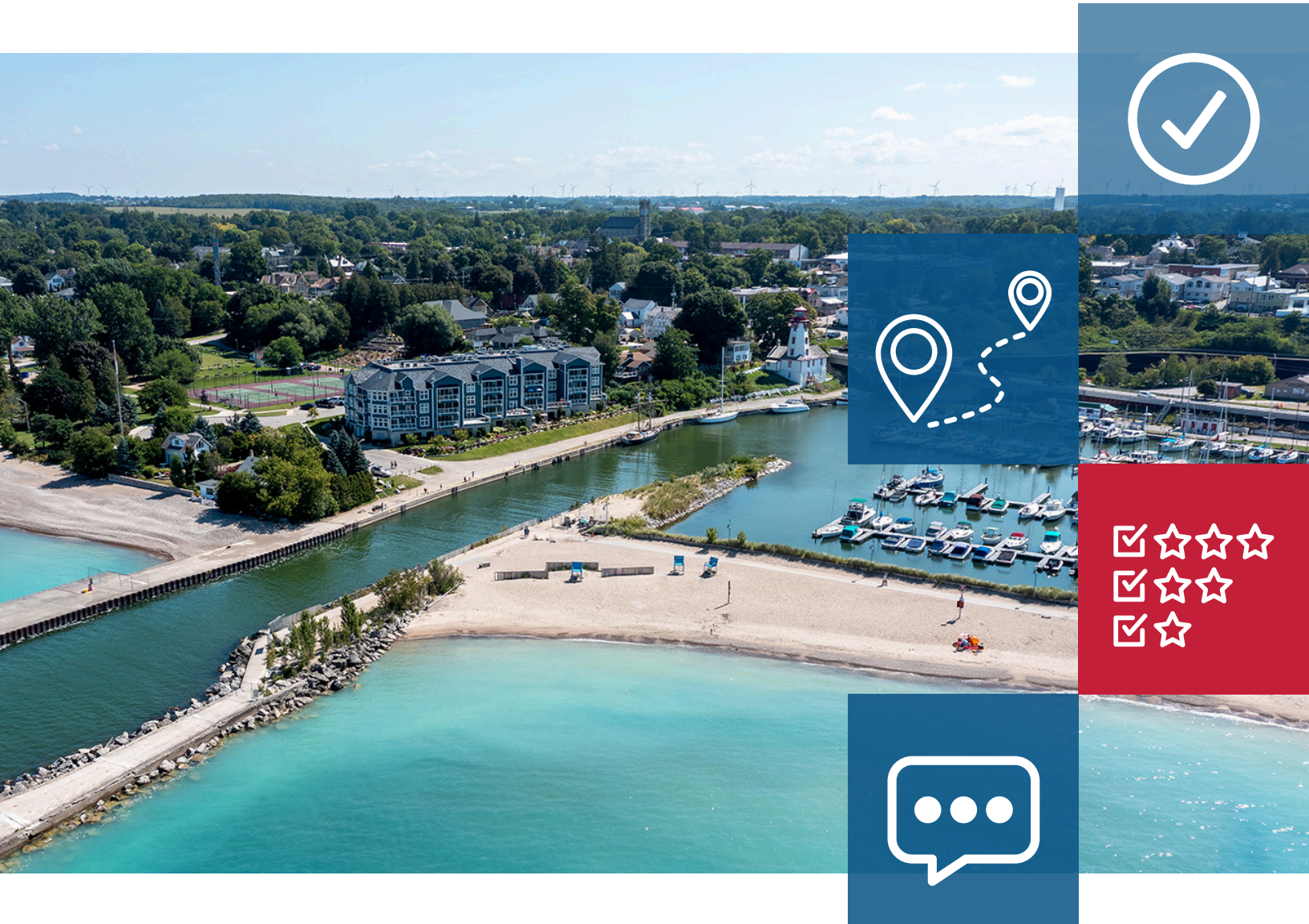


2024 Municipality of Kincardine **Visitor Survey Results**



IN PARTNERSHIP WITH





About This Report

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

In 2024, a total of 1,644 surveys were completed. Of those, 408 respondents reported visiting a community in Kincardine during their stay. Additionally, Kincardine had 15 responses to their specific survey, the data is included in this report.



