

# 2024 Bruce County Visitor Survey Results





# About This Report

Each year, Bruce County partners with eight municipalities to conduct a regional visitor survey, gathering valuable insights from people traveling throughout the area. Eight individual visitor surveys were created for each municipality, along with one comprehensive survey for all of Bruce County that asks visitors questions about their visit through Bruce County. The goal of the survey is to support tourism agencies, businesses, and local decision-makers by providing data that helps guide strategic planning and investment.

This report highlights data from the 2024 survey specific to visitors who indicated that they spent time in Bruce County. It's important to note that while these visitors did visit Bruce County, their spending and accommodation choices may have occurred elsewhere in the region.

**In 2024, a total of 1,717 surveys were completed.**

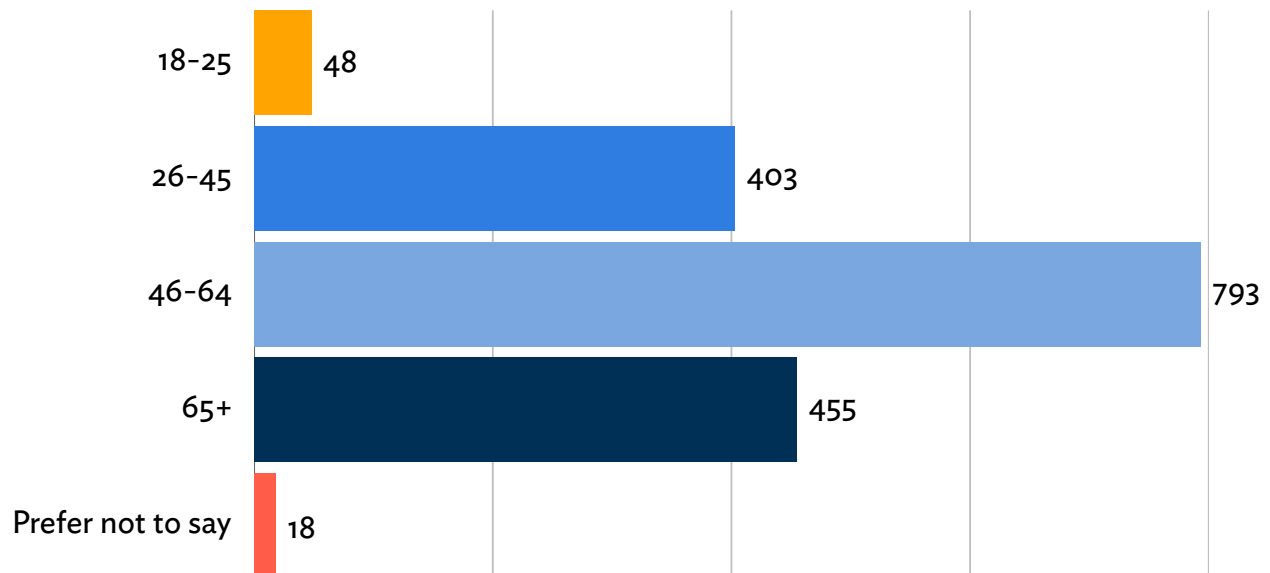
## ABOUT THE SURVEY:

Most questions contained within the survey were optional, and many allowed for multiple responses; as such, the number of responses may not equal the total number of respondents.



