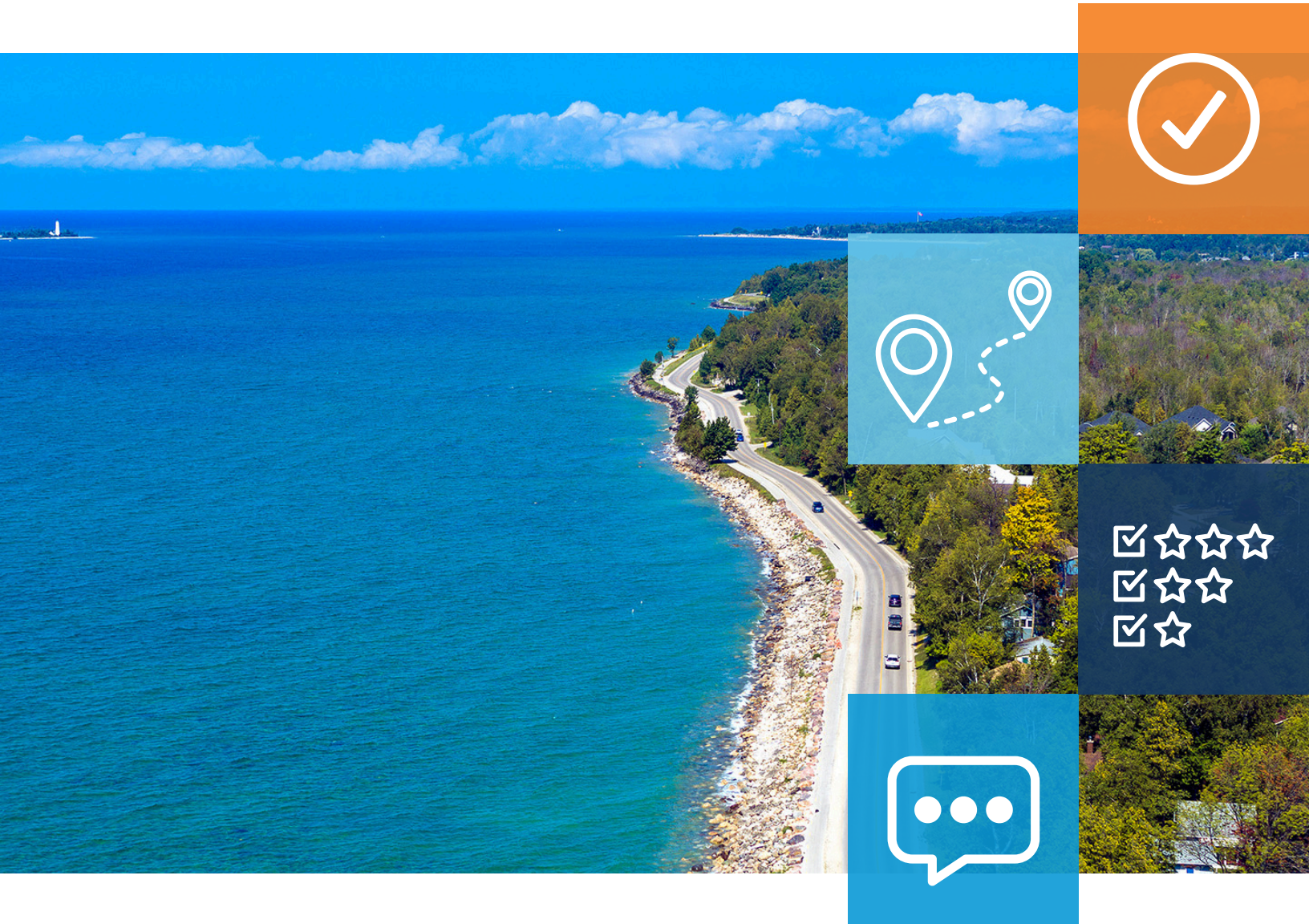




# 2024 Town of Saugeen Shores Visitor Survey Results



IN PARTNERSHIP WITH





# About This Report

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

**In 2024, a total of 1,644 surveys were completed. Of those, 640 respondents reported visiting a community in Saugeen Shores during their stay. Additionally, Saugeen Shores had 37 responses to their specific survey, the data is included in this report.**