24.8%

24.8% of respondents visited the Municipality of Kincardine in 2024

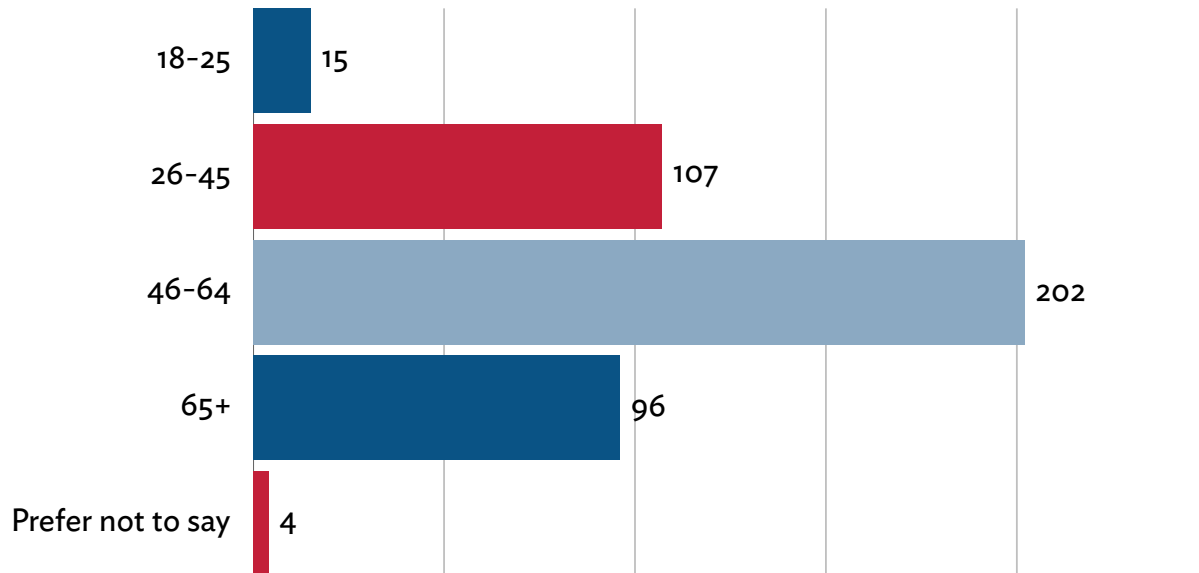
ABOUT THE SURVEY:

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



243

Outside the County



37

Seasonal Resident



144

Elsewhere in
the County



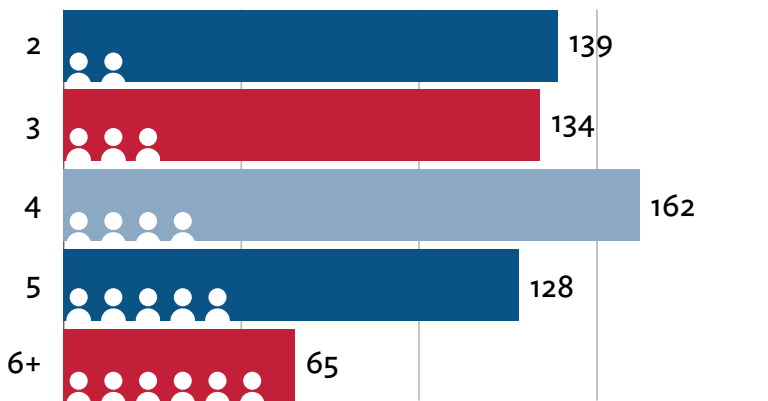
Where the Most Frequent Out-of-County Visitors Are From

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

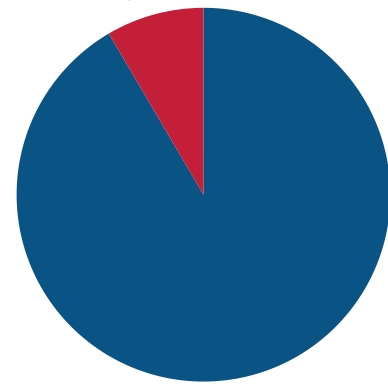
Out of Province:

3 groups visited from outside of Ontario specifically from British Columbia and Alberta.

