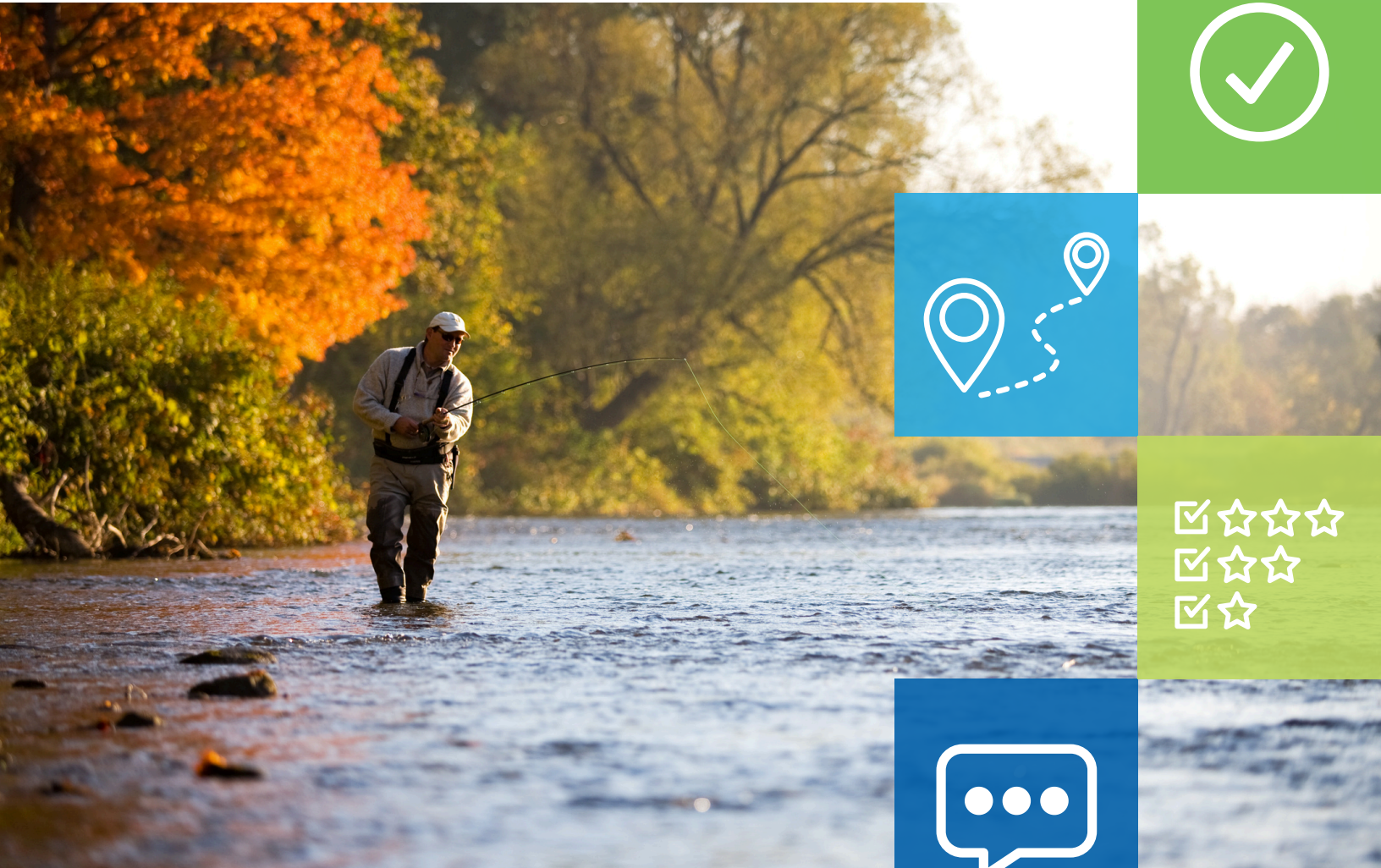




2025 Municipality of Brockton Visitor Survey Results



IN PARTNERSHIP WITH





About This Report

Each year, the Municipality of Brockton 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 2025 survey specific to visitors who indicated that they spent time in a community within Brockton. It's important to note that while these visitors did visit Brockton, their spending and accommodation choices may have occurred elsewhere in the region.

