

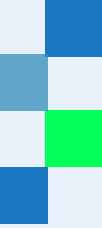


2024 Municipality of Northern Bruce Peninsula Visitor Survey Results



IN PARTNERSHIP WITH





About This Report

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

In 2024, a total of 1,644 surveys were completed. Of those, 587 respondents reported visiting a community in Northern Bruce Peninsula during their stay. Additionally, Northern Bruce Peninsula had 4 responses to their specific survey, the data is included in this report.



35.7%

35.7% of respondents visited a Northern Bruce Peninsula community in 2024

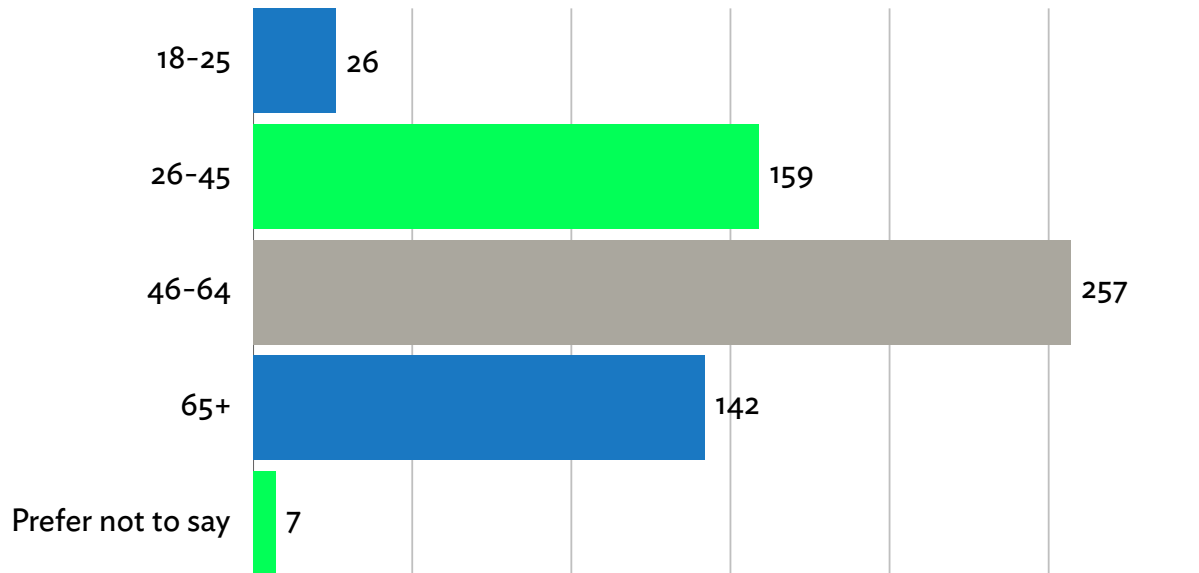
ABOUT THE SURVEY:

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.

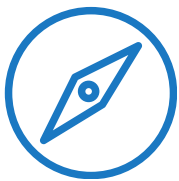


Visitor Demographics

Age of Primary Visitors



Residence of Primary Visitors



377

Outside the County



53

Seasonal Resident



161

Elsewhere in
the County



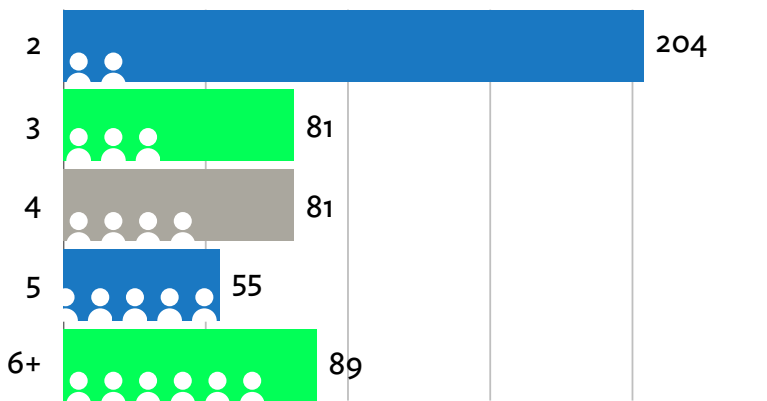
Where the Most Frequent Out-of-County Visitors Are From

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

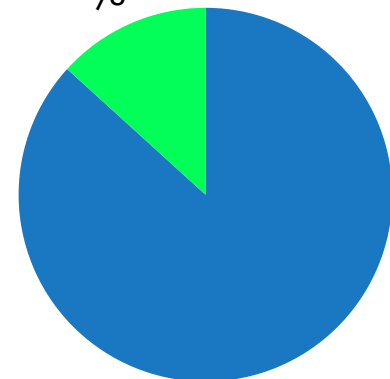
Out of Province:

6 groups visited from outside of Ontario specifically from Alberta, British Columbia, New Brunswick and Saskatchewan.