# Visitor Demographics

## Age of Primary Visitors



## Residence of Primary Visitors



**1,018**

Outside the County



**156**

Seasonal Resident



**543**

Elsewhere in the County



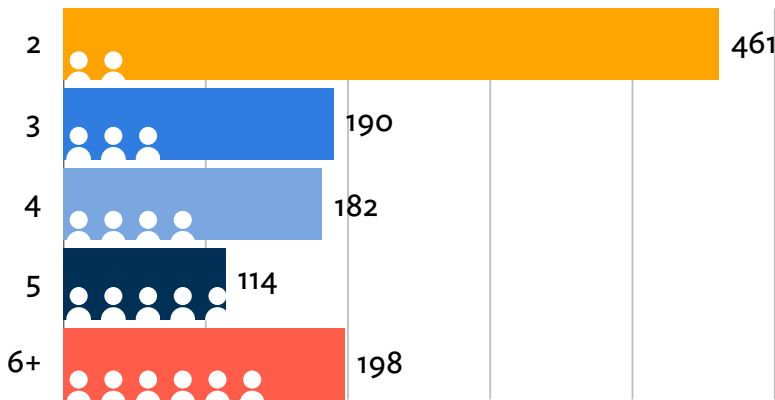
### Where the Most Frequent Out-of-County Visitors Are From

- #1 Huron County
- #2 Wellington County
- #3 Kitchener Waterloo Region
- #4 Perth County
- #5 Grey County

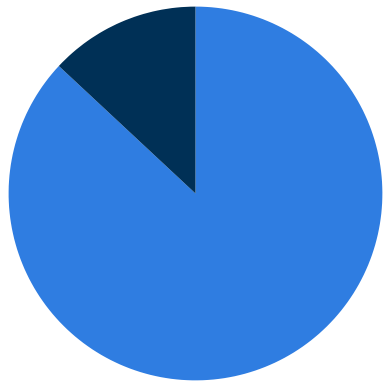
### Out of Province:

- 13 from Alberta
- 9 from British Columbia
- 6 from Quebec
- 6 from USA
- 5 from Prince Edward Island
- 3 from Manitoba
- 1 each from Newfoundland, Saskatchewan, and Yukon

