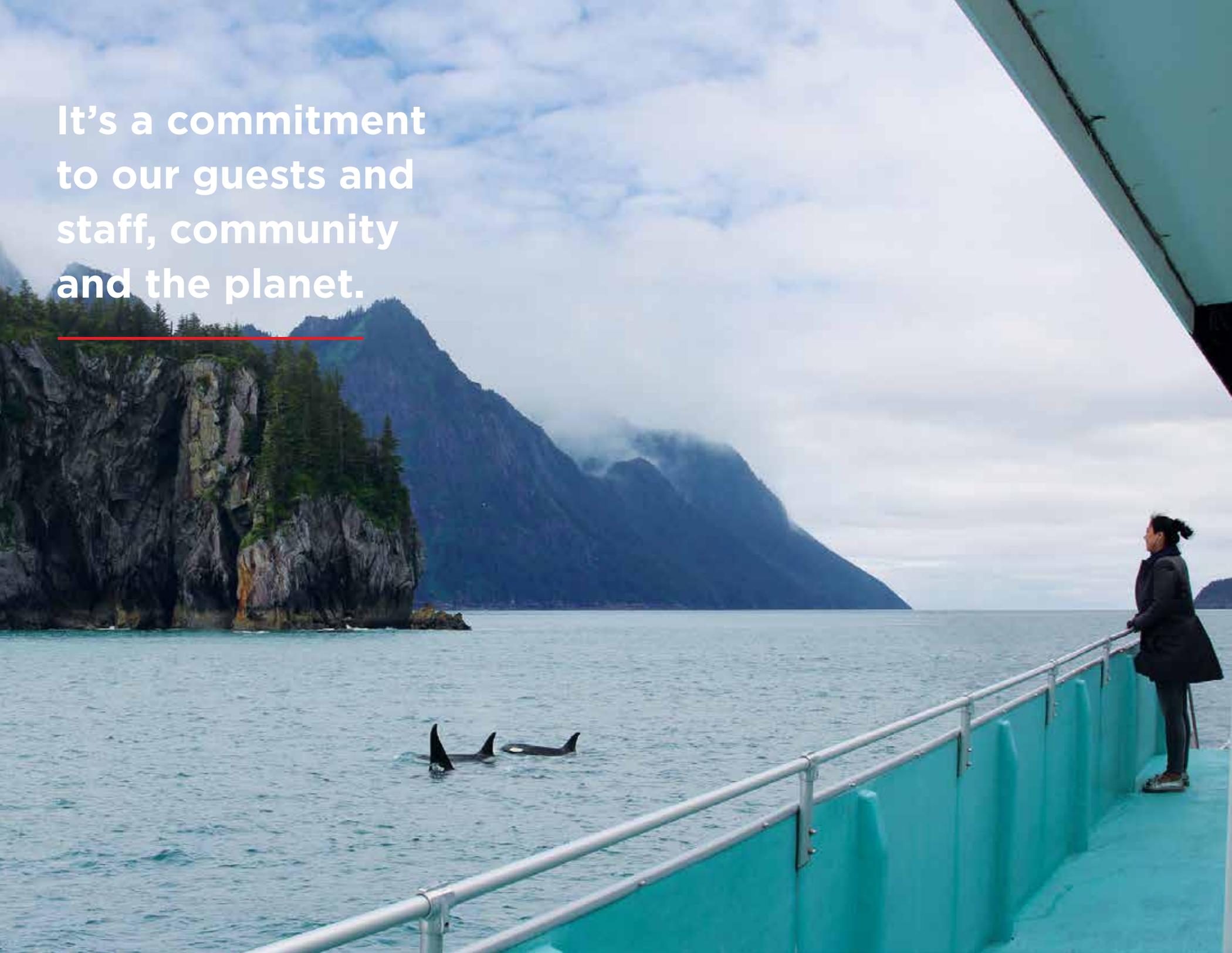




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THE IMPORTANCE OF A PROMISE

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 a 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 places we're lucky to work and live in.

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

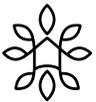
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STEWARDSHIP

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 those 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.