Number of People in the Party



Travelled Alone
78



Travelled as a Group
510

98 parties travelled with pets
representing 154 pets



3.5 average people per party

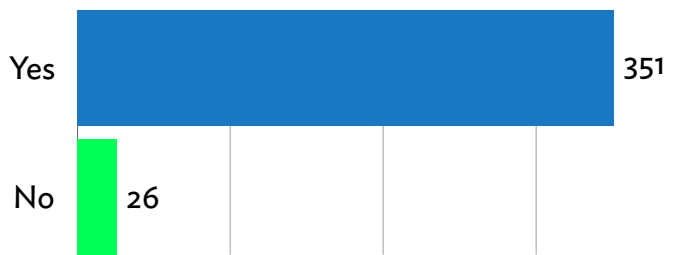
591 surveys represented 1,575 visitors



Visitation Patterns



Have Visited Bruce County Before

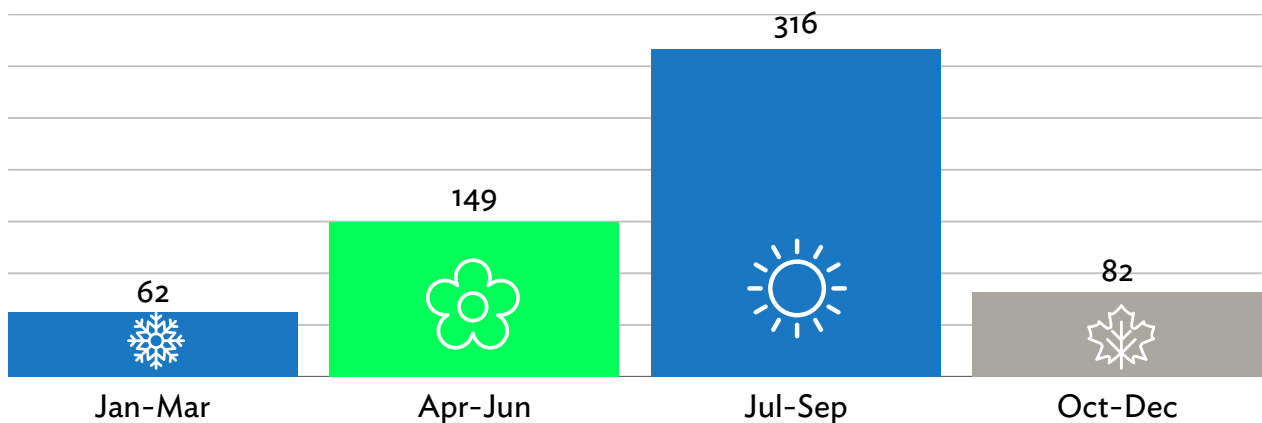


374

visitors plan to return

Only 3 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



426

Dining



410

Beach



407

Sightseeing

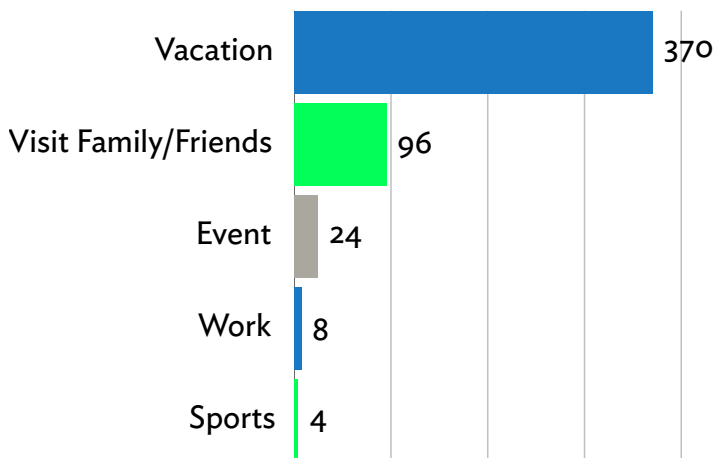


400

Hiking

- Retail Shopping - 321
- Farmgate Shopping - 281
- Camping - 233
- Canoeing/Kayaking/SUP - 207
- Museum/Historic Site - 191
- Art Gallery - 152
- Concert/Festival/Major Event - 130
- Craft Brewery - 116
- Golfing - 114
- Cycling/Mountain Biking - 106
- Sailing/Boating - 96
- Garden/Flower Tour - 80
- Fishing/Hunting - 65
- Snowshoeing - 58
- Culinary Tour - 45
- Cross Country Skiing - 43
- Motorcycling - 28
- Scuba Diving - 27
- Snowmobiling - 24
- Horseback Riding - 21
- Surfing - 9