### Number of People in the Party



### Travelled Alone



**218**

parties travelled with pets

representing 335 pets



**2.0**

average people per party

1,717 surveys represented 3,450 visitors



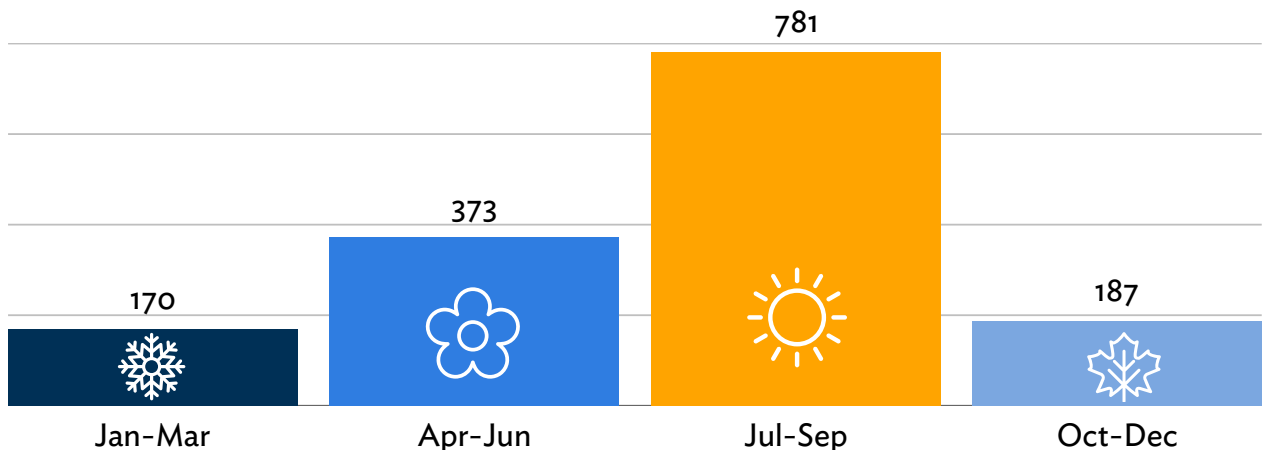


# Visitation Patterns

## Have Visited Bruce County Before



## Number of Visitors by Months





# Trip Purpose and Activities

## What They Did When They Were Here

### Top Activities



**1,167**  
Dining



**1,133**  
Beach



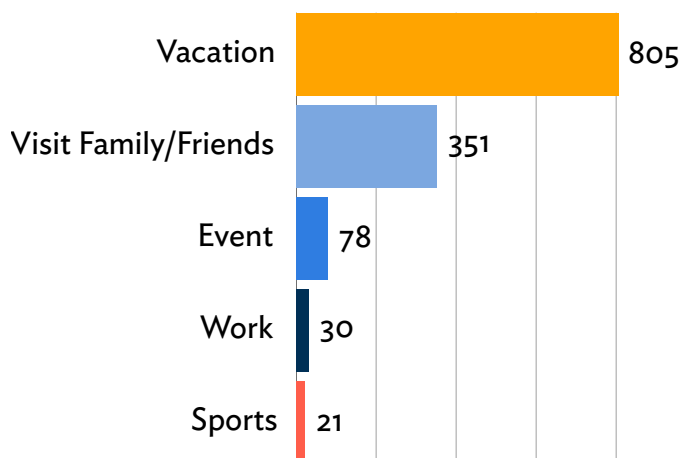
**1,009**  
Sightseeing



**919**  
Retail Shopping

Hiking - 859  
Farmgate Shopping - 780  
