

2024 Municipality of Arran-Elderslie Visitor Survey Results



IN PARTNERSHIP WITH





About This Report

Each year, the Municipality of Arran-Elderslie and Bruce County partner to conduct a regional visitor survey, gathering valuable insights from people traveling throughout the area. The goal of this 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 a community of Arran-Elderslie. It's important to note that while these visitors did visit Arran-Elderslie, their spending and accommodation choices may have occurred elsewhere in the region.

In 2024, a total of 1,644 surveys were completed. Of those, 142 respondents reported visiting a community in Arran-Elderslie during their stay. Additionally, Arran-Elderslie had 8 responses to their specific survey, the data is included in this report.



8.6% of respondents visited an Arran-Elderslie community in 2024

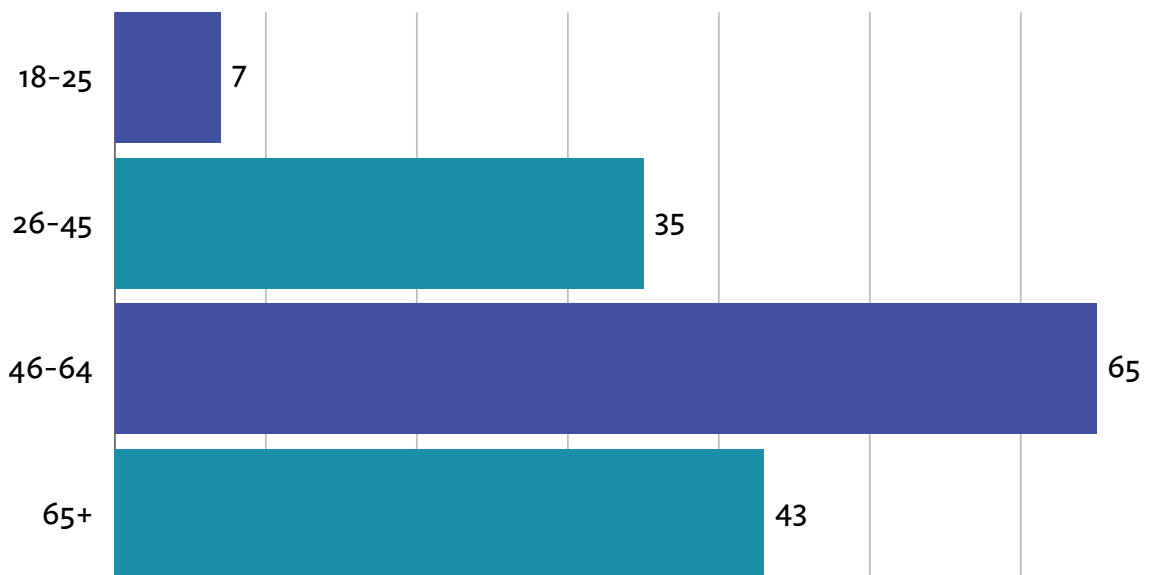
ABOUT THE SURVEY:

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



70

Outside the County



14

Seasonal Resident



67

Elsewhere in
the County



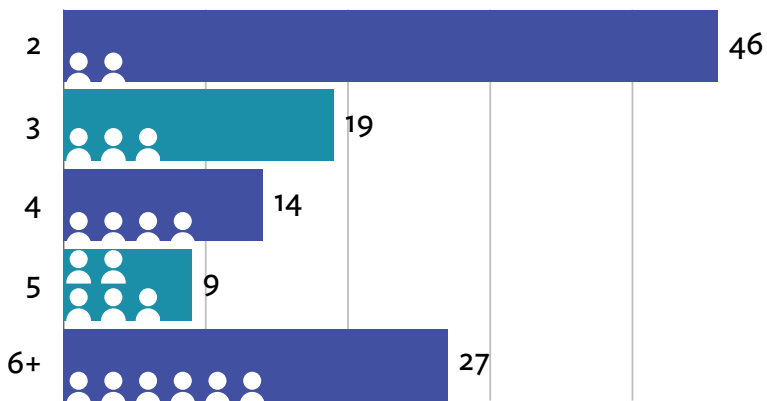
Where the Most Frequent Out-of-County Visitors Are From

- #1 Grey County
- #2 Waterloo Region
- #3 Greater Toronto Area
- #4 Wellington County
- #5 Huron County tied with Simcoe County