Purpose of the Trip



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

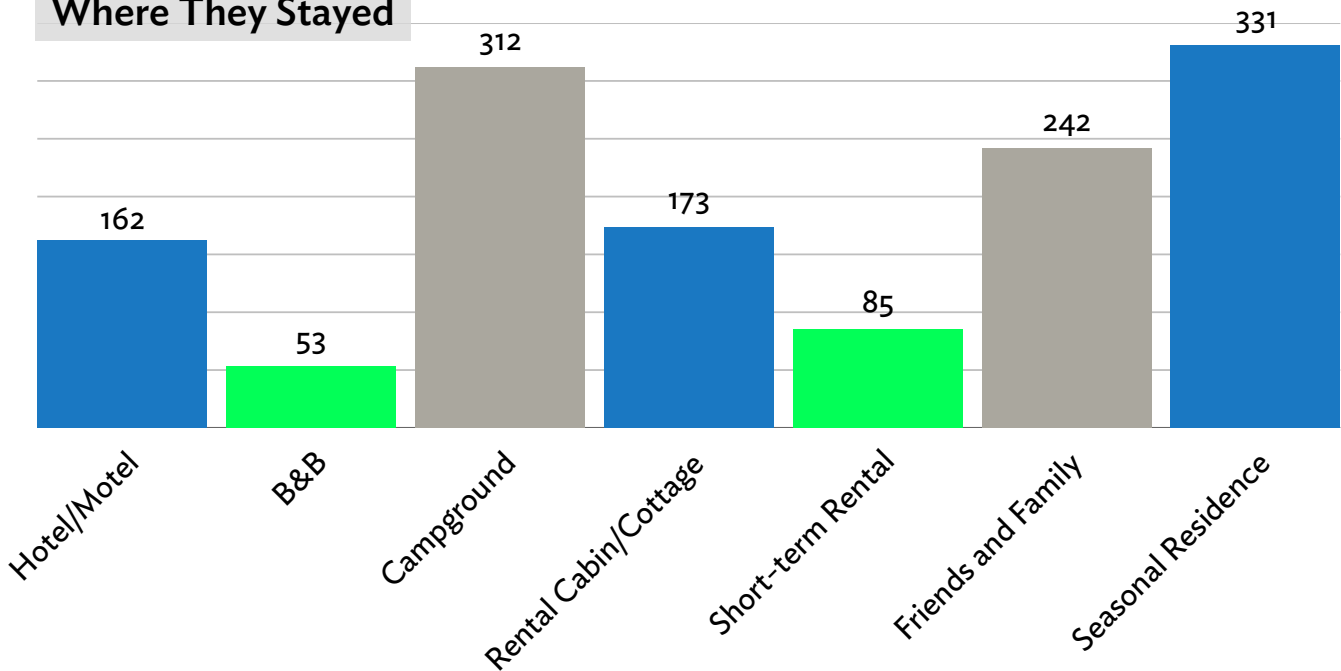
1. Warton
2. Sauble Beach
3. Southampton
4. Port Elgin
5. Kincardine

