

A scenic landscape featuring a calm lake reflecting the surrounding mountains and sky. In the foreground, a wooden dock with a metal railing extends into the water. A person wearing a red jacket and a red hat stands on the dock, looking out at the lake. The mountains in the background are rugged and partially covered in snow, with dense evergreen forests at their base. The sky is a clear, deep blue.

PURSU^T

A person with short grey hair, wearing a light-colored sweater and a red scarf, stands with their back to the camera, looking out over a vast, snowy mountain landscape. The sky is a mix of soft pinks, purples, and blues, suggesting a sunset or sunrise. The mountains are covered in snow, and a dense forest of evergreen trees is visible in the foreground and middle ground. A snow-covered path leads towards the mountains.

OUR VISION

**TO BECOME THE WORLD'S LEADING PROVIDER
OF ICONIC, POINT OF INTEREST ATTRACTIONS
AND HOSPITALITY EXPERIENCES.**

OUR MISSION

TO CONNECT GUESTS AND STAFF TO ICONIC PLACES
THROUGH UNFORGETTABLE, INSPIRING EXPERIENCES

PURSU^T SM

PURSUIT GROWTH STRATEGY



REFRESH

To optimize guest and staff experiences, market position and maximize returns



BUILD

To create new guest experiences and revenue streams with economies of scale and scope



BUY

Strategic assets that drive guest experience, economies of scale and scope, improving financial performance

WE ARE A GLOBAL ATTRACTIONS & HOSPITALITY COMPANY

PURSUIT



ICONIC. UNFORGETTABLE. INSPIRING.

We deliver
award-winning
experiences.



TripAdvisor Certificate
of Excellence



National Geographic
Top 10 Adventure
Lodges In The World



Fodor's Best Canadian
Hotels



Wine Spectator
Award of Excellence

PURSUIT

3 COUNTRIES

3,950 TEAM MEMBERS

5 PARTNERSHIPS

14 ATTRACTIONS

27 HOTELS

50 RESTAURANTS & BARS

48 RETAIL OUTLETS

5 TRANSPORTATION BUSINESSES

5 SUPPORT OFFICES

WHAT MAKES US SUCCESSFUL

A world-class, hospitality-oriented culture

Clear and focused strategy

Iconic, irreplaceable assets

Two scalable platforms for growth

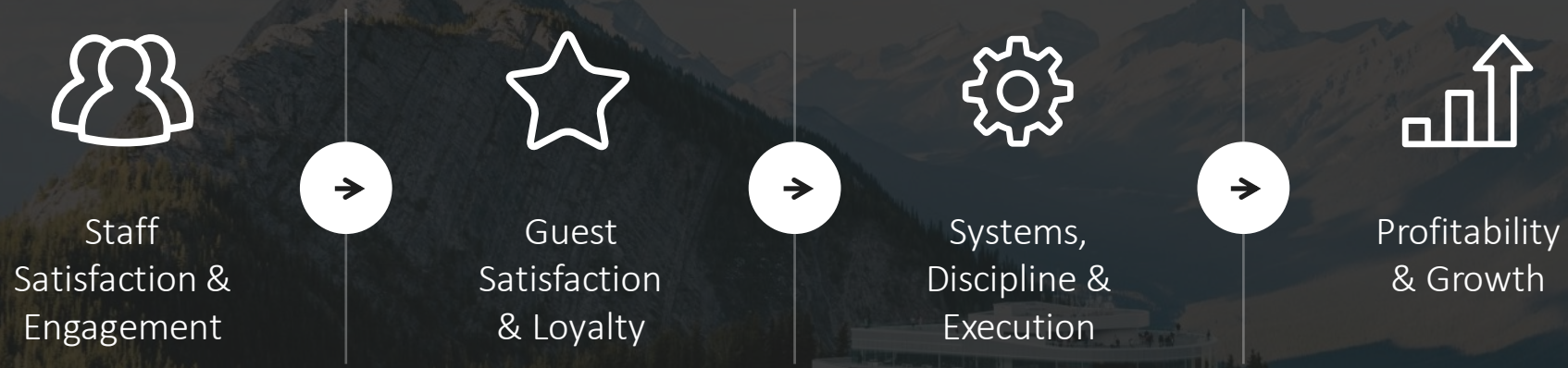
A high-margin business model

Passionate & driven management team

OUR MISSION

TO CONNECT GUESTS AND STAFF TO ICONIC PLACES through unforgettable, inspiring experiences

