

FROM TOUCH TO TASTE, NEW BRUNSWICK HAS IT ALL

COME, EXPLORE YOUR SENSES.

Let your eyes wander along our 5,500 kilometers (3,418 miles) long coastline, feel the cool salty air from the Bay of Fundy, lose yourself in the dark-sky preserves. At our parks, run through wide open spaces, taste the delicious authentic flavour of the Acadian cuisine, and hear the Indigenous drumbeats telling untold stories.

New Brunswick—a travel destination where you can get a sense of it all.



OUTDOOR

DARK SKIES & PARKS

You can hear the rhythmic crash of waves against ancient cliffs at Fundy Trail Provincial Park and immerse yourself in the celestial wonders of New Brunswick's Dark-Sky Preserves. Let the inky blackness envelop you as you gaze upon stars at Mount Carleton Provincial Park, Fundy National Park, and Kouchibouguac National Park. Experience pristine sanctuaries of darkness and unparalleled views of the cosmos at Mount Carleton. Visit Hopewell Rocks Provincial Park, where at low tide you can walk on the ocean floor, explore coves, and look up in amazement at the distinctive sandstone formations topped with trees. Sleep under the stars, join guided night hikes, or relish in stargazing events that will find you at a loss for words. In New Brunswick, the night sky and vast parks become a playground for the senses, inspiring you to find light in the darkness in some of Canada's most spectacular settings.



CULTURE

ACADIAN, INDIGENOUS, IRISH & LOYALIST

In New Brunswick, the vibrant tapestry of the Acadian joie de vivre intertwines seamlessly with the rich heritage of the Mi'gmaq, Wolastoqiyik, and Peskotomuhkatiyik peoples. From the lively fiddle tunes and rhythmic spoon-playing at Acadian festivals to the ancient wisdom embedded in the history of the land, the province offers a living celebration of its diverse founding cultures. New Brunswick has long welcomed Irish immigrants, who once made up half of Saint John's population. Rich Irish heritage and Loyalist history played a crucial role in shaping New Brunswick's early political and economic landscape. Saint John is no stranger to welcoming and embracing all the beauty that comes with new heritage.

The province's commitment to preserving its heritage is evident with more rivers, towns, and landmarks bearing Indigenous names than any other Atlantic province. New Brunswick's landscape is a living testament to its rich Indigenous, Acadian, Loyalist, and Irish heritage where you can immerse yourself in cultural fusion by visiting the Village Historique Acadien to experience the Acadian way of life or explore Kings Landing to delve into the Loyalist history that has shaped the region. Come, traverse the charming coastal villages, savouring traditional cuisine, and discovering the connections between communities shaped by tides and history.



CITIES

WHERE EVERY SENSE COMES ALIVE

There is no doubt that when you think of New Brunswick, the beautiful Bay of Fundy is top of mind. Experience the unfathomable magic of the Atlantic (twice daily!) with the highest and lowest tides in the world. No matter where your travels take you, you'll feel the pull of culture and adventure. Stroll the historic streets of Saint John, where live music spills from cozy pubs, or explore the art galleries and breweries of Fredericton, refreshing both body and soul. Feel the upbeat energy of Acadian joie de vivre in Moncton-Dieppe where, just beyond city limits, nature's call is unmistakable.

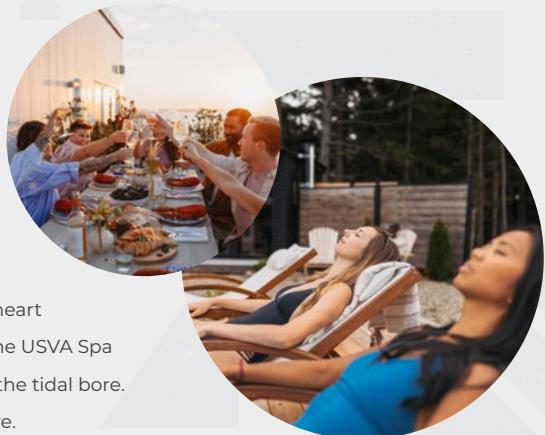
SAINT JOHN REGION

Feel the ocean floor of the Bay of Fundy beneath your feet, then, steps away, let the historic city streets of Saint John greet you with a plethora of world-class restaurants, charming boutiques, and art galleries. On the edge of nature, Saint John—Canada's first incorporated city (1785)—acts as the perfect home-base for day trips along the Fundy Coast to Fundy-St. Martins and Fundy Trail Provincial Park.



MONCTON-DIEPPE REGION

Experience the harmonious blend of English and French Acadian cultures in Moncton-Dieppe. This vibrant urban centre offers seamless access to premier New Brunswick attractions and experiences. In the heart of the Maritime provinces, you can really sense it all, from relaxing at the USVA Spa Nordik, to finding adventure at the awe-inspiring natural spectacle of the tidal bore. It's just the Bay of Fundy's way of never letting you forget where you are.



FREDERICTON CAPITAL REGION

The Fredericton Capital Region's subtle charm comes to life around every bend of the Wolastoq (Saint John River). Start your day fishing along the riverbank, then enjoy a theatre performance that same night. Discover a strong sense of heritage—streets that were home to the Wolastoqiyik for thousands of years, followed by Acadian and Loyalist settlement. Like the region's heritage, the river weaves through the city and connects communities, complemented by the city's 120km+ trail network. Come explore, come play, come get a sense of New Brunswick.



HERE, AND NOWHERE ELSE



NEW BRUNSWICK

Canada's only officially bilingual province (English and French).

CHALEUR BAY

Recognized as "One of the Most Beautiful Bays in the World" (MBBW – France).

THE SAINT JOHN CITY MARKET

A national historic site and the oldest continuously operated farmers' market in Canada (1876).

THE BEAVERBROOK ART GALLERY

The Beaverbrook Art Gallery, located in the capital city of Fredericton, is considered one of Canada's finest art museums and is well known for its Salvador Dalí masterpiece, "Santiago El Grande," which is the second-largest canvas he ever painted, measuring 13½ x 10 feet (4.1m x 3m).

THE FUNDY BIOSPHERE REGION AND STONEHAMMER GEOPARK

Two of a handful of UNESCO sites that overlap in the world.

METEPENAGIAG HERITAGE PARK

Home to Oxbow National Historic Site, the largest and deepest prehistoric village ever found in the Canadian Maritimes, with over 3,000 years of continuous settlements of the Mi'gmaq Nation right to the present day.

ROOSEVELT CAMPOBELLO INTERNATIONAL PARK

Beloved summer home of FDR and Eleanor, it's the only international park in the world jointly managed by two countries (Canada & USA).

THE HARTLAND COVERED BRIDGE

A designated National Historic Site (390 m/1,282 ft.), it's the longest covered bridge in the world.

MINISTERS ISLAND

A Provincial Heritage Place in St. Andrews by-the-Sea, it's Canada's largest tidal island, accessible only at low tide.

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