



MUNICIPALITY OF  
**South Bruce**

# 2024 Municipality of South Bruce **Visitor Survey Results**



IN PARTNERSHIP WITH





# About This Report

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

**In 2024, a total of 1,646 surveys were completed. Of those, 164 respondents reported visiting a community in South Bruce during their stay.**



9.9%

9.9% of respondents visited a South Bruce community in 2024

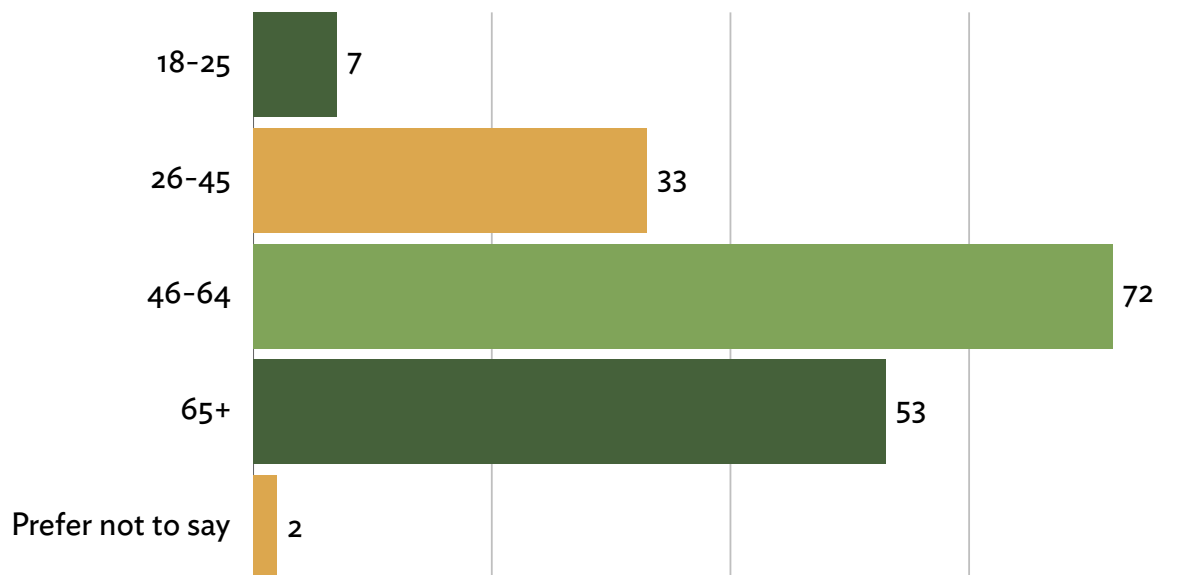
## ABOUT THE SURVEY:

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



**71**

Outside the County



**19**

Seasonal Resident



**74**

Elsewhere in  
the County



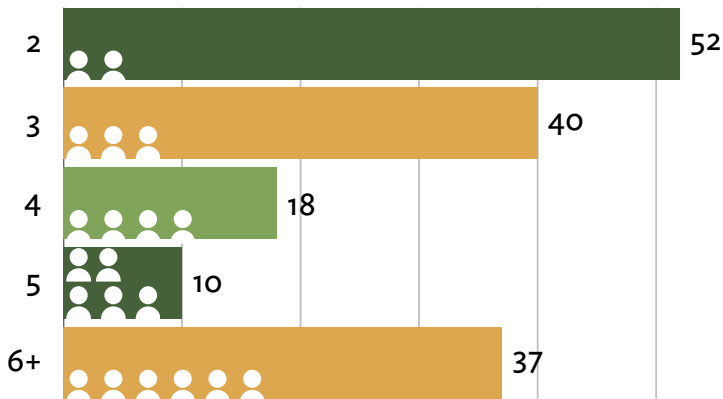
## Where the Most Frequent Out-of-County Visitors Are From

- #1 Huron County
- #2 Grey County
- #3 Waterloo region
- #4 Wellington County
- #5 Perth County

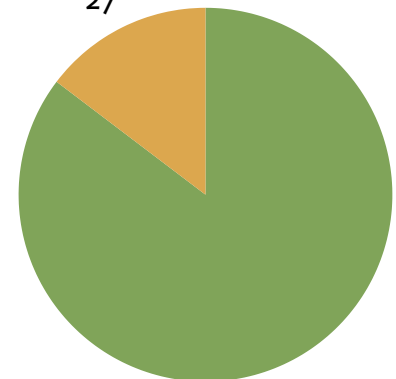
### Out of Province:

6 groups visited from Quebec, New Brunswick, Northwest Territories, Alberta and the US.