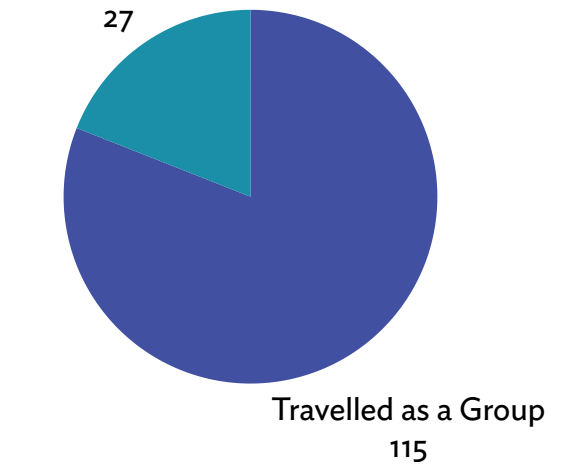
Out of Province:

5 groups visited from outside of Ontario specifically from Quebec, New Brunswick, Alberta and Manitoba.

Number of People in the Party



Travelled Alone



27 parties travelled with pets representing 43 pets



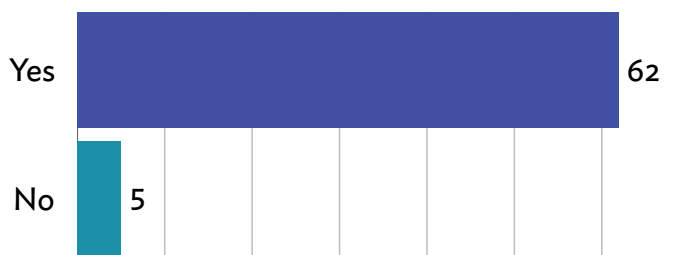
2.5 average people per party

150 surveys represented 370 visitors



Visitation Patterns

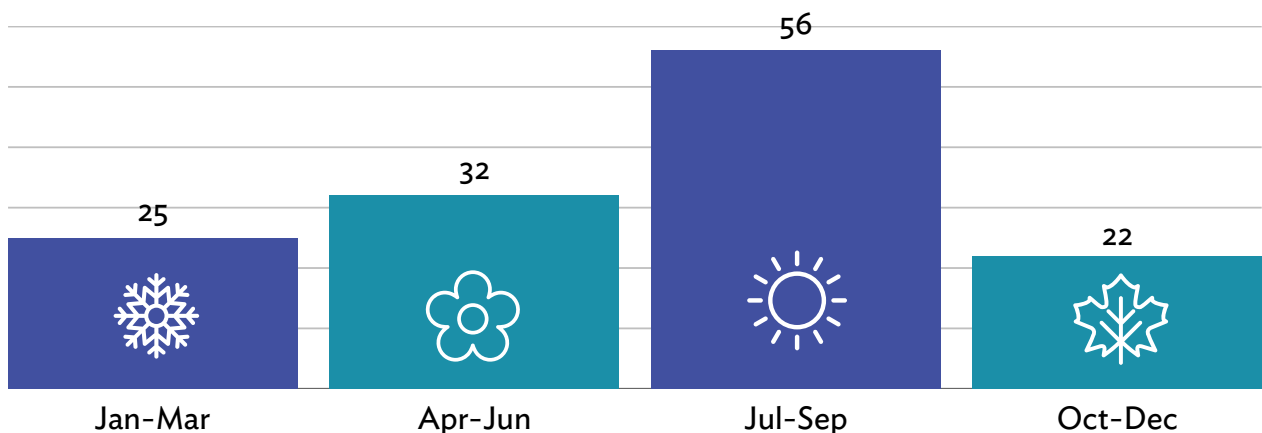
Have Visited Bruce County Before



68
visitors plan to return

Only 1 said they don't plan to return

Number of Visitors by Months





Trip Purpose and Activities

What They Did When They Were Here

Top Activities



118
Dining



111
Beach



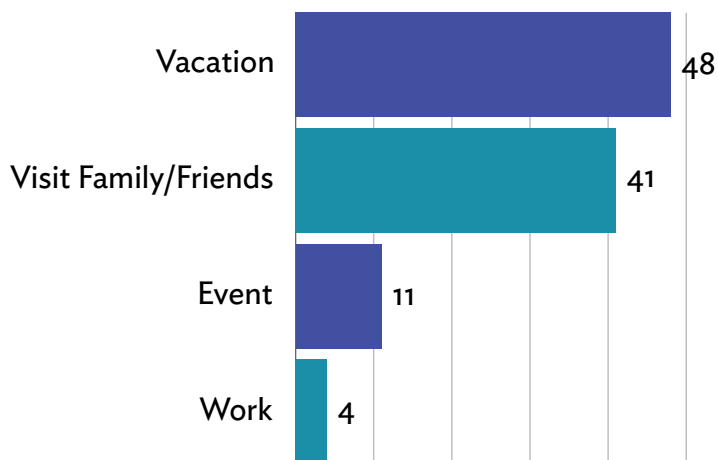
101
Sightseeing



99
Retail Shopping

- Farmgate Shopping - 85
- Hiking - 84
- Museum/Historic Site - 65
- Concert/Festival/Major Event - 55
- Camping - 54
- Canoeing/Kayaking/SUP - 53
- Art Gallery - 45
- Garden/Flower Tour - 40
- Fishing/Hunting - 37
- Craft Brewery - 35
- Cycling/Mountain Biking - 25
- Golfing - 25
- Snowshoeing - 21
- Sailing/Boating - 20
- Snowmobiling - 16
- Cross Country Skiing - 14
- Culinary Tour - 14
- Horseback Riding - 10
- Motorcycling - 9
- Scuba Diving - 1

