

# 2025 Municipality of Kincardine **Visitor Survey Results**



IN PARTNERSHIP WITH





# About This Report

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

**In 2025, a total of 1,410 surveys were completed. Of those, 428 respondents reported visiting a community in Kincardine during their stay. Additionally, Kincardine had 1 response to their specific survey, the data is included in this report.**



30.4%

30.4% of respondents visited the Municipality of Kincardine in 2025

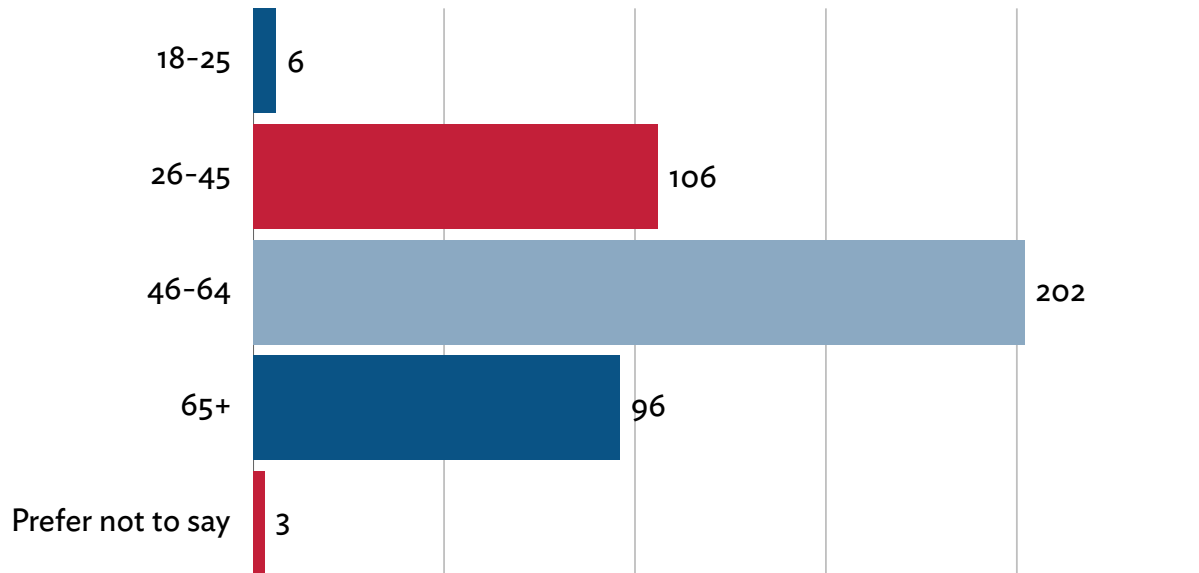
## ABOUT THE SURVEY:

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



**412**

Outside the County



**0**

Seasonal Resident



**1**

Elsewhere in  
the County



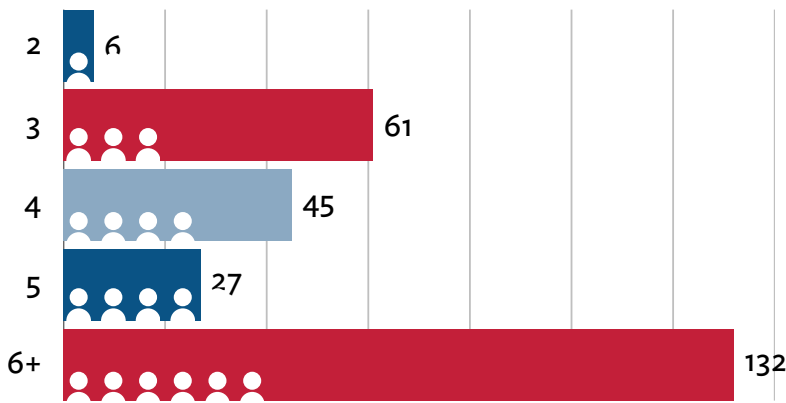
## Where the Most Frequent Out-of-County Visitors Are From

- #1 Grey County
- #2 Owen Sound
- #3 Goderich
- #4 Perth County
- #5 Waterloo Region

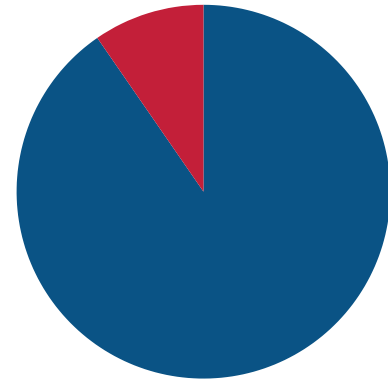
### Out of Province:

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

## Number of People in the Party



Travelled Alone  
38



Travelled as a Group  
357

**65** parties travelled with pets representing 95 pets



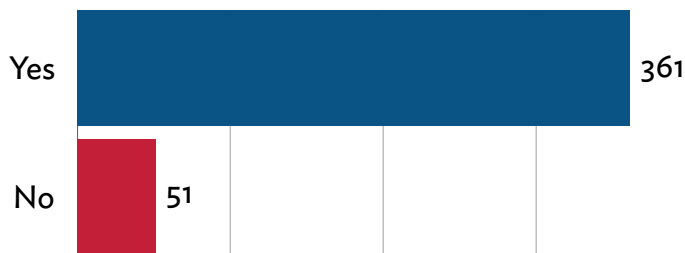
**1.8** average people per party

428 surveys represented 1,620 visitors



# Visitation Patterns

## Have Visited Bruce County Before

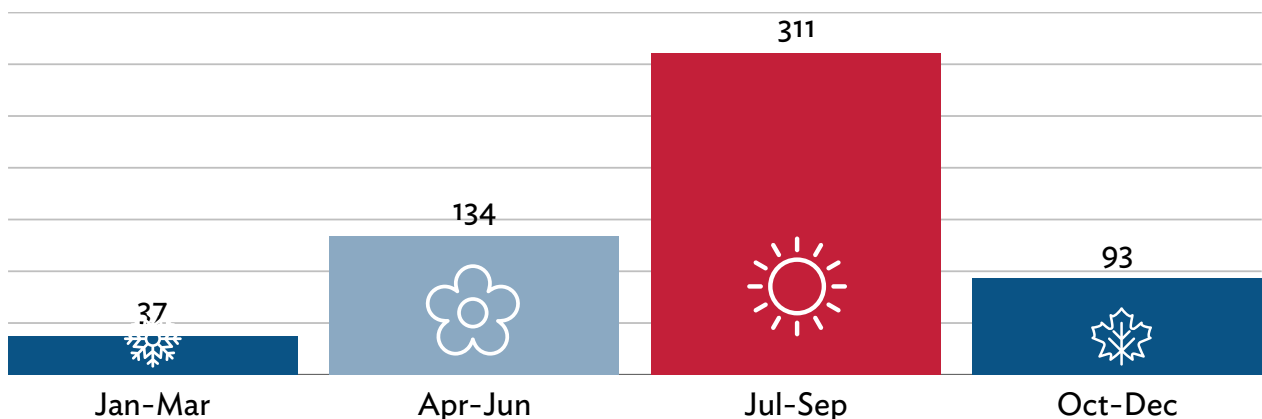


**395**

visitors plan to return

Compared to 243 in 2024.

## Number of Visitors by Months





# Trip Purpose and Activities

## What They Did When They Were Here

### Top Activities



**270**  
Dining



**259**  
Beach



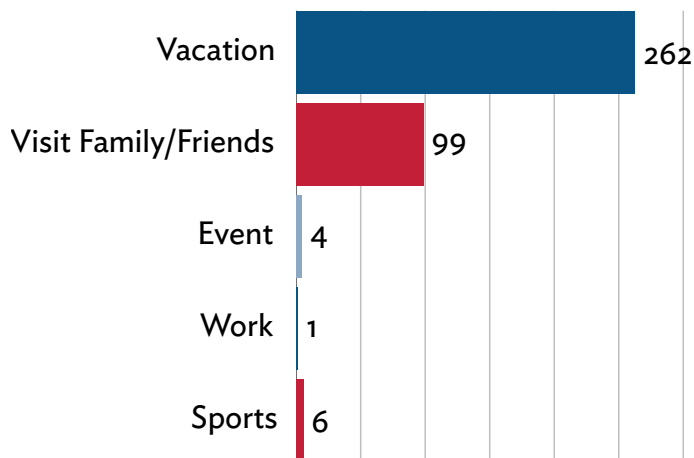
**223**  
Sightseeing



**180**  
Hiking

- Shopping at a retail store – 158
- Shopping at a farmer’s market – 145
- Camping – 113
- Visiting a museum or historic site – 88
- Canoeing, kayaking, SUP – 85
- Craft brewery tour – 64
- Visiting or shopping at an art gallery – 62
- Gardens or flower tour – 45
- Fishing or hunting – 43
- Concert, festival or major event – 31
- Sailing or boating – 30
- Golfing – 28
- Cycling or mountain biking – 27
- Scuba diving or snorkeling – 14
- Culinary tour – 12
- Snowshoeing – 12
- Horseback riding – 12
- Motorcycling – 7
- Cross country skiing – 6
- Surfing, kite surfing or wind surfing – 3
- Snowmobiling – 2

