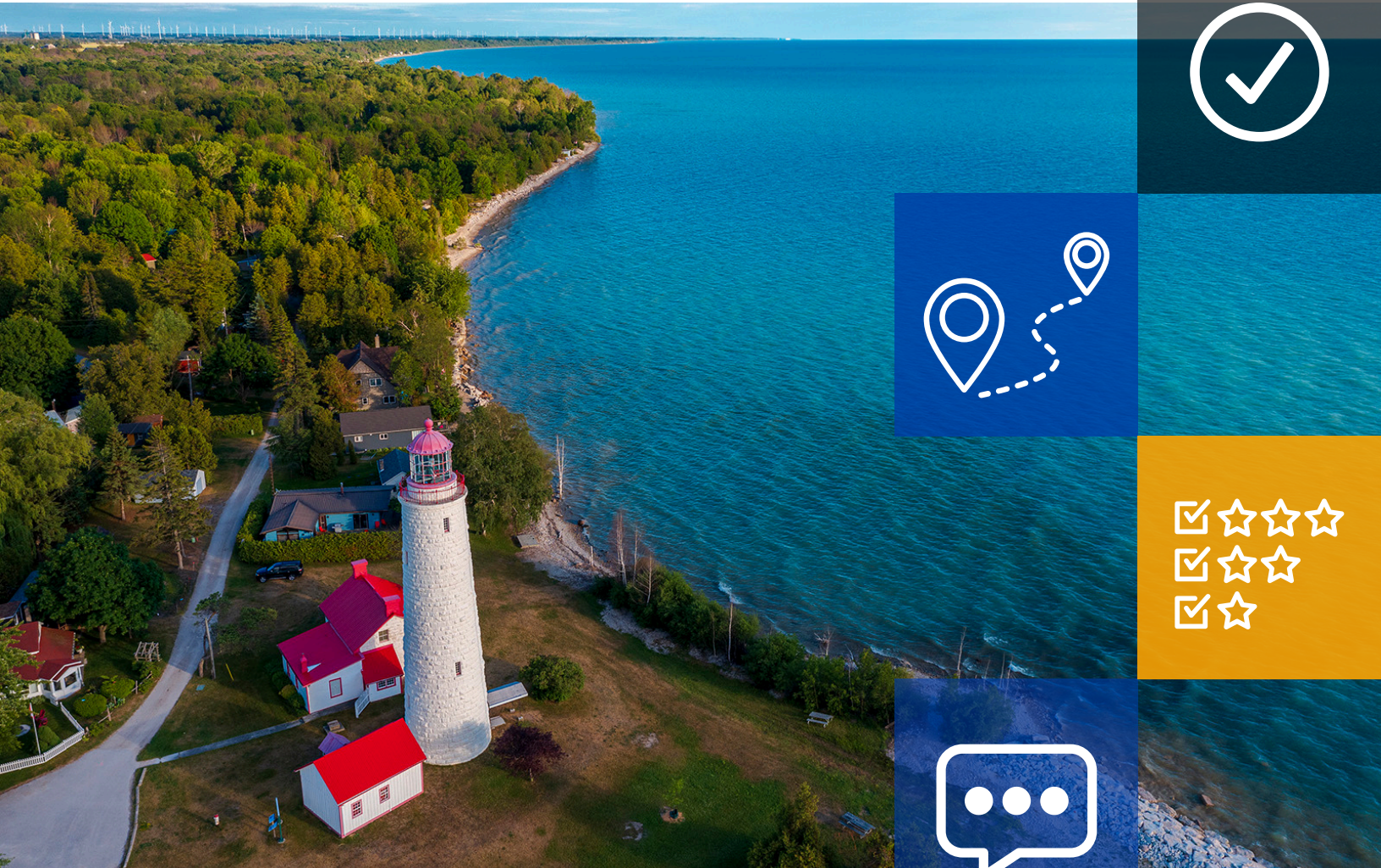




# 2025 Huron-Kinloss Visitor Survey Results



IN PARTNERSHIP WITH





# About This Report

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

**In 2025, a total of 1,410 surveys were completed. Of those, 186 respondents reported visiting a community in Huron-Kinloss during their stay. Additionally, Huron-Kinloss had 1 response to their specific survey, the data is included in this report.**



