

FOR IMMEDIATE RELEASE  
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## **Pursuit Announces Continued Growth with New Attraction in Iceland**

*Pursuit to open FlyOver flight ride experience in Reykjavik, Iceland*

DENVER – Pursuit, a business unit of Viad Corp, announced today that it will expand its flight ride concept into Iceland’s capital city of Reykjavik. Modeled after Pursuit’s highly-successful FlyOver Canada attraction, FlyOver Iceland will provide guests with an exhilarating virtual flight experience over Iceland’s most spectacular scenery and natural wonders. The new attraction is expected to open in 2019.

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 expand that concept into a new iconic tourism destination. Located in Reykjavik, Iceland this attraction will be our first expansion outside of North America and, with the region enjoying robust tourism growth, it’s the perfect location for a FlyOver attraction.”

Pursuit will operate FlyOver Iceland through the Icelandic entity Esja Attractions ehf. (“Esja”). Esja has already secured an ideal location in Reykjavik and, through a majority equity investment by Viad, has secured the necessary equity funding required to construct the FlyOver attraction.

Barry continued, “With this acquisition, we achieve another strategic milestone for Pursuit that reinforces our long-term vision of becoming the world’s leading provider of experiential adventure travel. In doing so, we are excited to partner with Esja’s team of seasoned professionals. They bring deep experience in the rapidly-growing Icelandic tourism market.”

### **About Pursuit**

Pursuit is a collection of inspiring, unforgettable experiences in Alaska, Montana, the Canadian Rockies and Vancouver, British Columbia. 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](http://www.pursuitcollection.com).

**About Viad**

Viad (NYSE: VVI) generates revenue and shareholder value through its two business units: Pursuit and GES. Pursuit is a collection of iconic travel experiences in Alaska, Montana and Western Canada that showcase the best of Banff, Jasper, Waterton Lakes, Glacier, Denali and Kenai Fjords national parks. GES is a global, full-service live events company offering a comprehensive range of services to the world's leading brands and event organizers. Viad is an S&P SmallCap 600 company. For more information about Viad, visit the company's Web site at [www.viad.com](http://www.viad.com).

**About FlyOver Canada**

FlyOver Canada is a flight simulation ride that takes guests on a breathtaking aerial tour over some of Canada's spectacular landscapes using the latest in ride flight technology. Guests sit suspended 10 to 40 feet above the ground in specialized ride vehicles, with their legs dangling, as they move in concert with the film with complete six degrees of freedom. With the addition of special effects (scent, mist, wind), riders actually feel like they are flying! FlyOver Canada is part of Pursuit. For more information about FlyOver Canada, please visit [www.flyovercanada.com](http://www.flyovercanada.com).

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## **FLYOVER ICELAND – FAQs**

### **WHAT IS PURSUIT?**

Pursuit is a collection of inspiring, unforgettable experiences in Alaska, Montana, the Canadian Rockies and Vancouver, British Columbia. Pursuit's world-class attractions, distinctive lodges and travel experiences connect adventurous people from around the world discover 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).

### **WHAT IS THE FLYOVER FLIGHT RIDE EXPERIENCE?**

The Pursuit FlyOver flight simulation ride utilizes a unique and state-of-the-art moving platform with six degrees of motion, multi-sensory special effects and a 20-meter half-spherical screen that provides guests with an unparalleled and unforgettable flight across iconic natural landscapes.

The concept was first introduced as FlyOver Canada in Vancouver. It has quickly become one of the top paid attractions in Canada and is the #1 Trip Advisor rated fun attraction in Vancouver. Guests soar coast to coast across Canada in on a breathtaking aerial journey, experiencing the excitement and grandeur of the country through the latest in virtual ride technology.

### **WHY IS PURSUIT EXPANDING THE FLYOVER CONCEPT INTO ICELAND?**

The FlyOver concept is a proven, unforgettable experience for guests. It offers the feeling of flight, taking riders over breathtaking scenery and iconic destinations. First of all, given the success of the FlyOver concept in Vancouver, the unique and unforgettable landscapes of Iceland and the work already started by Esja Attractions, this was a natural fit for us. Secondly, Pursuit has a long-term vision of becoming the world's leading provider of experiential adventure travel. Adding FlyOver Iceland to our collection helps us achieve this vision.

### **WHO IS ESJA ATTRACTIONS?**

Esja Attractions ehf. is an Icelandic company founded in December 2016 with the purpose of constructing and operating a flying ride attraction in Reykjavik, Iceland. Esja Attractions was founded by a team with vast experience in the Icelandic economy and international tourism. Since its foundation, the company has attracted financial investment by strategic investors, secured a prime location in downtown Reykjavik and made significant progress in preparing FlyOver Iceland for execution and implementation. The company is strongly positioned to play a significant role in the continued growth in the tourism industry in Iceland.

### **WHAT IS PURSUIT'S RELATIONSHIP WITH ESJA ATTRACTIONS?**

Pursuit will operate FlyOver Iceland in partnership with Icelandic entity Esja Attractions. Esja has already secured an ideal location in Reykjavik and, through a majority investment by Pursuit's parent company Viad, has secured the necessary equity funding required to construct the FlyOver attraction.

**WHEN WILL FILM PRODUCTION BEGIN AND WHAT SITES ARE PLANNED?**

Production of the film component of the flight ride has already begun. Although all locations have not been finalized, our intention is to include Iceland's most iconic natural landscapes in the production, notably Lake Jökulsárlón, Glymur waterfall, Vatnajökul Glacier and many others.

**WHEN WILL FLYOVER ICELAND OPEN?**

FlyOver Iceland will open in 2019.

**WHERE WILL FLYOVER ICELAND BE LOCATED?**

FlyOver Iceland will be located in downtown Reykjavik, Iceland.

**WHO IS VIAD?**

Viad (NYSE: VVI) is a publicly traded company based in Phoenix, Arizona that generates revenue and shareholder value through its two business units: Pursuit and GES. Pursuit is a collection of iconic travel experiences in Alaska, Montana and Western Canada that showcase the best of Banff, Jasper, Waterton Lakes, Glacier, Denali and Kenai Fjords national parks. GES is a global, full-service live events company offering a comprehensive range of services to the world's leading brands and event organizers. Viad is an S&P SmallCap 600 company. For more information about Viad, visit the company's Web site at [www.viad.com](http://www.viad.com).