HOSPITALITY PROFIT CHAIN



CULTURE | OUR COMPETITIVE ADVANTAGE

BANFF JASPER COLLECTION



BANFF JASPER COLLECTION

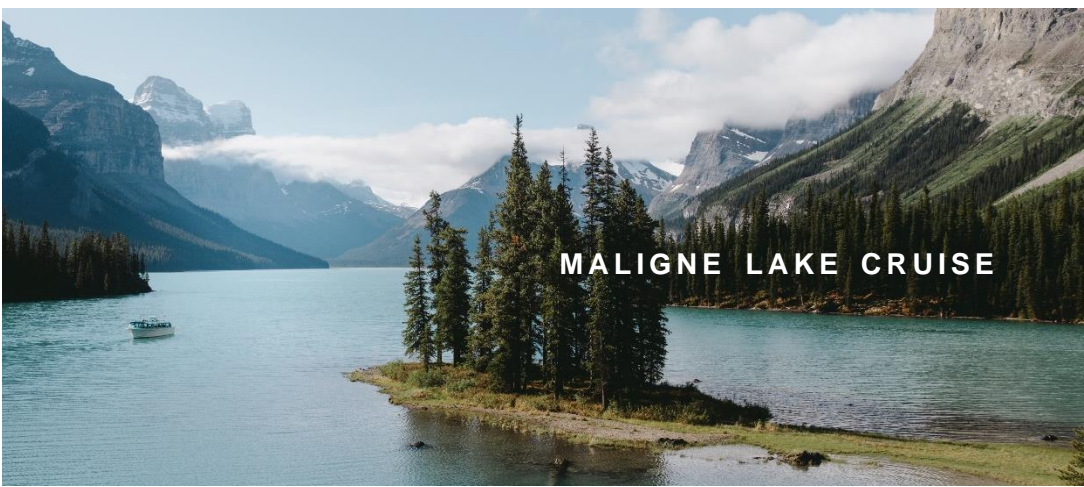
- 01** Lake Minnewanka Cruise
- 02** Banff Gondola
- 03** Sky Bistro
- 04** Open Top Tours
- 05** Columbia Icefield Adventure
- 06** Columbia Icefield Skywalk
- 07** Maligne Lake Cruise
- 08** Maligne Canyon Wilderness Kitchen
- 09** Maligne Canyon
- 10** Golden SkyBridge



BANFF JASPER COLLECTION

- 11** Mount Royal Hotel / Brazen
- 12** Elk + Avenue / Farm & Fire
- 13** Brewster Sightseeing
- 14** Brewster Express
- 15** Glacier View Lodge
- 16** The Crimson Hotel / Terra
- 17** Chateau Jasper
- 18** Lobstick Lodge
- 19** Marmot Lodge
- 20** Forest Park Hotel
- 21** Pyramid Lake Resort / Aalto
- 22** Miette Mountain Cabins





MALIGNE LAKE CRUISE



BANFF GONDOLA



COLUMBIA ICEFIELD ADVENTURE



GOLDEN SKYBRIDGE



LAKE MINNEWANKA CRUISE



COLUMBIA ICEFIELD SKYWALK

A scenic landscape featuring a large body of water in the foreground, likely a lake or wide river. In the middle ground, a small orange boat with two people is moving across the water, leaving a white wake. The background is dominated by a range of rugged, rocky mountains under a clear sky. The lighting suggests a soft, golden hour, with a warm glow on the mountains. The image is framed by a red diagonal shape on the left and a light blue diagonal shape on the right.

THE IMPORTANCE OF
A PROMISE.



OUR PROMISE

Like you, we want to work and play with people who value authentic interactions and a deeper knowledge of the world around us. To ensure that happens, the operation of our properties and experiences is guided by our "Promise to Place." It outlines our responsibilities to manage our impact on the environment, foster respect for people and champion our communities.



COMMUNITY

We are committed to supporting our local communities across all of Pursuit. We work to share experiences with neighbors, collaborate with likeminded community members and foster welcoming environments throughout the iconic destinations in which we operate.





RESPECT

Whether you work with us, travel with us or are part of a community in which we work and live, you'll have our respect — and we'll earn yours. At Pursuit, we prioritize diversity and lead with inclusivity. It's all about the welcome and the way we help make these places magical — for all who cross our path.






STEWARDSHIP

The places where we live and work are incredibly important to us and our guests, and our role as stewards is to create change the right way. We continue to invest in the sustainable longevity of our experiences through grassroots initiatives and innovative solutions.

PROMISE TO PLACE – INTEGRAL TO OUR BUSINESS

- / Call it CSR or ESG, a commitment to operating with integrity, sustainability and respect is gaining momentum in our industry.
- / This is driven by consumer sentiment and as demographic shift occurs we can expect this to grow... but it may not be straight line growth
- / We view this is a responsibility but also a consumer-centric opportunity
- / Greenwashing will not work but neither will concepts that do not advance our business purposefully
- / The world is watching!
- / We have shifted from “doing better every year” to “this is where we are going” approach
- / We are passionate about what we do but this is a business decision and not a crusade

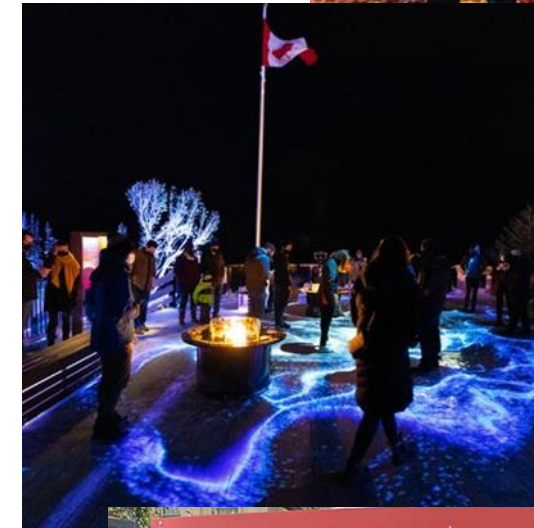
PROMISE TO PLACE – INTEGRAL TO OUR BUSINESS