13.2%

13.2% of respondents visited a Huron-Kinloss community in 2025

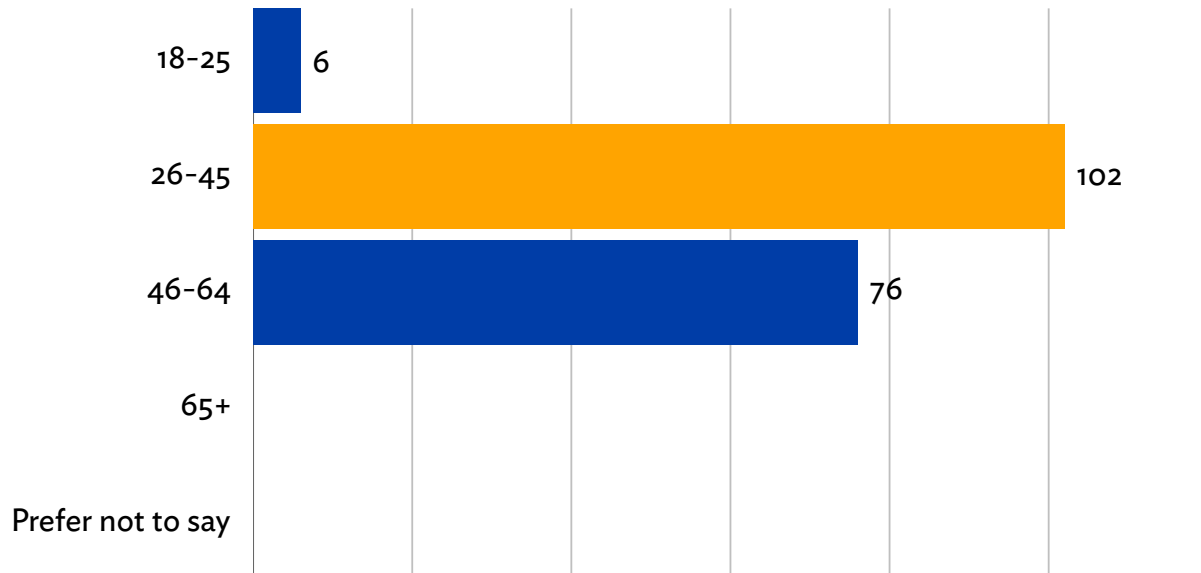
## ABOUT THE SURVEY:

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



**127**

Outside the County



**10**

Seasonal Resident



**49**

Elsewhere in  
the County



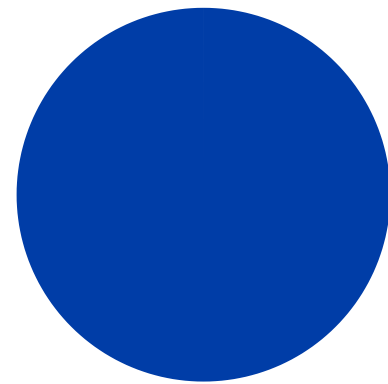
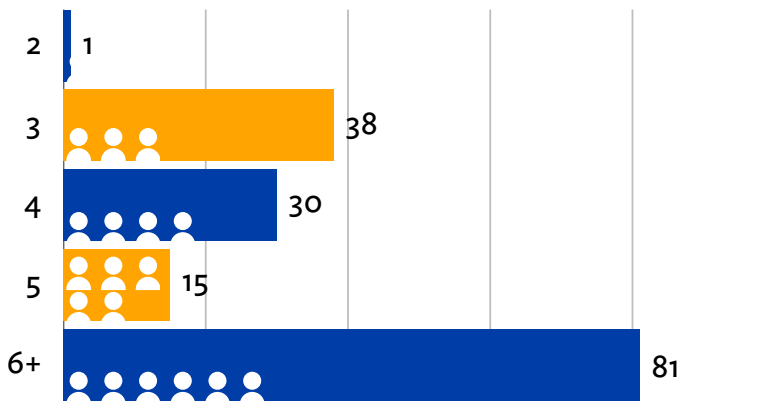
## Where the Most Frequent Out-of-County Visitors Are From

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

### Out of Province:

4 groups visited from outside of Ontario specifically from Alberta, Yukon, Quebec and the United States.