## Number of People in the Party



## Travelled Alone



**31** parties travelled with pets  
representing 43 pets



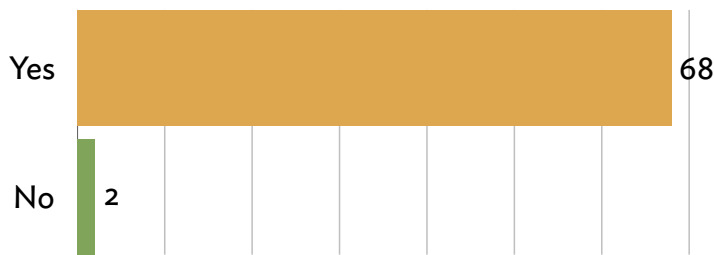
**2.9** average people per party

163 surveys represented 478 visitors



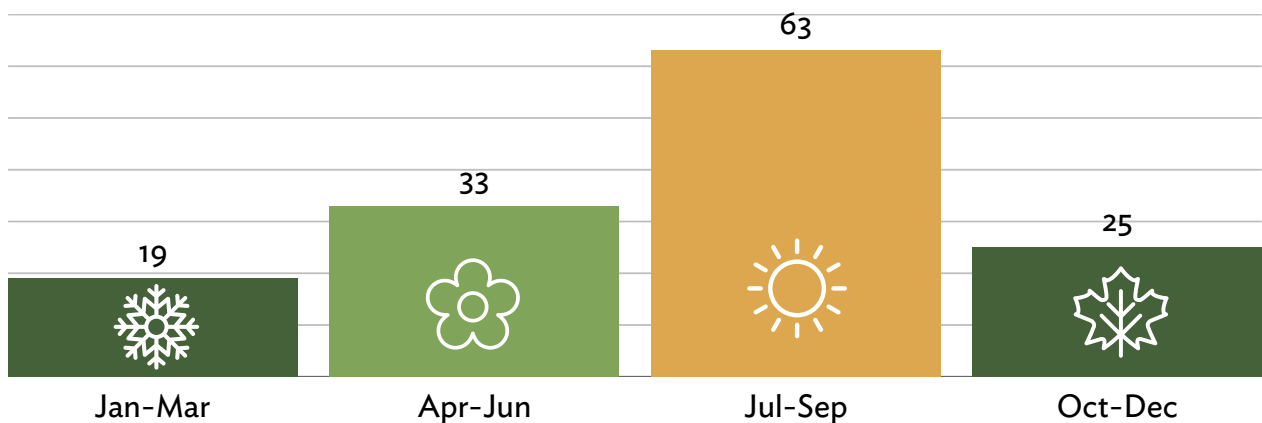
# Visitation Patterns

## Have Visited Bruce County Before



**72**  
visitors plan to return  
No one 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



**137**

Dining



**127**

Beach



**118**

Retail Shopping

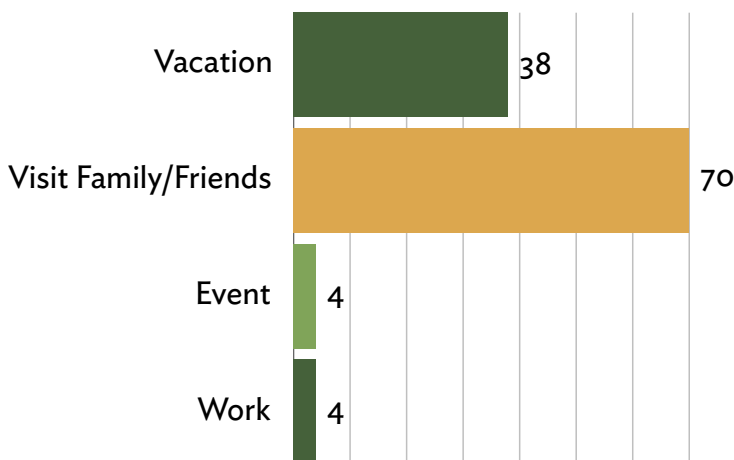


**110**

Farmgate Shopping

- Sightseeing - 106
- Hiking - 92
- Concert/Festival/Major Event - 68
- Museum/Historic Site - 66
- Camping - 63
- Canoeing/Kayaking/SUP - 61
- Art Gallery - 50
- Craft Brewery - 46
- Fishing/Hunting - 39
- Garden/Flower Tour - 37
- Cycling/Mountain Biking - 33
- Golfing - 29
- Snowshoeing - 28
- Sailing/Boating - 25
- Snowmobiling - 18
- Cross Country Skiing - 15
- Culinary Tour - 15
- Motorcycling - 13
- Horseback Riding - 10
- Scuba Diving - 2
- Surfing - 1