Number of People in the Party



Travelled Alone
58



Travelled as a Group
628

78 parties travelled with pets representing 110 pets



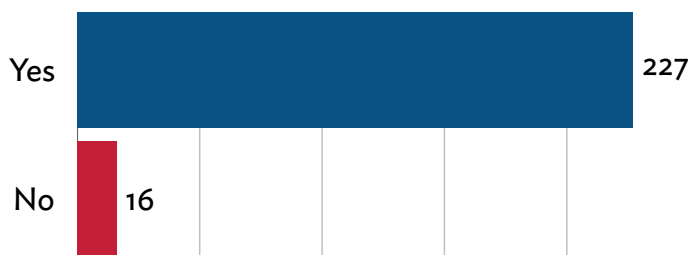
2.5 average people per party

423 surveys represented 1,049 visitors



Visitation Patterns

Have Visited Bruce County Before

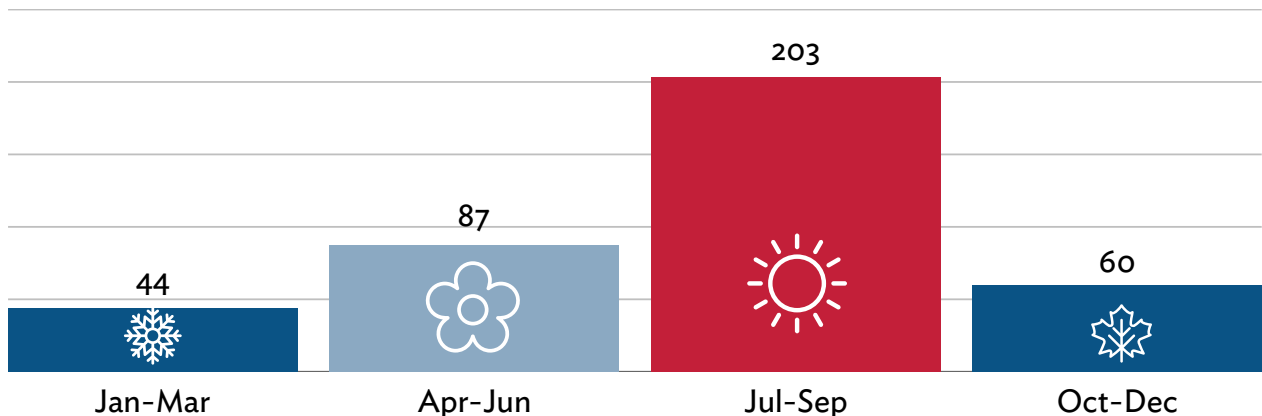


243

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



342
Beach



333
Dining



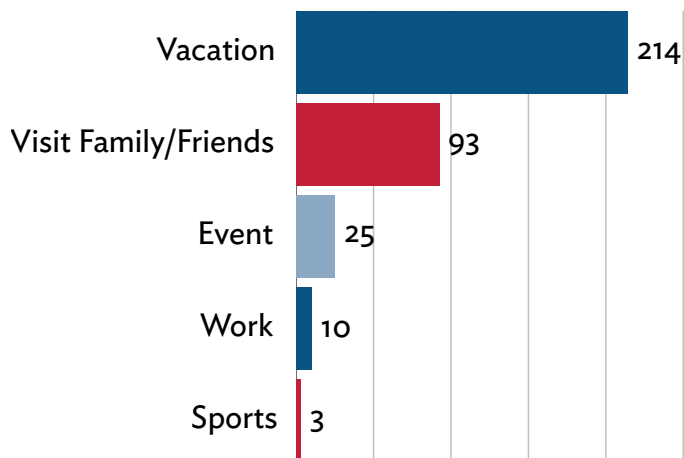
276
Sightseeing



270
Retail Shopping

Farmgate Shopping - 230
 Hiking - 219
 Camping - 160
 Museum/Historic Site - 156
 Canoeing/Kayaking/SUP - 146
 Art Gallery - 131
 Concert/Festival/Major Event - 131
 Craft Brewery - 92
 Cycling/Mountain Biking - 87
 Garden/Flower Tour - 80
 Fishing/Hunting - 65
 Golfing - 60
 Sailing/Boating - 54
 Snowshoeing - 45
 Cross Country Skiing - 32
 Culinary Tour - 26
 Motorcycling - 24
 Snowmobiling - 19
 Horseback Riding - 17
 Scuba Diving - 13
 Surfing - 7