In 2025, a total of 1,410 surveys were completed. Of those, 237 respondents reported visiting a community in Brockton during their stay. Additionally, Brockton had 1 response to their specific survey, the data is included in this report.



16.8%

16.8% of respondents visited a Brockton community in 2025

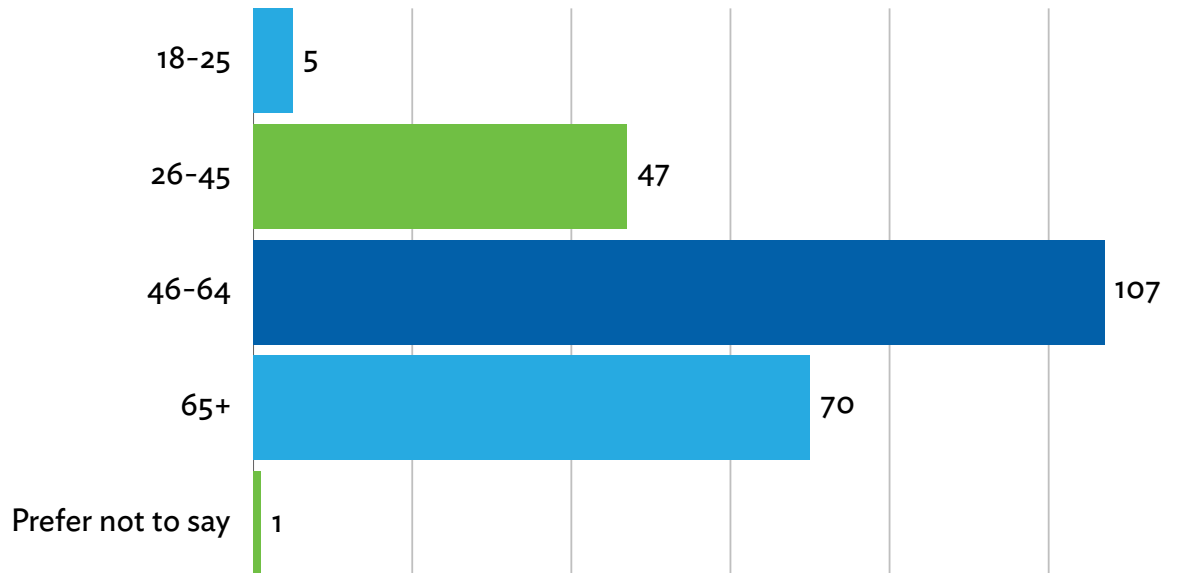
ABOUT THE SURVEY:

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.

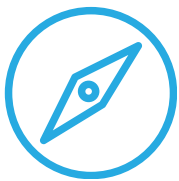


Visitor Demographics

Age of Primary Visitors



Residence of Primary Visitors



176

Outside the County



14

Seasonal Resident



40

Elsewhere in
the County



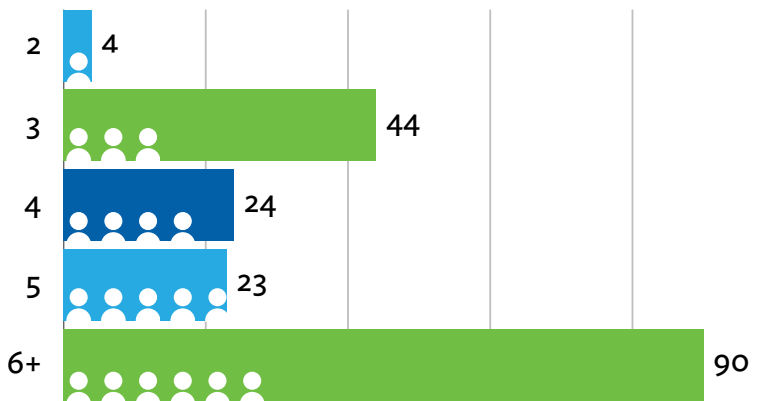
Where the Most Frequent Out-of-County Visitors Are From