## Number of People in the Party



Travelled as a Group  
183

**33** parties travelled with pets  
representing 43 pets



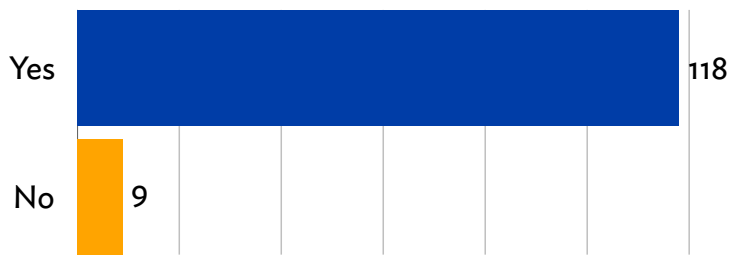
**1.7** average people per party

181 surveys represented 848 visitors



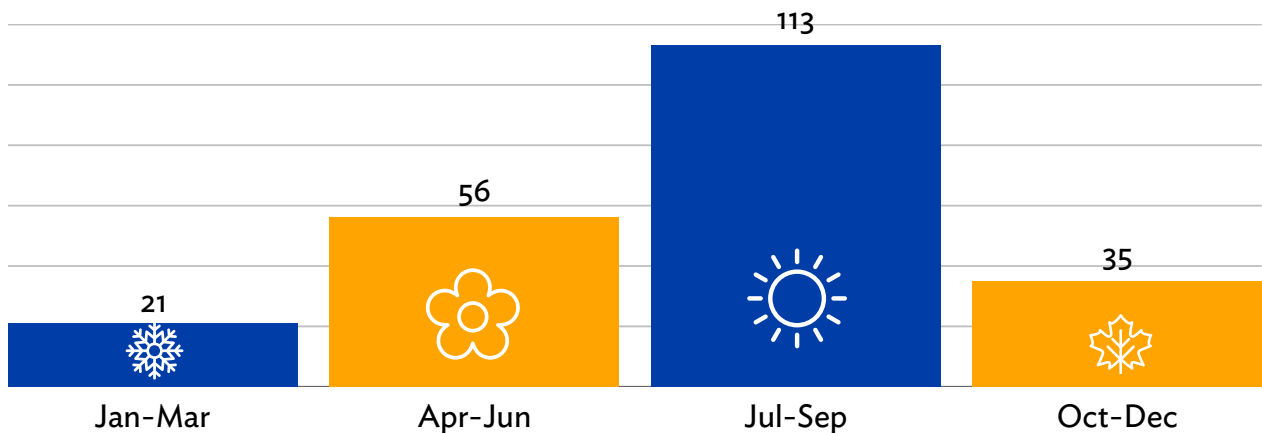
# Visitation Patterns

## Have Visited Bruce County Before



**ALL**  
visitors plan to return

## Number of Visitors by Months





# Trip Purpose and Activities

## What They Did When They Were Here

### Top Activities



**126**

Dining



**122**

Beach



**109**

Sightseeing

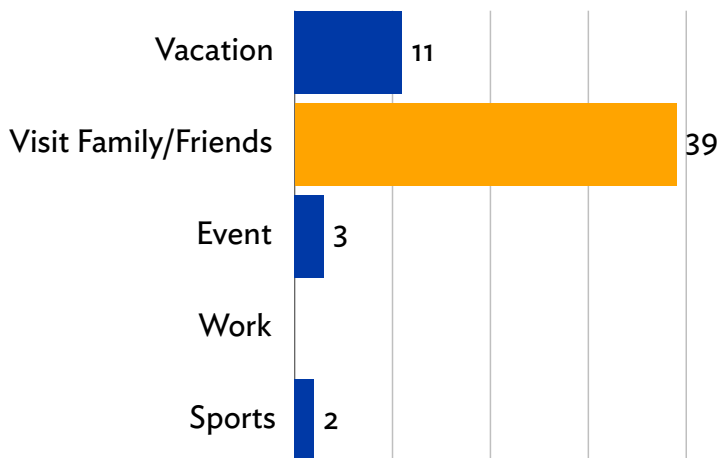


**104**

Hiking

- Shopping at a retail store – 76
- Shopping at a farmer’s market – 66
- Canoeing, kayaking or SUP – 64
- Camping – 59
- Visiting a museum or historic site – 46
- Cycling or mountain biking – 33
- Craft brewery tour – 33
- Visiting or shopping at an art gallery – 27
- Gardens or flower tour – 20
- Fishing or hunting – 17
- Sailing or boating – 16
- Concert, festival or major event – 14
- Golfing – 12
- Scuba diving or snorkeling – 6
- Culinary tour – 5
- Motorcycling – 4
- Horseback riding – 4
- Snowshoeing – 3
- Surfing, kite surfing or wind surfing – 0
- Cross country skiing – 0
- Snowmobiling – 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
2. Southampton
3. Tobermory
4. Sauble Beach
5. Wiarton

