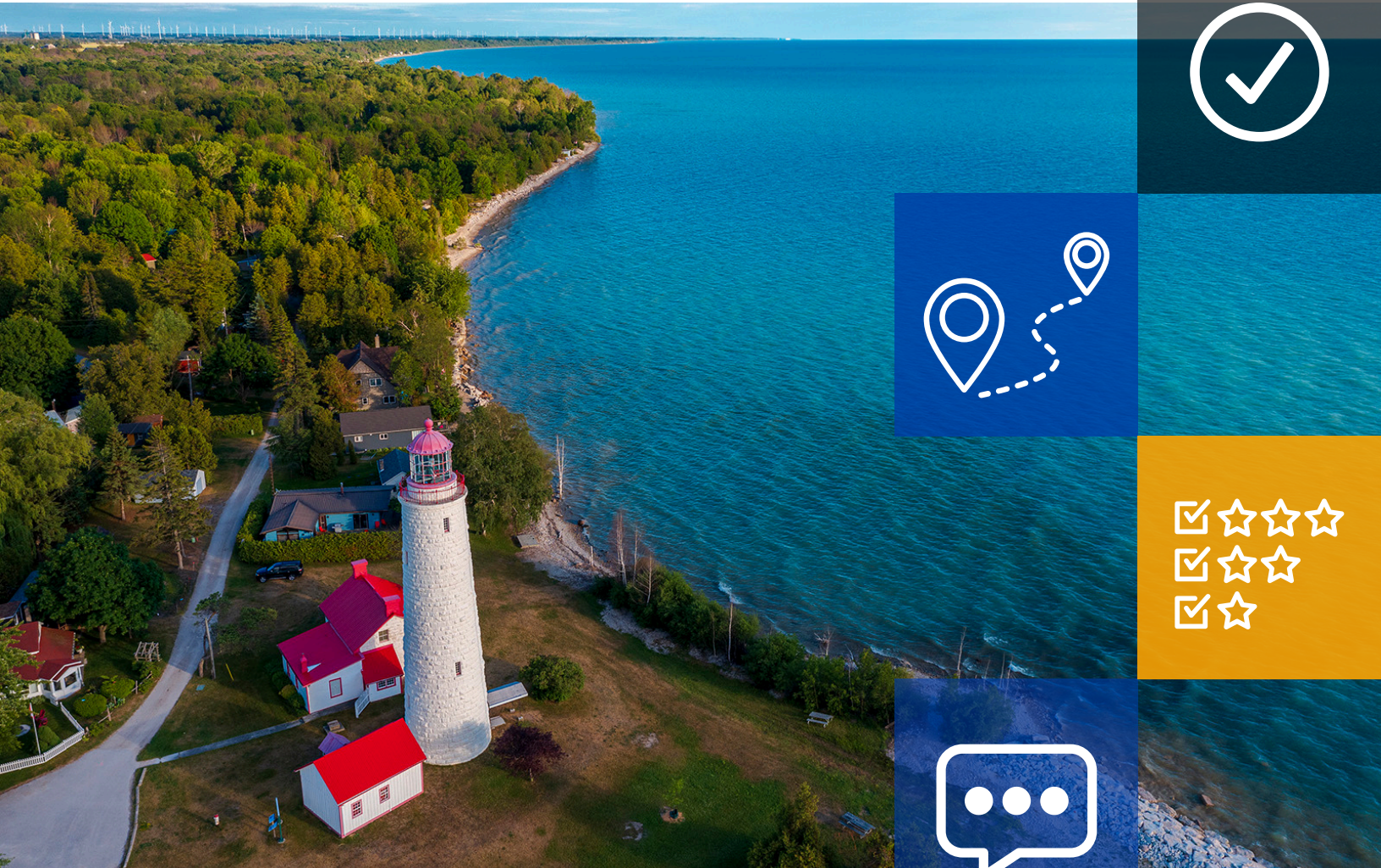




2024 Huron-Kinloss Visitor Survey Results



IN PARTNERSHIP WITH





About This Report

Each year, Huron-Kinloss 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 Huron-Kinloss. It's important to note that while these visitors did visit Huron-Kinloss, their spending and accommodation choices may have occurred elsewhere in the region.