38.9%

38.9% of respondents visited a Saugeen Shores community in 2024

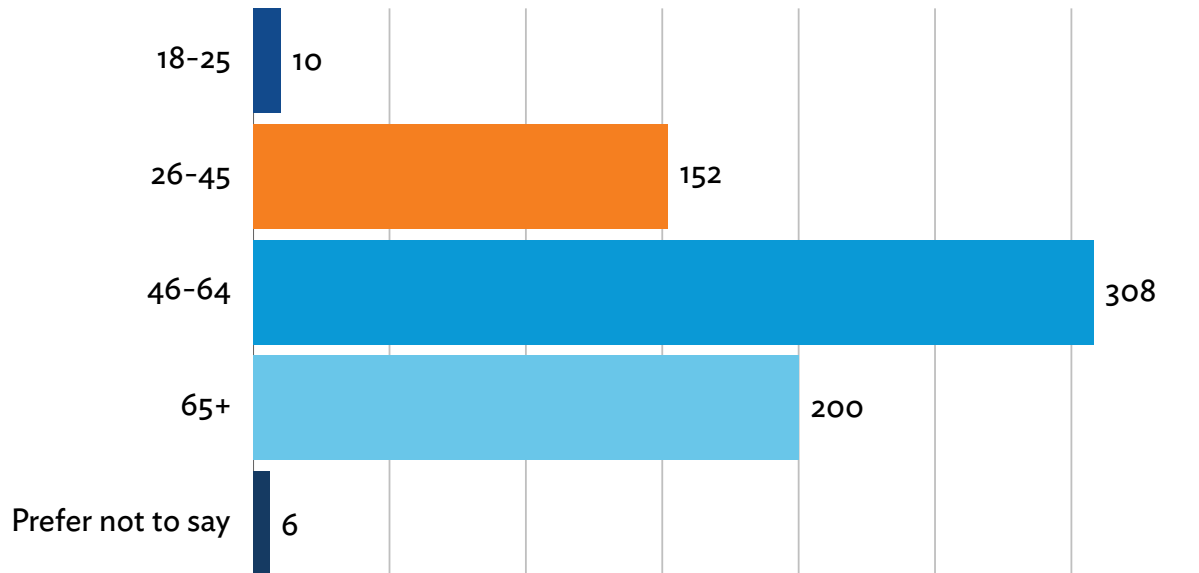
## ABOUT THE SURVEY:

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



**381**

Outside the County



**77**

Seasonal Resident



**222**

Elsewhere in  
the County



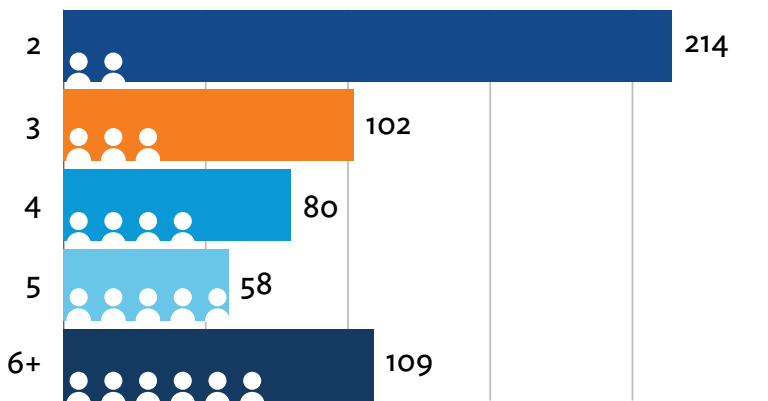
## Where the Most Frequent Out-of-County Visitors Are From