- #1 Grey County
- #2 Waterloo Region
- #3 Greater Toronto Area
- #4 Niagara Region
- #5 Ottawa Valley

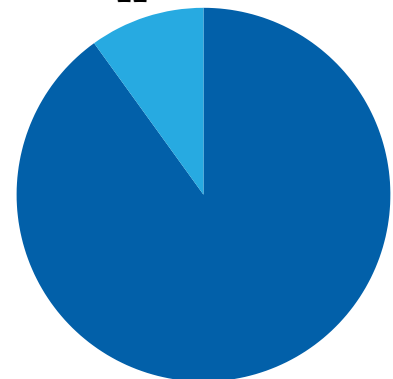
Out of Province:

3 groups visited from outside of Ontario specifically from Manitoba, Saskatchewan, Alberta, Quebec and the United States.

Number of People in the Party



Travelled Alone



Travelled as a Group
199

36 parties travelled with pets
representing 51 pets



1.7 average people per party

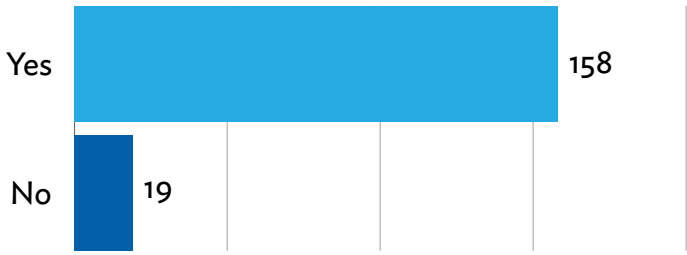
237 surveys represented 915 visitors



Visitation Patterns

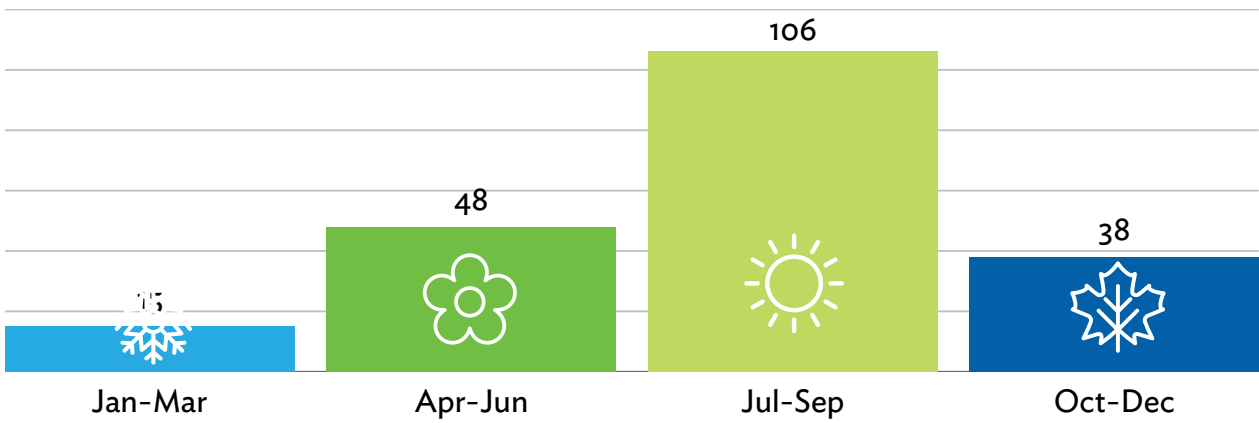


Have Visited Bruce County Before



166
visitors plan to return
Compared to 103 in 2024.