In 2024, a total of 1,644 surveys were completed. Of those, 178 respondents reported visiting a community in Huron-Kinloss during their stay. Additionally, Huron-Kinloss had 3 responses to their specific survey, the data is included in this report.



10.8%

10.8% of respondents visited a Huron-Kinloss community in 2024

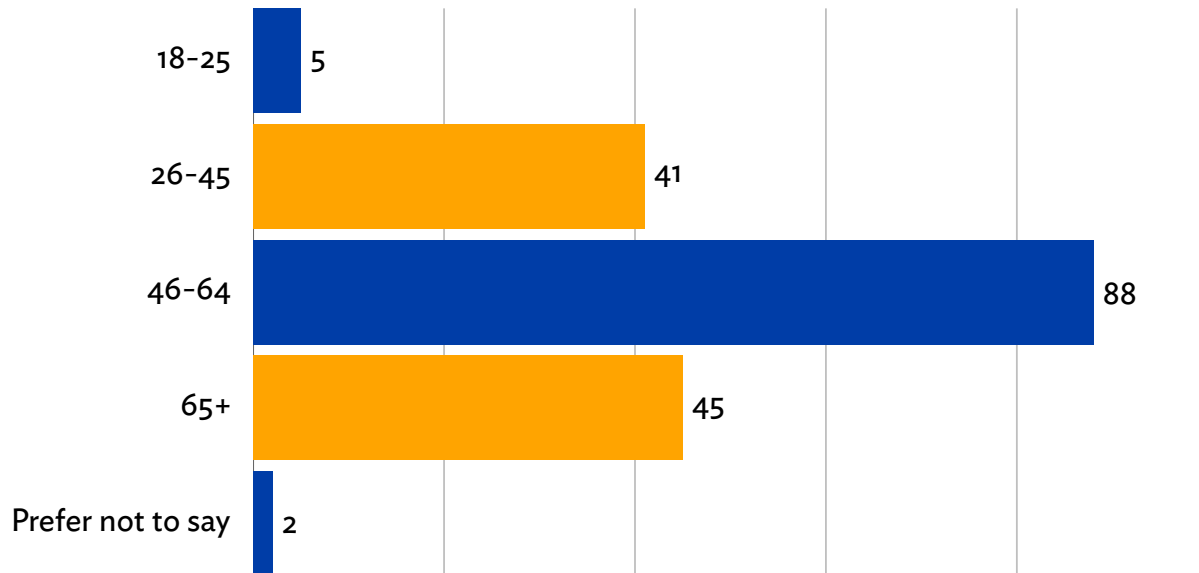
ABOUT THE SURVEY:

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



84

Outside the County



20

Seasonal Resident



77

Elsewhere in
the County



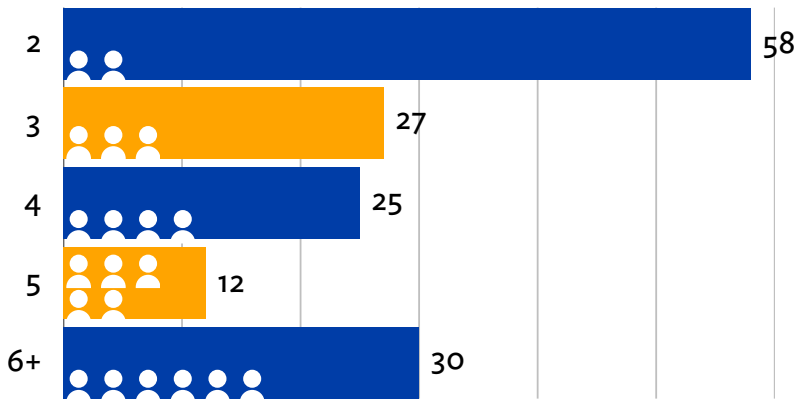
Where the Most Frequent Out-of-County Visitors Are From