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

### Out of Province:

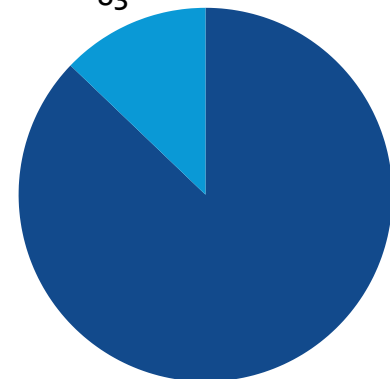
4 groups visited from outside of Ontario specifically from Alberta, British Columbia, Manitoba and the United States.

## Number of People in the Party



## Travelled Alone

83



Travelled as a Group

563

**109** parties travelled with pets  
representing 169 pets



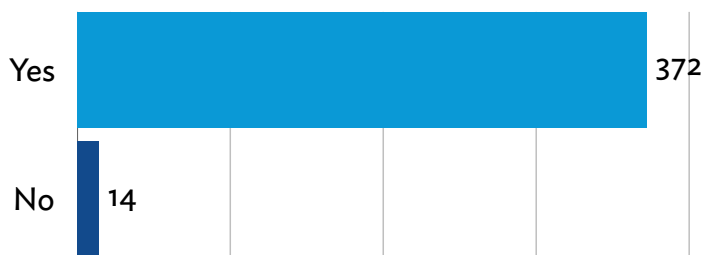
**3.6** average people per party

677 surveys represented 1,848 visitors



# Visitation Patterns

## Have Visited Bruce County Before

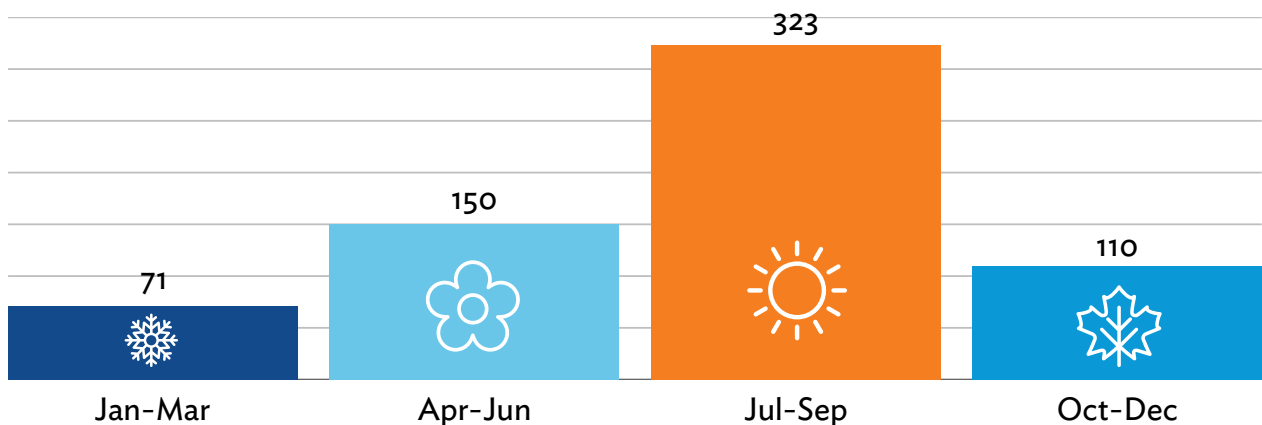


**376**

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



**534**  
Dining



**533**  
Beach



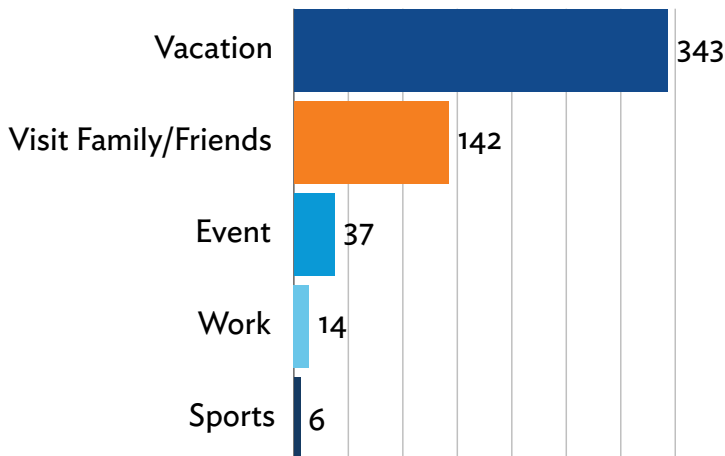
**438**  
Retail Shopping



**423**  
Sightseeing

- Farmgate Shopping - 386
- Hiking - 365
- Museum/Historic Site - 254
- Camping - 243
- Canoeing/Kayaking/SUP - 225
- Concert/Festival/Major Event - 194
- Art Gallery - 185
- Craft Brewery - 144
- Cycling/Mountain Biking - 135
- Fishing/Hunting - 111
- Garden/Flower Tour - 103
- Sailing/Boating - 80
- Golfing - 79
- Snowshoeing - 65
- Cross Country Skiing - 43
- Culinary Tour - 42
- Motorcycling - 30
- Snowmobiling - 29
- Horseback Riding - 20
- Scuba Diving - 12
- Surfing - 10

