

IMMEDIATE RELEASE:
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Pursuit Announces FlyOver Iceland Opening Date

REYKJAVIK – (February 14, 2019) – Pursuit announced today a July 1, 2019 opening date for its highly anticipated FlyOver Iceland flight ride experience. Modeled after Pursuit’s successful FlyOver Canada attraction, FlyOver Iceland will provide guests with an exhilarating flight simulation over some of the island’s most iconic natural wonders, hard-to-reach locations and picturesque scenery.

The attraction will be the first flight ride experience in Iceland with its location situated along the historic harbour in Reykjavík’s popular Grandi Harbour District, just minutes from downtown. This summer’s launch will mark the first FlyOver attraction outside North America for the adventure travel brand.

“It has been an incredible journey for us to see the FlyOver Iceland experience evolve from concept to where we are today,” begins Agnes Gunnarsdóttir, General Manager, FlyOver Iceland. “From the development of a brand new building located along Reykjavík’s historic harbour, to the creative vision of the film’s production team, we are excited to unveil our unique story of Iceland told through the lens of flight.”

Designed by Iceland architect Páll Hjaltason of Plús Arkitektar, the landmark building for the attraction has been constructed to reflect some of the same industrial influences that form the hallmark of Scandinavian architecture, while carefully observing the industrial and modern feel of the neighbourhood. The building’s design includes standout features like the illuminated, cylindrical theatre, while the interior space will offer a café and retail experience in addition to the flight ride and pre-show attractions. The new space will provide a first-of-its-kind venue for guests to experience the authentic cultural experience.

Operated by Pursuit through Iceland’s Esja Attractions ehf (“Esja”), the attraction is expected to employ upwards of 45 local positions during the peak summer season.

The Experience

The Pursuit FlyOver Iceland flight ride utilizes a unique and state-of-the-art moving platform with six degrees of motion, multi-sensory special effects and a 20-metre spherical screen that provides guests with an unparalleled flight across iconic locations and natural landscapes. Special effects, including wind, mist and scents, combine with the ride’s motion to create an unforgettable visceral experience.

Pre-Shows

Before the main show, the attraction will feature a two-part pre-ride show that explores the roles of nature, time and humankind on this ancient island while featuring volcanoes, glaciers, trolls and more. These unique multi-sensory spaces, designed by renowned multimedia and design studio Moment Factory, will form an introductory experience to build anticipation and complement the overall FlyOver experience.

Filming FlyOver Iceland

The large-scale production brought together a talented team of creative professionals from Iceland and around the world. Together, they captured the far reaches of the island, across the diverse and dramatic Iceland seasons resulting in an immersive and visually impressive flight ride experience.

Watch: A Sneak Peak Behind The Scenes

Join the FlyOver Iceland crew as they head to the stunning Goðafoss waterfall in northern Iceland. Some of the country’s top extreme kayakers drop the massive falls at supreme high water, while a helicopter whizzes just over their heads. It is a complex dance that involves risk on so many levels.

Watch the just released Making of FlyOver Iceland: Getting the Shot [here](#).



For more information or to book tickets visit flyovericeland.com, call 1.866.532.6150 or follow us on social at [@flyovericeland](https://twitter.com/flyovericeland).

[Images: FlyOver Iceland](#) | Photo credit: FlyOver Iceland by Pursuit

About FlyOver Iceland

Modeled after Pursuit's highly-successful FlyOver Canada attraction, FlyOver Iceland is a flight simulation ride that takes guests on a breathtaking aerial tour over some of Iceland's spectacular landscapes using the latest in ride flight technology. FlyOver Iceland is owned by Esja Attractions with majority partner Pursuit. For more information about Pursuit's collection of experiences, visit pursuitcollection.com. For more information about FlyOver Iceland, please visit flyovericeland.com

About Pursuit

Pursuit is a collection of inspiring, unforgettable experiences in the Canadian Rockies, Alaska, Montana, Vancouver, British Columbia, and Reykjavík Iceland (launching summer 2019). 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 pursuitcollection.com.

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