



EcoFund

ENERGY SAVINGS SPOTLIGHT



About the Business

Through Pursuit's iconic Canadian Rockies experiences, attractions and hotels, they share and showcase the natural beauty, rich history and living culture of Banff, Jasper and Waterton in Alberta, along with Golden in British Columbia. *"This great privilege comes with an even greater responsibility to protect our natural resources for future generations. In April 2023, Banff Jasper Collection engaged Canadian sustainable tourism leader GreenStep to challenge and accelerate our stewardship goals. Our partnership with the UN Worldwide Tourism Organization affiliate member has allowed us to harness a holistic results-driven framework and benefit from GreenStep's extensive environmental and regulatory expertise and rigorous and transparent auditing processes."*

Project Summary:

Pursuit has undertaken an energy efficiency project to upgrade all non-LED lighting to LED at the Elk + Avenue hotel and the iconic Banff Gondola attraction, with the ultimate goal of achieving 100% LED lighting at both locations. The focus has been on upgrading the lighting in back-of-house areas, the exterior parkade, kitchens, mechanical and storage rooms, offices, garages, and outbuildings. The projected annual energy savings from these LED upgrades are 310,300 kWh, and the new lights are expected to last 8-10 times longer than the previously installed, less efficient lamps. Additionally, these lighting upgrades will improve safety through enhanced nighttime visibility, reduce maintenance costs, and provide versatile aesthetic benefits.

"To conserve energy and cut greenhouse gas emissions, Pursuit and GreenStep Solutions identified LED upgrade opportunities throughout our hotel properties, attractions, staff accommodations and offices. This is a great project to start using the GreenStep EcoFund generated through the EcoFee contributions our guests made in 2023."

"When planning this project, we also looked for ways to support our community. The entire LED initiative was in partnership with Mikes Electric based in Canmore who have been operating in Banff, the Bow Valley, and surrounding areas since 1987, and remain entirely locally owned and operated."

"We look forward to continue working together with GreenStep and partnering with our guests to accelerate towards a more carbon conscious future on many more projects like this one."

Alex Grant, VP of Operations, Banff Jasper Collection

PURSUITSM

Businesses:
Elk + Avenue Hotel
Banff Gondola

EcoFund Launch Date:
April 2023

Project:
LED lighting upgrades



Total Project Cost:
\$118,845.97

Project Cost Covered by EcoFund:
100%

Estimated Annual Energy Savings:
310,300 kWh
167.5 tonnes CO2e reduction

Estimated Annual Cost Savings:
\$55,250

About GreenStep EcoFund Verified:

The GreenStep EcoFund Verified program helps businesses generate a budget to implement energy efficiency and carbon reduction projects that drive down operating costs and showcase a commitment to sustainability. www.greenstep.ca