

FOR IMMEDIATE RELEASE

# Flyover

## **FLYOVER, THE HIGHLY ANTICIPATED AND FIRST OF ITS KIND ATTRACTION IN CHICAGO, OFFICIALLY OPENS TO THE PUBLIC**

*Global attractions and hospitality leader Pursuit launches fourth Flyover experience, the first to focus on an urban city.*

**CHICAGO – (March 1, 2024)** – [Flyover](#), anticipated to become one of Chicago’s most significant visitor attractions, has officially opened its doors to the public today, March 1. This new Chicago experience marks the fourth Flyover for global attractions and hospitality company Pursuit, which also includes Flyover attractions in Las Vegas, Reykjavik, Iceland and Vancouver, Canada.

Flyover is known for creating immersive and exhilarating flying journeys, that takes visitors on a sensory experience across stunning landscapes and iconic locations around the globe, including Iceland, the western United States and the Canadian Rockies. Chicago’s debut is Flyover’s first experience exclusively focused on a city.

The multi-act attraction is a beautiful, three-part experience that highlights the power of community and the resilience of this city, showcased through various neighborhoods, people and events that weave together that vibrant tapestry of Chicago’s rich history and culture. Over 750 individuals from across the globe came together to bring the project to life, with over 500 hours and 20 months spent in the air, “flying over” to scout and capture what makes Chicago, *Chicago*.

“Officially opening Flyover in Chicago is a special one for us,” said Lisa Adams, COO and Executive Producer, Flyover Attractions by Pursuit. “Over this past year, we have had the privilege of hearing stories from Chicagoans from all walks of life, stories that illustrate the grit and tenacity this incredible city has that we have grown to know, and love. Flyover is our love letter to Chicago, and we can’t wait for everyone to lose themselves in this thrilling adventure and experience the city like you’ve never experienced it before.”

Located at Chicago’s waterfront Navy Pier, the multi-sensory experience incorporates leading drone technologies along with impressive aerial shots and first-person narratives. The signature Chicago journey transports 61 guests at a time, unfolding on a spectacular 65-foot spherical screen with flight motion seats engineered to swoop, dip and turn, with sensory immersion including wind, mist and scents as visitors taken on a journey through the city.

Flyover is now open to the public Sundays through Thursdays from 11am to 8pm, Friday and Saturday from 11am to 9pm. To learn more about the attraction or to purchase tickets, please visit [ExperienceFlyover.com/Chicago](https://ExperienceFlyover.com/Chicago). Chicago’s signature flying journey will be featured at other Flyover locations this year.

[Click here](#) for the official trailer to the signature Chicago flying journey

Watch the first Chicago Takes Flight video series on the production of Flyover [here](#).

[Video and Photo assets can be found here](#) | Credit: Flyover by Pursuit

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### **About Flyover by Pursuit**

Flyover is an immersive experience of awe and wonder, transporting guests through the planet's most epic places through exhilarating flying journeys. The attraction utilizes flight motion seats engineered to swoop, dip and turn, giving guests a feeling of flight while a 65-foot spherical screen that provides guests with an unparalleled fight across iconic locations and natural landscapes. Special effects, including wind, mist and scents, to create an unforgettable entertainment experience. Owned and operated by Pursuit, the new Chicago location will mark the fourth Flyover attraction for the global attractions and hospitality brand, which also includes Flyover attractions in Las Vegas, Reykjavik, Iceland, and Vancouver, Canada. For more information about Flyover visit [flyoverattractions.com](http://flyoverattractions.com).

### **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 tours 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 travel experiences, 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](http://www.pursuitcollection.com).

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