

FOR IMMEDIATE RELEASE
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Pursuit Announces Re-imagined Canadian Rocky Mountain Glacier Retreat

JASPER, Alberta – (December 6, 2018) – Pursuit has announced a new premium retreat located alongside one of Canada’s most iconic glacier destinations in the heart of the Canadian Rockies. The Glacier View Lodge, set to re-open June 1, 2019, will unveil an all-inclusive high alpine experience set amongst the dramatic backdrop of the Columbia Icefield.

Led by globally acclaimed Canadian design firm DIALOG, the re-imagined hotel space will include 32 alpine-inspired contemporary guest rooms and an intimate lounge boasting floor-to-ceiling windows to highlight the breathtaking glacier views. The design will focus on transforming the current space, built more than 20 years ago, into an elevated experience juxtaposing the rugged and powerful glacial landscape with a warm and inviting overnight stay.

Exclusive programming will complement the lodge experience providing guests with an immersive and intimate look at the Athabasca Glacier and will include an evening guided on-ice culinary excursion and VIP access to explore the award-winning Glacier Skywalk.

“Set amongst one of the most dramatic and visually stunning glacial landscapes in the Canadian Rockies, the re-imagined Glacier View Lodge will invite visitors to experience an overnight stay in a truly unique and unexpected location,” said Dave McKenna, President, Banff Jasper Collection by Pursuit. “This new retreat will enable guests to explore the ancient glacier and surrounding natural environment in an enriching and exclusive way.”

A stay at the premium lodge will begin with a welcome reception and evening glacier tour with canapés and cocktails on the ice. Then, guests move indoors for a three-course gourmet dinner featuring locally sourced cuisine at Altitude Restaurant, followed by entertainment and stargazing on the expansive outdoor patio. The experience will then conclude with breakfast and private access to the Glacier Skywalk, a fully accessible, cliff-edge walkway that leads to a glass-floored observation platform extending 918 feet over the valley.

Situated at the toe of the Athabasca Glacier, the lodge is located approximately 1.5 hours from the mountain town of Jasper and 2.5 hours from Banff, along the picturesque Icefield Parkway, a scenic Rocky Mountain drive that winds its way between two stunning national parks. Open June 1 through mid-October, all-inclusive packages start at \$335 per person. For more information visit theglacierviewlodge.com, call 1-800-808-8068, or follow on social media @pursuitbanffjasper

View renderings of the Glacier View Lodge [here](#).

Photo credit: Glacier View Lodge by Pursuit

About Pursuit

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

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