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. Tobermory
5. Walkerton

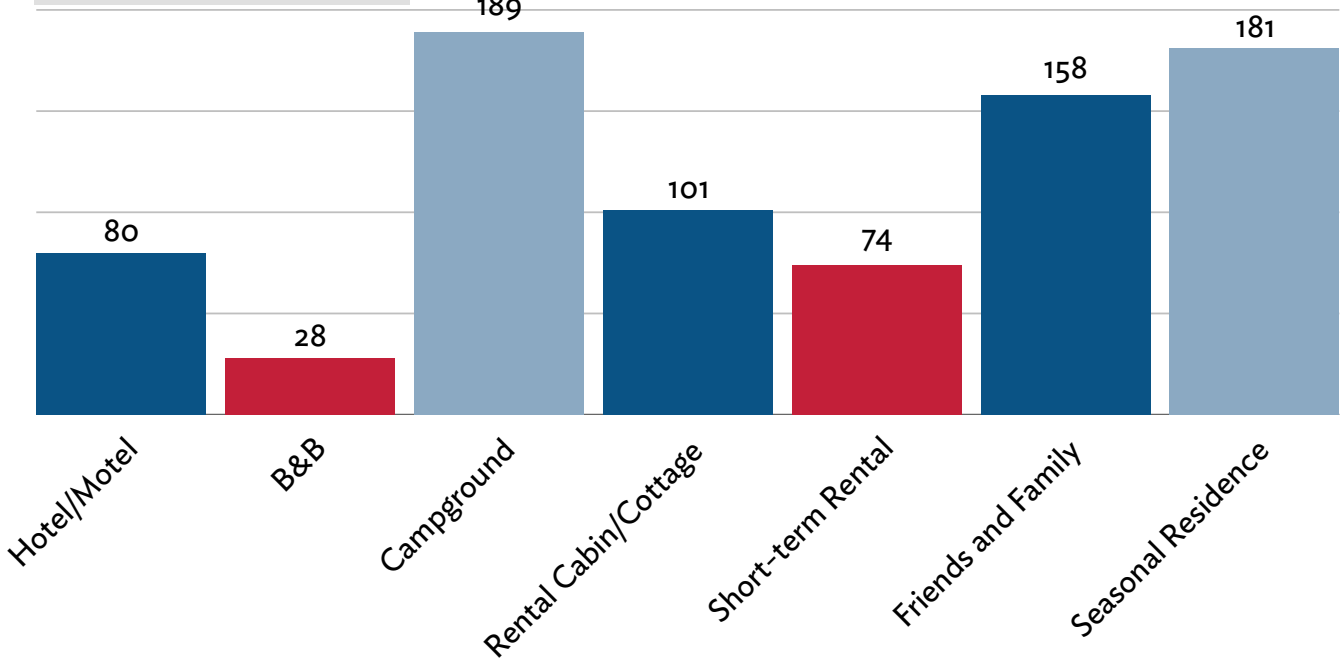


Accommodation and Spending

263 visitors stayed overnight

158 did not stay overnight

Where They Stayed



What They Spent




\$865


average amount spent per party



\$505
Accommodations




\$245
Grocery Stores



\$183
Transportation



\$184
Restaurants and Bars



\$141
Retail

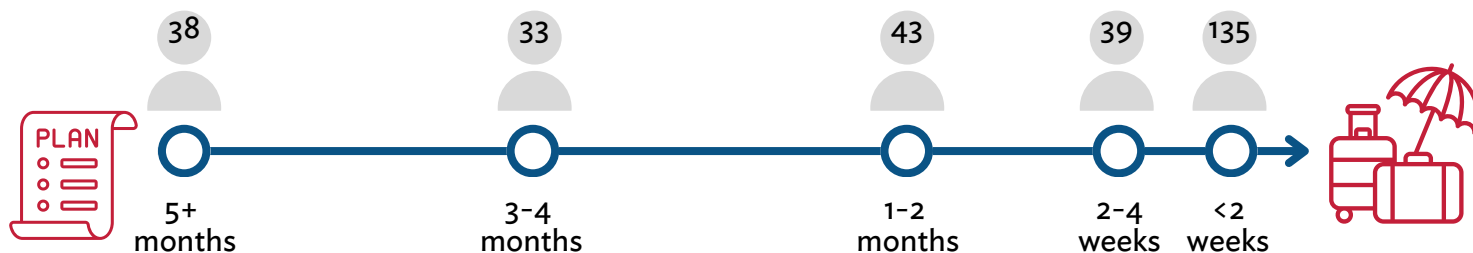


\$131
Recreation

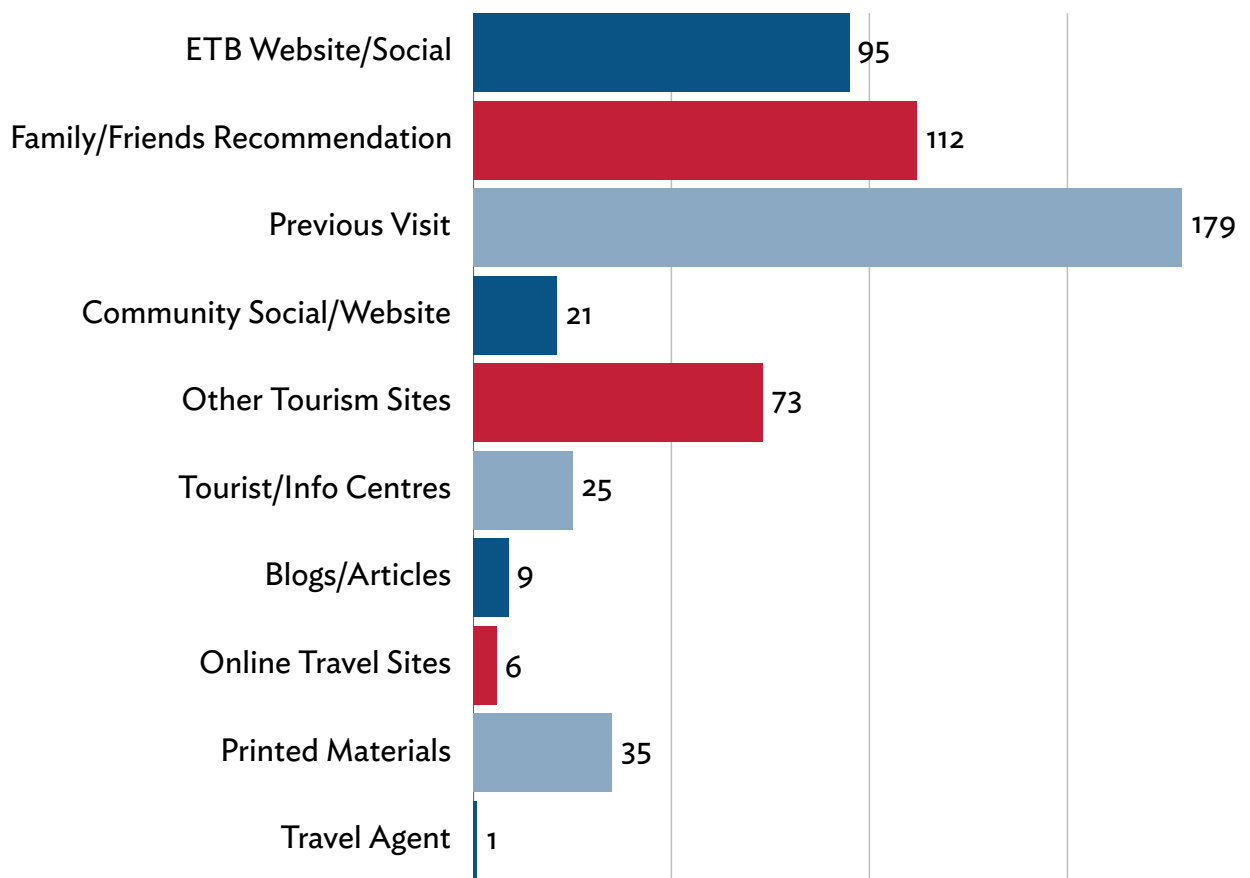


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



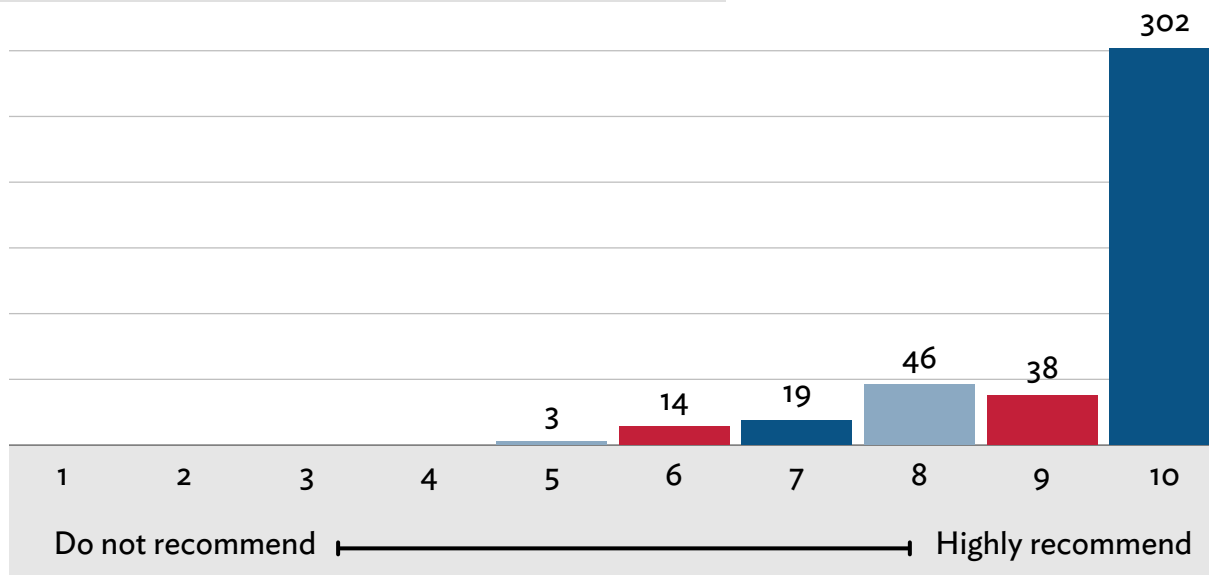
