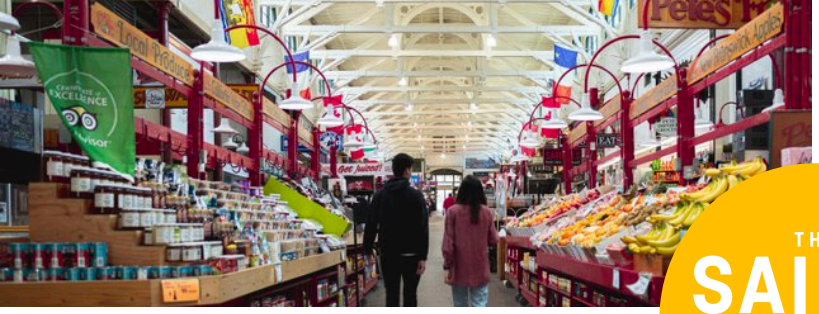
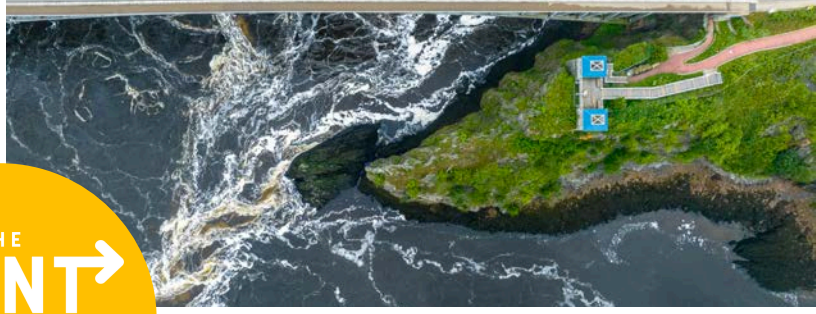
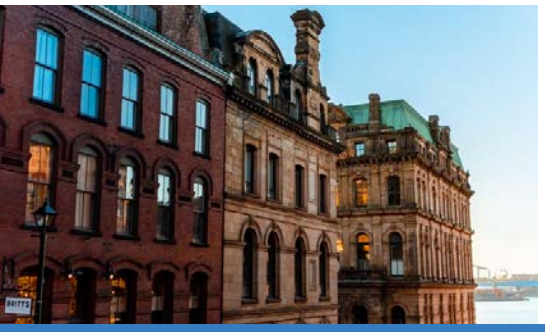




THE SAINT JOHN REGION



IMAGINE A PLACE WHERE DOWNTOWN IS UPTOWN AND THE RIVER RUNS BACKWARDS TWICE A DAY

DISCOVER THE SAINT JOHN REGION

Saint John, Canada's first incorporated city, is where historic streets, world-class dining, charming boutiques, and inspiring art galleries create a vibrant urban playground at the edge of nature. The Bay of Fundy, home to the highest tides in the world, delivers breathtaking thrills with the spectacular Reversing Falls Rapids. The region boasts a growing network of trade-ready suppliers, eager to welcome both group and FIT travelers to experience its history, culture, and natural wonders.

CLIMATE

Saint John has a temperate climate of approximately 22°C or 72°F in summer, and -3°C or 25°F in winter. The trick to being on the Bay of Fundy is to wear layers!

LOCATION

- 75 minute drive from the US border at Calais, Maine
- 5 hour drive from Portland, Maine
- 7 hour drive from Boston, Massachusetts
- 2.5 hour ferry crossing from Digby, Nova Scotia with Bay Ferries Limited
- 4 hour drive from Halifax, Nova Scotia
- 2.5 hour flight or 13.5 hour drive from Toronto, Ontario
- 1.5 hour flight or 9 hour drive from Montreal, Quebec

KALYNN MCCAVOUR
Tourism Growth Coordinator
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MUST-DO EXPERIENCES

SAINT JOHN CITY MARKET

The Saint John City Market, built in 1876, is Canada's oldest continuing farmers' market and a National Historic Site. Its iconic roof, shaped like an inverted ship's keel, honours the city's shipbuilding heritage. Inside, vendors showcase fresh local produce, meats, seafood, baked goods, artisan crafts, and international foods.