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

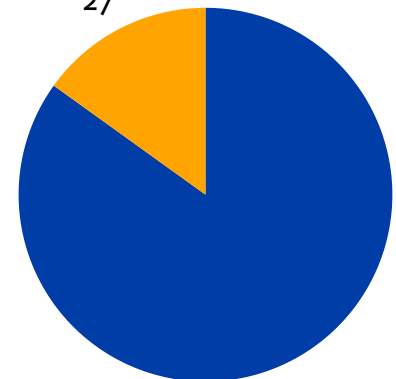
Out of Province:

2 groups visited from outside of Ontario specifically from Alberta and British Columbia

Number of People in the Party



Travelled Alone



Travelled as a Group
152

36 parties travelled with pets
representing 44 pets



3.6 average people per party
181 surveys represented 481 visitors



Visitation Patterns

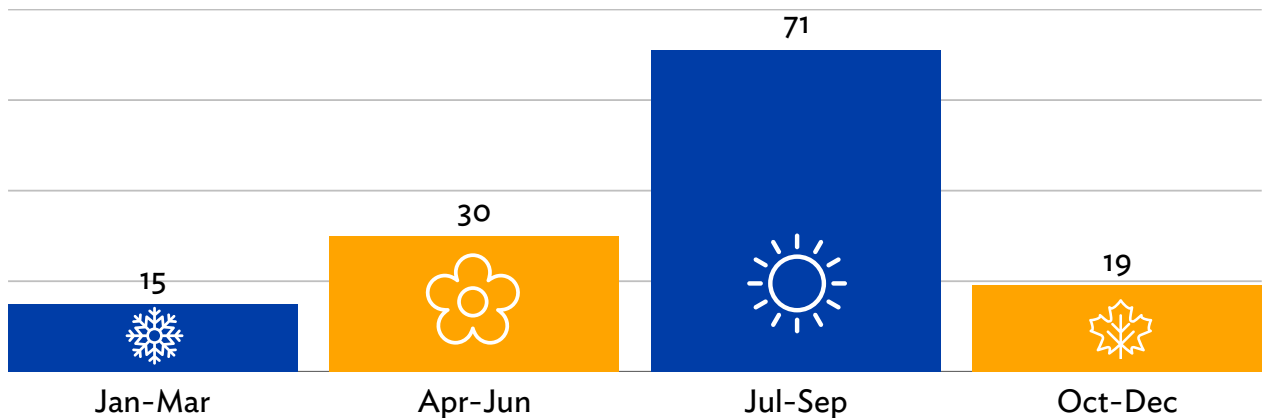


Have Visited Bruce County Before



ALL
visitors plan to return

Number of Visitors by Months

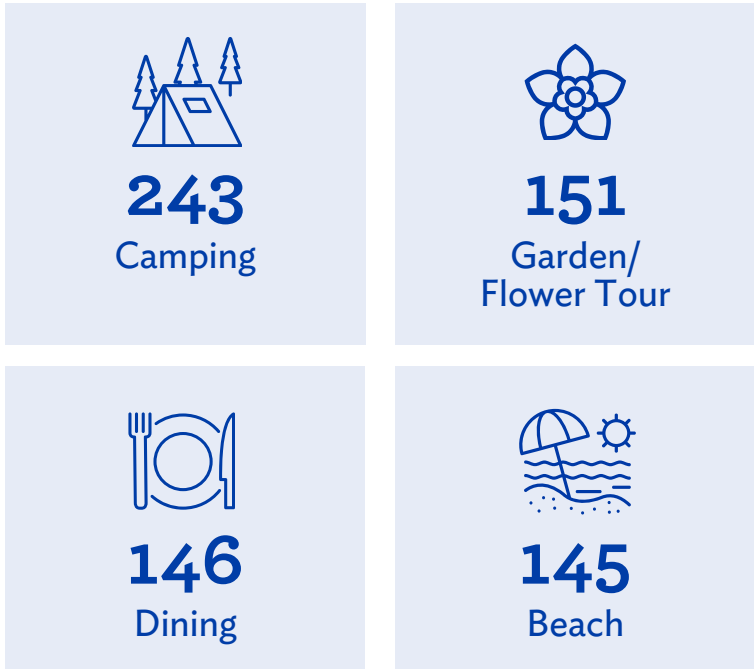