44,000+

STUDENTS FROM ACROSS ALASKA
have participated in Kenai Fjords Tours'
Marine Science Explorers Program

60%

DECREASE

in diesel consumption at
Lake Minnewanka Cruises in 2017



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



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 in an effort to lower our footprint.

The seafood served at our dining establishments at the Banff Gondola, Columbia Icefields Glacier Discovery Centre 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.” ❄️

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SLOWING DOWN ON LAKE MINNEWANKA IS A WIN-WIN

On board Lake Minnewanka Cruise's 65-passenger boats, there's a palpable change to the way visitors from around the world are discovering Banff National Park's largest body of glacial water.

Starting in September of 2016, instead of powering full speed ahead to cover the most distance possible across the 28-kilometre surface, speeds were reduced by more than half. General Manager Travis Mass said, "Although this means boats travel shorter distances, the result is a greatly-enhanced guest experience."

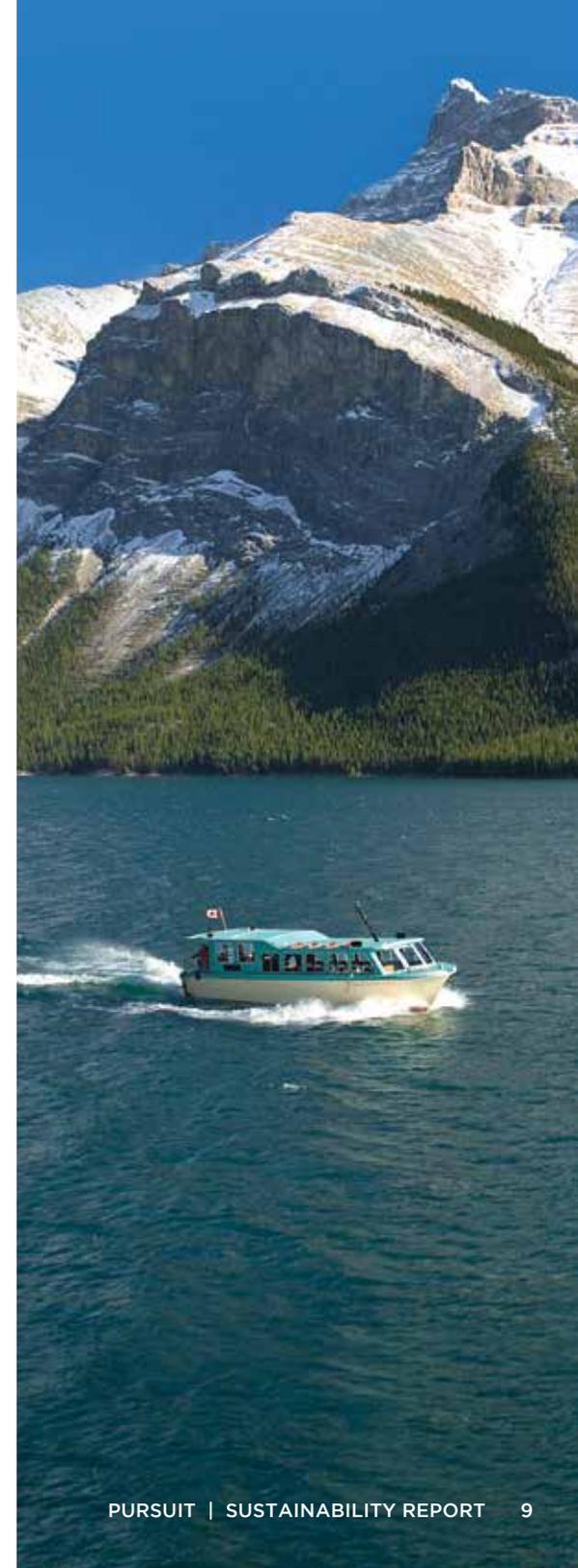
Slowing down on Lake Minnewanka has reduced diesel consumption by

60%

With a lowered speed and less distance covered, the benefits blossomed. Engines are quieter, allowing guests to hear the tour guide more clearly. After reaching the turnaround point, the boat captain now turns off the engine altogether, allowing guests to appreciate the vistas in a more intimate way. During this time, it's also an opportunity for guests to interact with the guide and captain, to ask questions about their experience or points of interest for a more organic conversation."

