



FLYOVER CANADA ACQUISITION – FAQ

Why is Viad's Travel & Recreation Group acquiring FlyOver Canada?

Vancouver continues to be a top tourist destination in Canada and FlyOver Canada is the #1 rated attraction in Vancouver by Trip Advisor. The acquisition of FlyOver Canada is aligned with Viad's Travel & Recreation Group's business strategy to deliver exceptional experiences within iconic destinations, from world-class attractions to unique accommodations to breathtaking sightseeing excursions.

Who is Viad Corp?

Viad is an S&P SmallCap 600 international experiential services company with operations in the United States, Canada, the United Kingdom, continental Europe and the United Arab Emirates. Viad generates revenue and shareholder value through two main business groups: the Marketing & Events Group and the Travel & Recreation Group.

What is Viad's Travel & Recreation Group?

Viad's Travel & Recreation Group is a collection of iconic destination travel experiences that showcase the best of Banff, Jasper, Glacier, Denali, Waterton and Kenai Fjords National Parks. Through our collection of world-class recreational attractions, unique hotels and lodges, and ground transportation services, we connect our guests to iconic places through unforgettable, inspiring experiences.

Who is FlyOver Canada?

FlyOver Canada is an experience like none other, located in the heart of downtown Vancouver. This one-of-a-kind flight simulation ride utilizes a unique and state-of-the-art motion platform with six degrees of freedom, multi-sensory special effects, and a 20-metre half-spherical screen providing guests an unparalleled and unforgettable flight across Canada's iconic natural landscapes.

FlyOver Canada has quickly become one of the top paid attractions in Canada and is the #1 rated fun attraction in Vancouver by Trip Advisor. Guests soar coast to coast across Canada in groups of 60 at a time on a breathtaking aerial journey, experiencing the excitement and grandeur of the country through the latest in virtual ride technology.

Where is FlyOver Canada?

FlyOver Canada is located in the heart of downtown Vancouver in Canada Place on the Port of Vancouver.

Will FlyOver Canada change its name?

The FlyOver Canada attraction has built a great name for itself through a one-of-a-kind experience and the name will remain at this time.

When will Viad's Travel & Recreation Group acquisition of FlyOver Canada close?

The closing date for the transaction was December 29, 2016.

Will there be any changes to business operations?

No changes are anticipated. FlyOver Canada has been successfully delighting guests of Vancouver since it's opening in 2013. Viad's Travel & Recreation Group will work to ensure that does not change, delivering the same great and authentic guest experience for years to come.

Will the current staff remain at FlyOver Canada?

Yes. There are no anticipated staff changes as a result of this acquisition. Andrew Strang and Stephen Geddes, the current CEO and president of Soaring Attractions LP will continue to lead FlyOver Canada. The Director of Operations and Sales Lisa Adams, and Director of Construction and Technology Eric Sambell, will continue to manage the operations of the business.

Does the acquisition include FlyOver America?

No, Soaring Attractions LP will continue to own and operate FlyOver America as a separate entity.

What was the value of the acquisition?

It is our policy to not disclose financial details of our business negotiations.

###