

FOR IMMEDIATE RELEASE

October 25, 2016

### **Introducing the Elk + Avenue Hotel, Formerly the Banff International Hotel**

BANFF – Brewster Travel Canada announced today that after extensive renovations, the Banff International Hotel has been rebranded as the Elk + Avenue Hotel.

Inspired by the hotel’s prime location at the corner of Elk Street and Banff Avenue, the Elk + Avenue provides modern amenities in the heart of Banff. Just a short stroll from boutique shopping and world-class dining, the Elk + Avenue is a comfortable and contemporary basecamp for all-season Banff exploration. Guests can expect warm and inviting accommodations that celebrate the authentic history and natural landscape of Banff National Park and the Canadian Rockies.

“With the hotel’s extensive renovations now complete, we are delighted to introduce the Elk + Avenue brand into the Banff market,” said Dave McKenna, President of Brewster Travel Canada. “The hotel’s sleek modern design infused with Banff’s alpine heritage will connect guests with the authentic mountain culture of this remarkable destination.”

The Elk + Avenue features 162 newly-renovated modern guest rooms with upgraded beds, furniture and décor. In-hotel amenities include heated complimentary parking, on-site dining, free WiFi, a large Jacuzzi, steam room, dry sauna, Explore Rockies Activity Centre and conference and event space. In-room amenities include a Keurig coffee maker, 37” flat screen television, and a USB docking station. To celebrate the new hotel experience, the Elk + Avenue is offering winter package specials with rates starting as low as \$89 per person. To learn more, visit [www.elkandavenue.com/deals](http://www.elkandavenue.com/deals).

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#### **About Brewster Travel Canada**

Brewster Travel Canada has been delivering premium Canadian travel experiences to the global market by connecting travelers to the world’s most spectacular natural locations. With expertise in travel planning, transportation, hospitality, and attractions, Brewster Travel Canada has set the standard of excellence for authentic travel experiences in Canada and the Rocky Mountains with a history that dates back over one hundred years. Brewster is part of the Viad Corp (NYSE:VVI) Travel & Recreation Group, which also includes Glacier Park, Inc. and Alaska Denali Travel. For more information about Viad, visit [www.viad.com](http://www.viad.com). For more information on Brewster, please visit [www.brewster.ca](http://www.brewster.ca).