In addition to increased visitor satisfaction, Lake Minnewanka Cruises also saw a 60% decrease in diesel consumption. It's a win-win situation. ❁

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**Like you, we want to
ensure these places remain
spectacular and special for
generations to come.**



HANDS-ON EXPERIENCE FOR ALASKA STUDENTS

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 a chance to see beyond the surface of the water. They learn the "who's who" in the intertidal zone. This helps to increase the students understanding of the coastal and marine ecosystems. ❁

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It's a real hands-on experience. Our team of educators is so passionate about what they do.
THEY HAVE LOTS OF ENERGY!"





CONNECTING TO PLACE AT THE BANFF GONDOLA

For the young and young at heart, there's so much to discover at the Banff Gondola, from the eight-minute cabin ride from the base of the mountain, to the boardwalk spanning Sulphur Mountain's ridge line and everything in between. With a recent C\$26 million renovation completed in 2016, this 'in between' now includes a brand new 35,000-square foot mountain-top building. One third of that space is dedicated to a state-of-the-art interpretive floor.

Developed in partnership with Parks Canada, the interpretive facility promotes 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.”

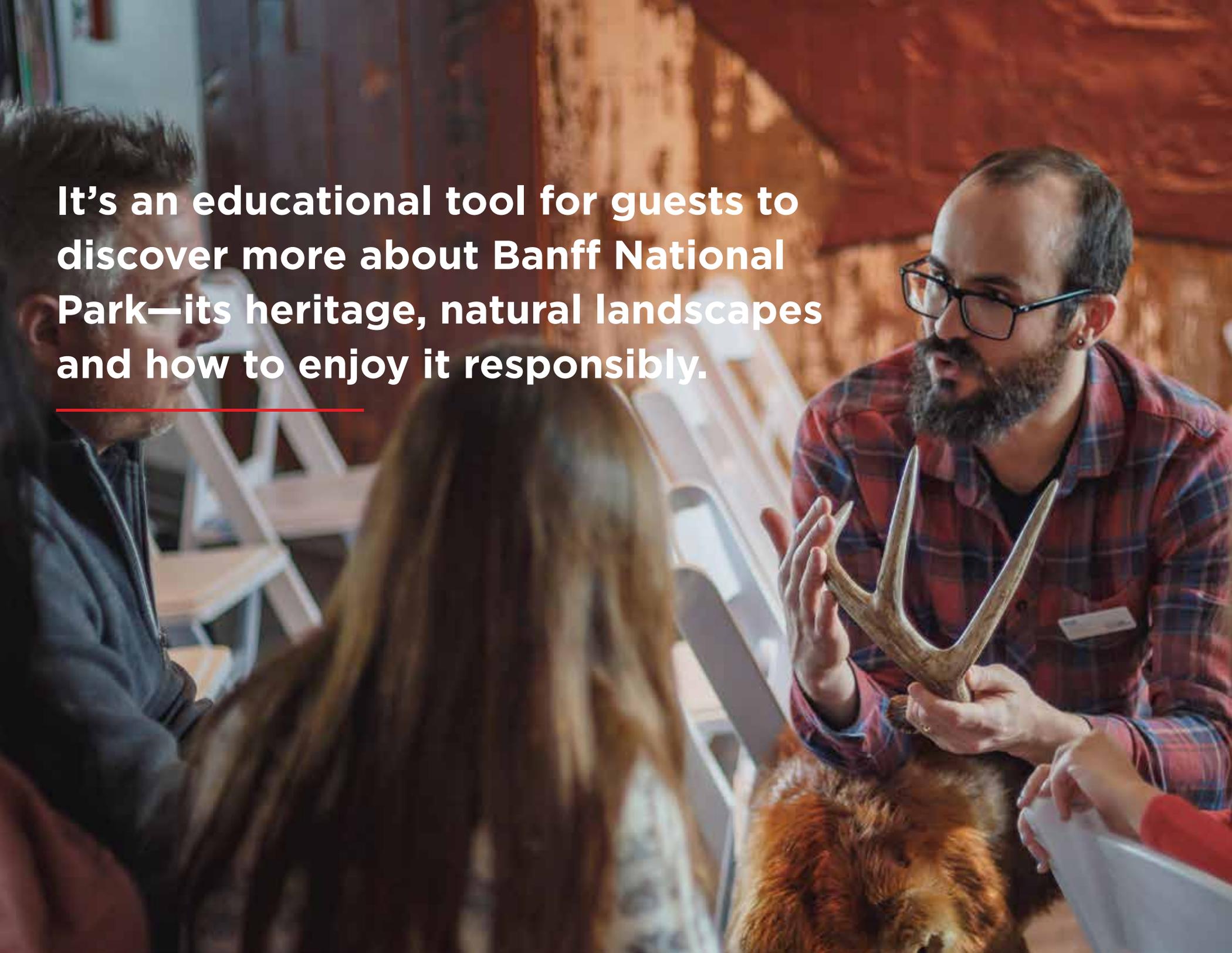


LEARNING ABOUT THE AREA builds an appreciation and sense of responsibility to protect it, and hopefully inspires visitors to share their experience with others.”

