

2025 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 2025 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 2025, a total of 1,410 surveys were completed.

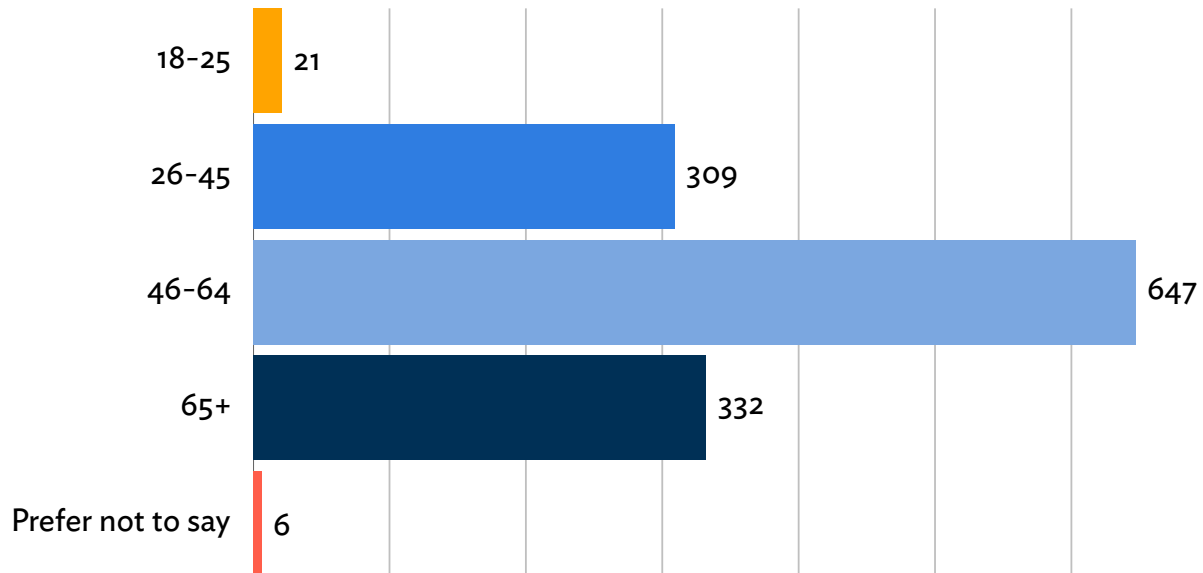
ABOUT THE SURVEY:

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



870

Outside the County



136

Seasonal Resident



309

Elsewhere in the County



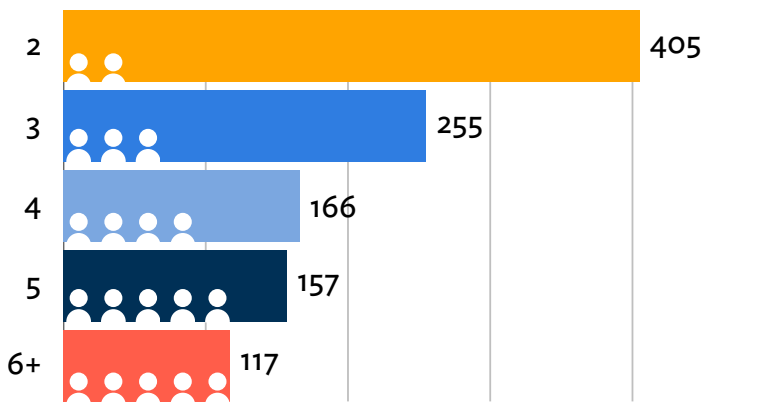
Where the Most Frequent Out-of-County Visitors Are From

- #1 Toronto
- #2 Mississauga/Brampton
- #3 Hamilton
- #4 Kitchener-Waterloo Region
- #5 Guelph

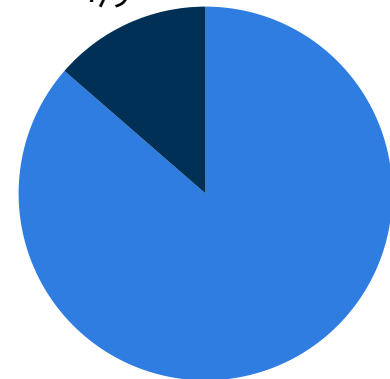
Out of Province:

- 5 from Alberta
- 3 from British Columbia
- 4 from Quebec
- 2 New Brunswick
- 1 Nova Scotia
- 1 Manitoba
- 1 Yukon
- 2 from the United States and United Kingdom

