

# NEW BRUNSWICK

CANADA'S HIDDEN GEM



# HOME OF THE WORLD'S HIGHEST TIDES



SWALLOWTAIL LIGHTHOUSE, GRAND MANAN

## WE ARE CANADA'S HIDDEN GEM AND HAVE A SPECIAL PLACE RESERVED JUST FOR YOUR CLIENTS.

They will start their trip to New Brunswick in the Bay of Fundy, a phenomenal marine destination unlike any other. Did you know the tides here rise to an astonishing four storeys high twice a day every day? We're serious when we say we're home to the world's highest tides, in fact, the Bay of Fundy was voted Canada's top natural wonder because of them!

Your clients will be amazed to witness the 160 billion tons of seawater rapidly flood the Hopewell Rocks. The high

waters retreat twice daily to sculpt these famous rock formations, which took more than 350 million years to create! Kayaking around the rocks at high tide is an experience your clients won't want to miss! Six hours later, at low tide, they can return to walk on the ocean floor and marvel at these incredible rock formations from a whole new perspective. They will be able to snap a picture next to the rocks so they're able to impress people back home by the magnitude of these natural masterpieces.



HOPEWELL ROCKS PROVINCIAL PARK



CAMPOBELLO ISLAND

The beloved town of St. Andrews-by-the Sea anchors the western portion of the Bay of Fundy with its pedestrian-friendly downtown filled with colourful shops and a lively wharf. Your clients can treat themselves to a luxurious stay at the Algonquin Resort, famous for being one of Canada's historic Grand Railway Hotels. They can surround themselves with beauty at the wonderful Kingsbrae Garden and explore its many themed gardens and sculptures or take a trip across the ocean floor - by car - on the way to Ministers Island, the former home of Canadian Pacific Railway baron William Van Horne.

Looking for an island escape? Explore the Fundy Isles -- a world apart from the mainland yet just a ferry ride away. Grand Manan Island is a 90-minute ride to rugged cliffs and



HUMPBAC WHALE NEAR ST. ANDREWS

shorelines guarded by lighthouses and teeming with birds and marine life. On Campobello Island visit the heritage cottage and grounds of Roosevelt Campobello International Park. For more beautiful coastal vistas, artisan and art studios, and excellent sea kayaking, head to Deer Island, a short 20-minute ferry ride from Letete, near St. George.



HOPEWELL ROCKS

New Brunswick is a haven for more than a dozen whale species, including humpbacks, finbacks, minkes and the endangered North Atlantic right whale. Grand Manan, Campobello and St. Andrews are known for their incredible whale watching excursions. Watch in awe as these giants breach, roll and gracefully sink below the ocean's surface.

Looking for more adventures on the Bay of Fundy? Reserve a spot on a sport fishing excursion in St. Andrews to experience more thrills from the Atlantic Ocean.

# WIDE OPEN SPACES

WE'RE INVITING YOUR CLIENTS TO HIKE THEIR HEART OUT IN NEW BRUNSWICK'S BEAUTIFUL LANDSCAPES (OR PADDLE, OR BIKE, OR FISH...). OCEAN VIEWS? CHECK. FORESTS? YOU BET. MOUNTAINS? ABSOLUTELY.

Your clients will take a drive to the Fundy Trail Provincial Park, a 2,559-hectare park featuring a 30 km (19 mi) parkway hugging the southern coast of New Brunswick. With stunning views of the world-renowned Bay of Fundy, the park has been carved out of the Fundy escarpment, one of the last remaining coastal wilderness areas between Florida and Labrador. With the connector route now completed, you can easily access this beautiful park through St. Martins, Sussex Corner, and Fundy National Park.

Make sure they also stop in St. Martins to view the famous Sea Caves, sandstone caves shaped by the Bay of Fundy and accessible over the ocean floor only during low tide. Arriving at high tide? Book a kayaking adventure to explore the caves and coastline from a different perspective.

While your clients are visiting the Southern coast, they need to check out Fundy National Park and its breathtaking wilderness backdrop. New Brunswick's first National Park, set up with a choice of five campgrounds, they will explore over 120 km (74.5 mi) of walking and hiking trails, and discover the richness of the Acadian forest. Nearby Fundy National Park are Cape Enrage and the Hopewell Rocks, two breathtaking destinations that demonstrate the power and allure of the world's highest tides.