Purpose of the Trip



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

1. Southampton
2. Port Elgin
3. Sauble Beach
4. Warton
5. Kincardine

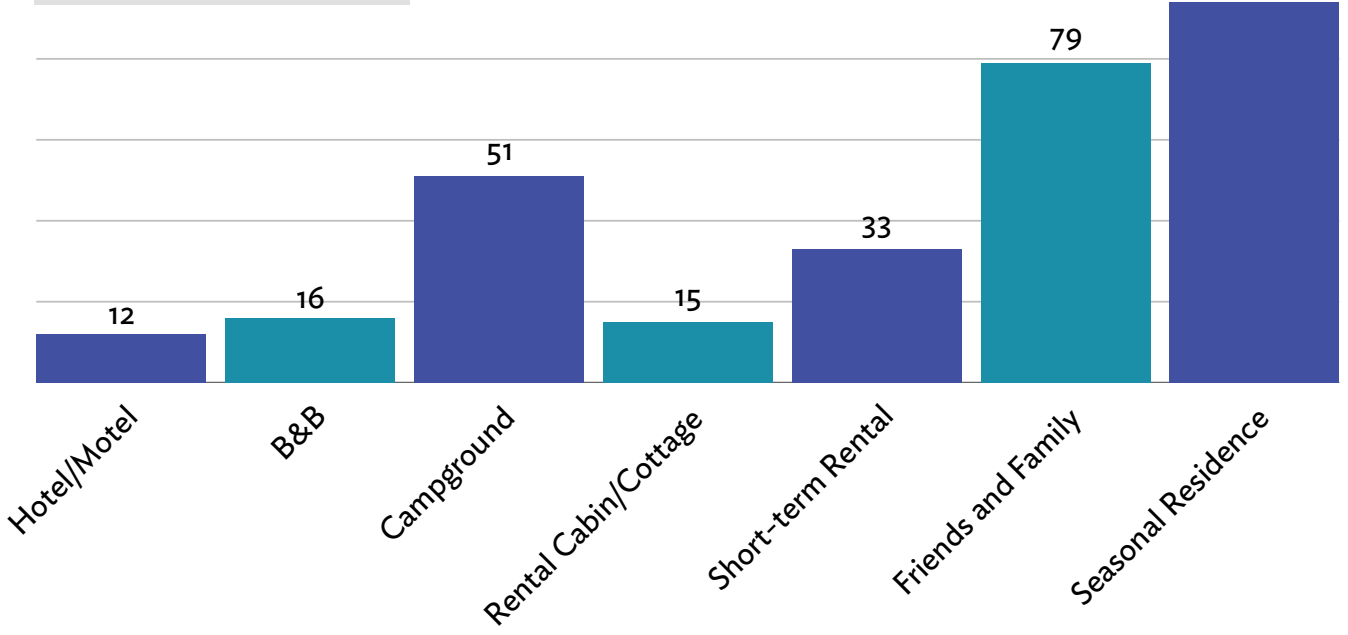


Accommodation and Spending

87 visitors stayed overnight

55 did not stay overnight

Where They Stayed



What They Spent




\$1,039

average amount spent per party



\$567
Accommodations




\$408
Grocery Stores



\$274
Transportation



\$196
Restaurants and Bars



\$209
Retail

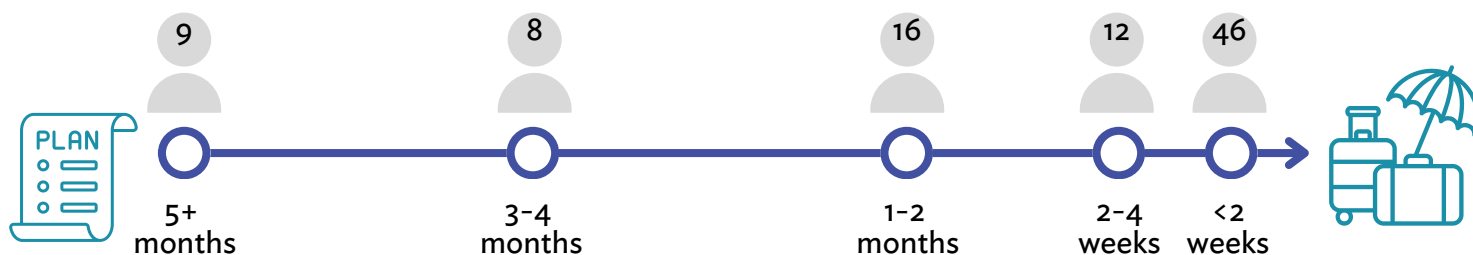


\$148
Recreation

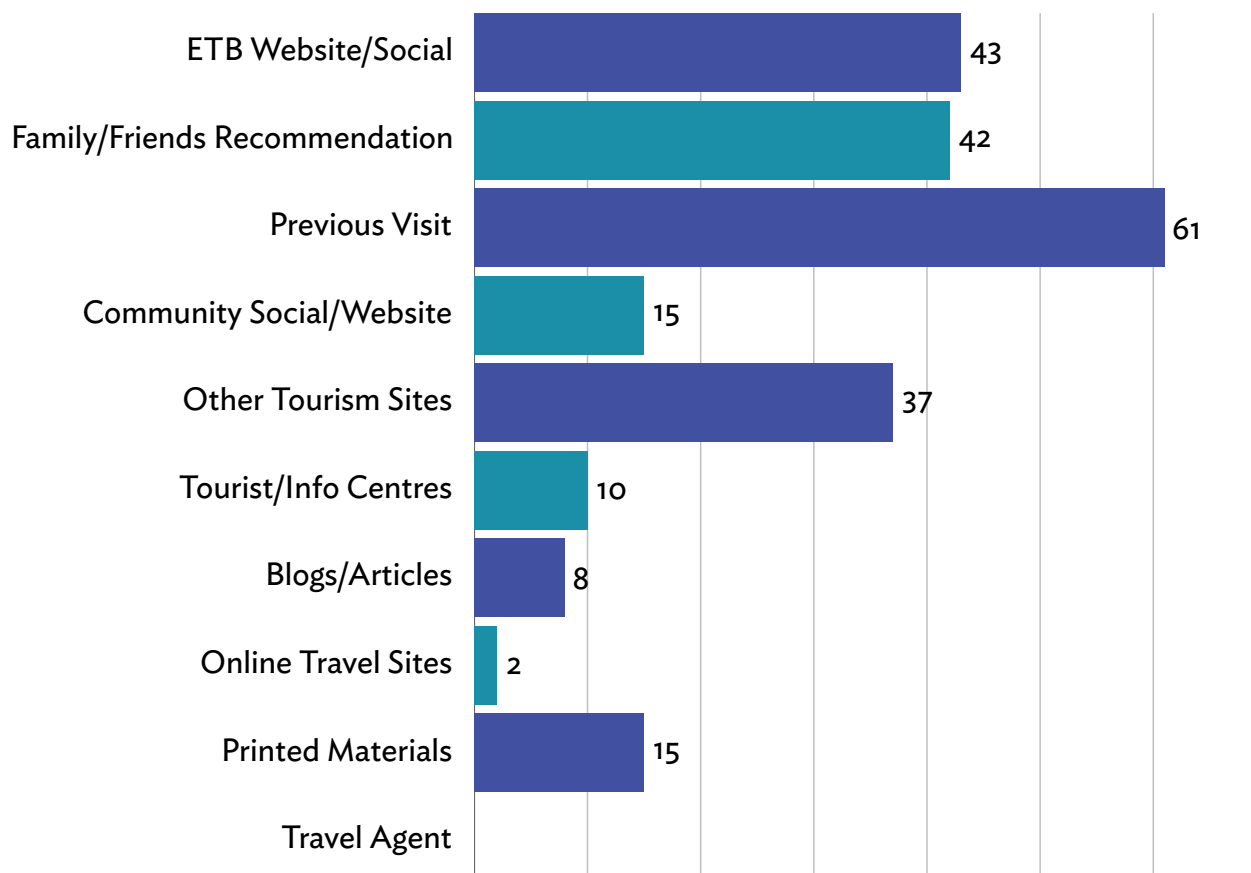


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