Number of People in the Party



Travelled Alone



282 parties travelled with pets
representing 434 pets



2.3 average people per party

1,410 surveys represented 2,432 visitors

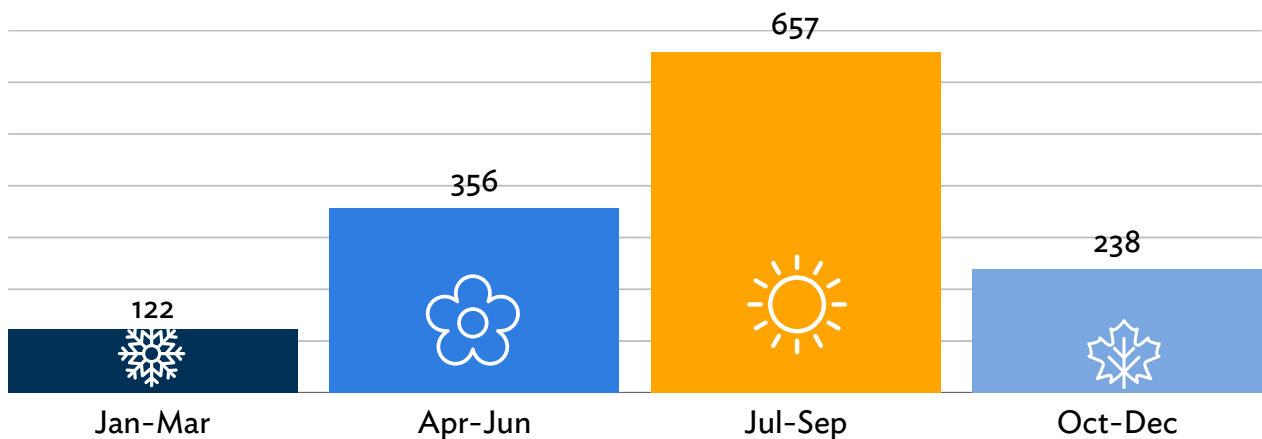


Visitation Patterns

Have Visited Bruce County Before



Number of Visitors by Months





Trip Purpose and Activities

What They Did When They Were Here

Top Activities



994
Dining



944
Beach



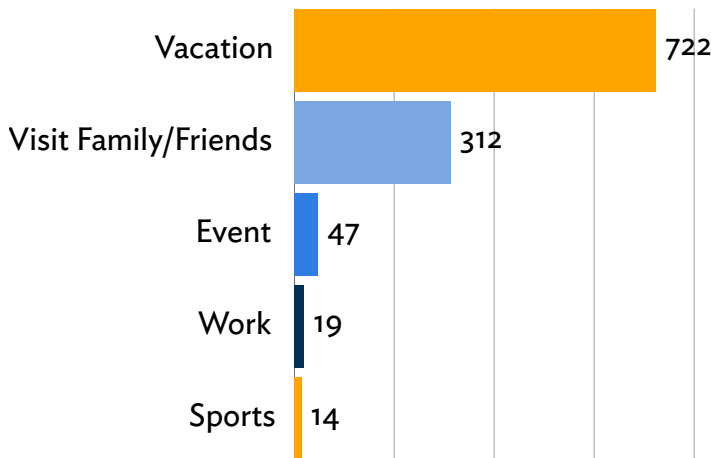
805
Sightseeing



732
Retail Shopping

- Hiking – 716
- Farmgate Shopping – 633
- Camping – 427
- Canoeing/Kayaking/SUP – 417
- Museum/Historic Site – 407
- Art Gallery – 317
- Concert/Festival/Major Event – 266
- Craft Brewery – 227
- Fishing/Hunting – 215
- Garden/Flower Tour – 212
- Cycling/Mountain Biking – 195
- Golfing – 171
- Sailing/Boating – 146
- Snowshoeing – 105
- Culinary Tour – 74
- Cross Country Skiing – 72
- Snowmobiling – 61
- Horseback Riding – 47
- Motorcycling – 45
- Scuba Diving – 42
- Surfing – 15

