

2024 Town of South Bruce Peninsula Visitor Survey Results



IN PARTNERSHIP WITH



About This Report

Each year, the Town of South 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 South Bruce Peninsula. It's important to note that while these visitors did visit South 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, 710 respondents reported visiting a community in South Bruce Peninsula during their stay. Additionally, South Bruce Peninsula had 6 responses to their specific survey, the data is included in this report.



43.1% of respondents visited a South Bruce Peninsula community in 2024

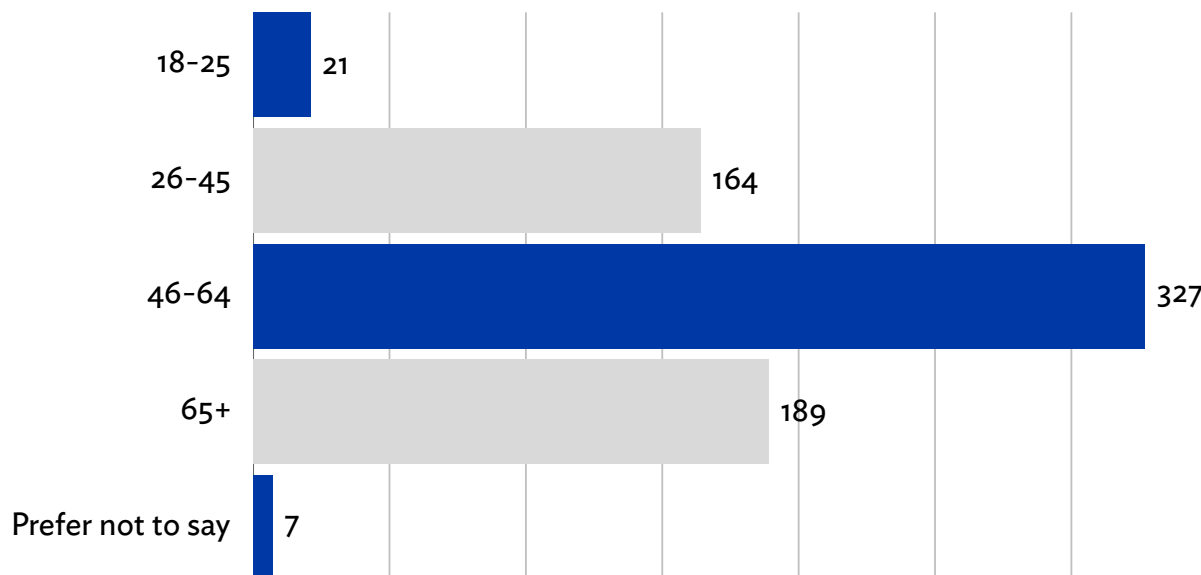
ABOUT THE SURVEY:

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



432

Outside the County



89

Seasonal Resident



193

Elsewhere in
the County



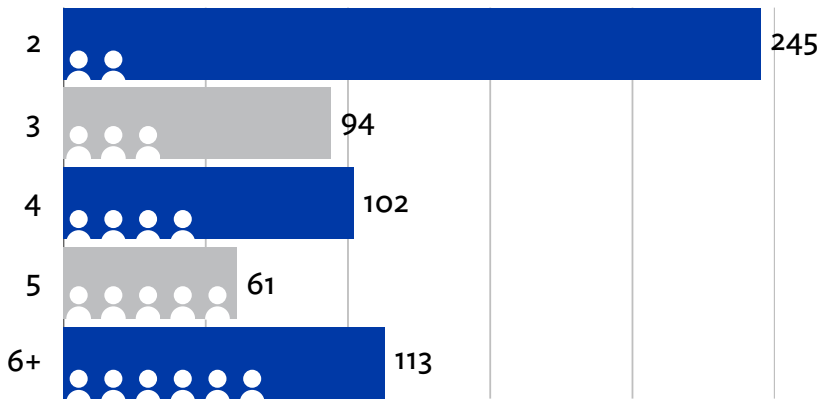
Where the Most Frequent Out-of-County Visitors Are From