Beauty is not limited to the Southern part of our province— head North and stop at Mount Carleton Provincial Park, where your clients can hike the highest mountain in the Maritime provinces. With 11 trails ranging from wheelchair-accessible to challenging mountain hikes, this provincial park and campground offers something for all nature-lovers. On a clear day, visitors can see 10 million trees from Mount Carleton's highest peak!

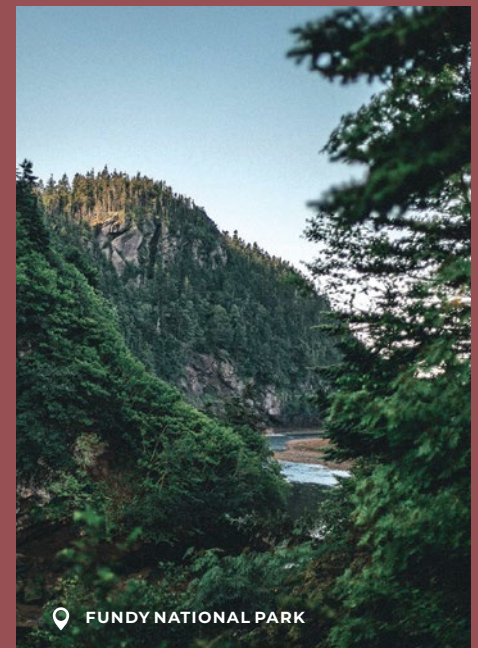
📍 ST. MARTINS SEA CAVES



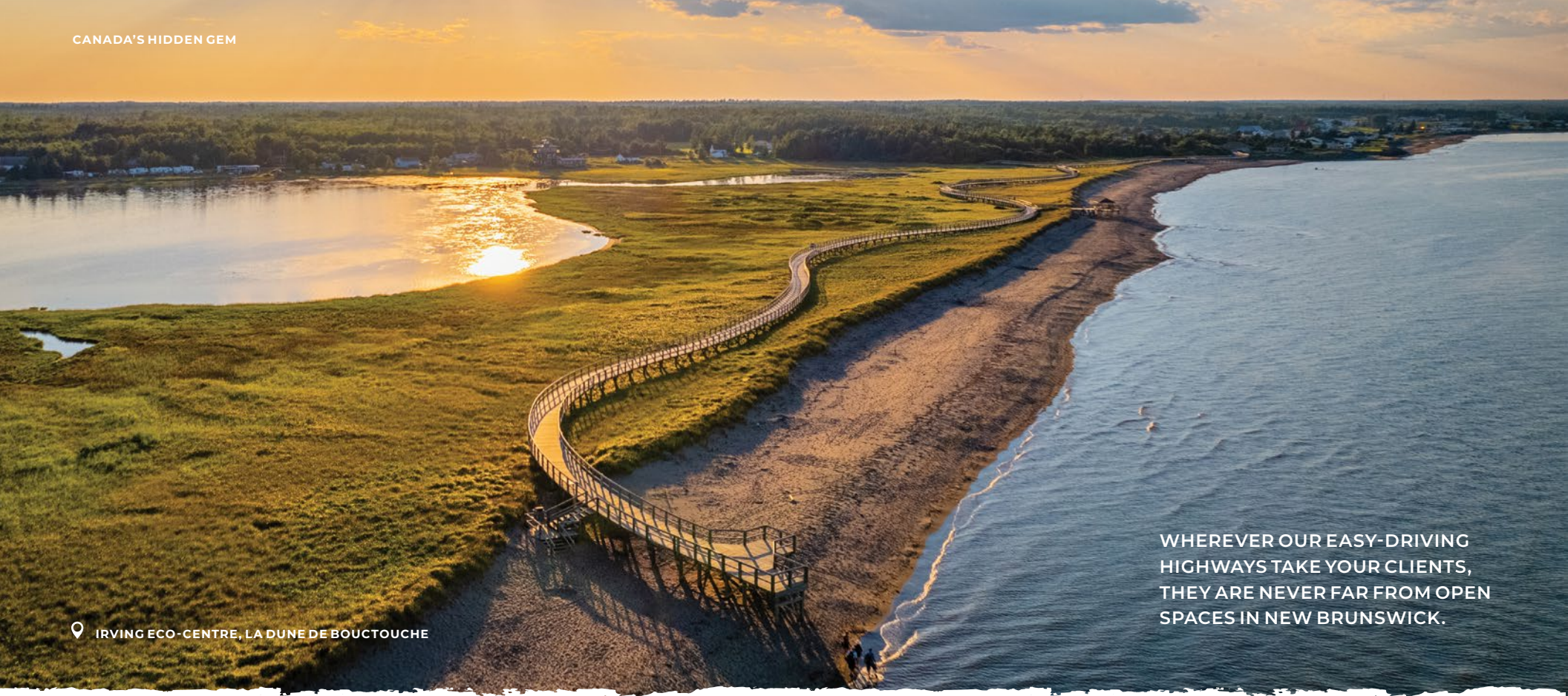
📍 FUNDY TRAIL PROVINCIAL PARK



📍 MOUNT CARLETON PROVINCIAL PARK



📍 FUNDY NATIONAL PARK



IRVING ECO-CENTRE, LA DUNE DE BOUCTOUCHE

WHEREVER OUR EASY-DRIVING HIGHWAYS TAKE YOUR CLIENTS, THEY ARE NEVER FAR FROM OPEN SPACES IN NEW BRUNSWICK.



KOUCHIBOUGUAC NATIONAL PARK

If rich history mixed with beautiful scenery is of interest, we suggest your clients take a drive along the Eastern part of our province, referred to as the Acadian Coast. Along this beautiful coastal drive is a 750 km (466 mi) excursion that takes you into the heart of the rich, spirited, and historic Acadian culture. This part of our province also boasts some of New Brunswick's most beautiful beaches, which are some of the warmest sandy beaches in all of Canada. From Shediac (the lobster capital of the world), to Bouctouche, to Miramichi, to the

Acadian Peninsula and to the Chaleur region; there are no shortage of sights and experiences to take in along this beautiful route. If they are exploring the Acadian Coast of our province, a must-stop is Kouchibouguac National Park. Golden sand dunes, estuaries brimming with life, warm ocean beaches, Mi'kmaq and Acadian culture, the starry spectacle of a Dark Sky Preserve and snowbound winter activities are just some of the many things to experience within this beautiful national park.

# CULTURALLY VIBRANT

## HISTORY

History lives in the present. The events, ideas, and people of the past have shaped what our lives look like today. Through architecture and landscape, the stories of New Brunswick's people and cultures come alive for your clients to experience. Indigenous peoples have inhabited the region for thousands of years, a story told by the many artifacts found across the province.

