



MARCH 2024

The Fundy Current

Cliffs of Fundy Geopark *Official Newsletter*

It's been a busy time at the Cliffs of Fundy UNESCO Global Geopark. Get caught up on all the exciting news with our newsletter, including links to some extraordinary new videos you won't want to miss!

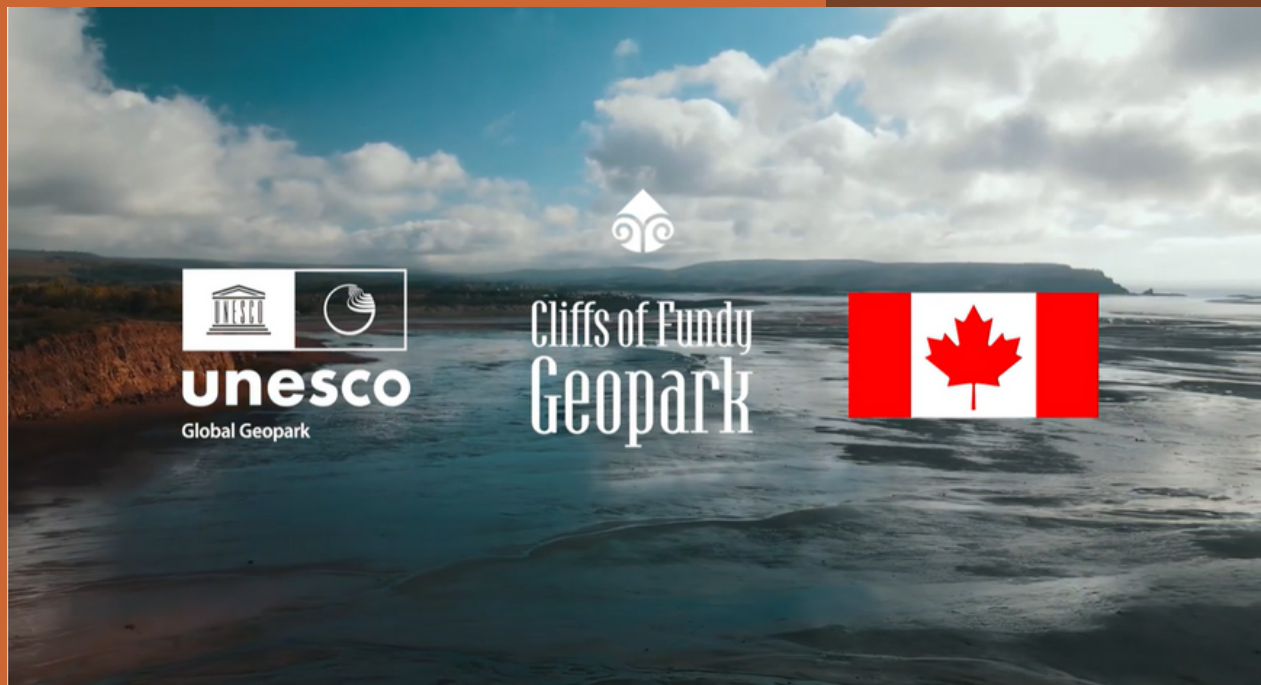
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- Stepping up tidal energy efforts
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Cliffs of Fundy Geopark participated in the 2nd Annual Global Geoparks Network Film Festival as part of the International Conference on UNESCO Global Geoparks in Morocco, September 2023. **Click on the image below** to watch our spectacular entry which has been viewed all over the world!