Camping - 501  
Canoeing/Kayaking/SUP - 485  
Museum/Historic Site - 476  
Concert/Festival/Major Event - 398  
Cycling/Mountain Biking - 287  
Craft Brewery - 277  
Art Gallery - 273  
Fishing/Hunting - 249  
Garden/Flower Tour - 231  
Sailing/Boating - 186  
Golfing - 176  
Snowshoeing - 138  
Cross Country Skiing - 109  
Culinary Tour - 85  
Motorcycling - 79  
Snowmobiling - 67  
Horseback Riding - 47  
Scuba Diving - 42  
Surfing - 20

## Purpose of the Trip



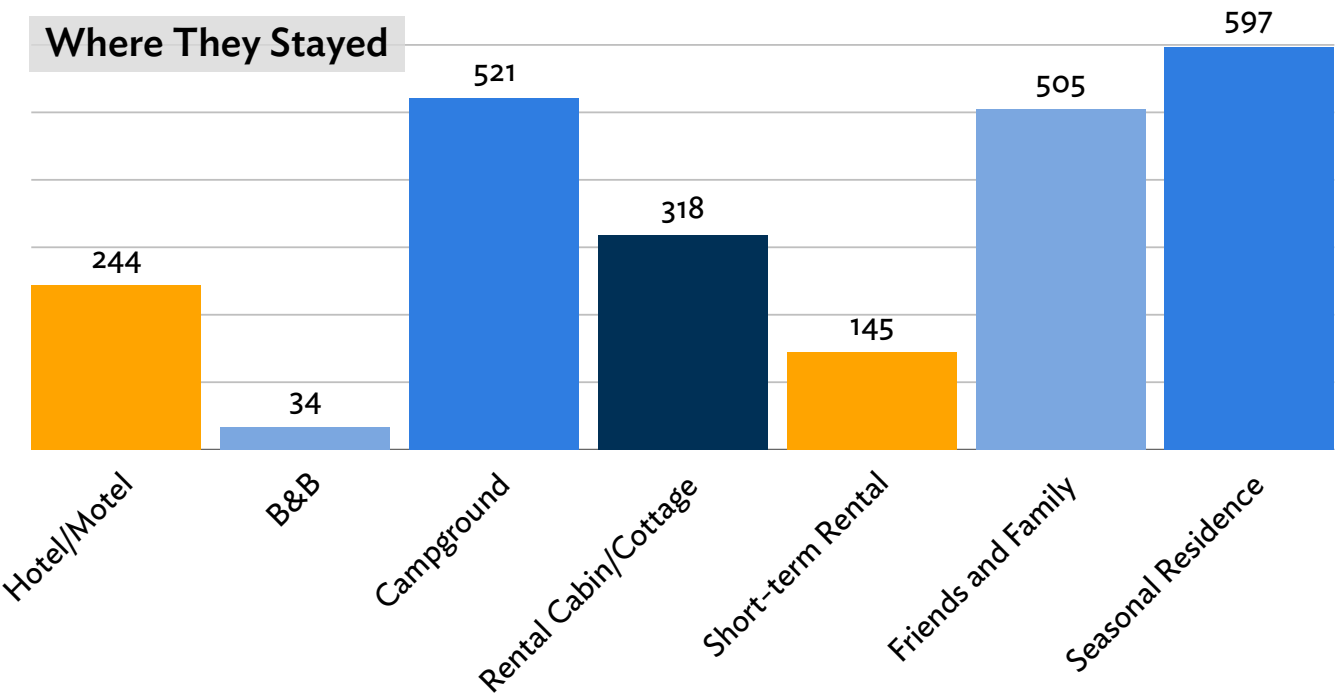
Every visitor attended other towns in Bruce County during their trips, with the following being the most likely:

1. Port Elgin
2. Southampton
3. Sauble Beach
4. Wiarton
5. Tobermory
6. Kincardine

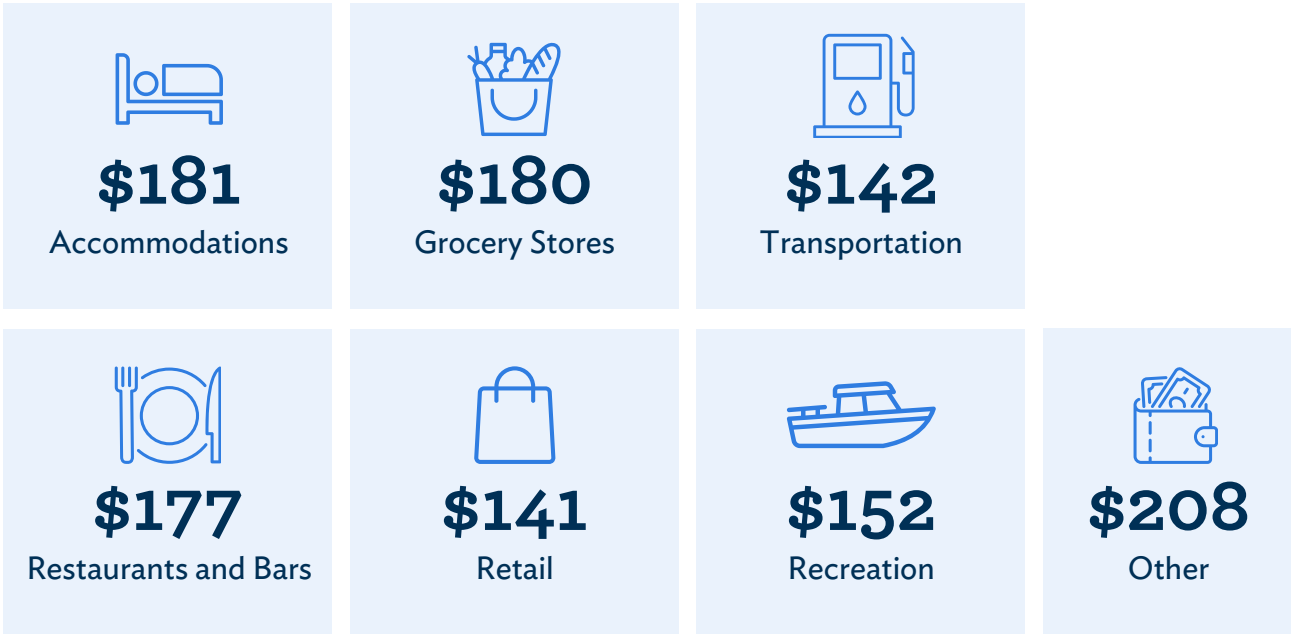


# Accommodation and Spending

**873** visitors stayed overnight



**Average Amount They Spent**



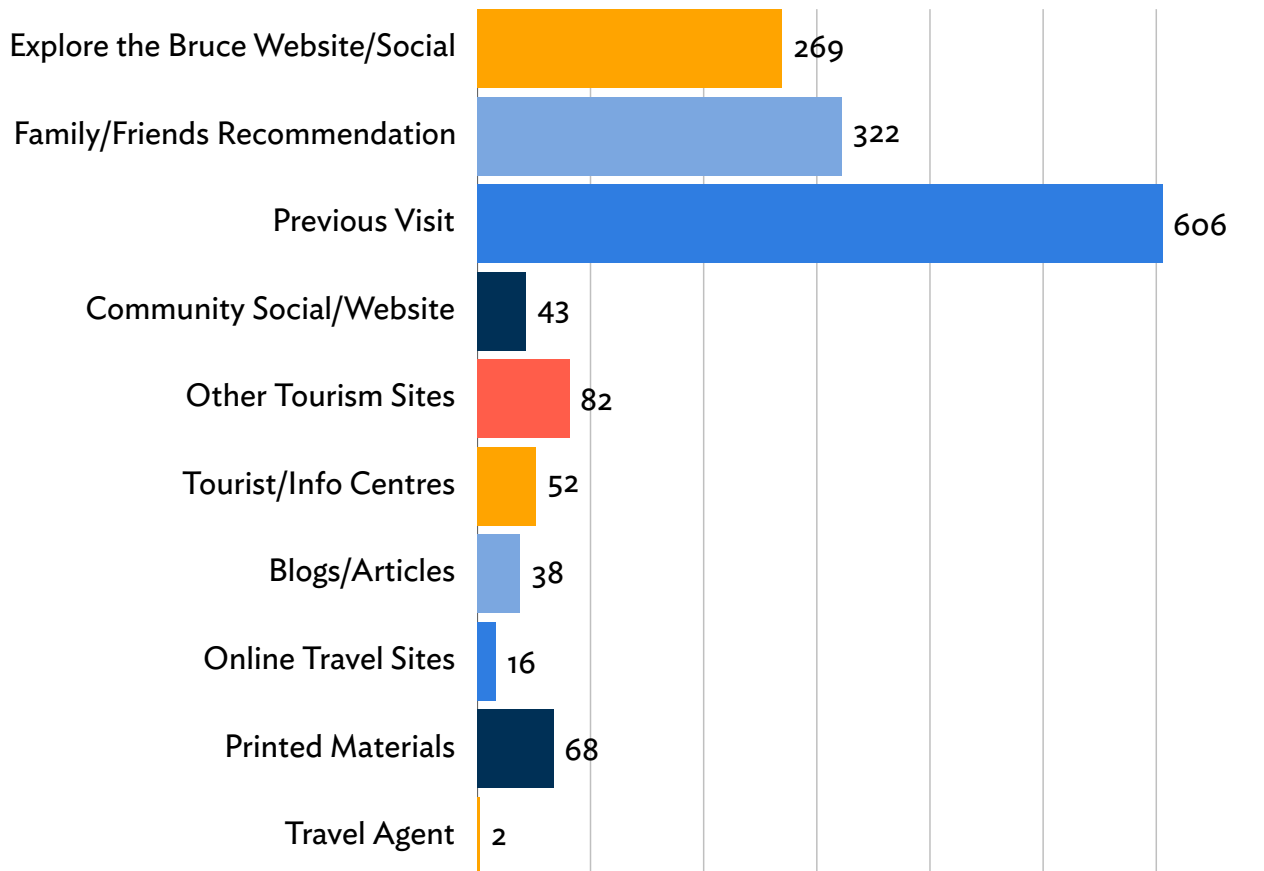


# Trip Planning and Influences

## How Far in Advance Their Trip Planning Started



## Their Inspiration for Visiting

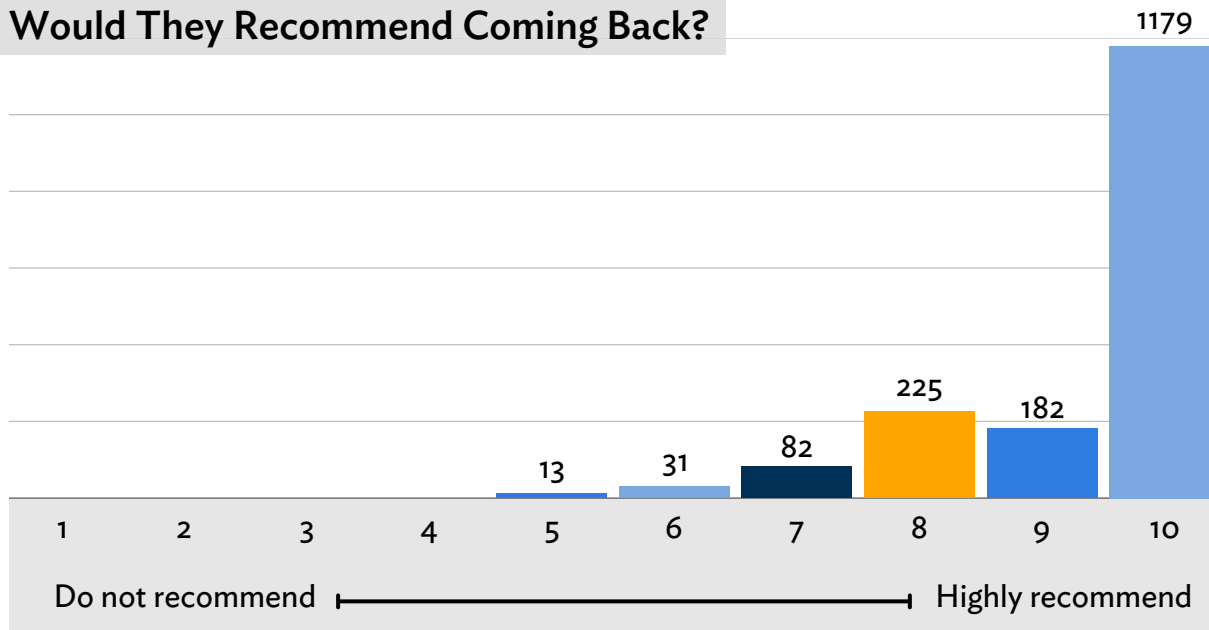




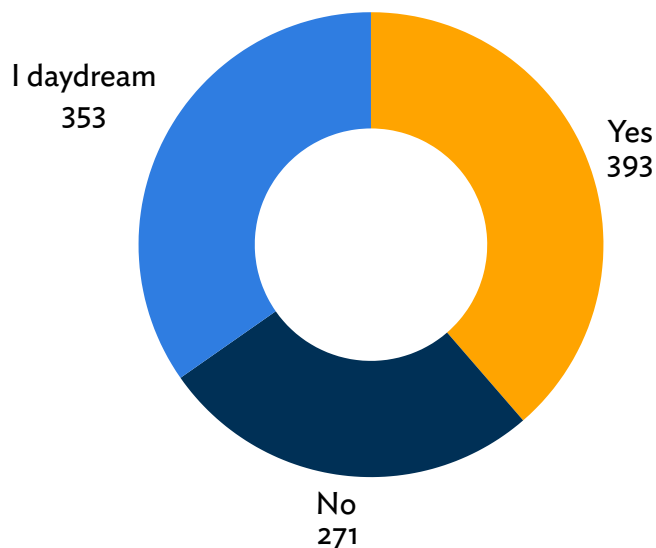


# Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?





# Memorable Experiences

What visitors said they enjoyed about their visit:

Aside from the stunning scenery, such as the turquoise blue lake and the beautiful nature in general, I truly enjoyed the friendliness of the locals I encountered, especially the warm and welcoming owner and staff of The Taste Kitchen.

Love going to the Grotto even in winter months. I enjoy that Bruce County is one big playground for skiing snowmobiling hiking beach — it's all here.