Get the true experience of New Brunswick's past at our living history museums. They will take in 200 years of history at New Brunswick's Acadie at Village Historique Acadien, an incredible complex built around a 2.2 km (1.3 mi) circuit bordered with historic buildings, all inhabited by fully bilingual (French and English) interpretive guides who portray the daily lives of the Acadian people.

They can immerse themselves further in Acadian history at Pays de la Sagouine, a theatrical village that opened in 1992 on a small natural island in the middle of Bouctouche Bay. This unique tourist attraction is centred around the imagination of the great Acadian author, Antonine Maillet, who gives life to many characters through playwriting. Visitors come here to experience the true Acadien joie de vivre.

Looking for more historical enrichment? Kings Landing Historical Settlement, near Fredericton, is a 300-acre open-air museum set in the 19th century. Situated along the Wolastoq (Saint John River), a visit to Kings Landing will bring you back in time as you explore this village full of costumed characters, farm animals, gardens and 70 historic buildings featuring over 90,000 artefacts. Enjoy a traditional or modern lunch at the onsite King's Head Inn.



VILLAGE HISTORIQUE ACADIEN

WHEN THEY EXPLORE NEW BRUNSWICK'S HISTORIC SITES, THEY IMMERSE THEMSELVES IN TALES THAT CONTINUE TO BE TOLD.



TINTAMARRE AUGUST 15, ACADIAN FESTIVAL, CARAQUET



GRANDE ANSE LIGHTHOUSE



KINGS LANDING HISTORICAL SETTLEMENT

**CULTURE**

New Brunswick is a retreat for those looking to experience varied culture, diversity and a welcoming community. It is felt in our music, food, language, festivals, history, and our people — our culture is a fascinating mélange influenced by Indigenous peoples and French, British, Irish and Scottish settlers and is constantly changing with the influx of new residents

from other parts of the world. Your clients can experience our unique Acadian roots at our annual festival, Tintamarre, in Caraquet. Every August 15th, our Acadian community celebrates their love of life, "Joie de Vivre", where our streets come alive with music, costumes, traditional food, and excitement.

# EXPLORE OUR CITIES

NEW BRUNSWICK HAS SOMETHING SPECIAL TO OFFER IN EVERY CORNER OF THE PROVINCE.

