

IMMEDIATE RELEASE:
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Pursuit unveils Nightrise, an immersive experience at the Banff Gondola

-Created by Moment Factory with the participation of the Stoney Nakoda Nation, the new experience will provide a stunning multi-sensory winter journey under the dark night sky-

Banff, Alberta (October 20, 2021) – Pursuit unveils an immersive experience of light, sound and wonder with the launch of Nightrise, a multi-sensory winter experience at the Banff Gondola. Opening December 2 and running until March 12, this unique winter activity merges multimedia, storytelling and nature for a new and inspiring perspective at such an iconic Banff location.

Created by Montreal’s Moment Factory with the participation of the Stoney Nakoda Nation, Nightrise brings the nighttime silence and wonder of the Canadian Rockies to life in unforgettable ways.

“Set amongst one of the most dramatic and visually stunning mountain landscapes in the Canadian Rockies, Nightrise will invite visitors to experience an incredible multi-media experience at such a unique and unexpected location,” said Dave McKenna, President, Banff Jasper Collection by Pursuit. “This new nighttime experience on top of the Banff Gondola will enable guests to explore the surrounding natural environment in an enriching and exclusive way.”

Vibrant lighting, multimedia effects, video projections and original soundscapes transform the entire site into a magical world, offering an evening of immersive, interactive, contemplative and educational experiences that will amaze and inspire visitors.

“This experience provides an opportunity for guests to deepen their knowledge of the historical impact and cultural significance the Stoney Nakoda Nation has held in the town of Banff and beyond. By telling a story in such a visual and sensory way, this project gives the Stoney Nation the opportunity to tell our story through the footprints of our ancestors and the traditional ties we hold to these lands,” said Kirsten Ryder, Training & Development Director, Stoney Nakoda Nation.

At the peak, guests can freely explore the many levels of the summit building and enjoy Rockies-inspired cuisine and drinks. Wandering outside to the viewing decks, guests will discover wonders that only emerge when the night begins to rise - the wonders of Cosmic Rays, Diamond Dust, Alpenglow and Frosted Waves.

“We hope Nightrise will encourage moments of gathering, of wonder and become an unmissable evening attraction for locals and visitors alike,” said Jonathan St-Onge, General Manager, Moment Factory. “Through our collaboration with Pursuit and the participation of the Stoney Nakoda Nation, we are excited and honoured to launch a unique multimedia journey this winter in one of the most recognized mountain locations in Banff National Park.”

Online ticket sales open Oct.19, and Nightrise opens to the public Dec. 2, 2021 until March 12, 2022. For more information on Nightrise or to book tickets visit www.banffgondola.com.

[View image here.](#)

About Pursuit

Pursuit is an attractions and hospitality company that owns and operates 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, and Toronto (expected opening 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.

About Moment Factory

Moment Factory is a multimedia studio with a full range of production expertise under one roof. Our team combines specializations in video, lighting, architecture, sound and special effects to create remarkable experiences. Headquartered in Montreal, the studio also has other addresses in Tokyo, Paris, New York City and Singapore. Since its inception in 2001, Moment Factory has created more than 450 unique projects worldwide, including the Lumina Night Walk series. Productions span the globe and include such clients as Changi Airport, Notre-Dame Basilica of Montreal, Disney, Arcade Fire, Microsoft, Sony, Boston Museum of Science, Madonna, Cipriani, Universal Studios, the Toronto Zoo and the Reims Cathedral. Momentfactory.com

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