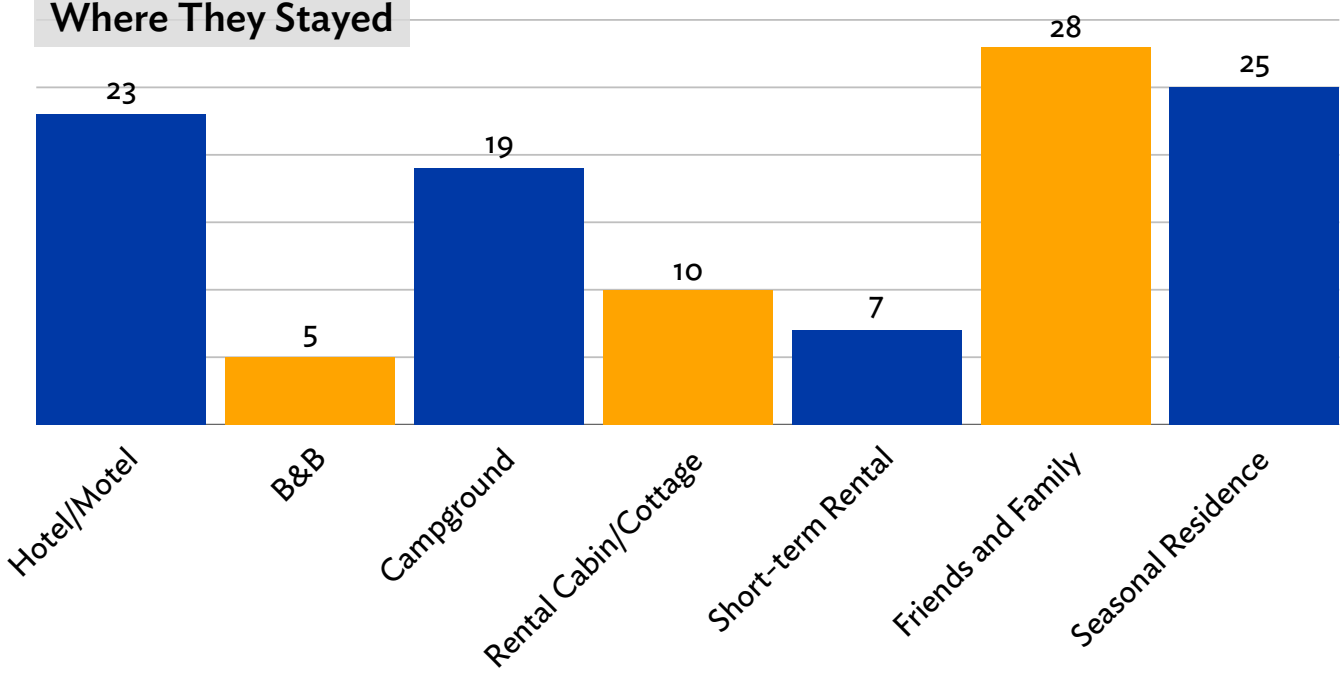


# Accommodation and Spending

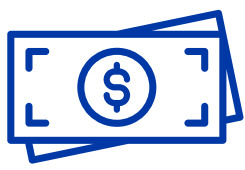
**119** visitors stayed overnight

**66** did not stay overnight

## Where They Stayed



## What They Spent



**\$1,485**

average amount spent per party

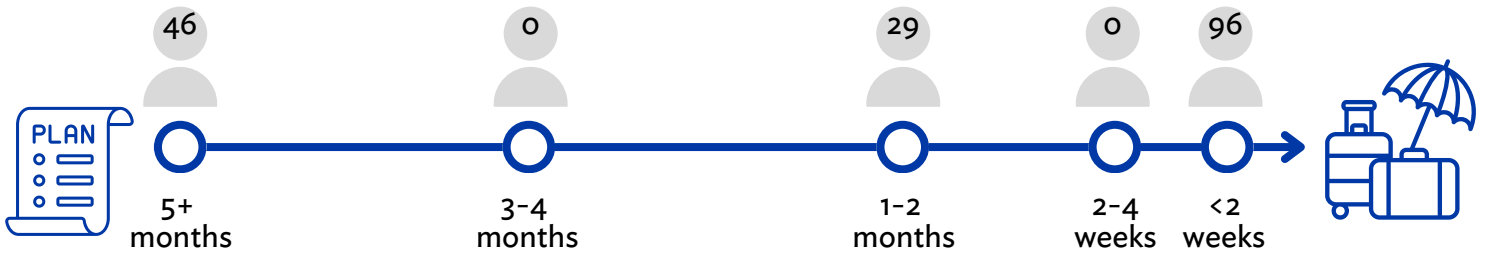
Compared to \$1,070 spent in 2025.