Their Inspiration for Visiting



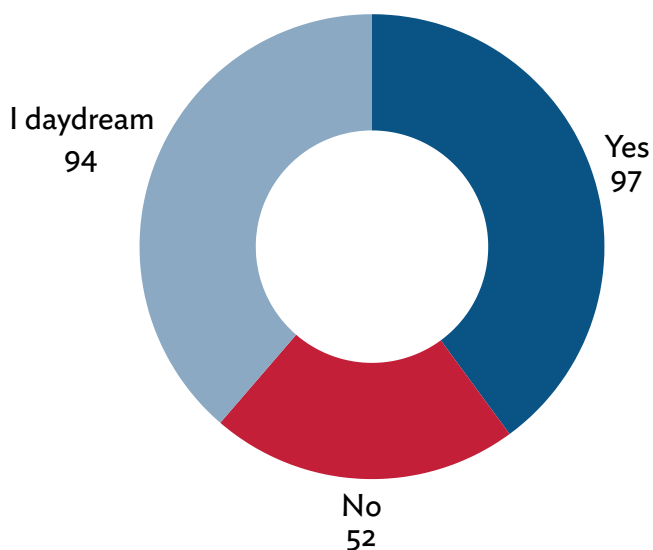


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



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



Memorable Experiences

What visitors said they enjoyed about their visit:

Always the sunset. The best sunsets around. Pipers in Kincardine.

We love day tripping to all the festivals, small towns, farmers markets, fall fairs, events like the Kincardine Scottish Festival.

Swimming in Lake Huron at sunset.

Beach sunsets and friendliness.

Overall enjoyed Kincardine the best... the town and harbor the restaurants stores.

Really enjoyed the wooded trails in Kincardine and eating at the Bruce.

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.

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

Love walking the shore at Inverhuron.

Surfing in Kincardine.

Watching the phantom Piper was the highlight of the trip! Great way to end each day! the beach was gorgeous! One of the best beaches in all of Ontario!

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 og who loves the beaches...love the trip every time as we go often.

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.