## Purpose of the Trip



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

1. Walkerton
2. Port Elgin
3. Southampton
4. Kincardine
5. Wiarton & Sauble Beach (tied)

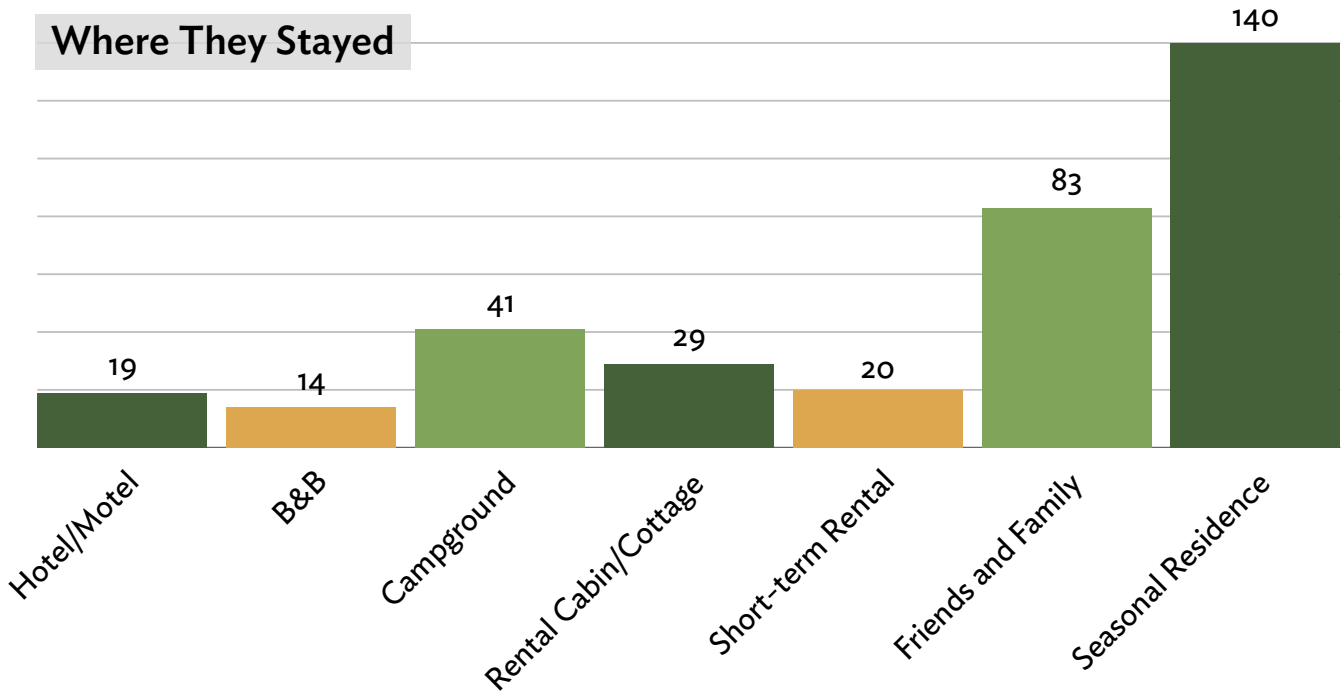


# Accommodation and Spending

**90** visitors stayed overnight

**73** did not stay overnight

## Where They Stayed



## What They Spent



**\$1,420**

average amount spent per party



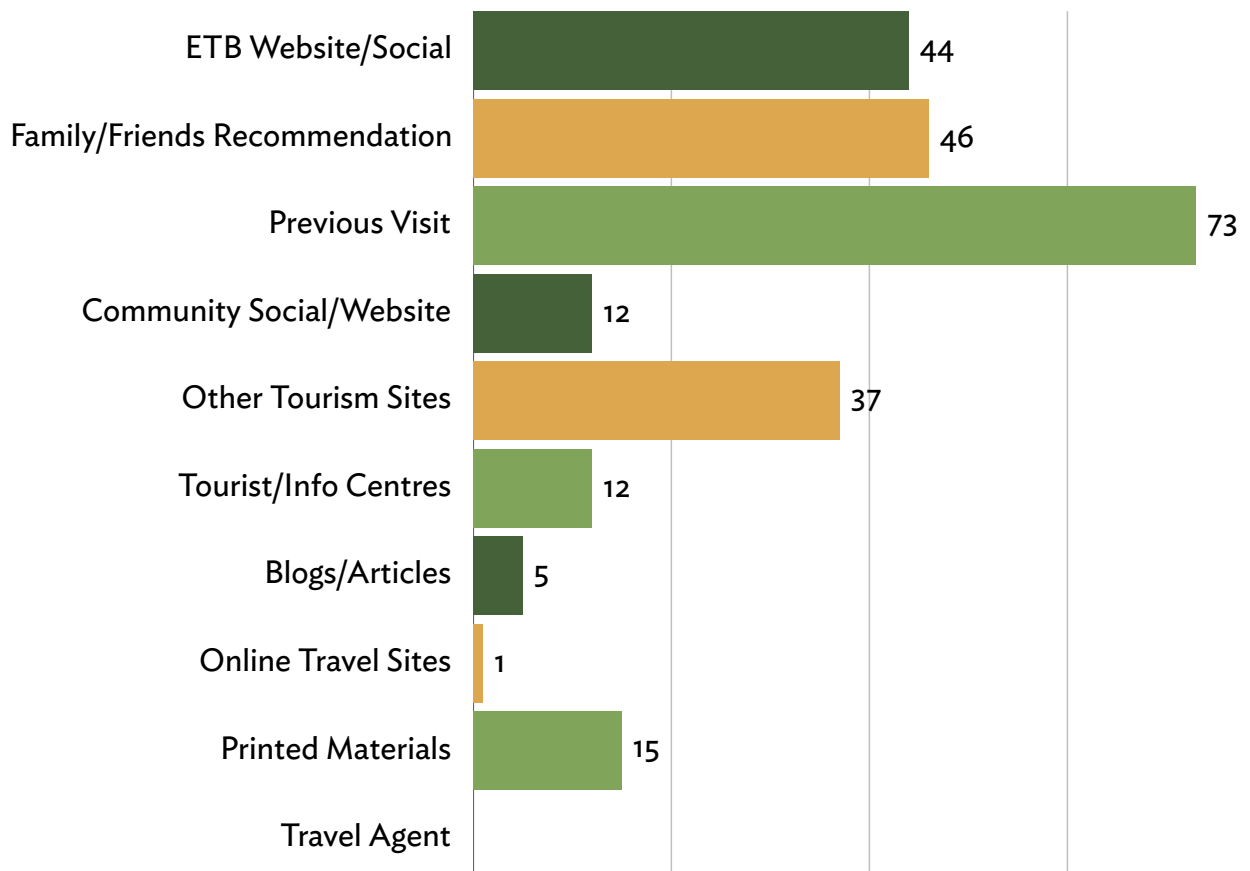