Number of Visitors by Months





Trip Purpose and Activities

What They Did When They Were Here

Top Activities



169

Dining



148

Beach



133

Sightseeing

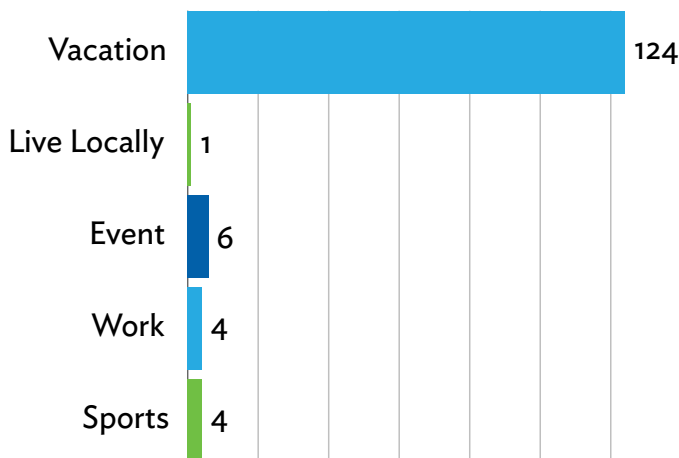


114

Farmgate Shopping

- Shopping at a retail store – 112
- Hiking – 111
- Camping – 69
- Visiting a museum or historic site – 68
- Visiting or shopping at an art gallery – 54
- Canoeing, kayaking, SUP – 53
- Craft brewery tour – 36
- Concert, festival or major event – 34
- Fishing or hunting – 33
- Gardens or flower tour – 33
- Cycling or mountain biking – 28
- Golfing – 23
- Sailing or boating – 21
- Culinary tour – 17
- Snowshoeing – 15
- Horseback riding – 9
- Cross country skiing – 8
- Scuba diving or snorkeling – 7
- Motorcycling – 5
- Snowmobiling – 4
- Swimming – 1
- Surfing, kite surfing or wind surfing – 0

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 and Kincardine (tied)
2. Southampton
3. Mildmay
4. Wiarton
5. Sauble Beach

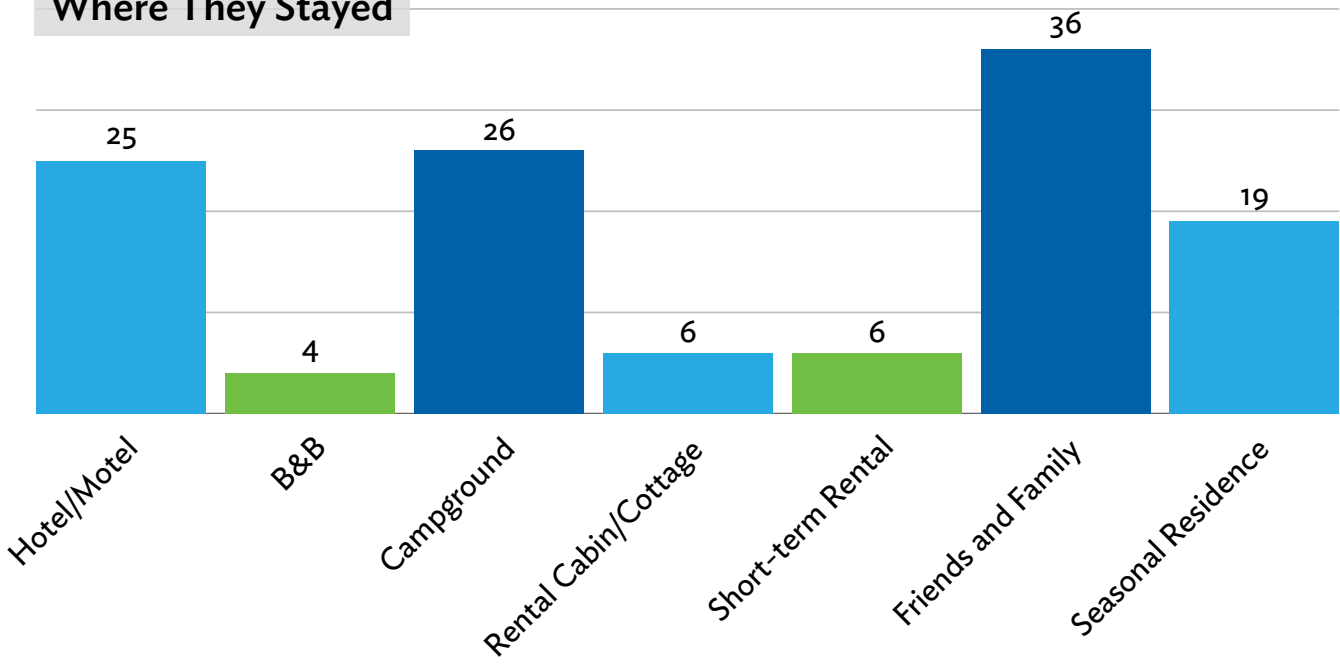


Accommodation and Spending

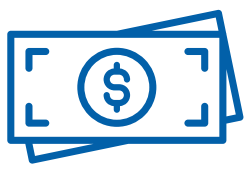
121 visitors stayed overnight

109 did not stay overnight

Where They Stayed



What They Spent



\$605

average amount spent per party

Compared to \$1,047 spent in 2025.