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

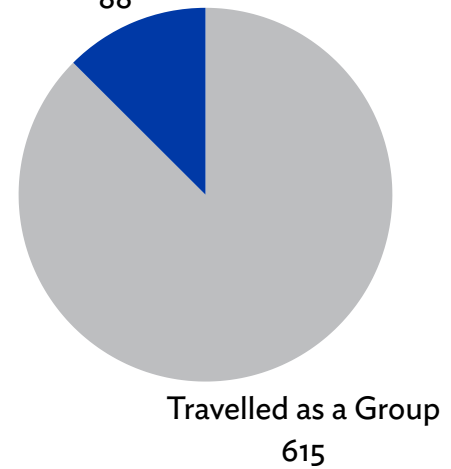
Out of Province:

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

Number of People in the Party



Travelled Alone



117 parties travelled with pets
representing 171 pets



3.6 average people per party

117 surveys represented 1,926 visitors



Visitation Patterns

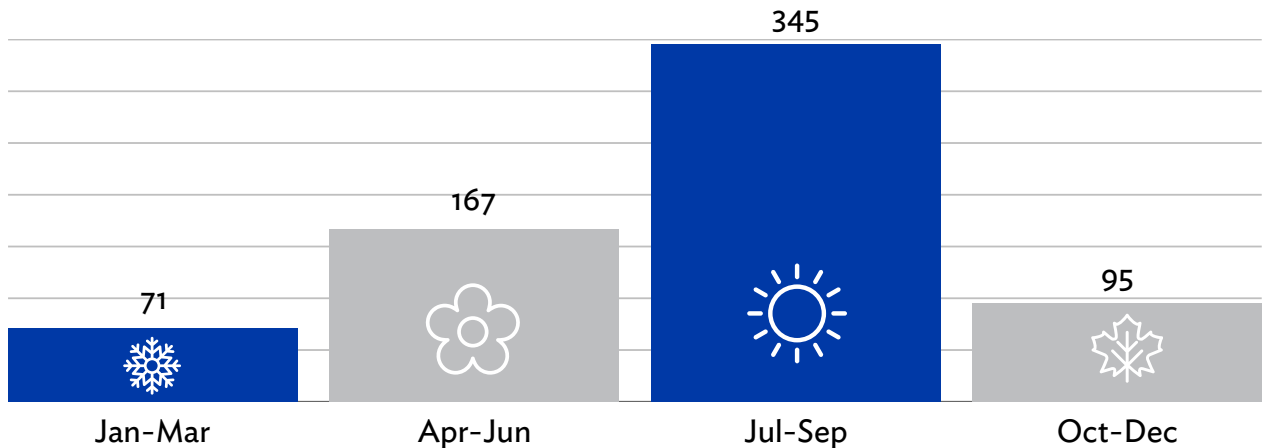
Have Visited Bruce County Before



428
visitors plan to return

Only 4 said they don't plan to return

Number of Visitors by Months

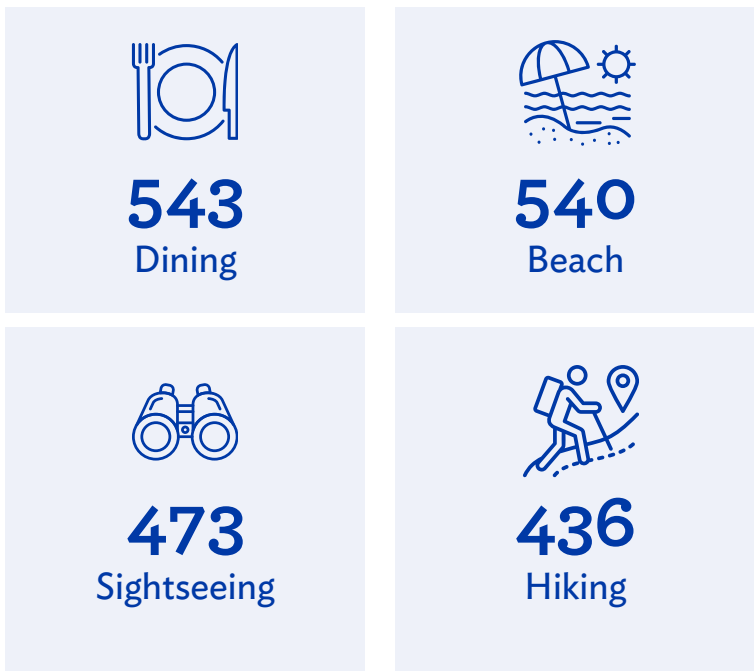




Trip Purpose and Activities

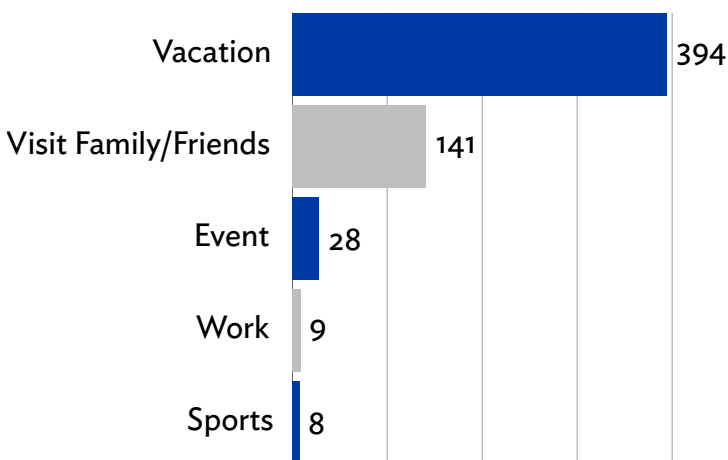
What They Did When They Were Here

Top Activities



- Retail Shopping - 428
- Farmgate Shopping - 378
- Canoeing/Kayaking/SUP - 248
- Camping - 242
- Museum/Historic Site - 234
- Art Gallery - 189
- Concert/Festival/Major Event - 171
- Craft Brewery - 141
- Cycling/Mountain Biking - 126
- Sailing/Boating - 102
- Garden/Flower Tour - 98
- Golfing - 75
- Fishing/Hunting - 65
- Snowshoeing - 64
- Cross Country Skiing - 49
- Culinary Tour - 46
- Motorcycling - 34
- Snowmobiling - 32
- Scuba Diving - 24
- Horseback Riding - 18
- 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. Southampton
2. Tobermory
3. Port Elgin
4. Lion's Head
5. Kincardine

