



Viad Corp Unveils Umbrella Brand for its Travel & Recreation Group



Iconic Experiences Unified Under Pursuit Brand

PHOENIX, (Feb. 28, 2017) -- Viad Corp (NYSE: VVI) today introduced an umbrella brand, Pursuit, for its unique collection of iconic experiences. The Pursuit brand supports Viad's strategy to grow its high-margin Travel & Recreation Group through Refresh, Build, Buy initiatives.

Steve Moster, Viad's president and chief executive officer, said "We have successfully grown our portfolio to include seven world-class attractions that welcome over 2.2 million visitors annually and 15 distinctive lodging properties with over 1,400 rooms. With locations that span Banff, Jasper, Waterton Lakes, Glacier, Denali and Kenai Fjords national parks and Vancouver, British Columbia, the creation of a unifying brand is a logical next step to facilitate guest interaction with us across all geographies."

Since 2011, the Company has expanded Pursuit through eight acquisitions, the construction of the Glacier Skywalk attraction in Jasper and major renovations to enhance the Banff Gondola, which is the leading attraction in Banff.

Pursuit President David Barry said "We have an extraordinary collection of assets and exceptional teams that bring them to life for our guests. Each of our experiences offers a uniquely authentic connection to its iconic location. The Pursuit brand brings them all together, defines our culture and our drive for

excellence in guest service. It signifies our unification as one team with a common mission to connect our guests and our staff to iconic places through unforgettable, inspiring experiences that represent the best in experiential adventure travel.”

To learn more about Pursuit, click [here](#) for the official reveal video (also available for download) or visit www.pursuitcollection.com.

Barry concluded “Pursuit is about the extraordinary journey of life, and the new places we experience and the memories we collect along the way. Life is short, create memories!”

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About Pursuit

Pursuit is a collection of inspiring, unforgettable experiences in Alaska, Montana, the Canadian Rockies and Vancouver, British Columbia. Pursuit’s world-class attractions, distinctive lodges and travel experiences help adventurous people from around the world discover and connect with iconic locations, including Banff, Jasper, Waterton Lakes, Glacier, Denali and Kenai Fjords national parks. From Alaska to Western Canada to Montana, our attractions, tours and lodging let people feel the joy that comes with moments of awe and inspiration. Pursuit is part of Viad Corp (NYSE: VVI). For more information about Pursuit’s collection of experiences, visit www.pursuitcollection.com.

About Viad

Viad (NYSE: VVI) generates revenue and shareholder value through its two business groups: GES (previously referred to as the Marketing & Events Group) and Pursuit (previously referred to as the Travel & Recreation Group). GES is a global, full-service live events company offering a comprehensive range of services to the world's leading brands and event organizers. 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. Viad is an S&P SmallCap 600 company. For more information, visit the company's Web site at www.viad.com.

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