2023 | Global Geoparks Network Film Festival

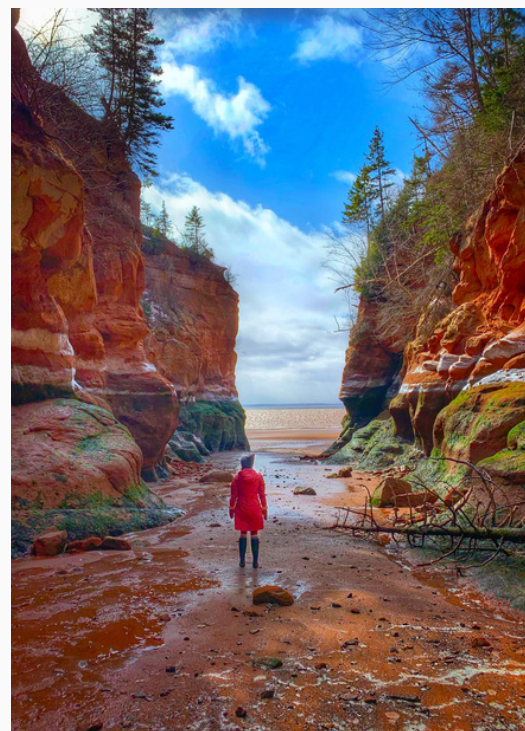


Five Islands Provincial Park expansion

The Province recently announced the addition of 15 new provincial parks and two park expansions as part of its parks and protected areas plan. We were excited to learn that included among the expansions was one of the Geopark's most iconic attractions - Five Islands Provincial Park!

"Nova Scotia is one of the most beautiful places on earth, and we are taking significant steps to protect this beauty for generations to come," said Tory Rushton, Minister of Natural Resources and Renewables. "These parks help protect biodiversity and give Nova Scotians more places to get outside and enjoy nature."

[Read the complete news release here](#)



Credit: Tourism Nova Scotia
Photographer: @katsteele86

Stepping up tidal energy efforts

The final report of the *Task Force on Sustainable Tidal Energy in the Bay of Fundy* signals that Canada is stepping up efforts to use tidal energy to help meet its clean energy targets, contribute to the economy, and reduce reliance on imported fossil fuels.

“The tides of the Bay of Fundy can play an important role in Nova Scotia’s response to climate change,” says Lindsay Bennett, executive director of the Fundy Ocean Research Centre for Energy (FORCE).

The report announced a number of new actions by the Government of Canada, including:

- A revised approach to project authorizations by Fisheries and Oceans Canada
- Support for new research related to collision risk, especially for fish species of conservation concern, led by Acadia University in partnership with FORCE
- Enhanced collaboration amongst regulators, the international scientific community, and industry to keep step with advances in science and engineering

Additionally, the report indicated a need to better integrate science with international efforts. The United Kingdom and France, for example, have both recently increased tidal energy project development activity that may yield new, transferrable approaches, methods, and knowledge.



Fundy Ocean Research Centre for Energy (FORCE)

[Learn more and read the full news release here](#)

Wild Caraway named Restaurant of the Year!



The Cliffs of Fundy Geopark would like to take this opportunity to congratulate the Wild Caraway Restaurant & Cafe in Advocate Harbour for being awarded Taste of Nova Scotia’s Restaurant of the Year for 2023. This award recognizes a Taste of Nova Scotia restaurant member who delivers an authentic Nova Scotia dining experience. From the locally-inspired menu to the atmosphere, and of course great maritime hospitality and service. To learn more about Wild Caraway and discover why they are such a special part of our Geopark **[watch this video!](#)**

Credit: Tourism Nova Scotia /
Jessica Emin (@eatwithjessie)

Events in the Geopark - 2024 Dates Announced

Dates are set for the 2024 Parrsboro International Plein Air Festival (June 19-24), Not Since Moses - Race the Tides in Five Islands (August 24) and the Chiggy Ultra Marathon in Cape Chignecto Provincial Park (October 5). Each offer incredibly unique ways to experience the diverse landscape and culture of our Geopark. Mark your calendars for these unforgettable one-of-a-kind experiences and watch for other exciting event announcements in the coming months!!



Not Since Moses - Running on the ocean floor
Photo credit: Tourism Nova Scotia



Watch this video to learn more about the
[the Parrsboro International Plein Air Festival](#)

Special Partnership with M'Goun Geopark, Morocco

Cliffs of Fundy had the great honor of signing a unique partnership with the hosts of the 10th Annual International Conference on UNESCO Global Geoparks - M'Goun Geopark in Morocco. The agreement celebrates our unique geological connection as Nova Scotia and Morocco were once attached 250 million years ago before the supercontinent Pangea broke apart and formed the continents as we know them today.