Purpose of the Trip



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

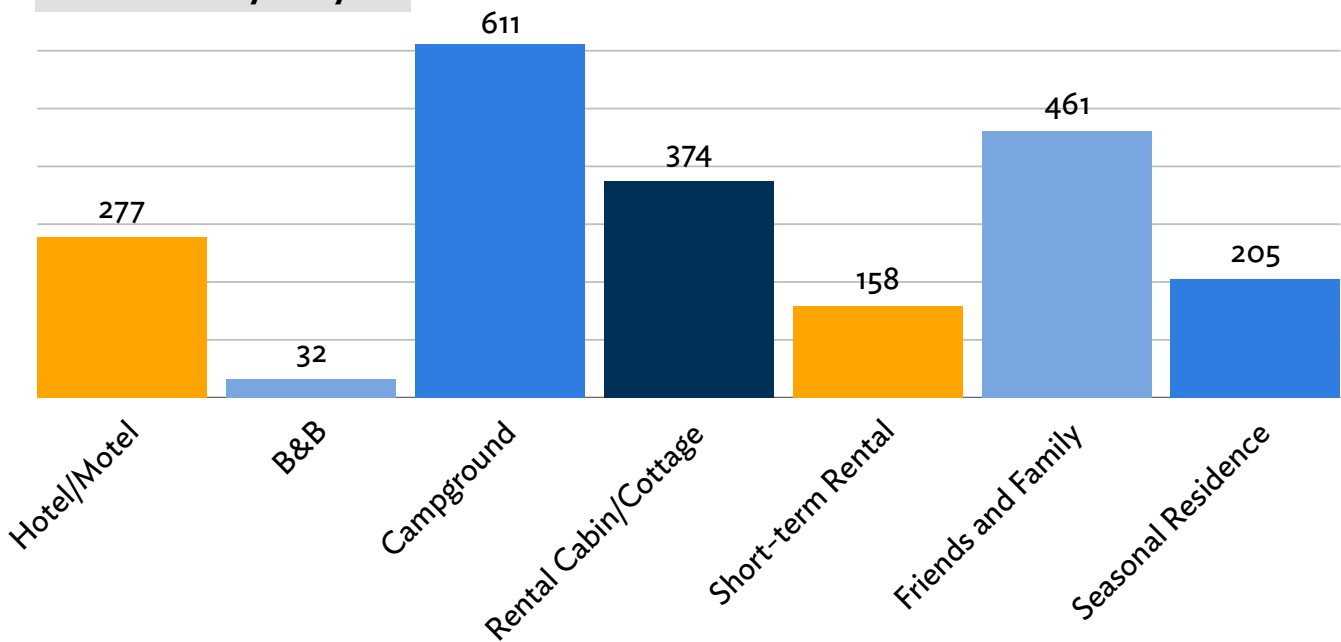
1. Port Elgin
2. Tobermory
3. Southampton
4. Sauble Beach
5. Tobermory
6. Wiarton