# Trip Planning and Influences

## How Far in Advance Their Trip Planning Started



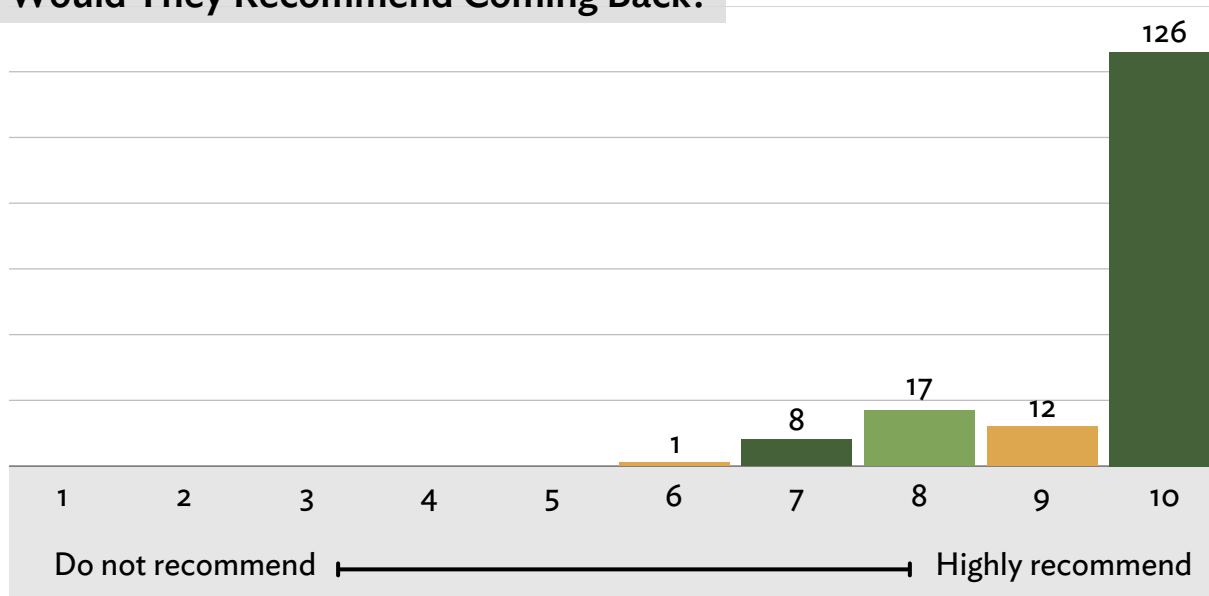
## Their Inspiration for Visiting



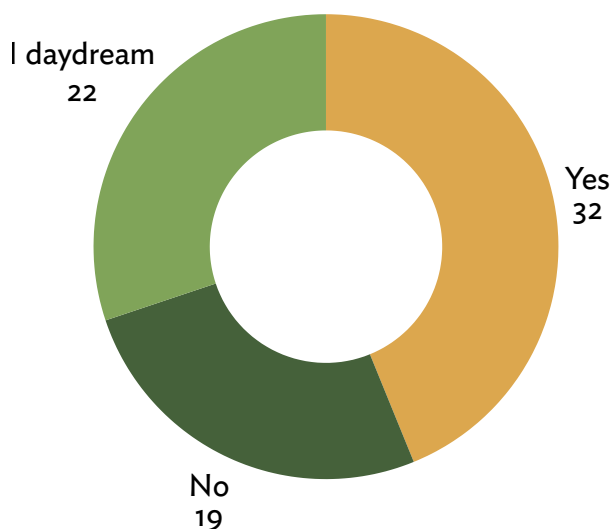


# Satisfaction and Recommendations

## Would They Recommend Coming Back?



## Have They Considered Moving Here?



Everyone who responded to the survey enjoyed their trip, and all but two and 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.

The people are so friendly and proud of their businesses.

Visiting friends and family.

Great Santa Clause Parade in Teeswater.

Harley's Hotel in Mildmay and Mildmay Lighting of the Greens.

Buying corn from a farmer.

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

Visiting Teeswater for the first time with my parents from out of province. My maternal great grandfather grew up in Teeswater so it was wonderful to see and experience his hometown.

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.