Trip Purpose and Activities

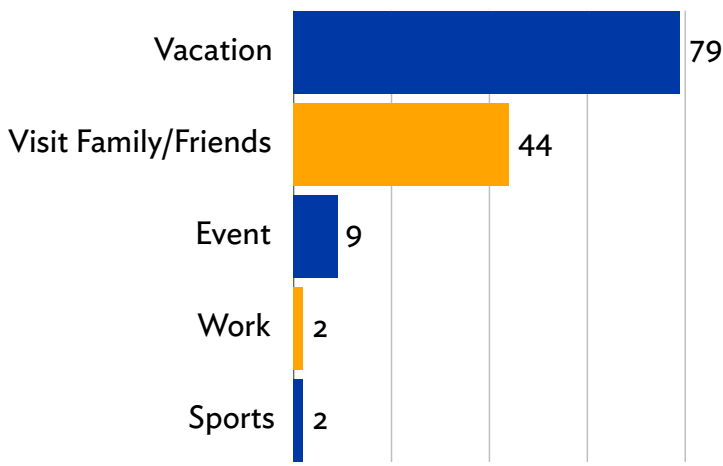
What They Did When They Were Here

Top Activities



- Retail Shopping - 124
- Sightseeing - 123
- Farmgate Shopping - 111
- Hiking - 93
- Golfing - 79
- Surfing - 73
- Cycling/Mountain Biking - 70
- Museum/Historic Site - 69
- Concert/Festival/Major Event - 64
- Craft Brewery - 52
- Art Gallery - 45
- Canoeing/Kayaking/SUP - 37
- Fishing/Hunting - 31
- Motorcycling - 30
- Snowshoeing - 30
- Cross Country Skiing - 19
- Culinary Tour - 15
- Snowmobiling - 15
- Horseback Riding - 9
- Sailing/Boating - 4
- Scuba Diving - 4