Goal Area	UN SDGs	Target
Community	  	<ol style="list-style-type: none"> We support and encourage our employees to enable them to volunteer for a total of 2500 hours in local charities or community building initiatives per year by 2027. 50% of goods and services are sourced from the local region (Western Canada for retail and 300 km radius for other departments) by 2025. We invest in local community and conservation projects, to help enhance the human communities, and protect & enhance local environments in the Banff Jasper Collection region, with a target to invest \$2,000,000 (\$800,000 in-cash, \$1,200,000 in-kind) in impactful projects and non-profits from 2023-2030.
Respect	 	<ol style="list-style-type: none"> Our employee compensation is in the top 10% of the comparative local market (reviewed annually). Develop an equity of opportunity framework for the Collection by 2025. 100% of Collection employees are trained in diversity, equity and inclusion by 2024.
Leadership		<ol style="list-style-type: none"> Explore leading edge innovations for implementation into the operations of the Banff Jasper Collection, with a target of 2 “industry first” innovations being implemented in the Collection by 2030. 100% of leadership and interpretive staff members have received authentic cultural training from local Indigenous community members each year. All properties and attractions in the Collection are rated Gold level or above in Sustainable Tourism Certification by 2027.
Stewardship	    	<ol style="list-style-type: none"> Reduce average waste to landfill per guest by 30% by 2030: <ul style="list-style-type: none"> Remove all single-use plastic from operations by 2027. Reduce Collection carbon emissions by 50% by 2030 and match the Federal target for carbon reduction (net zero by 2050) <ul style="list-style-type: none"> Implement multiple renewable energy sources for Collection assets that are off grid by 2040. Electricity use per room per night across Collection target of 30kWh per night by 2030. Natural gas use per room per night target of 0.20MCF by Target electricity use per room by 2030. Reduce fossil fuel consumption by 50% /passenger by 2030 75% of year-round BJC employees use sustainable forms of transportation to commute to work by 2025. Reduce water use by 50% by 2030. 100 % of tours include an educational component about wildlife viewing, protected areas, heritage preservations and climate action by 2024

DRAFT

PARTNERING IN INDIGENOUS TOURISM

- / First – Build trusting relationships
- / Cooks with Stones:
 - / Develops life and technical skills 9 students participated in the 2023 program and 2 do have now full-time jobs with Pursuit.
 - / Featured at the Canada Day celebrations in London, England.
 - / National award-winning program
- / Nightrise at the Banff Gondola:
 - / Authentically telling our stories in our own traditional territory
 - / Winner of Allyship CITE Award and SKIFT Idea Award.
- / Stoney Storytelling Training - Brewster Sightseeing, Open Top Touring, Maligne & Minnewanka
- / Unique partnership with BLLT and ITA to deliver Cultural Awareness Training in Banff
- / National Day for Truth and Reconciliation:
 - / Immersive cultural events for our team
 - / Fundraising for our local communities
 - / Our attractions warmly welcomed close to 1500 Indigenous Community members on September 30.



EXPERIENTIAL TOURISM

- / Have a clear and differentiated brand and values
- / Focus on a specific guest segment (psychographics) and understand what motivates and engages them
- / Build multi-sensory, immersive experiences that create an emotional connection
- / Price appropriately – cost-based pricing versus experience-based pricing
- / AI will change search forever



EXPERIENCE DEVELOPMENT

- / Experiences are superior to commodities
 - / Command higher prices
 - / Are harder to compete with
 - / Are more engaging to deliver
 - / Drive higher referral/repeat business
- / But they require a little more work/time and attention
- / We use a tried and tested approach for every experience, regardless of application. In 2024 we will use this approach for;
 - / New hotel concept launch
 - / New boat cruise experience
 - / New restaurant experience
 - / New glacier adventure experience

EXPERIENCE DEVELOPMENT PROCESS

- / Understand your environment
 - / Competition
 - / Partners
 - / Growth markets/trends
- / Know your guests
 - / Psychographic segmentation – how your guests travel and how they want to experience a place
 - / Adopt an established model or develop your own
 - / Ensure all of your team align on this view. If it a marketing/brand initiative then it will fail at execution
- / Collaborate cross-functionally
 - / Examine your current experience quality, focus and gaps critically
 - / Ideate on new experiences that address trends, guest segment opportunities and build on your brand strengths
 - / Develop new concept, thinking through the emotional response you are looking to create in guests throughout the guest journey
- / Collaboratively develop the experience and go-to-market approach
 - / Pilot, test, critique and adjust – test thoughtfully on guests and unbiased third parties
 - / Execute exceptionally to understand where you opportunity to improve genuinely lies
 - / If you are going to fail, fail fast! But failure (learning) is part of the road to perfection.

QUESTIONS?

PURSU^T  SM