



Fundy Coastal Drive

As the phenomenal Bay of Fundy, One of the Marine Wonders of the World, is filled twice daily by some of the highest tides on the planet, these beacons from the past stand tall and full of mystery along the rugged coast. Once trusted tools for safe navigation, lighthouses are now windows into a nautical past, filled with folklore and stories of shipwrecks, heroism, and even some say... ghosts! The Fundy Coastal Drive serves as one of the best routes to experience the beauty and grandeur of these stunning landmarks.

History

In 1791, New Brunswick's first lighthouse was built on Partridge Island at the entrance of the Saint John Harbour. Since then, millions of sailors, and immigrants from Europe, have landed on our New Brunswick shores, guided safely by lighthouses and welcomed to their new homeland. A great number of these stately structures, such as Mulholland Point on Campobello Island, were constructed with tapering wooden towers which were cheap to build and could be moved if threatened by erosion.

Today, 50 lighthouses remain standing in New Brunswick, with half of them located on the Fundy Coastal Drive. New Brunswick's picturesque lighthouses come in all shapes and sizes, and can even be found on inland rivers.

Did you know?

- New Brunswick has the only remaining staffed lighthouses left in the Maritimes (on tiny Machias Seal Island off Grand Manan Island).
- New Brunswick has the second largest number of accessible lighthouses to visit in all of Canada.
- The Bay of Fundy lighthouses are known as "sea lights". Lighthouses dotting New Brunswick's inland shorelines are called "beacon lights".
- The East Quoddy Lighthouse on Campobello Island and Swallowtail on Grand Manan Island are among the most photographed in the world.
- Cape Enrage Lighthouse sits atop the cliffs of one of the most beautiful views in Canada (Frommer's Guide).
- The lower St. John River is one of the few places in Canada with an inland system of lighthouses, built to safely guide the old paddlewheeler steamers along the river.



Marketing ideas for Tourism Operators/ Municipalities to consider using their Scenic Drive Symbol and name:

- Tourism brochures
- Websites
- Travel Maps
- Posters
- Interpretive Panels
- Tourism advertising
- Placemats
- Menus
- Handcrafts
- Linens
- Appropriate collateral

On brochures, websites, advertisements in tourism publications, etc., please provide the consumer with a small, simple map drawing of how to get to your business with the appropriate exit numbers.

The Scenic Drive maps, produced for the Tourism and Parks Vacation Planner, will be available to tourism operators beginning in January 2009. The formats available will be PDF and JPG. To obtain the document and information on your Scenic Drive, please contact Cécile LePage at Cecile.LePage@gnb.ca or 506-457-7280.

Signage Ideas for Tourism Operators/ Municipalities to consider:

Consider using the symbol for your Scenic Drive on:

- Highway Advertisements (with appropriate DOT permits)
- On-premise signs
- Building signs (for your tourism business or municipality)

The Scenic Drive symbol is available in the following formats - PDF, GIF, EPS, and DXF. Colour Guides will be provided with each request.

To obtain information on accessing Scenic Drive symbols and criteria for usage, please contact Penny Demmings at Penny.Demmings@gnb.ca or at 506-453-8769.

NEW BRUNSWICK SCENIC DRIVES



Acadian Coastal Drive



Appalachian Range Route



Fundy Coastal Drive



Miramichi River Route



River Valley Scenic Drive