Atlantic Canada UNESCO Tourism Corridor

The Atlantic Canada UNESCO Tourism Corridor is one of three corridors being supported through Destination Canada's Tourism Corridor Strategy Program. Nova Scotia, New Brunswick, and Newfoundland and Labrador are home to more than a dozen United Nations Educational, Scientific and Cultural Organization (UNESCO) sites, which contribute to pride of place and form a network of unique landscapes, rich cultural history, and diverse offerings.

UNESCO's prestigious global brand attracts visitors from around the world who are eager to experience Atlantic Canada's heritage sites, characterized by critical ecosystems, pristine landscapes, and areas of cultural significance.

Through the development of the Atlantic Canada UNESCO Tourism Corridor, opportunities will be identified to:

- Develop shoulder- and off-season offers.
- Redistribute and disperse summer travellers.
- Attract high-value guests that grow local economies while supporting community values and protecting ecological integrity.

The strategy for the Atlantic Canada UNESCO Tourism Corridor will be based on regenerative tourism principles, focused on generating wealth and wellbeing for the region. Several objectives are guiding the strategy development:

- Explore opportunities for collaboration across jurisdictions that exist for planning, prioritizing, and investment.
- Build a consistent visitor experience supported by local and rural communities.
- Support multi-day trip planning that features UNESCO sites and enables travel throughout Atlantic Canada.
- Foster innovation in regenerative, experiential, authentic approaches to tourism that aligns with the UN's 17 Sustainable Development Goals (SDGs) and UNESCO priorities.

[Read more about the Atlantic Canada UNESCO Tourism Corridor](#)



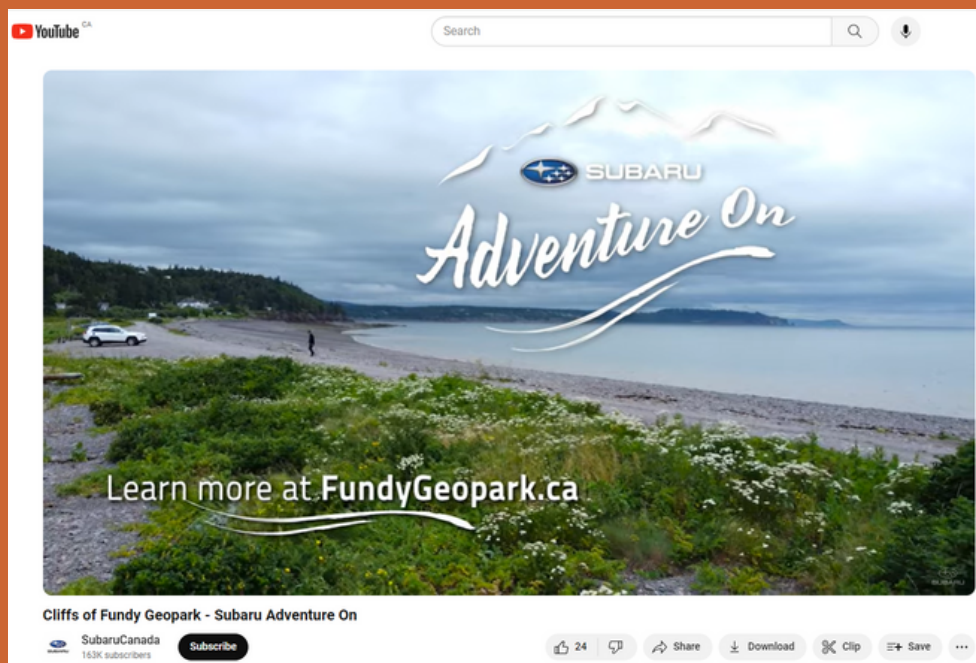
Gold Medal Winner at DownEast Brewing Awards

We love to celebrate local products and local success! Congratulations to Two Islands Brewing Company as their Parrsboro Porter recently clinched the gold medal in its style at the prestigious DownEast Brewing Awards 2024! ! Don't miss out on this award-winning brew, available now at their taproom on your next visit to the Geopark or at NSLC stores across Nova Scotia.