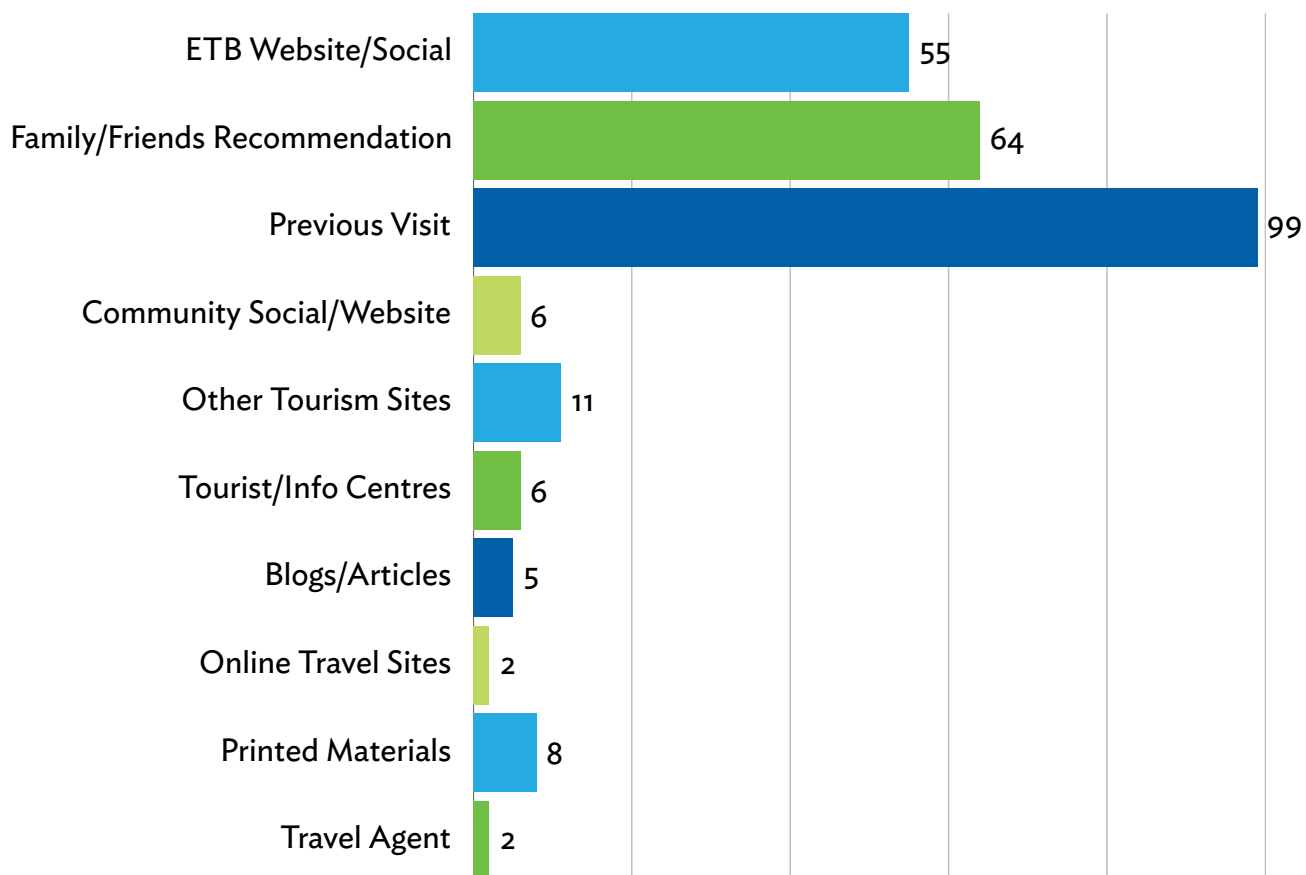


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



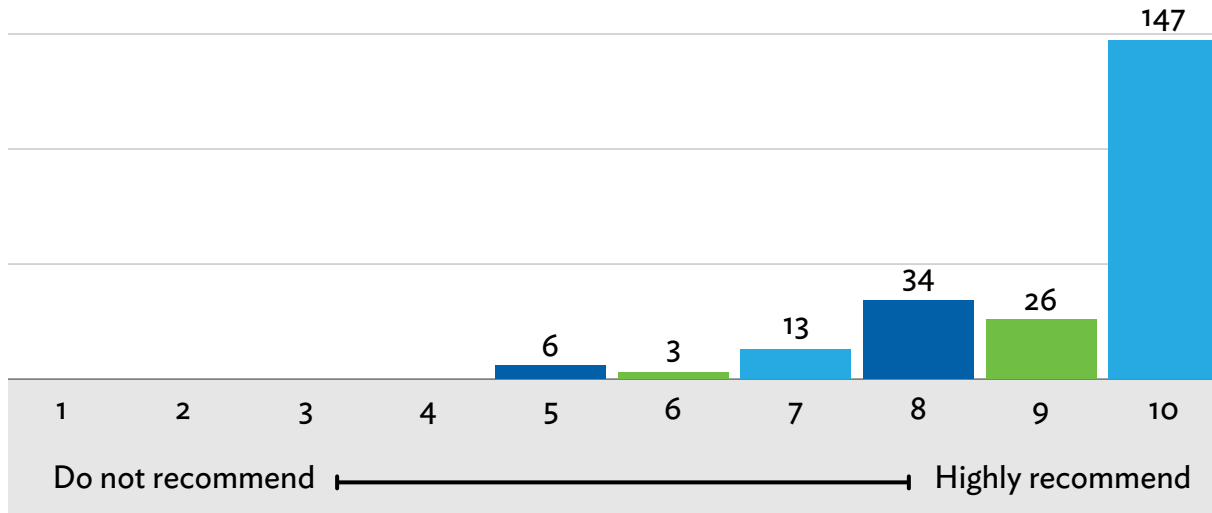
Their Inspiration for Visiting



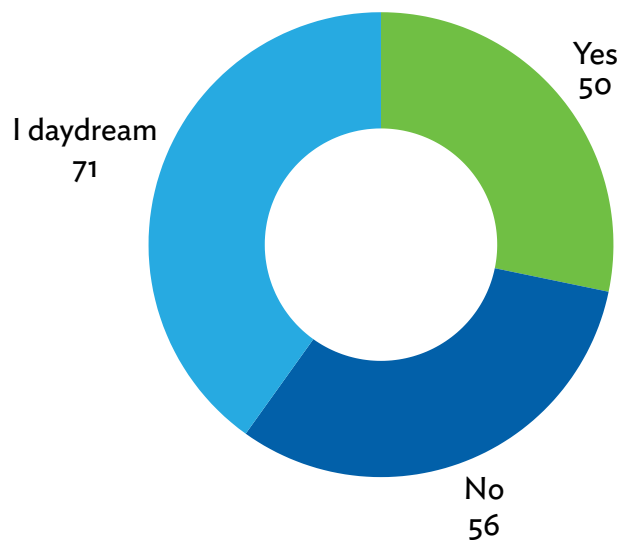


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



Everyone who responded to the survey enjoyed their trip and all but three would recommend to others to come back (the three said maybe).



Memorable Experiences

What visitors said they enjoyed about their visit:

Beautiful place to visit lovely people overall great time!

Best fishing around!!

My partner and I - after a long and adventurous day said “ we love it here” simultaneously— and laughed and smiled

Love kayaking down the Saugeen River.

Walkerton downtown is booming. Lots of great eateries and retail stores to choose from.

Enjoyed visiting with my family.

Great scenery, awesome food, nice experience.

Catching 2 pike and 1 bass in a paddle boat with my nephew!

Learning local history.

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.