Accommodation and Spending

830 visitors stayed overnight

Where They Stayed



Average Amount They Spent



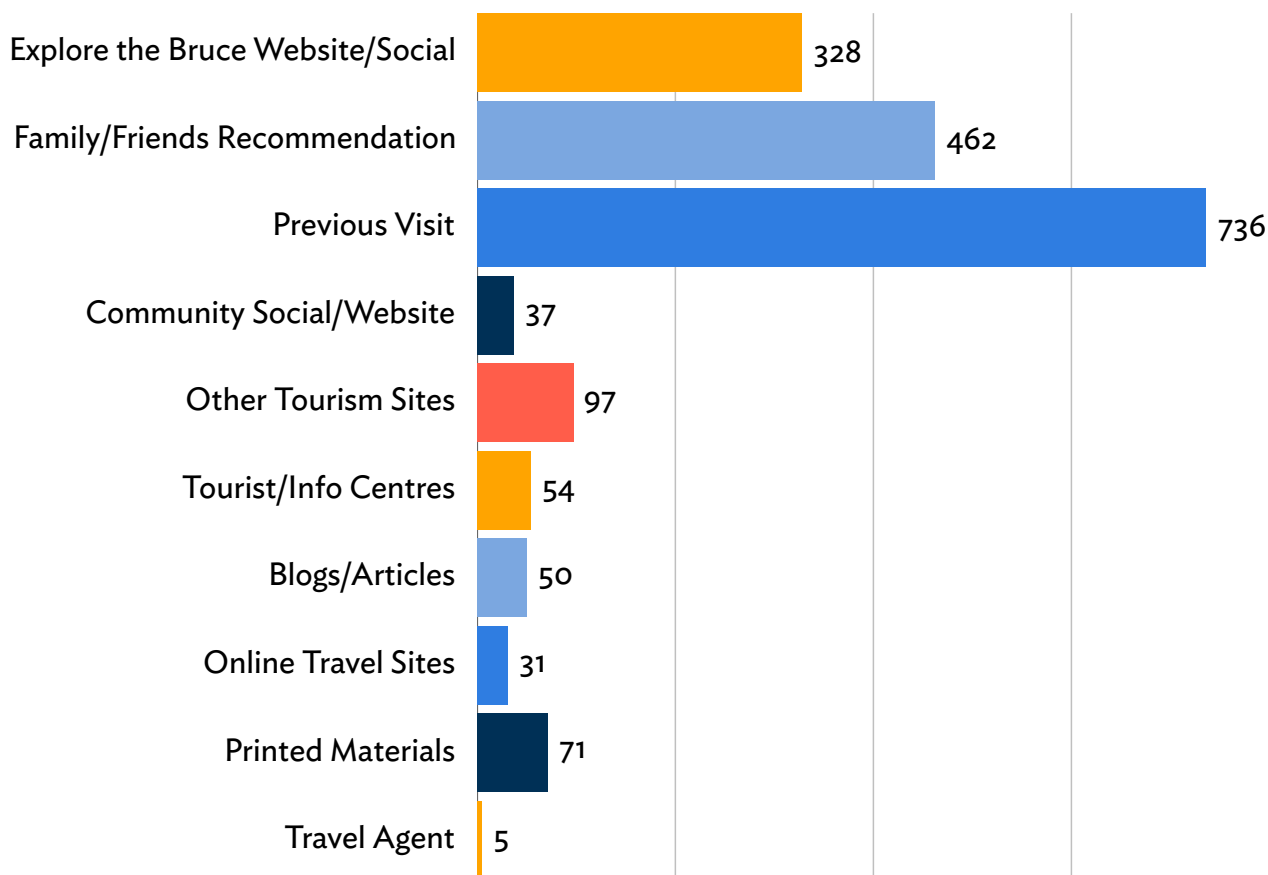


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



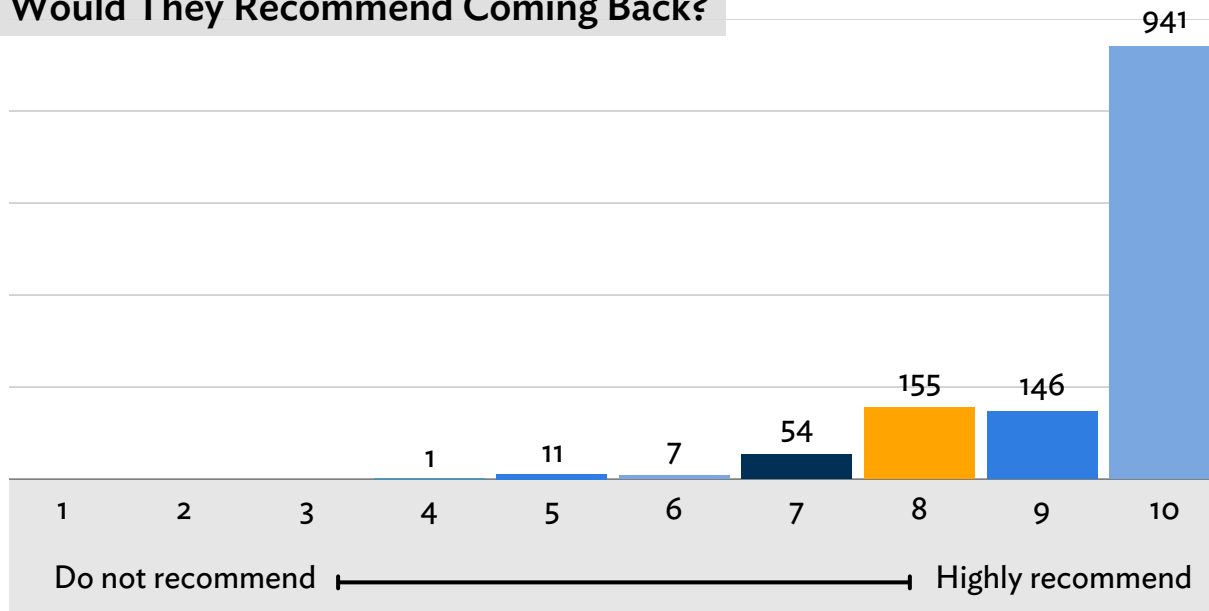
Their Inspiration for Visiting



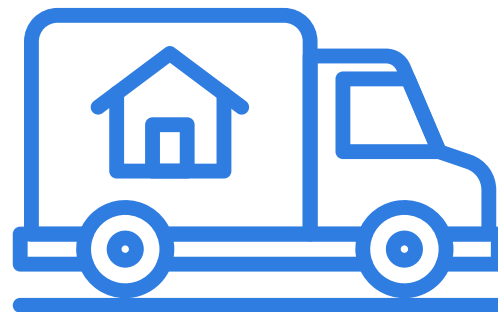
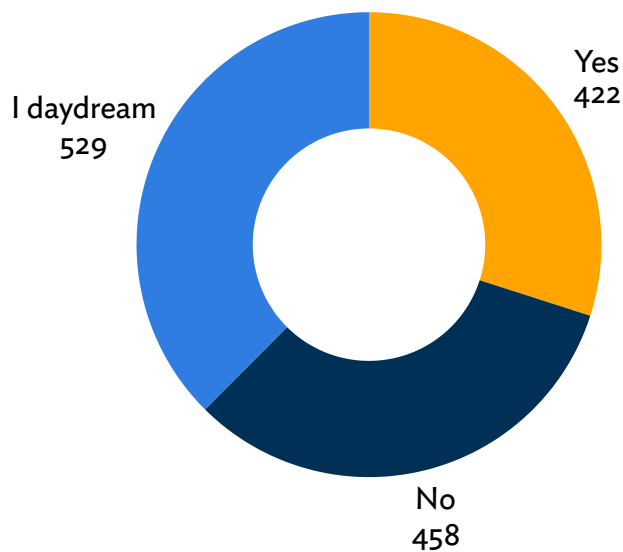


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?





Memorable Experiences

What visitors said they enjoyed about their visit:

I have lots of good stories. I have been coming up to Bruce County for decades, mostly for hiking and camping.

Gorgeous beaches and trails.

The best experience is the fresh air, the beautiful clear water, friendly people and excellent entertaining concerts.

The quietness of the water.

We love discovering farm stands with fresh farm to table sales of fresh veggies, baking, preserves, flowers etc and the friendliness of the people we've met along the way.

Hiking and seeing the wildlife, enjoying the Lake and exploring the surrounding towns

Hiking the very scenic Lion's Head Trail.

The Bruce Trail from Wiarton to Tobermory is a stunningly beautiful trail - I think the most scenic of the entire Bruce Trail.

Fish and chips at Shipwreck Lees always great food and wonderful people. Then a stroll through the shops, driving home with a coffee and pastry.

I always love catching the sunsets



Love visiting all the different parks and conservation areas, beautiful nature and beaches.

It's very picturesque along Lake Huron we love the road tripping up the coast

The beach! The water was so clear and clean, the weather was so hot, and the company was fantastic. It was such a relaxing day!