Subaru *Adventure On* showcases Cliffs of Fundy

Subaru's national *Adventure On* campaign will help spread the word about our beautiful Geopark with the launch of a new promotional video. The video was recently released in both French and English on Subaru Canada's Youtube Channel which has 165,000 subscribers. [Watch the video here.](#)

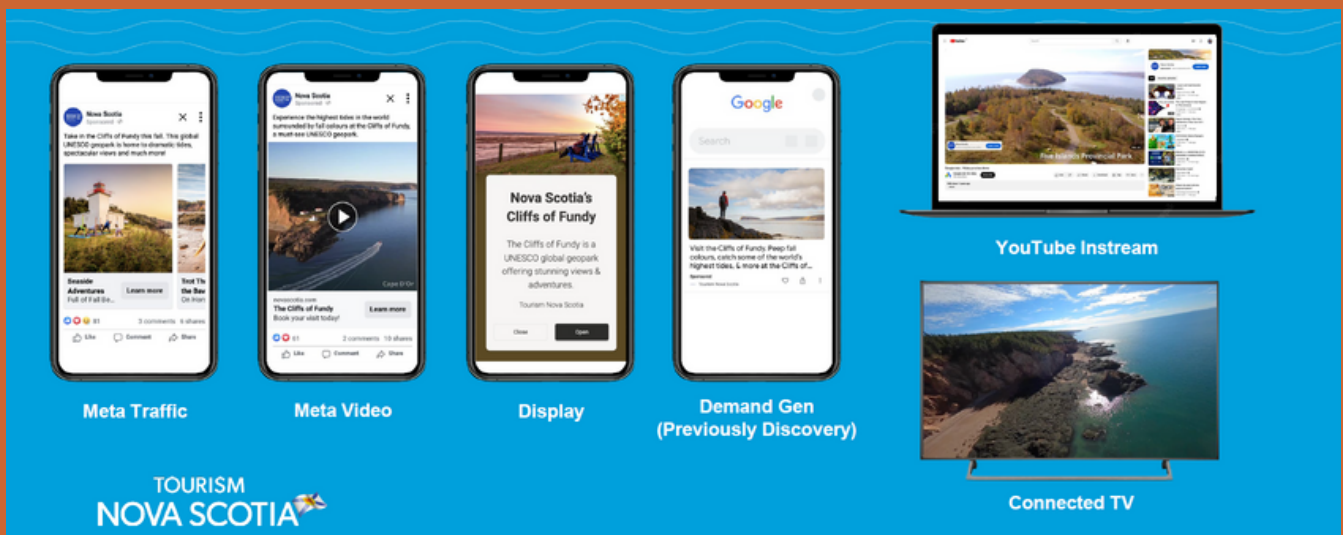


Fall Ad Campaign Success - Results are in!

Cliffs of Fundy participated in Tourism Nova Scotia's Compelling Tourism Communities (CTC) Fall campaign that took place from September 4 to October 31, 2023. It was designed to promote various experiences and events across Nova Scotia, promoting 13 partners and targeting those aged 25+ in Nova Scotia, New Brunswick, and Prince Edward Island. Among the partners, Cliffs of Fundy's ads generated 1,266,404 impressions, 5,848 clicks, and 79,395 video views!

Cliffs of Fundy was the highest performing partner on YouTube Instream. This tactic nearly tripled the video completion rate benchmark of 29.6%, meaning that users are almost three times as likely to watch Cliffs of Fundy videos to completion than the average tourism video!

Watch our Fall Campaign Video



Earn your Hiker Challenge Cliffs of Fundy Badge!

Those who complete the challenge of hiking a minimum of eight trails within the Geopark can now receive a free Cliffs of Fundy badge! This is a great new program done in partnership with Hike Nova Scotia. Badge earners will also be entered into seasonal prize draws for gift certificates provided by The Trail Shop Halifax. [Learn how you can earn your Hiker Challenge Cliffs of Fundy Badge here.](#)

Credit: Tourism Nova Scotia / Photographer: Acorn Art & Photography