REVERSING FALLS RAPIDS

The amazing phenomenon of the Reversing Falls Rapids is a sight to behold. Watch the Bay of Fundy's monstrously high tide reverse the flow of the mighty Saint John River, even as it pushes through a gorge formed by the collision of continents millions of years ago. Best viewed at both high and low tide, get a bird's eye view of the waves and whirlpools from the observation deck, or at Fallsview and Wolastoq Parks.

UNESCO STONEHAMMER GEOPARK

North America's first UNESCO Geopark spans 2,500km across Southern New Brunswick. Explore nearly a billion years of geological history, cultural stories, fossils, and landscapes through beaches, waterfalls, scenic hikes, walking tours, step-on guide services, and interactive themed experiences.

NEW BRUNSWICK MUSEUM

Reopening in 2028, the revitalized New Brunswick Museum will be a modern, sustainable home for Canada's oldest continuing museum, showcasing the province's natural and cultural heritage. The expanded facility will feature five new wings, 30,000 square feet of exhibition space, six permanent galleries, a temporary gallery, education spaces, a 115-seat auditorium, and a rooftop terrace with panoramic views.

FUNDY TRAIL PROVINCIAL PARK

Fundy Trail Provincial Park spans over 6,300 acres along the Bay of Fundy and features dramatic cliffs, waterfalls, lush forests, and pristine beaches. Visitors can explore 20 scenic lookouts, more than 35km of trails, and the world-famous Fundy Footpath. The Park offers step-on guides for groups, picnic facilities, and both takeaway and dine-in food options. With abundant wildlife, tide pools, and breathtaking coastal views, it's a must-visit destination for nature lovers and a highlight for any New Brunswick itinerary.

FIRST NATIONS STORYTELLERS

Long before European settlers, the Wolastoqiyik, Mi'Kmaq, and Peskotomuhkati Nations thrived along the Wolastoq (Saint John) River, living in harmony with the land. First Nations Storytellers share this history and culture through authentic Indigenous experiences, including 1.5 hour Storytelling Walks in uptown Saint John, evening bonfires at Fallsview Park, Menahqesk tours at Place Fort La Tour, and 3 hour Sunset Kayaks with Go Fundy Events.

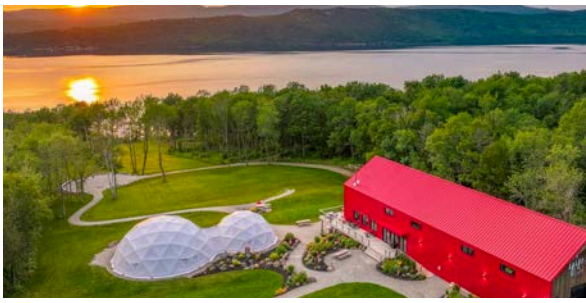
EXPLORE THE NIGHT SKY

Canada's first dark sky corridor along the Fundy Coast offers world-class stargazing opportunities. From serene beaches to scenic riverside trails, visitors can marvel at the Milky Way, planets, and constellations. Experience exceptional stargazing at Irving Nature Park - the first Urban Star Park in Canada - or just 20-minutes from uptown Saint John where you can find Bortel 2 Skies. For guided adventures, Cliff Valley Astronomy brings the night sky to life with group and private experiences, makign cosmic exploration fun, educational, and unforgettable.