## Purpose of the Trip



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

1. Sauble Beach
2. Wiarton
3. Kincardine
4. Tobermory
5. Lion's Head

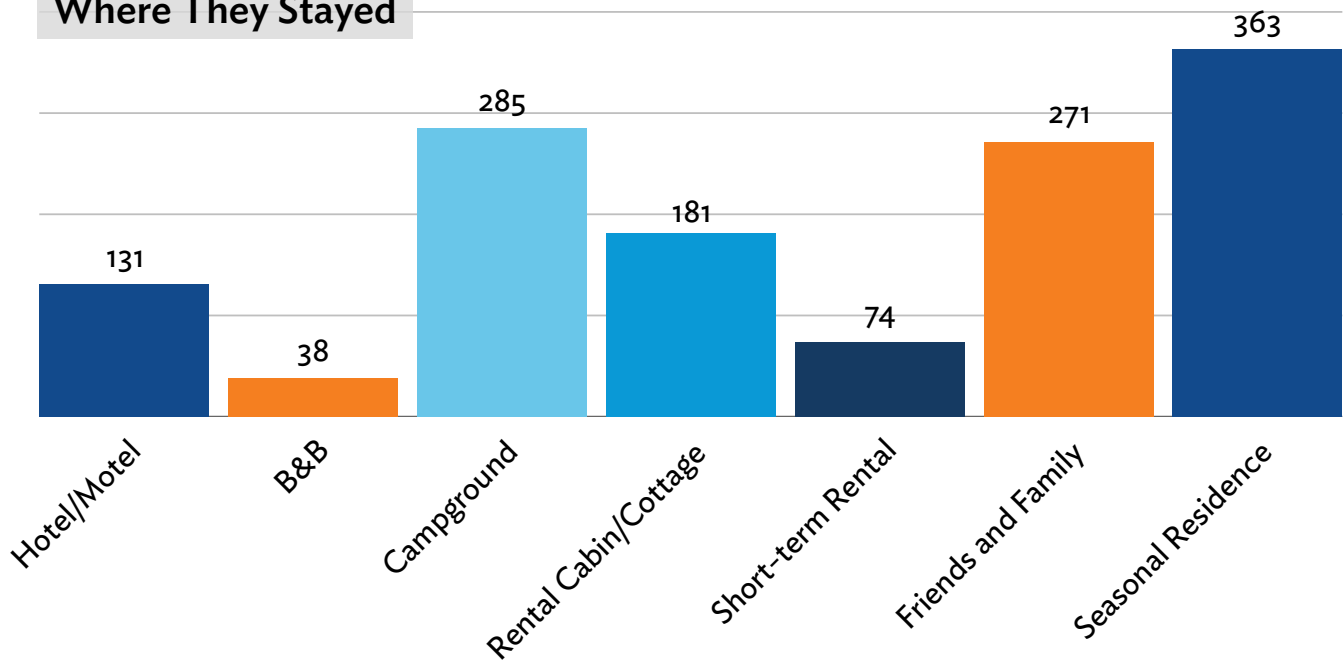


# Accommodation and Spending

**444** visitors stayed overnight

**223** did not stay overnight

## Where They Stayed



## What They Spent



**\$872**

average amount spent per party



**\$501**

Accommodations



**\$216**

Grocery Stores



**\$161**

Transportation



**\$193**

Restaurants and Bars



**\$158**

Retail



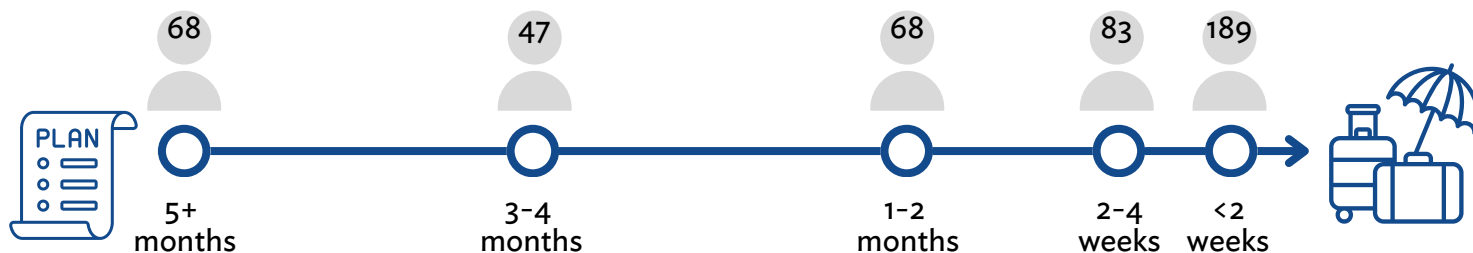
**\$137**

Recreation

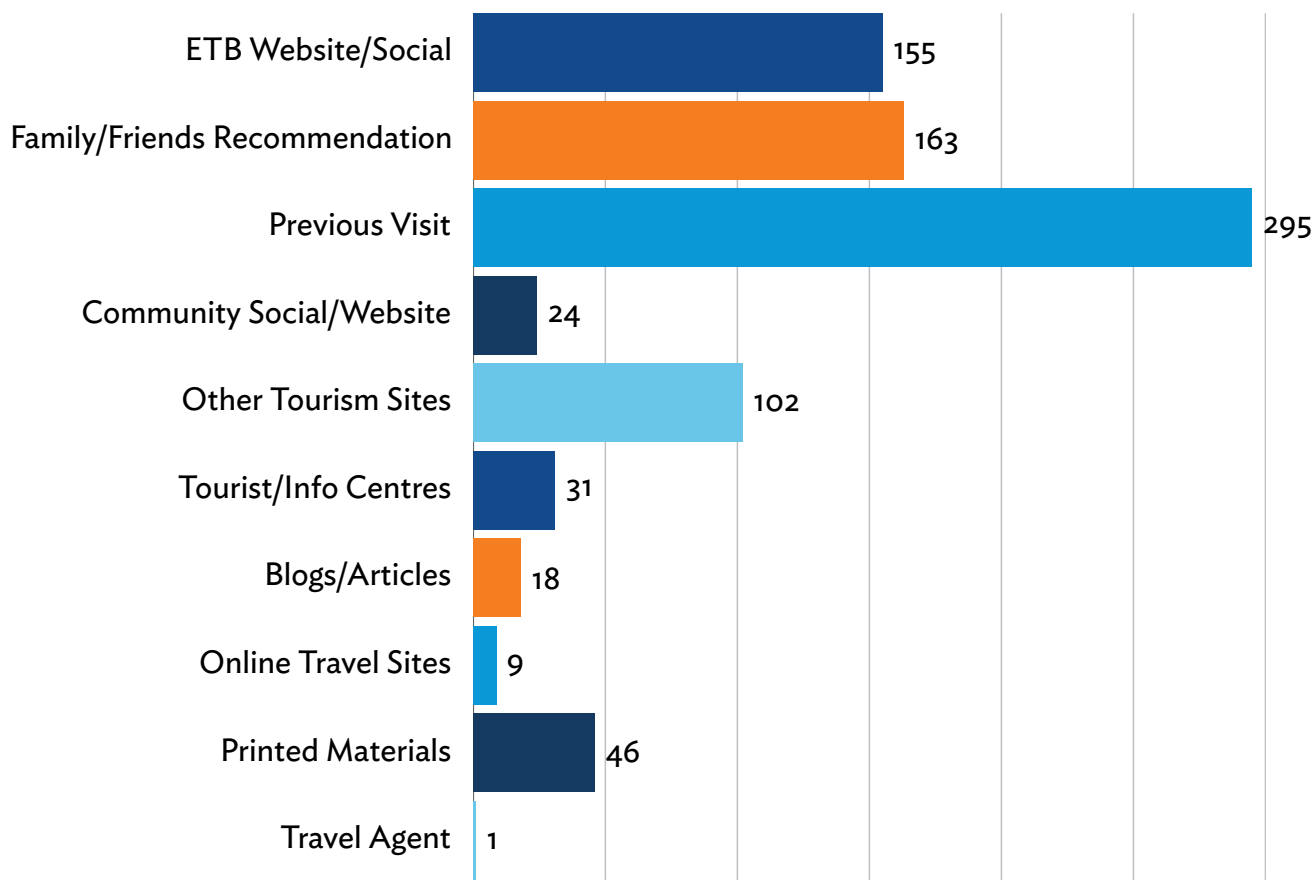