**FREDERICTON**

If your clients are music fans, then they won't want to miss the award-winning Harvest Music Festival held in Fredericton every Fall. Amidst a backdrop of breathtaking fall foliage, the city's downtown transforms each September with hundreds of world class musicians, buskers, acrobats, food trucks, art vendors, and so much more. While they are in town for Harvest, make sure to include a stop at the Fredericton Boyce Farmers Market on Saturday morning. As one of Canada's Top 10 Community Markets, the Boyce Farmers Market sets the bar high with a diverse mix of over 200 unique food and craft vendors and an on-site restaurant. Strolling around the market with all the friendly and welcoming locals will give a true experience of what life is like in the City of Fredericton.

If they are up for another adventure, the Beaverbrook Art Gallery, situated along the beautiful Wolastoq River in downtown Fredericton, is a great

afternoon activity. As Canada's most vital art gallery featuring a world-class collection of art and exhibitions, it's a can't-miss on their trip to Fredericton. They'll find a unique gift to take home to a friend or a treasure for themselves at the retail shop which features fine craft items by local artists and artisans.

Finally, did you know that Fredericton also has the highest concentration of craft breweries and tasting experiences in the Maritimes? Craft beer enthusiasts will be delighted! There is no doubt that your clients will be inspired by such a memorable display of culture and community here.

**SAINT JOHN**

There's no other place in the Maritimes where the urban charms of a vibrant, historic city nestle up against the grand, natural allure of the world-famous Bay of Fundy. Saint John, Canada's first incorporated city, is home to Canada's oldest continually operated farmers' market. Your clients will be able to stroll



FREDERICTON

through the Saint John City Market, taste a variety of delicious foods, and discover handmade crafts and works of art from local artisans. These make perfect souvenirs that will always remind them of their trip to New Brunswick.

This vibrant port city is full of adventure and Loyalist heritage that goes back centuries. We recommend your clients explore Uptown Saint John by foot so they can take in the delightful mix of narrow, steep streets and beautiful old architecture. These charming old buildings house excellent restaurants, funky cafés, creative galleries and shops, theatres, museums, and so much more.

The world-famous Reversing Falls Rapids is where the tides of the Bay of Fundy collide with the outflowing Saint John River to reverse its flow and create a series of whirlpools and white-water rapids. If they are seeking a thrilling adventure, TimberTop Adventures is

one of Canada's largest treetop aerial adventure parks where guests travel from tree to tree tackling over 115 creative obstacles including nearly 30 zip line challenges. Make sure to include stops at the Saint John City Market (the oldest continuously operated farmer's market in Canada) and the Area 506 Waterfront Container Village. Highlighting New Brunswick music, culture and goods, Area 506 hosts several pop-up events as well as top-tier concerts throughout the summer months and is the ultimate Saint John experience to witness the city come alive along the waterfront.

**MONCTON**

Located in the heart of the Maritime provinces, the City of Moncton is a great "Hub and Spoke" destination with easy access to many of New Brunswick's top experiences. For ultimate relaxation, your clients should unwind at the Usva spa. They could also scope out the remarkable culinary scene, ranging from modern Acadian to international dishes



SAINT JOHN

## FOODIE DESTINATION

An unforgettable food experience awaits you in New Brunswick, where your clients can indulge in a fusion of flavours and a variety of cuisine styles. Best known for having some of the freshest and most succulent seafood in the world, your clients will not be disappointed by the mouth-watering dishes created by our award-winning chefs. Here, a day out can include a lobster roll from a food truck, fish and chips from a beachside bistro, a gourmet lunch on a riverside patio, or a picnic in the woods that they assembled themselves. And an evening out could take them anywhere from an oyster bar to a French-inspired bistro to a warm pub or a family-friendly diner on a main street. After all, the recipe for the very best eating and

drinking is good company, a welcoming atmosphere, and a range of choices suited to different tastes, which is just what New Brunswick delivers.



Shediac hosts an incredible lobster festival featuring nearly 50 activities and experiences including a 600-guest outdoor lobster dinner on Main Street. 2024 marks the 75<sup>th</sup> anniversary of the Shediac Lobster Festival.



MONCTON

or experience the ultimate coffee tasting experience at Epoch Chemistry. They will also want to take in the natural phenomenon that is the Tidal Bore – where the incredible force of the Bay of Fundy pushes the Petitcodiac River backwards or journey through Moncton on a mural tour and take in all the cool urban art. A can't miss experience in Moncton is Magnetic Hill Winery, offering a tasting of award-winning wines vinted and bottled right here on site. It sits on a 19th century historic site overlooking the city. Fun times with family and friends await in Moncton!

