

FOR IMMEDIATE RELEASE  
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## **FlyOver Canada Inspired Flight Ride Opening in Iceland**

*Pursuit to open exhilarating flight ride experience in Reykjavik, Iceland modelled after Vancouver's Top Rated FlyOver Canada*

VANCOUVER – Pursuit, a business unit of Viad Corp, announced today that it will expand its flight ride theater concept into Iceland's capital city of Reykjavik. Modelled after Pursuit's highly-successful FlyOver Canada attraction, FlyOver Iceland will provide guests with an exhilarating virtual flight experience over the awe-inspiring country of Iceland. The new attraction is expected to open in 2019.

David Barry, president of Pursuit, said, "Creating unforgettable experiences is at the core of what we do. FlyOver Canada has welcomed over 2 million visitors in under five years, captivating Vancouver locals and visitors alike with the feeling of flight as they experience the very best of Canada. As a provider of award-winning adventure travel experiences, we are thrilled to be able to bring this concept to a new iconic tourism destination."

Pursuit will operate FlyOver Iceland through the Icelandic entity Esja Attractions ehf. ("Esja"). Esja has already secured an ideal location in Reykjavik and, through a majority equity investment by Viad, has secured the necessary equity funding required to construct the FlyOver attraction.

Lisa Adams, general manager of FlyOver Canada, said, "Since it's opening, FlyOver Canada has been named one of the top attractions in Vancouver. We are excited to take this proven concept to the dynamic and rapidly-growing Icelandic tourism market."

### **About FlyOver Canada**

FlyOver Canada is a flight simulation ride that takes guests on a breathtaking aerial tour over some of Canada's spectacular landscapes using the latest in ride flight technology. Guests sit suspended 10 to 40 feet above the ground in specialized ride vehicles, with their legs dangling, as they move in concert with the film with complete six degrees of freedom. With the addition of special effects (scent, mist, wind), riders actually feel like they are flying! FlyOver Canada is part



of Pursuit. For more information about Pursuit's collection of experiences, visit [www.pursuitcollection.com](http://www.pursuitcollection.com). For more information about FlyOver Canada, please visit [www.flyovercanada.com](http://www.flyovercanada.com).

### **About Viad**

Viad (NYSE: VVI) generates revenue and shareholder value through its two business units: Pursuit and GES. Pursuit is a collection of iconic travel experiences in Alaska, Montana and Western Canada that showcase the best of Banff, Jasper, Waterton Lakes, Glacier, Denali and Kenai Fjords national parks. GES is a global, full-service live events company offering a comprehensive range of services to the world's leading brands and event organizers. Viad is an S&P SmallCap 600 company. For more information about Viad, visit the company's Web site at [www.viad.com](http://www.viad.com). For more information about Pursuit's collection of experiences, visit [www.pursuitcollection.com](http://www.pursuitcollection.com).

### **For media inquiries, please contact:**

Lauren Adamson

Marketing and Brand Experience Manager, FlyOver Canada

Email: [ladamson@flyovercanada.com](mailto:ladamson@flyovercanada.com) | Phone: 778.879.1855