

FOR IMMEDIATE RELEASE

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Free Banff Gondola Shuttle Proves to Have Positive Impact on Town Of Banff

BANFF - The Town of Banff has released the findings from its Vehicle Volume and Delay Report and notably, while overall August visitation in Banff saw an increase of 7.1%, vehicle volume on Mountain Avenue, in part due to the free Banff Gondola shuttle service, saw a decrease of 0.3%.

“It was important for us to do our part in mitigating traffic congestion this summer in the town of Banff,” said Dave McKenna, President, Brewster Travel Canada. “We’re thrilled to see the statistics from this report that clearly show we, along with many of our key partners, have made a positive impact for our guests and for the local community.”

In anticipation of Canada’s sesquicentennial and the free national park pass offer, the Town of Banff, Parks Canada, ROAM Transit and many other key stakeholders within Banff National Park had visitation, parking and traffic congestion at the top of mind heading into the busy summer season. To help reduce traffic congestion and delays on Mountain Avenue (the only way to access Banff’s most popular attractions including the Banff Gondola and Banff Upper Hot Springs), Brewster Travel Canada introduced a free 56 passenger shuttle that departed from two convenient locations, including downtown and the Fairmont Banff Springs Hotel, every 20 minutes.

“These impressive ridership results prove that we can effect real change when we work together and provide a convenient alternative to visitors,” said Mayor Karen Sorensen. “The Town thanks Brewster Travel Canada for its ongoing commitment to shifting visitors to sustainable transportation choices.”

Due to popular demand, the free Banff Gondola shuttle has been extended and will continue its service until Thanksgiving weekend. To learn more, visit www.banffgondola.com.

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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. For more information on Brewster, please visit www.brewster.ca.