



## VIAD CORP UNVEILS UMBRELLA BRAND FOR ITS TRAVEL & RECREATION GROUP

### **Iconic Experiences Unified Under Pursuit Brand**

Brewster's parent company, Viad is excited to announce the launch of its new brand – Pursuit. The new brand will unite Viad's portfolio of attractions, lodging and travel experiences behind a shared mission of connecting guests and staff to iconic places through unforgettable, inspiring experiences. The Pursuit brand will assist in guiding guests and visitors as they seek world-class travel experiences.

Pursuit supports Brewster Travel Canada, Glacier Park Inc., the Alaska Collection and FlyOver Canada. Pursuit's offerings will continue to bring world travelers and adventure seekers together to connect in meaningful ways with the exceptional, one-of-a-kind experiences available at the Banff Gondola, Banff Lake Cruise, Glacier Skywalk, Glacier Adventure and Maligne Lake Cruise.

As we go through this brand transition, you will be seeing more of the Pursuit brand and the Brewster brand will be aligning to its heritage as a transportation business within the Canadian Rockies.

Our passion is to provide guests with unforgettable, world-class experiences, accommodations, and transportation within Western Canada. Pursuit is the thread that connects us across geographies and strengthens our commitment to creating exceptional experiences, not only for our guests, but equally for our staff. This is who we are. This is what we do every day.

Pursuit looks forward to continuing to work closely with industry partners in pursuing excellence in the travel and tourism sectors as the new brand weaves the fabric of its experiential offerings into a united collection of travel experiences. To learn more about the Pursuit brand visit [www.pursuitcollection.com](http://www.pursuitcollection.com). Pursuit is also pleased to present the official reveal video for the new brand [here](#) (also available for download).

If you are interested in more information about the rebrand, please contact Julie Wang or [sales@pursuitcollection.com](mailto:sales@pursuitcollection.com)