

FOR IMMEDIATE RELEASE

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## **Pursuit adds the Jasper SkyTram to its Collection of Jasper National Park Experiences**

**JASPER, AB** – (June 26, 2024) – Pursuit will expand its collection of iconic attractions and hospitality experiences with the acquisition of the Jasper SkyTram. Pursuit has negotiated the acquisition of the Jasper SkyTram, subject to the engagement and consent through Parks Canada’s lease assignment processes.

Located within Jasper National Park at the edge of the town of Jasper and accessed along the globally renowned Icefields Parkway, the Jasper SkyTram provides visitors with an accessible mountain experience in one of Canada’s most remarkable national parks.

“Both Pursuit and the Jasper SkyTram have a long history of providing visitors with exceptional travel experiences in the Canadian Rockies,” said Todd Noble, General Manager, Jasper SkyTram. “Our closely aligned pillars of honouring the communities and people in which we work and live will enable a seamless transition of ownership as we continue to operate one of the most visited attractions within Jasper National Park.”

“At Pursuit, we remain dedicated to delivering exceptional guest experiences, while supporting our teams and the communities in which we live, work and operate,” said Stu Back, COO, Banff Jasper Collection by Pursuit. “The addition of the Jasper SkyTram team, led by Todd Noble enables us to deepen this commitment as we continue to support tourism to Jasper while improving access to the town throughout the shoulder seasons.”

Celebrating 60 years of operation, the Jasper SkyTram is one of the most recognizable attractions within Jasper National Park. The accessible experience provides visitors of all ages and abilities the chance to ascend 2,263 metres (8,081 feet), up Whistlers Mountain via tram while taking in 360-degree national park views. Amenities on site include an interpretive boardwalk, easy access to hiking trails, and light culinary offerings.

“We are committed to the long-term investment of this iconic attraction within Jasper and in creating an exceptional experience for guests and staff,” said Back. “Today we welcome the established Jasper SkyTram team, firmly rooted within the Jasper community, to Pursuit.”

For more information on the Jasper SkyTram visit [jasperskytram.com](https://jasperskytram.com)

Images of the Jasper SkyTram can be [accessed here](#). Photo credit: Jasper SkyTram

### **About Pursuit**

Pursuit is a global attractions and hospitality company that owns and operates a collection of inspiring and unforgettable experiences in iconic, bucket list destinations. Pursuit’s elevated hospitality experiences enable visitors to discover and connect with world-class attractions, distinctive lodges and engaging experiences in stunning national parks and renowned global travel locations, in addition to experiencing our growing collection of Flyover Attractions in the vibrant cities of Vancouver, Reykjavik, Las Vegas and Chicago. With a strategic direction to build an expanding portfolio of extraordinary point of interest attractions, Pursuit remains focused on delivering iconic, unforgettable and inspiring experiences in the world’s best places. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit [www.pursuitcollection.com](https://www.pursuitcollection.com).

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