Any time being out in nature in the beautiful Bruce. So many natural things to see from the waters of Colpoys Bay to the giant rocks. Walking trails are awesome.

There's too many! We visit the Bruce every summer. One of the best memories is watching my son develop a love for the area through hiking. We always explore the Bruce Trail and he loves hiking to the Grotto. We are planning on completing an end to end hike in the future.

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.

Parade in Kincardine and Pipers at sunset.

Paddle boarding on the clear water.

We loved winter camping at Cyprus Lake. The hiking was fantastic and the staff at the park were wonderful.

We joined the Heritage Walking Tour in Southampton and had a delightful afternoon!

We loved visiting the caves and hiking on the trails!



Saugeen River kayaking with the kids. It was amazing to see their confidence grow as they tackled the rapids/river. So glad county staff take the time/effort to take care of the access points!

Kayaking in Lions Head below the Lions Head Lookout point was the most beautiful place to paddle. I was amazed how incredible the water colours are and how crystal clear.

I really enjoyed the powwow in Southampton. I've enjoyed all the waterfalls not technically all Bruce County, we've ate at many restaurants in Bruce County. I've been to Essentially Lavender a couple times always looking for something new to do always hitting the trails in the summer and winter. Ready for A game of golf!

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. We're happy to walk through the data with you and help you make the most of it.