TASTE THE REGION

Explore and experience a taste of the Saint John Region with food and drink tours customized to best suit your group's interests:

- Acadian Sturgeon & Caviar offers immersive tours, sustainable sturgeon education, and gourmet tastings of world-class caviar and sturgeon products, all in their brand-new, state-of-the-art tasting facility.
- Enjoy a wine tasting at Happinez Wine Bar, Atlantic Canada's first wine bar, or indulge in a premium whisky tasting at Hopscotch Whisky Bar, with optional gourmet food pairings to enhance every sip.
- Discover Moosehead Breweries, Canada's oldest family- and Canadian-owned brewery, on a guided tour highlighting its history, brewing process, and signature beers.
- Steamer's Lobster Company Lobster Tales experience pairs a lively, interactive stage show with a delicious three-course lobster dinner.
- Experience the heritage of Yip Cider, where three generations of apple growing meet craft cider making, with engaging group tours and tastings along the scenic Saint John River.



OUTDOOR ADVENTURES

Experience the very best of the outdoors with a variety of tour operators ready to showcase the most memorable experiences the region has to offer:

- Bay of Fundy Adventures is the Maritimes' only outdoor adventure receptive tour operator, offering complete itinerary planning or customized FIT experiences, including guided sea kayaking, multi-day expeditions, hiking, and immersive adventures along the Bay of Fundy's tides, sea caves, and coastline.
- Inside Out Nature Centre at Rockwood Park offers all-season adventures, guided hikes, camps, rock climbing, and custom programs.
- Go Fundy Events provides kayak and bike tours, climbing, and group experiences showcasing the region's landscapes and history.
- In Step Adventures crafts custom guided hikes, paddles, and multi-day excursions around Saint John and the Fundy Coast, exploring Acadian forests, coastlines, wetlands, beaches, and hidden wilderness with experienced local guides.
- Sail Loyalist welcomes you aboard a relaxed 3 hour sunset cruise, taking in sweeping views of the Saint John River. This intimate outing blends scenic cruising aroundd Kennebecasis Island, local stories, and marine wildlife spotting.
- 2nd Wind Cycle offers guided and self-guided e-bike experiences along the Fundy Coast, including a four-hour guided ride through Fundy Trail Provincial Park with scenic lookouts, local history, and meals.

SAINT JOHN WATERFRONT

Saint John is the only city on the Bay of Fundy, and many of your experiences will revolve around it. Just outside Market Square, Ihtoli-maqahamok - The Gathering Space features four-season patios, tidal steps, various seating, and a stage with year-round programming. It's also a key stop along the Harbour Passage Trail, a scenic route connecting the Reversing Falls Rapids to uptown Saint John. Ideal for walking, running, or biking, the trail features lookouts, interpretive panels highlighting the city's shipbuilding heritage and natural environment, and heritage sites like Place Fort La Tour, which commemorates over 5,700 years of trade, ceremony, and history from Indigenous heritage to early Acadian settlement. Further down the trail, you'll find the AREA 506 Waterfront Container Village, a vibrant vendor village featuring retail shops, a performance space, a container bar, food trucks, and public art. Groups can also enjoy a one-hour guided tour exploring the village's history and art, finishing with a rooftop patio tasting.

ACCOMMODATIONS

After an exciting day of exploration, kick back and relax - we have accommodations for every budget and traveler style, from rooms overlooking the harbour to campsites with a 5 (million) star view.

Best Western Plus	506.657.9966
Chateau Saint John	506.644.4444
Chipman Hill Suites	506.693.1171
Crowne Plaza Saint John Harbour View	506.657.7320
Days Inn by Wyndham Saint John	506.646.0366
Delta Hotels by Marriott Saint John	506.648.1981
Fundy Footprints Bed & Breakfast	506.214.9595
Fundy Woods Campground & Cottages	506.833.2397
Hampton Inn & Suites by Hilton	506.657.4600
Holiday Inn Express	506.642.2622
La Belle Cabane	519.200.8844
Quality Inn & Suites Amsterdam	506.849.8050
Rodeway Inn	506.647.1873
Saint John Harbourfront Hotel	506.693.8484
Travelodge Suites	506.635.0400