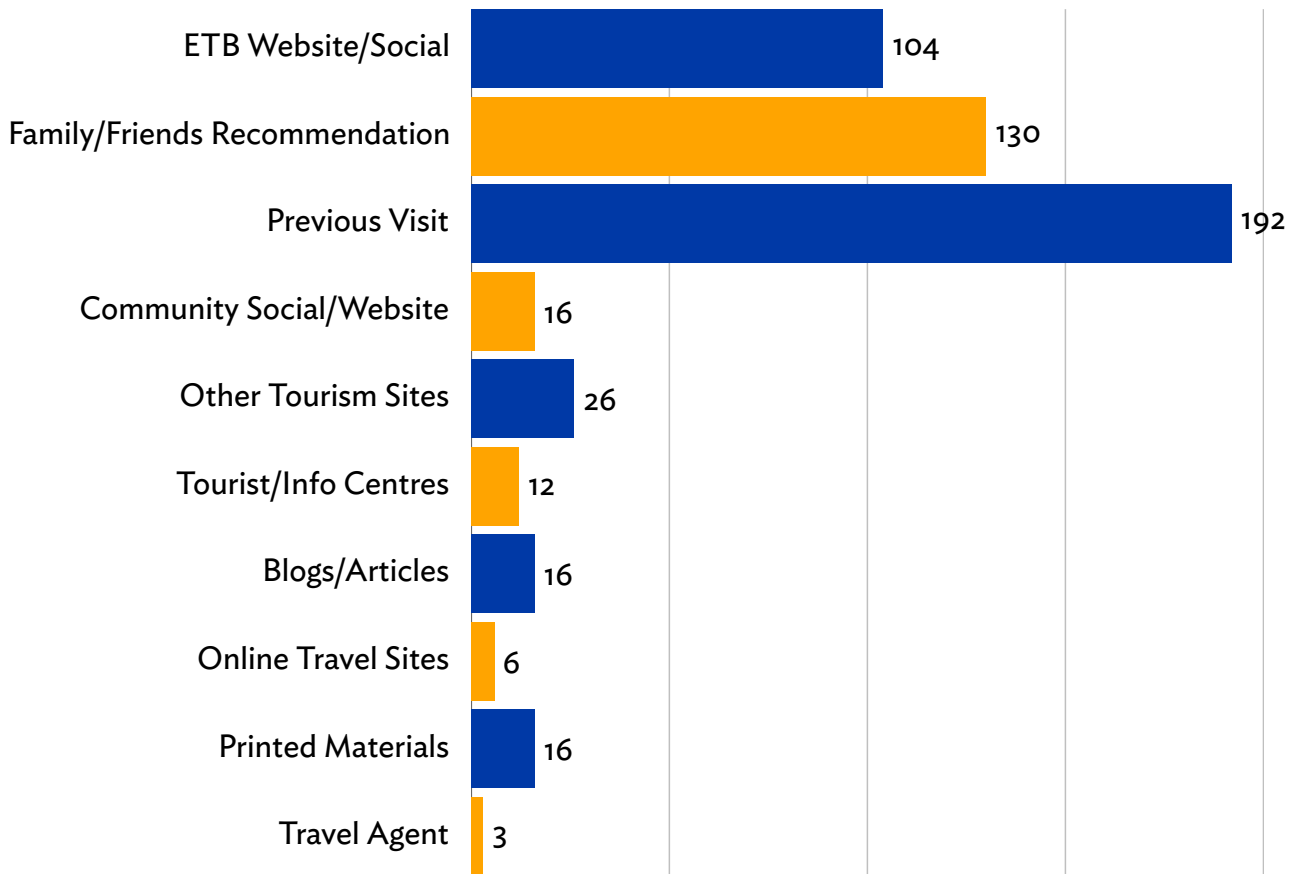


# Trip Planning and Influences

## How Far in Advance Their Trip Planning Started



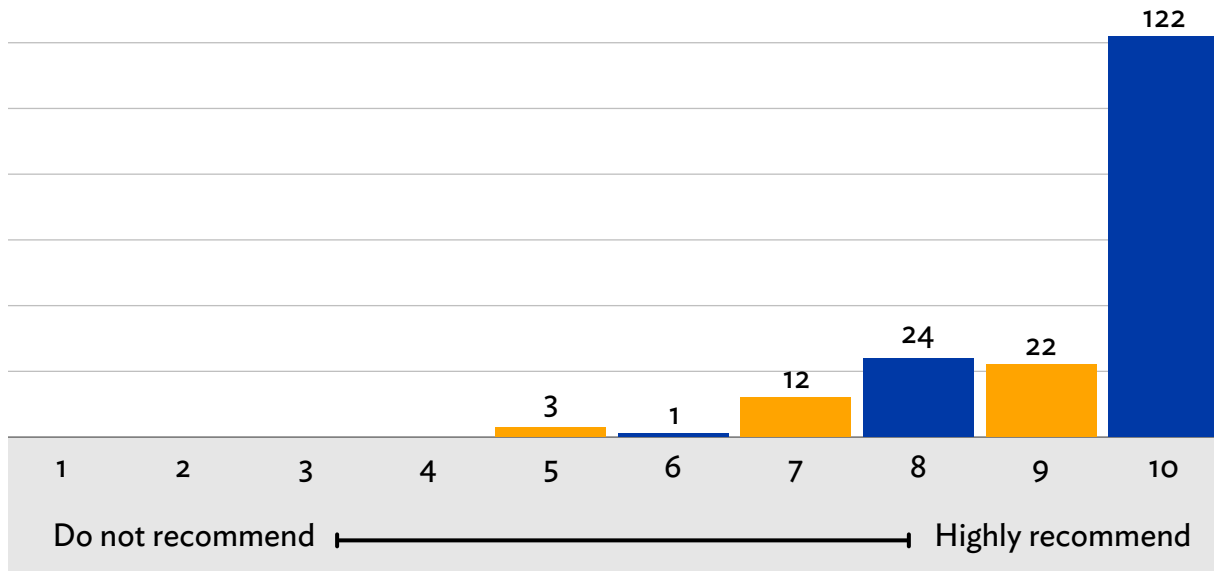
## Their Inspiration for Visiting



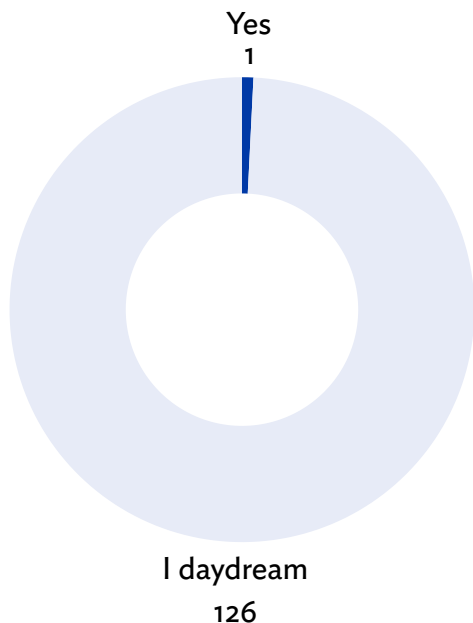


# Satisfaction and Recommendations

## Would They Recommend Coming Back?



## Have They Considered Moving Here?



All respondents enjoyed their trip, and all but eight would recommend to others to come back (the eight said maybe).



# Memorable Experiences

What visitors said they enjoyed about their visit:

Music in the Fields in Lucknow.

Shopping in Lucknow.

Sunsets. Lake Huron. On repeat.

We had amazing weather. Water was perfect .

Beautiful place to visit lovely people overall great time!

We love to drive and explore the back roads.

Visiting the beautiful beaches with my kids, swimming and riding the waves, building sandcastle etc. Watching the gorgeous sunset as a family.

A visit up the Point Clark Lighthouse was a highlight!

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.