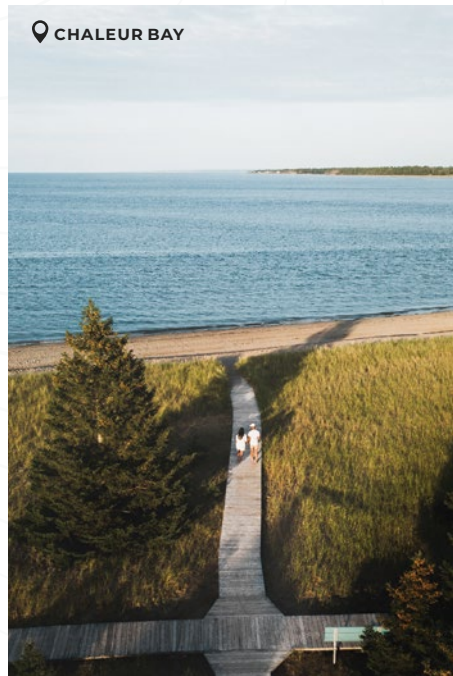
Whether your clients would like to relax on the warmest saltwater beaches in Canada on the Acadian shore or sample the Acadian “joie de vivre”, they will want to explore Shediac, the lobster capital of the world. Jump aboard a fishing boat to enjoy the delicacies of the sea while learning about traditional fishing techniques that helped shape a way of life in this region. Each July,

## FUN FACTS

✓ **New Brunswick** is Canada's only constitutionally bilingual province (English and French).

✓ The **Fundy Biosphere Region** and **Stonehammer Geopark** are the only two UNESCO designated sites to overlap in all of Canada.

✓ **Chaleur Bay**, recognized as “One of the Most Beautiful Bays in the World” (MBBW – France).



CHALEUR BAY



✓ The **Beaverbrook Art Gallery** in the capital city of Fredericton, is considered one of Canada's finest art museums and is well known for its Salvador Dali masterpiece – Santiago El Grande, the second-largest canvas he ever painted (13 ½ x 10 feet, 4.1m x 3m)

✓ Mount Carleton Provincial Park and Kouchibouguac National Park are recognized Dark-Sky Preserves.



MOUNT CARLETON PROVINCIAL PARK

✓ The Saint John City Market is a national historic site and the oldest continuously operated farmers' market in Canada (1876).

✓ Metepenagiag Heritage Park is home to Oxbow National Historic Site, the largest and deepest pre-historic village ever found in the Canadian Maritimes, with over 3,000 years of continuous settlements of the Mi'kmaq Nation right to the present day.



METEPENAGIAG HERITAGE PARK

✓ Roosevelt Campobello International Park, beloved summer home of FDR and Eleanor, is the only international park in the world jointly managed by two countries (Canada & USA).



ROOSEVELT COTTAGE

✓ The Hartland Covered Bridge, a designated National Historic Site (390 m / 1,282 ft) is the longest covered bridge in the world.

✓ Ministers Island, a Provincial Heritage Place in St. Andrews-by-the-Sea, is Canada's largest tidal island, accessible only at low tide.



MINISTERS ISLAND

# WE'RE CLOSER THAN YOU THINK

ARRIVE IN NEW BRUNSWICK VIA YOUR PREFERRED MODE OF TRANSPORTATION.

Visiting from within Canada? Arrive by plane at one of our four airports (Saint John, Fredericton, Bathurst, or Moncton). If you're flying internationally, land in Halifax, NS or Montreal, QC and enjoy the beautiful foliage, coastal scenery, and natural beauty on your drive to New Brunswick. Alternatively, you may enjoy a relaxing overnight journey to our province as VIA Rail Canada whisks you away on "The Ocean", a train route from Montreal, QC to New Brunswick.

New Brunswick has excellent highways and is positioned conveniently between Nova Scotia, Quebec, Prince Edward Island, and Maine, making it a highly accessible destination by automobile for travelers visiting those areas. New Brunswick is also a popular cruise destination. Saint John, Canada's first incorporated city, is the only city on the Bay of Fundy (home to the highest tides in the world), allowing for cruise ships to berth in the heart of the city.



IF YOUR CLIENTS ARE  
LOOKING FOR AN ADVENTURE  
OFF THE BEATEN PATH,  
THEIR JOURNEY TO NEW  
BRUNSWICK AWAITS.