

FOR IMMEDIATE RELEASE
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Pursuit introduces new Forest Park Hotel in Jasper National Park

-The highly anticipated space will be the first new hotel in Jasper since 1983-

JASPER, AB – (March 15, 2022) – Pursuit introduced today the new Forest Park Hotel, a wilderness inspired space located in the globally renowned Canadian mountain town of Jasper, expanding its portfolio of iconic experiences, attractions and accommodations within Jasper National Park.

Located at the edge of town, surrounded by stunning mountains and thick coniferous forests, the Forest Park Hotel will provide the ideal basecamp for visitors looking to immerse themselves in nature while staying close to the town’s vibrant downtown shopping and culinary offerings.

Connected to the former Sawridge Inn & Conference Centre, the two hotels will become one, creating a year-round, resort-style getaway. The new addition will open to guests this upcoming June.

“Jasper is an incredibly beautiful place, visited by guests from around the globe. The soon-to-be-completed Forest Park Hotel featuring contemporary, nature-inspired design will provide guests with a relaxing escape when visiting such a beloved Canadian national park,” said Stu Back, Chief Operating Officer, Banff Jasper Collection by Pursuit.

The design of the new property, led by globally acclaimed Canadian design firm DIALOG and supported by Lawson Projects and Johnston Builders Ltd. of Alberta, will feature a fresh and modern palette integrating natural wood and stone accents throughout the space.

Eighty of the new addition’s 88 rooms will include kitchenettes and all will include expanded patios that seamlessly bring the outdoors in. The property will also feature a vaulted pavilion, complete with a show-stopping fireplace that enhances the cozy ambiance of the mountain hotel experience.

“Our reveal of the Forest Park Hotel is the culmination of several years of thoughtful design and development work to realize our vision for this expansive property as a modern resort destination, equally attractive to both regional and international guests,” said David Barry, President, Pursuit. “Our expanding global collection of attraction and hospitality experiences in iconic natural settings such as Jasper National Park, enables visitors to experience these special places in an immersive and transformative way.”

Forest Park Hotel will complement Pursuit’s current portfolio of hotels and iconic experiences in Jasper National Park. These include the Columbia Icefield Adventure, Columbia Icefield Skywalk, Glacier View Lodge at the Columbia Icefield, dining and boat tour adventures at Maligne Lake and the Maligne Canyon Wilderness Kitchen near Jasper.

For more information on Pursuit’s Banff Jasper Collection, visit banffjaspercollection.com

View [renderings here](#) | Credit: Forest Park Hotel by Pursuit

About Pursuit

Pursuit is an attractions and hospitality company that provides a collection of inspiring and unforgettable experiences in iconic destinations. From world-class attractions, distinctive lodges and engaging tours in stunning national parks and renowned global travel locations, to our growing collection of FlyOver flight ride experiences in the vibrant cities of Vancouver, Reykjavik, Las Vegas, Chicago (expected opening late 2023), and Toronto (expected opening late 2024), Pursuit’s elevated hospitality experiences enable visitors to discover and connect with these iconic destinations. With a

strategic direction to build an expanding portfolio of extraordinary travel experiences, Pursuit remains focused on delivering unforgettable and inspiring experiences in iconic locations worldwide. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit pursuitcollection.com.

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