From trying hands-on lessons like knot-tying to following footsteps of early expeditioners to understanding how to be a good guest in a national park, it's about exploring and connecting with place. Go inside a replicated bear den, feel a simulated storm blow across the peaks and get up close to a multi-media grizzly bear – it's exciting and enriching. ❁

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



HARNESSING THE SUN

At locations across Pursuit, solar panels are being used to aid as a supplemental power source.

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

Banff Transportation Facility: Over 51 megawatt hours of solar energy have been generated since 2015 saving nearly 20,000 kilograms 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. ❁

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NEARLY 20,000 KG OF CO₂ saved at Transportation Maintenance Facility.



REDUCING PLASTIC WASTE AT THE BANFF GONDOLA

At the Banff Gondola's Upper Terminal, perched atop Sulphur Mountain, the challenge of managing waste is as massive as the views. Starting in April 2018, major initiatives have been brought in to significantly reduce plastic waste.

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. ❁

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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.



RESPECT



GOAL TO
EDUCATE
20M
GUESTS
BY 2028

340
CERTIFIED
INTERPERETIVE
GUIDES ON STAFF

**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.**



WELCOMING NEW CANADIANS TO THE TOP OF BANFF

Beginning in October of 2016, newcomers to Canada have been invited to visit the Banff Gondola as part of a partnership between Pursuit and the Calgary Catholic Immigration Society (CCIS). 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, 1,300 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. 🙌

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1,300 NEW CANADIANS WELCOMED TO BANFF GONDOLA FROM:

- SYRIA
- IRAQ
- AFGHANISTAN
- IRAN
- ERITREA
- ETHIOPIA
- CONGO
- NIGERIA
- CHINA
- PHILIPPINES

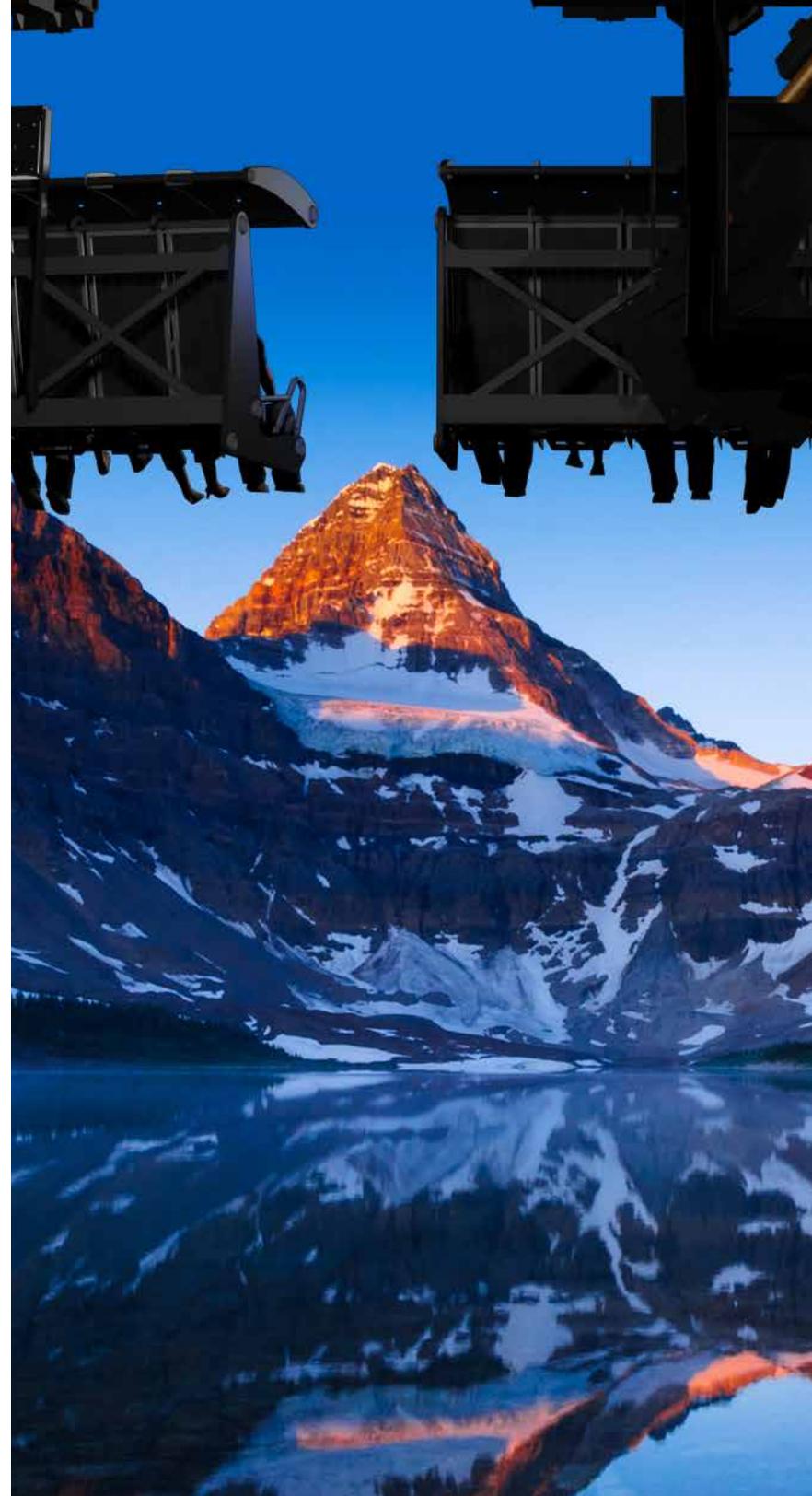
MAKING FLYOVER CANADA BETTER FOR ALL

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.”**

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PUTTING SAFETY FIRST

At Pursuit, our team of over 3,000 people connects more than 2 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. 🙌

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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 feels like home. In many of the remote areas where we work, upgrading our team accommodations

requires planning and creativity. In 2018, we've given 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. 🙌

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 support for the people and places that help create truly memorable events.



54

Alberta trades companies
contracted for the
**MOUNT ROYAL
HOTEL PROJECT**

40 **J-1 INTERNATIONAL
VISA STUDENTS**
employed at Alaska Collection

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



7.1% increase in
traffic in Banff...

...but only a
increase on
Mountain Ave

0.3%

**THANKS IN PART TO THE
BANFF GONDOLA FREE SHUTTLE**



CONNECTING WITH LOCAL FARMERS AT SKY BISTRO

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 inspire.

"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.

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VOLUNTEERING ON NATIONAL TRAILS DAY

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. 🌲



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TACKLING TRAFFIC IN BANFF



Summer traffic congestion in Banff can be a real problem. Pursuit pitched in 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. For Pursuit, one of the largest employers in Banff, reducing carbon emissions is a key stewardship issue. Alleviating traffic woes is an important community effort that helps locals (including many team members) make the most of living in the Canadian Rockies. 🌲

WORKING WITH LOCALS ON REBUILDING AN ICONIC HOTEL

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. Led 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 less carbon production due to travel, and alleviates any stresses on requiring hotel rooms for out-of-town trades.