Purpose of the Trip



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

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

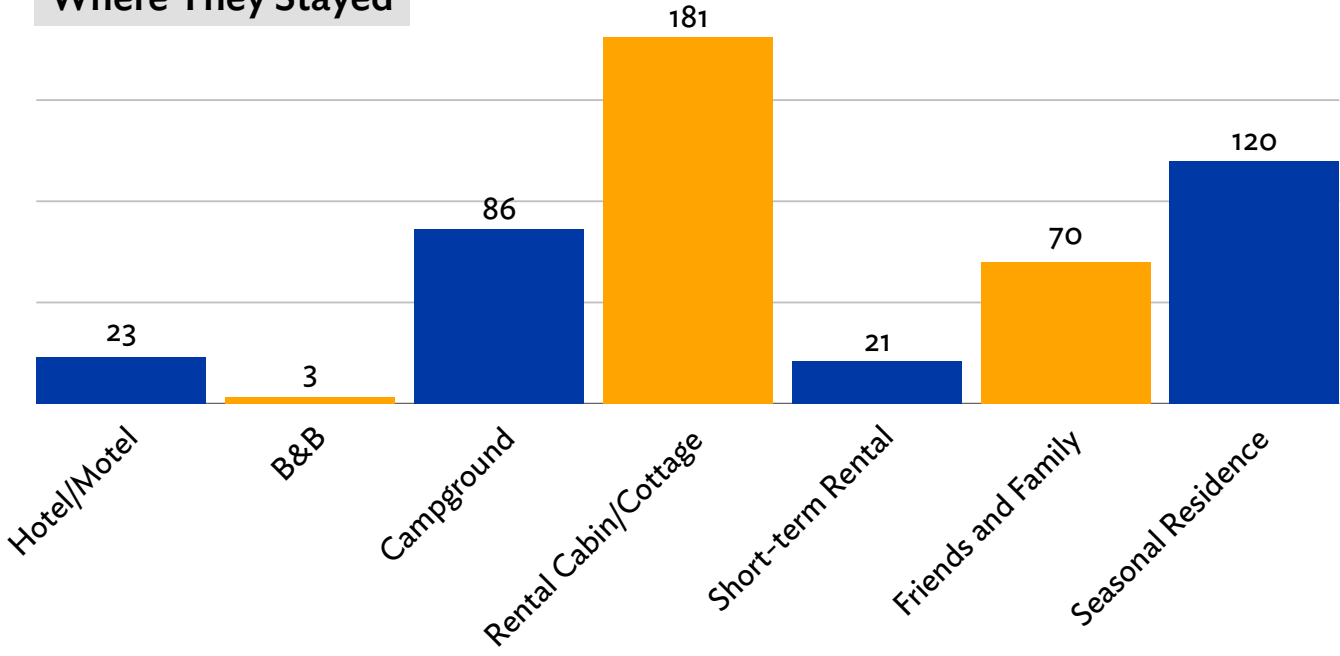


Accommodation and Spending

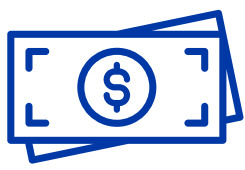
104 visitors stayed overnight

75 did not stay overnight

Where They Stayed




What They Spent




\$1,070


average amount spent per party



\$510
Accommodations




\$305
Grocery Stores



\$200
Transportation



\$223
Restaurants and Bars



\$201
Retail

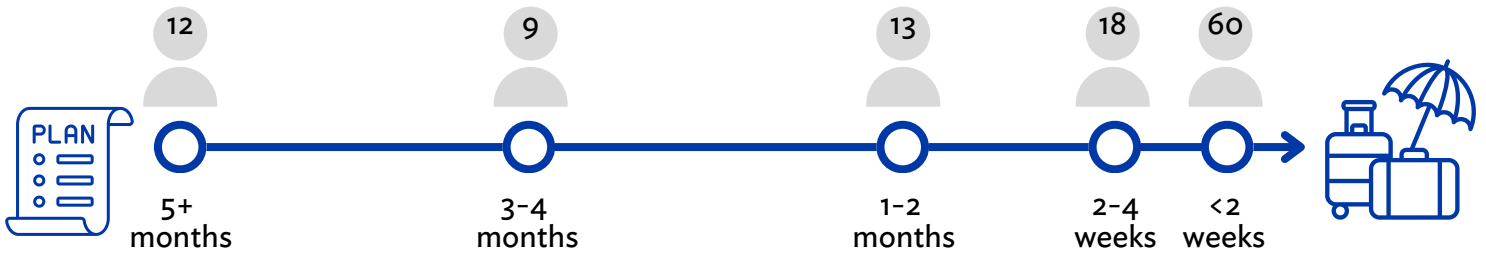


\$190
Recreation

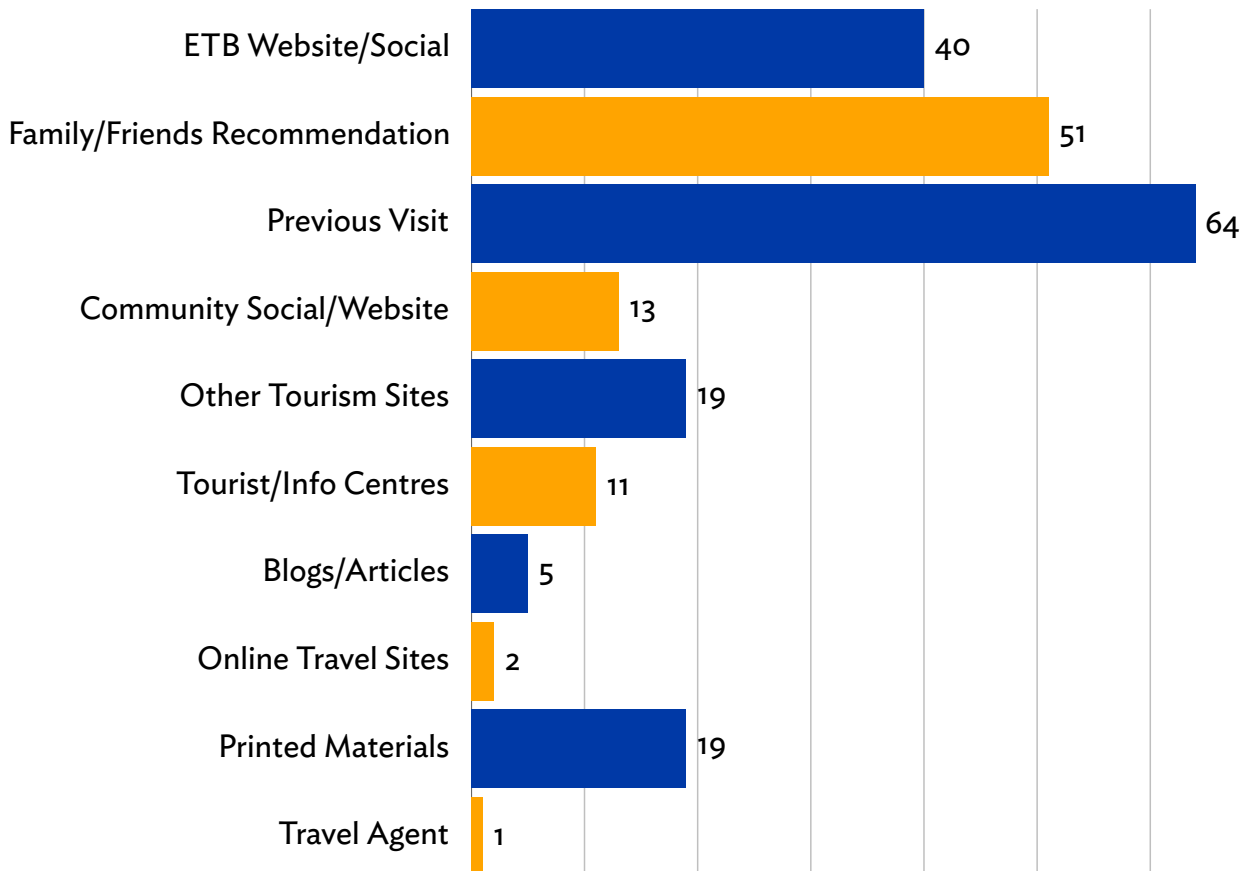


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



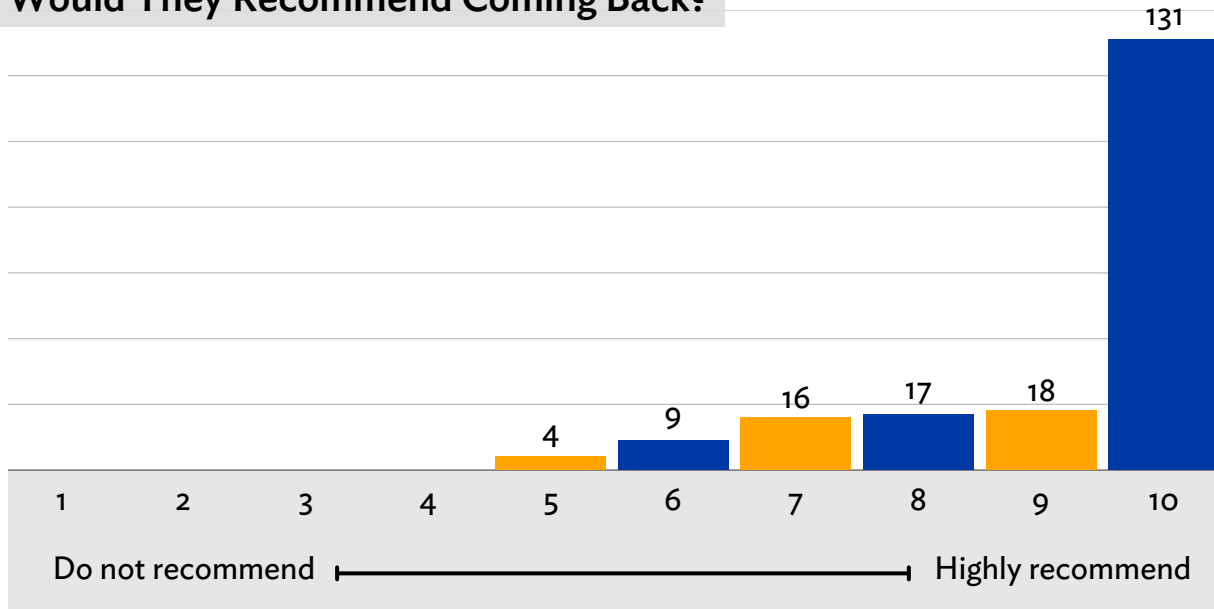