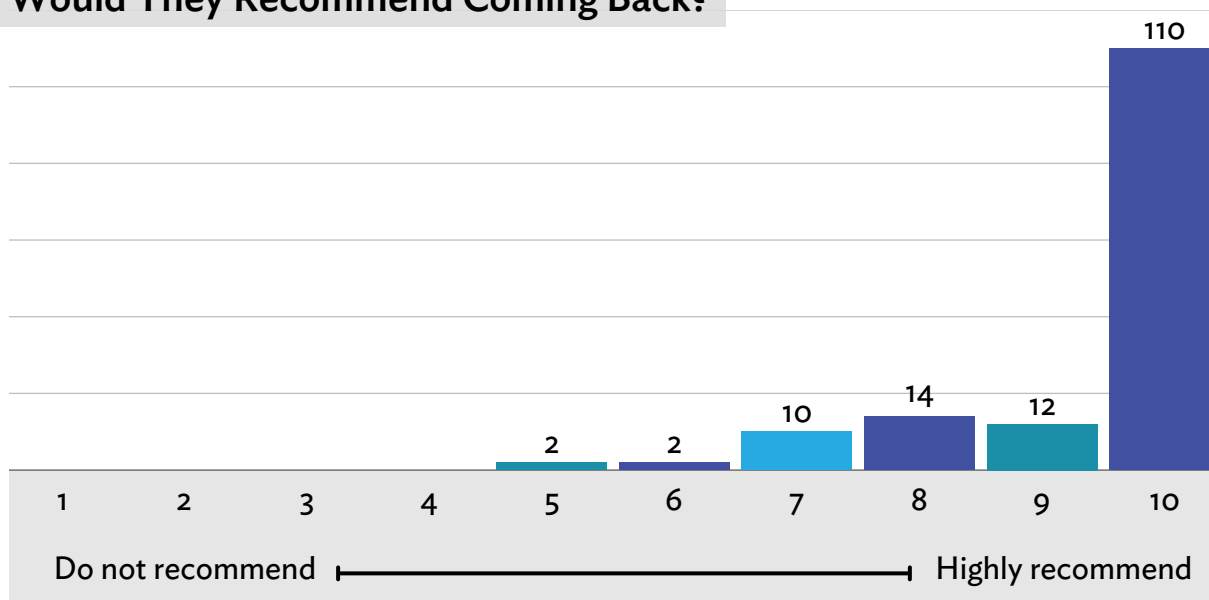
Their Inspiration for Visiting



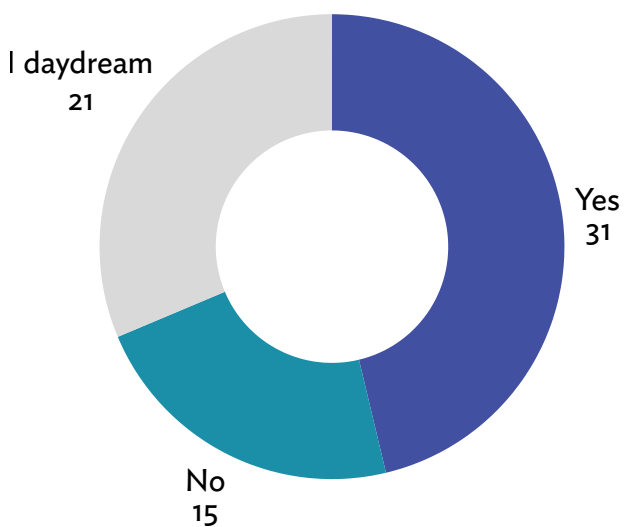


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



Everyone who responded to the survey enjoyed their trip, and all but four and would recommend to others to come back (the four said maybe).



Memorable Experiences

What visitors said they enjoyed about their visit:

Exploring Chesley and having a Brud Coffee flight. :-)

Teaching my son about local wildlife while exploring the outdoors.

Incredible cycling, and hiking, delicious food, comfortable accommodation beautiful scenery, friendly people.

Hiking, biking and food.

Tara is a beautiful town.

Photographing the birds and gorgeous flowers.

Nice countryside views on a beautiful day, made a pleasant driving tour.

We love walking the numerous trails.

Walking over and under the Chesley Bridge.

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

The food trucks were yummy. (Aside from limited options.) The artists on the river was great, so much talent!

A stop at Brudd coffee shop in Paisley had us enjoy a flight of coffee. As a coffee lover it was an unusual and satisfying experience.

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.