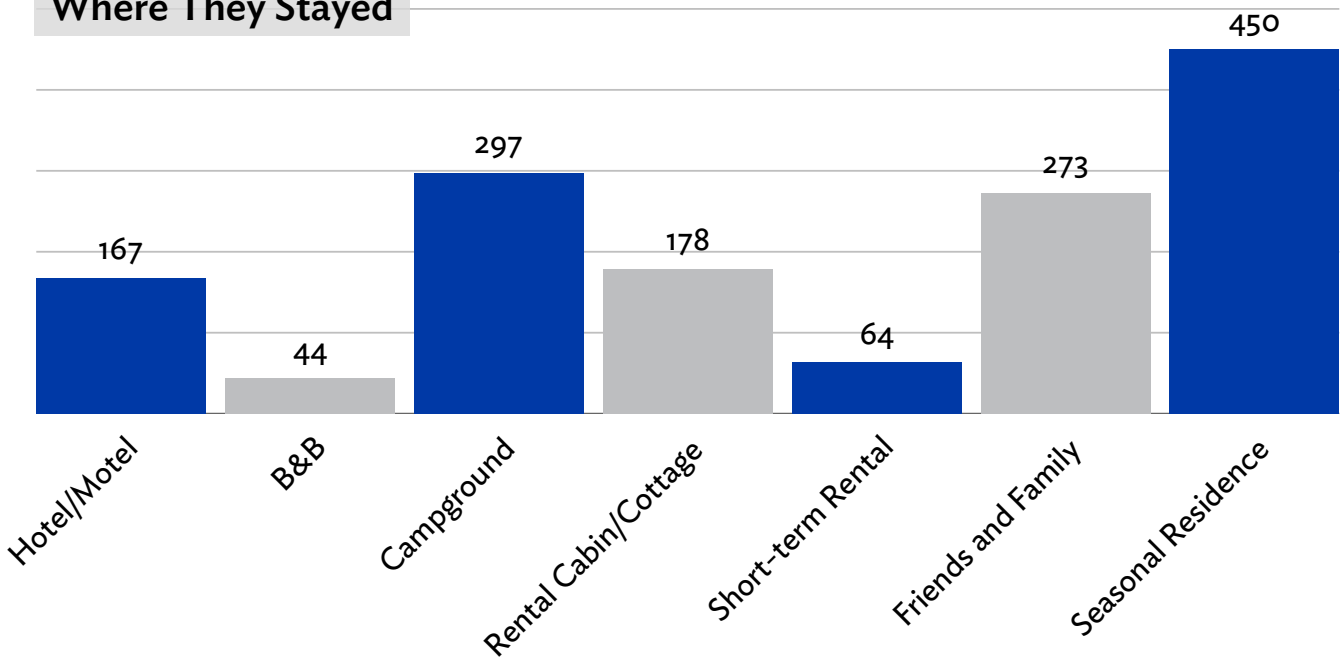


Accommodation and Spending

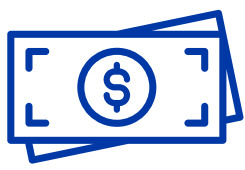
501 visitors stayed overnight

211 did not stay overnight

Where They Stayed



What They Spent




\$882

average amount spent per party



\$581
Accommodations




\$188
Grocery Stores



\$152
Transportation



\$187
Restaurants and Bars



\$133
Retail

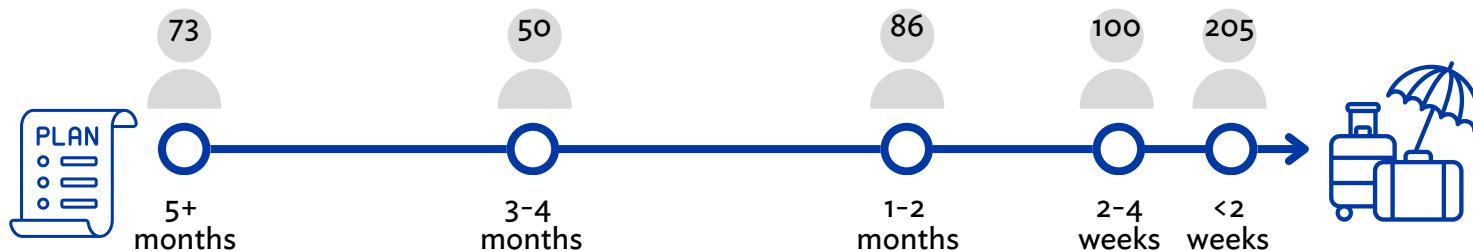


\$123
Recreation

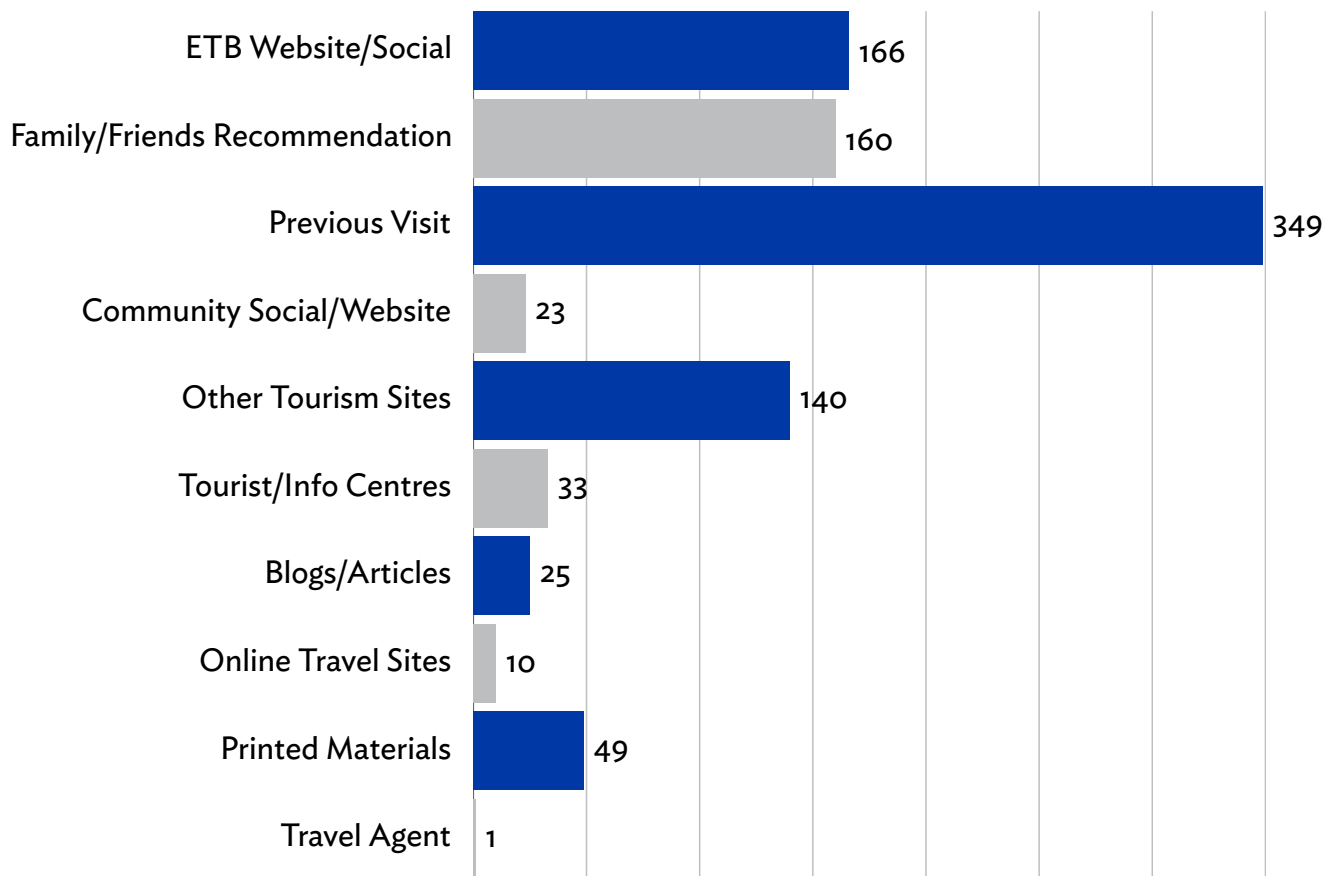


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



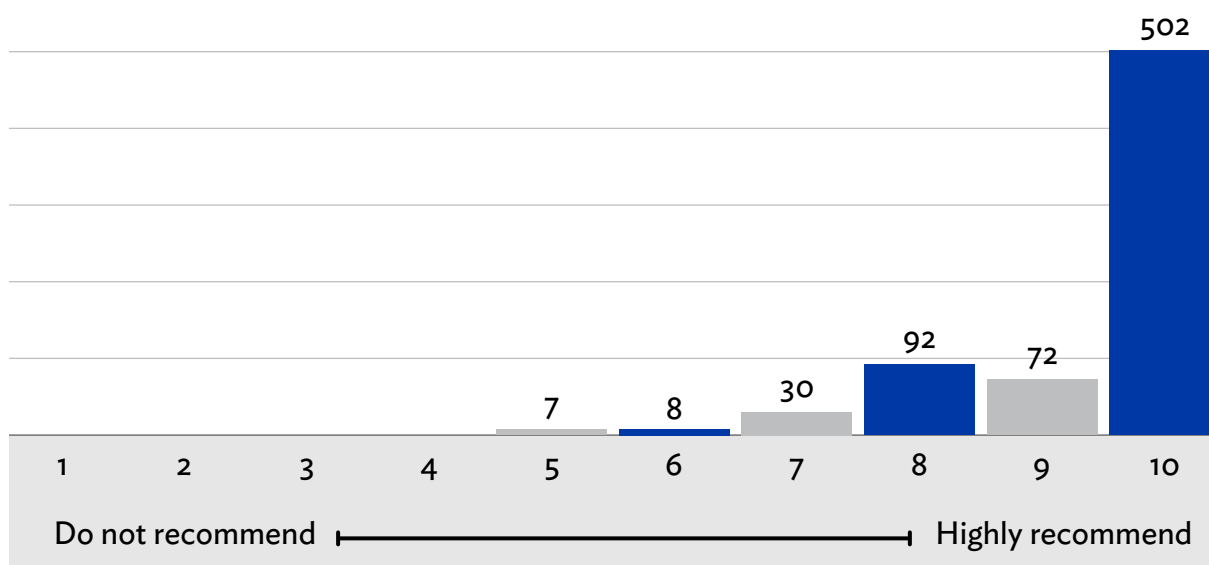
