



Appalachian Range Route

While driving through the Appalachian Range Route, the most predominant landscape belongs to the majestic Appalachian Mountains, which offer breathtaking vistas. These awe-inspiring peaks are part of the geological history of the Maritime Provinces. Come spend some time in this picturesque region, and with these ancient wonders surrounding you with pristine wilderness, you'll literally "have your head in the clouds!"

History

Five hundred billion years ago, the continents of North America and Europe began to collide. Sedimentary wedges caused by erosion along the continental edges became squeezed and compressed and had nowhere to go other than up! The newly formed mountain belt was born. The Appalachians currently extend from the U.S. state of Alabama to the edge of the continental shelf beyond the Canadian province of Newfoundland.

Today, visitors from all over the world come to hike up, slide down or simply take in the stunning beauty of these natural historic landmarks.

Did you know?

- The Appalachian Mountains are some of the oldest mountains in the world.
- At 820 metres tall, Mount Carleton is the highest peak in the Maritimes.
- The range's continuation beyond the Canadian continental shelf is believed to be represented by the Caledonian Mountains extending from Ireland, through the UK and into Lapland, in northern Sweden.
- The Appalachian Mountains are rich in metallic and industrial mineral resources.
- The New Brunswick leg of the Appalachian Mountain Range is the last undeveloped, pristine portion of the world-famous trail.



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