

**MEDIA FYI**



**PURSUIT EXPLORING NEW EXPERIENCE ICE ODYSSEY AT  
THE COLUMBIA ICEFIELD**

*Enhanced guest experience and sustainability at the forefront.*

May 14, 2024 (Jasper, AB) - Beginning June 3, Pursuit will pilot the Ice Odyssey experience at the Columbia Icefield. The new and elevated experience uses SHERP vehicles, which are small-group all-terrain explorers, to guide small groups to the Athabasca Glacier.

The use of these vehicles will provide a more in depth and personal experience while focusing on sustainability and reducing impact on the glacier. The new tour will take small groups (14 guests or less) to an exclusive glacier-top destination with full interpretive storytelling by our driver guides. During the two-hour immersive tour, guests will stand on ancient ice, uncover its history and discover the glacier in every sense.

Pursuit is committed to evolving and enhancing guest experience through piloting new and innovative adventures. In addition, Pursuit's Promise to Place includes exploring new products to enhance sustainability at all its attractions. Furthermore, Pursuit is actively looking at the electrification of the current Ice Explorers to determine the viability of converting the fleet.

For more information on booking the Ice Odyssey, visit [BanffJasperCollection](#).

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