

April 16, 2018

FlyOver Iceland: A Landmark Project in Icelandic Tourism

- FlyOver Iceland is a unique, exhilarating virtual flight ride experience over Iceland's most spectacular scenery.
- The landmark experience will open in Grandi in 2019.
- A revolutionary form of storytelling created by Icelanders about Icelandic nature, culture and history.
- Esja Attractions ehf., Pursuit, and Promote Iceland invite you to a Ceremonial Groundbreaking to celebrate the first milestone of Iceland's newest attraction on Wednesday, April 18th, at 15:00 at Fiskislóð 43.

FlyOver Iceland: An inspiring story of Icelandic nature

"We are thrilled to commence the construction of this one of a kind new attraction, which we have spent nearly three years preparing for. We are convinced that FlyOver Iceland will soon be established as one of the most popular attractions in Reykjavík," says Sigurgeir Guðlaugsson, chairman of the board of Esja Attractions ehf. "We see this as a new and unique way of telling our story; creating an unforgettable and inspiring impression on our guests. It is the story of Iceland, its nature, culture and history."

"Today is also a milestone in *our* story – it's the story of three entrepreneurs who embarked on a journey to bring this novel attraction to Iceland. We see it an important part of the growth of tourism in Iceland. It has been a fantastic journey; we have gathered friends, collaborators and partners along the way, including real estate company E6, and last but certainly not least Pursuit, a world leader in iconic and inspiring experiences. We are extremely proud to partner with them. Today, we begin construction, and there is a lot of work ahead. We will be ready to exhibit this fresh new way of storytelling to Icelanders and tourists alike in 2019."

First time in Europe

David Barry, president of Pursuit said: "The FlyOver concept creates an unforgettable experience for guests with breathtaking scenery and the feeling of flight. We are thrilled to bring our concept to a destination as iconic as Iceland. With the country enjoying robust tourism growth, Iceland is the perfect location for a FlyOver attraction. We look forward to working with the Esja's team of experienced professionals with an in-depth knowledge of Icelandic tourism."



Modeled after Pursuit's highly-successful FlyOver Canada attraction, FlyOver Iceland is a virtual flight ride that takes guests on a breathtaking aerial journey over some of Iceland's most spectacular landscapes using the latest in flight ride technology. Guests sit suspended in specialized ride vehicles, with their legs dangling, as they move in concert with the film. With the addition of special effects (scent, mist, wind), riders feel like they are actually flying.

For further information please contact: Sigurgeir Guðlaugsson, chairman of Esja Attractions, tel. 8648284

www.FlyOverIceland.com.

About Pursuit

Pursuit is a collection of inspiring, unforgettable experiences in Alaska, Montana, the Canadian Rockies, Vancouver, British Columbia and in 2019, Reykjavik, Iceland. Pursuit's world-class attractions, distinctive lodges and travel experiences help adventurous people from around the world discover and connect with iconic locations, including Banff, Jasper, Waterton Lakes, Glacier, Denali and Kenai Fjords national parks. From Alaska to Western Canada to Montana, our attractions, tours and lodging let people feel the joy that comes with moments of awe and inspiration. Pursuit is part of Viad Corp (NYSE: VVI). For more information about Pursuit's collection of experiences, visit www.pursuitcollection.com.