# Trip Planning and Influences

## How Far in Advance Their Trip Planning Started



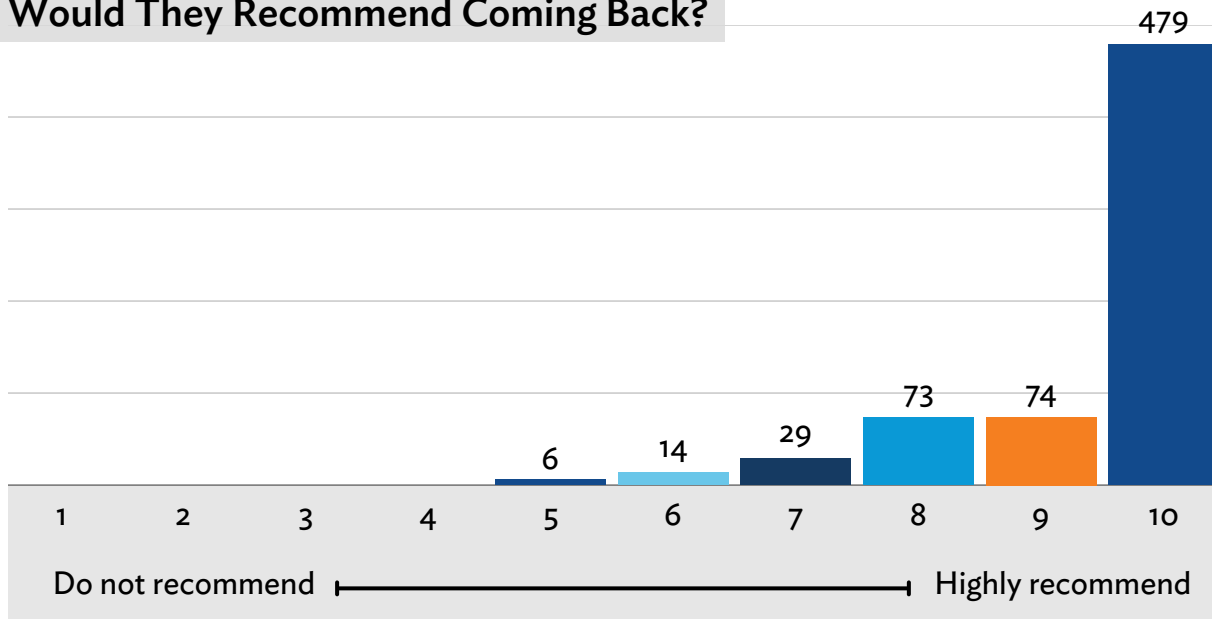
## Their Inspiration for Visiting



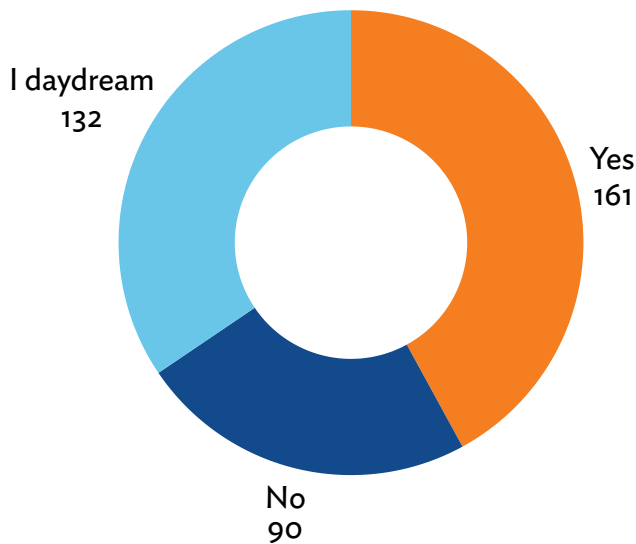


# Satisfaction and Recommendations

## Would They Recommend Coming Back?



## Have They Considered Moving Here?



All but three respondents enjoyed their trip, and all but ten recommend to others to come back (eight said maybe, two said no)



# Memorable Experiences

What visitors said they enjoyed about their visit:

Walking along the walkway parallel to the lake.

A favorite spot is sitting on the bench in Southampton watching the waves. It's also one of my favorite paces to walk and collect rocks.

Friendly people and a wonderful and beautiful campground.

Chantry Island Tour. We are looking forward to the festival this weekend.

We have been taking our classic truck to Pumpkinfest for over 20 years. We love the weekend away. The local restaurants serve great food. We enjoy the vendors at the festival.

We absolutely love the cycling routes between Southampton and Port Elgin. Beautifully maintained, stunning scenery, and the artwork and creative touches along the route are a favourite.

I absolutely love the beach in Port Elgin! It's been a place where I've grown up over the years with family, friends, and new neighbours!

Southampton and Port Elgin have the best shopping, the sunsets are incredible. People are friendly and welcoming.

My partner and I love to walk our dogs around Fairy Lake, and visit the restaurant patios in the summer. I also play baseball at Lamont Sports Park, which is an AMAZING facility.

I love it here. I love the beaches and sunsets, the ways the lake changes colours and moods, the clean water and great beaches for swimming and playing with my grandchildren and listening to birds where I stay.

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](mailto:info@explorethebruce.com). We're happy to walk through the data with you and help you make the most of it.