Accommodation and Spending

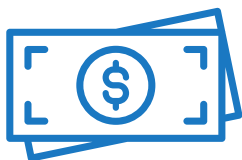
427 visitors stayed overnight

164 did not stay overnight

Where They Stayed



What They Spent



\$840

average amount spent per party



\$465

Accommodations



\$197

Grocery Stores



\$162

Transportation



\$203

Restaurants and Bars



\$139

Retail



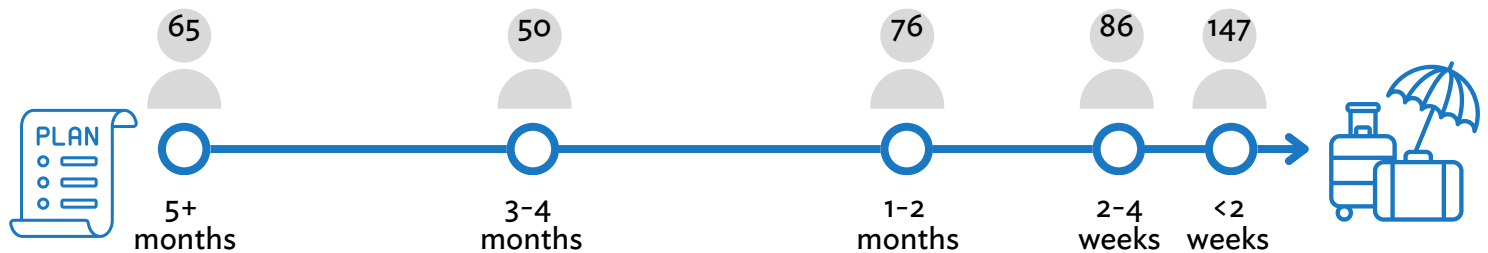
\$151

Recreation

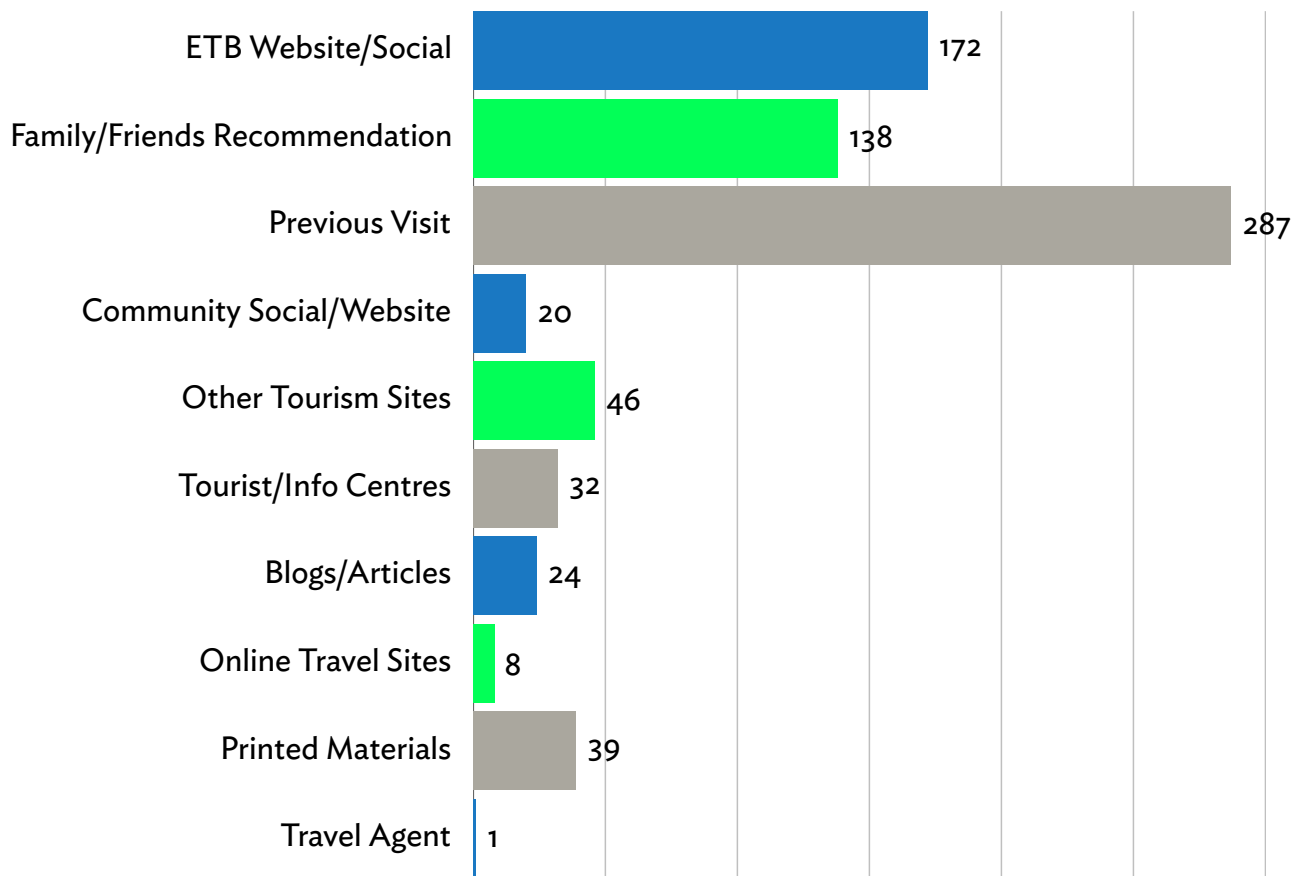


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



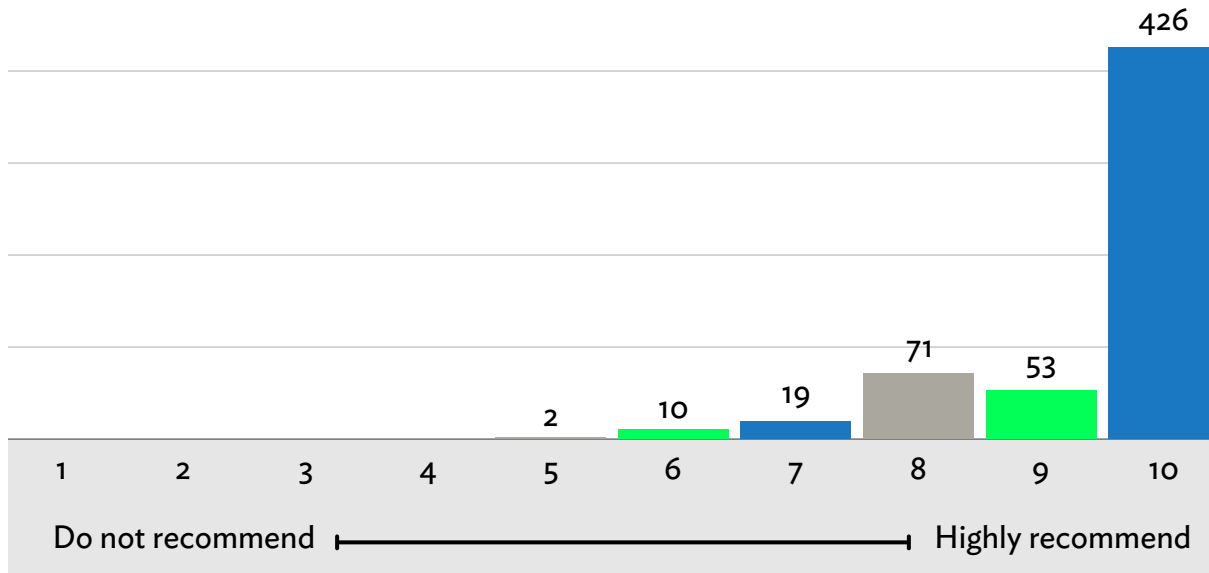
Their Inspiration for Visiting



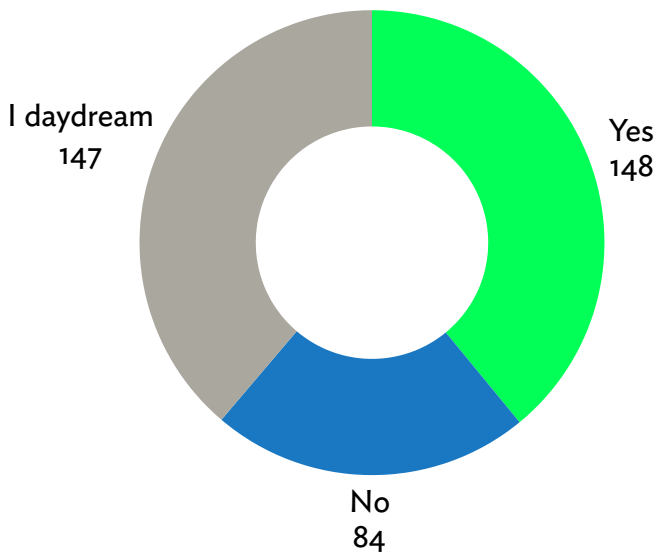


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



All respondents enjoyed their trip, and all but seven recommend to others to come back (five said maybe, 2 said no)



Memorable Experiences

What visitors said they enjoyed about their visit:

The Lion's Tail route, clockwise from Sauble Beach on a motorcycle. The Hungry Hiker in Tobermory for breakfast.

Flower Pot Island and Ferry Ride, kayaking to the grotto. Bruce Trail hike and snorkeling ship wrecks.

Beautiful Magical Place. Peaceful.

Stunning landscape, warm people.

Reading books in the woods during the summer trip and cooking off with snorkelling in the Lake.

Hiking the Bruce Trail coastline on cliffs with my daughter.

Seeing all the stars at Lion's Head.

Tail of the Lion motorcycle trip.

We love exploring unknown roads and finding areas of beauty like Big Bay, the Kemble Women's Institute monument, Cape Chin Road and more.

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.

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.

We are lucky enough to be invited to our friend's cottage in Stokes Bay where we have enjoyed canoe trips, swimming, hiking, campfires, browsing the art gallery, and enjoying local pubs and restaurants. We love going up to Tobermory and Lion's Head — especially in autumn.

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.