The beaches at sunset were amazing. Everywhere we went, staff were always incredibly kind and welcoming. Beautiful place to be and stay. Feels like paradise.

It's just a beautiful, magical place. Peaceful.

Spirit Rock. The spiral staircase has been a must-visit ever since my kids were tiny. They are now in their late teens. And still want to go.

My family had a cottage in Sauble Beach while I was growing up but sadly the family had to sell it. Now that I have my own kids, I am very interested in bringing my kids to see and explore just the way I used to as a child.

What is not to love? The incredible views, amazing trails, great people. I could go on and on.

Fishing pretty much anywhere in Bruce County with my family. I love being outside, relaxing, and enjoying a day off.

The water was exceptional. The air & energy of the people was precious calm, peaceful yet invigorating & positive. Welcoming.

Walking hiking trails and meeting so many wonderful, diverse people along the way. Loved spending time with family and enjoying the beauty of The Bruce. Always a new place to encounter!



Lake Huron is so beautiful and has the most incredible views and sunsets. I love all the small towns...each unique and welcoming. We have made so many wonderful memories here with our family. I really do want to move there!

Cycling beautiful scenery and safe roads.  
Friendly and welcoming residents.

The simple things, kayaking Lake Huron,  
walking the beaches, enjoying the  
local festivities, sunrises, sunsets, fresh air  
and quiet moments.

Photographing the birds and the gorgeous  
flowers, sceneries.

We had fun picking wild blueberries and  
watching the spectacular sunsets.

The Tiverton Fall Fair had beautiful weather and the people who volunteer  
and so friendly. They really want to make it a great day with something for everyone.

Delicious food. Crashing waves.

Walking along the harbour. Listening  
to live music at the bandshell. Patios even  
the pup could enjoy!

Owen Riesling concert, Varney Speedway, Harley's Hotel in Mildmay, Ennis Sisters at  
Victoria Jubilee Hall in Walkerton, Neustadt Brewery tour, Mildmay Lighting of the Greens,  
Wendt's Jewellers, Tia Amo la Cucina restaurant in Walkerton.

Being able to walk to the Harbour  
and coffee shops. The town was so  
clean and safe.

We absolutely love the cycling  
routes between Southampton and Port Elgin.  
Beautifully maintained, stunning scenery,  
and the artwork and creative touches along  
the route are a favourite.



We have been coming to the Bruce for over 30 yrs and still love it almost every weekend and holiday. There is so much to do each season. We look forward to retirement in the Bruce and living there permanently

The first time I walked down the Kincardine pier while the sun set and the piper played was such a magical experience. The sound of the waves crashing against the walls, the colourful sky casting a glow on the boats, I fell in love.

Driving an RV to Tobermory and staying at an RV campground for the first time in my life was such a thrilling experience. I loved Tobermory, the turquoise clear water, glass bottomed boats, Flowerpot Island, the hike to the grotto was amazing! Flowerpot Island was an experience in its own. Bruce National Park and trails are out of this world in beauty! The trip aboard MS Chi-Cheemaun was a wonderful experience, so much steeped in history and what an experience to eat under the stars! Also loved the visit to Southampton, with the beach on one side and the river on the other - and the sunset was so beautiful and spectacular. I really enjoyed the Thursday evening gathering of vintage cars at the beach, walked the boardwalk every night and felt like I was on a Caribbean island!! Shopping in Port Elgin and brewery tour with tastings was amazing. Unforgettable superbly cooked delectable sunset dinners on the terrace of Southampton beach motel with Chef Cary Mc are my fondest memory! Already planning to go back next year!

The visitor survey results provide valuable insights into who is coming to Bruce County, what they're doing, and how they're spending their time and money. Businesses can use this data to make informed decisions about marketing, product offerings, hours of operation, and more. If you're interested in applying this information to support your business planning, email us at [info@explorethebruce.com](mailto:info@explorethebruce.com). We're happy to walk through the data with you and help you make the most of it.