Their Inspiration for Visiting



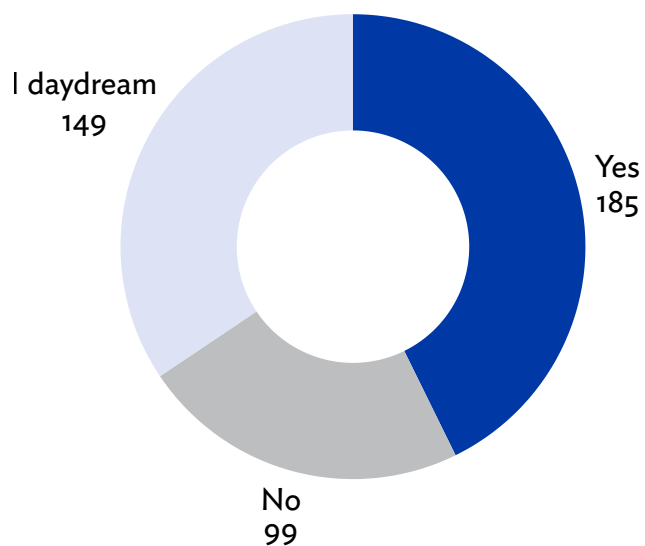


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



All but one respondent enjoyed their trip, and all but eleven recommend to others to come back (nine said maybe, two 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 people are so friendly and proud of their businesses in Bruce County.

Spending quality time with family and friends away from cell phones.

Enjoyed civic holiday homecoming weekend activities at Blue Water park.

Sauble Beach and dining on the beach strip.

Sauble Beach car show Tuesday evenings

Bruce Trail, hiking, kayaking, shopping in Wiarton.

Sauble Beach has the best beach!

Sauble Beach is an amazing place to visit. Get there early. Set up. Go to lunch. Go shopping in the Beach stores. Pack up from Beach then head out touring before finding a spot for dinner.

Relaxing with no rushing for a few days. Visiting various markets from Lion's Head to Wiarton. Fresh, clean air, getting back to nature. Visiting various owner operated businesses with above and beyond service with a smile.

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.