Their Inspiration for Visiting



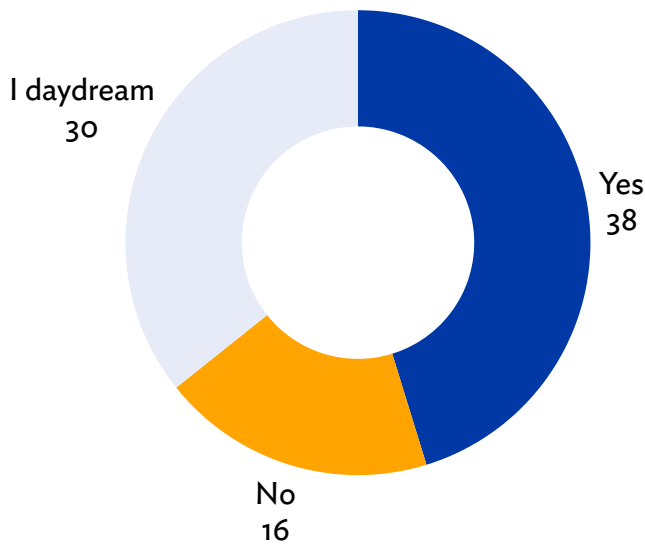


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



All respondents enjoyed their trip, and all but two would recommend to others to come back (the two said maybe).



Memorable Experiences

What visitors said they enjoyed about their visit:

The beauty of the area, customer service, quality time together.

We watched the sunset at 3 different vantage points. Each was amazing.

Ice cream at Holyrod, store bakery at Lucknow.

Owen Riegling concert.

The beach!!! Ripley - botanical food garden.

Point Clark is a great bicycling area.

Spent time with family and my uncle's 80th birthday, out to the family farm in Pineriver.

Shopping in Lucknow and Port Elgin and Wasaga Beach.

Found field of sunflowers the day before they were to be harvested.

We visited Aintree trailer park with friends and they have Halloween in the summer. The kids had a blast!!! Plus the beach and regularly go to Point Clark as I love it there!

Armstrong Bakery is our tradition... wake up extra early to hit the road...the thrift store treasure hunt is on...driving to the lake for breaks and lunch...picking up cheese curds....and a coast drive with a late day stop in Tiverton variety for a fresh sandwich to fuel up. We travel with our dog who loves the beaches...love the trip every time as we go often.

Point Clark light house.

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.