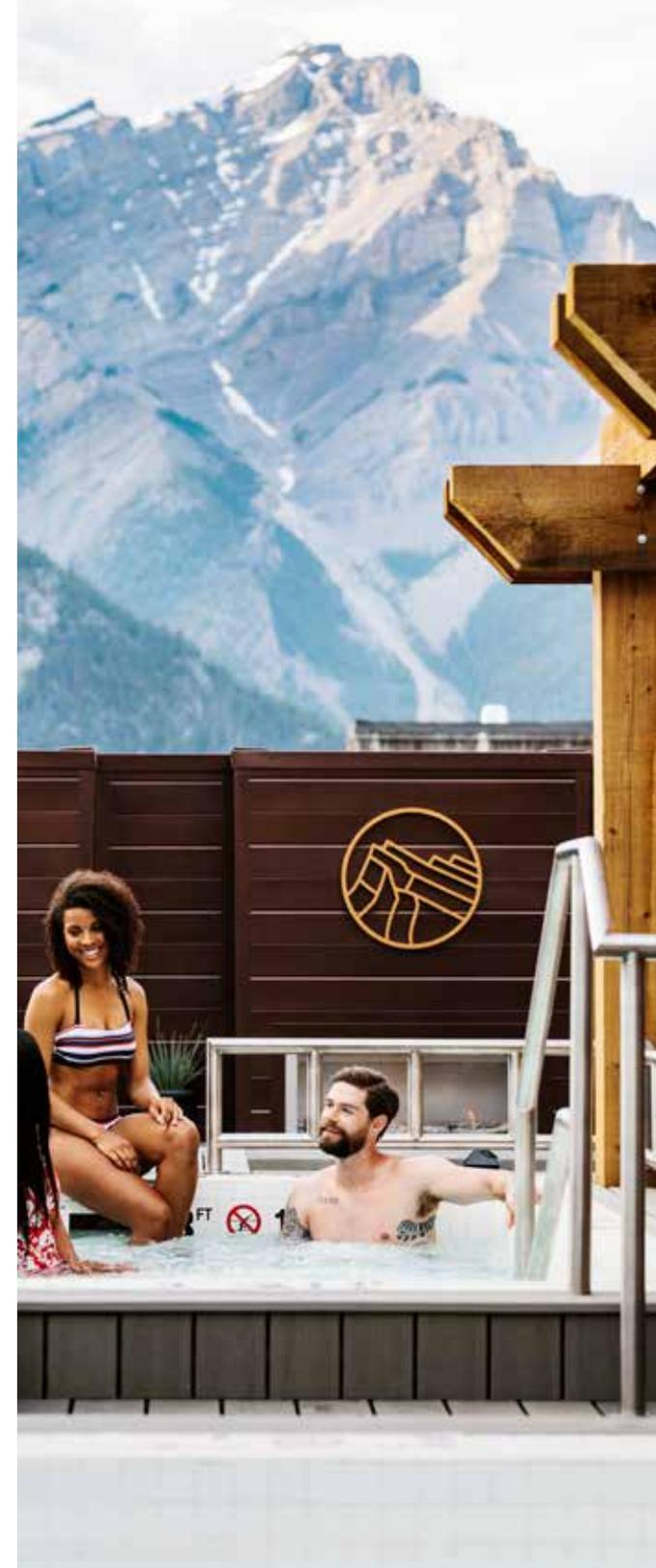
WHEN WE USE LOCAL COMPANIES, we put more money directly back into our local community."

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 with the venerable Whyte Museum of the Canadian Rockies for collaboration on bringing the Mount Royal Hotel's past to life. 🏡

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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 Wind-song 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.**”



FOR THE LOVE OF THE FLATHEAD RIVER

Our team at Glacier Park Collection is full of eager river people. Living and working next to the stunning Middle Fork of the Flathead River in West Glacier, Montana is a privilege we enjoy and cherish daily. We partnered with local breweries and the American Rivers organization to celebrate

the 50th Anniversary of the Wild and Scenic Rivers Act and to show our love for the Middle Fork of the stunning Flathead River, which runs right next to our home in West Glacier. 🏠🏠

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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 Jasper

- / Banff Canmore Community Foundation
- / Banff Food Bank
- / Calgary Catholic Immigration Society
- / Canadian Parks & Wilderness
- / 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



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