## 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. Sauble Beach
4. Tobermory
5. Walkerton

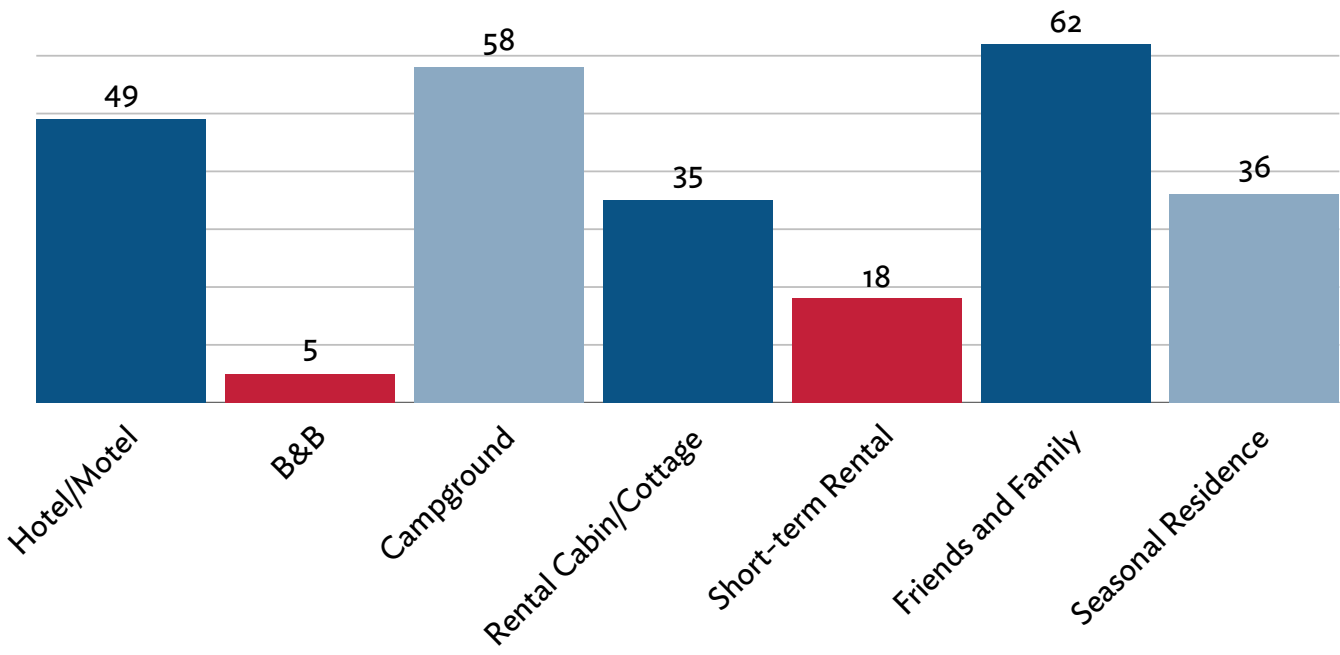


# Accommodation and Spending

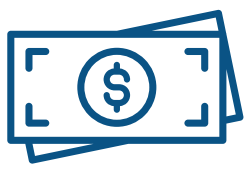
**269** visitors stayed overnight

**145** did not stay overnight

## Where They Stayed



## What They Spent



**\$1,190**

average amount spent per party

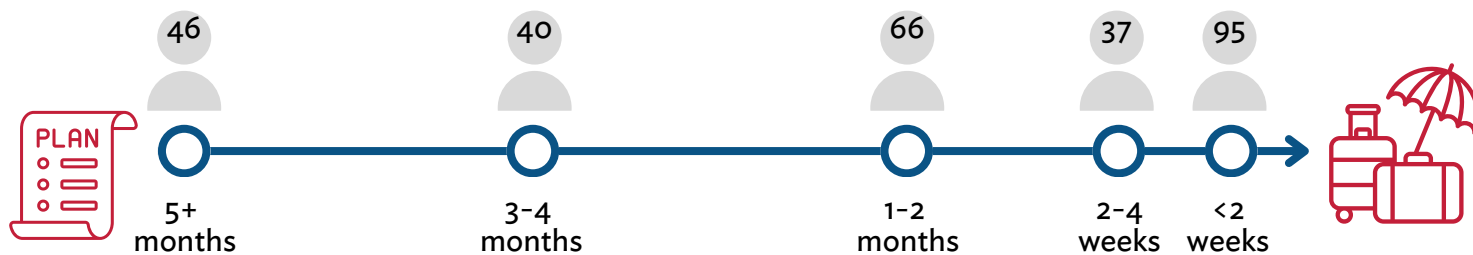
Compared to \$865 spent in 2025.



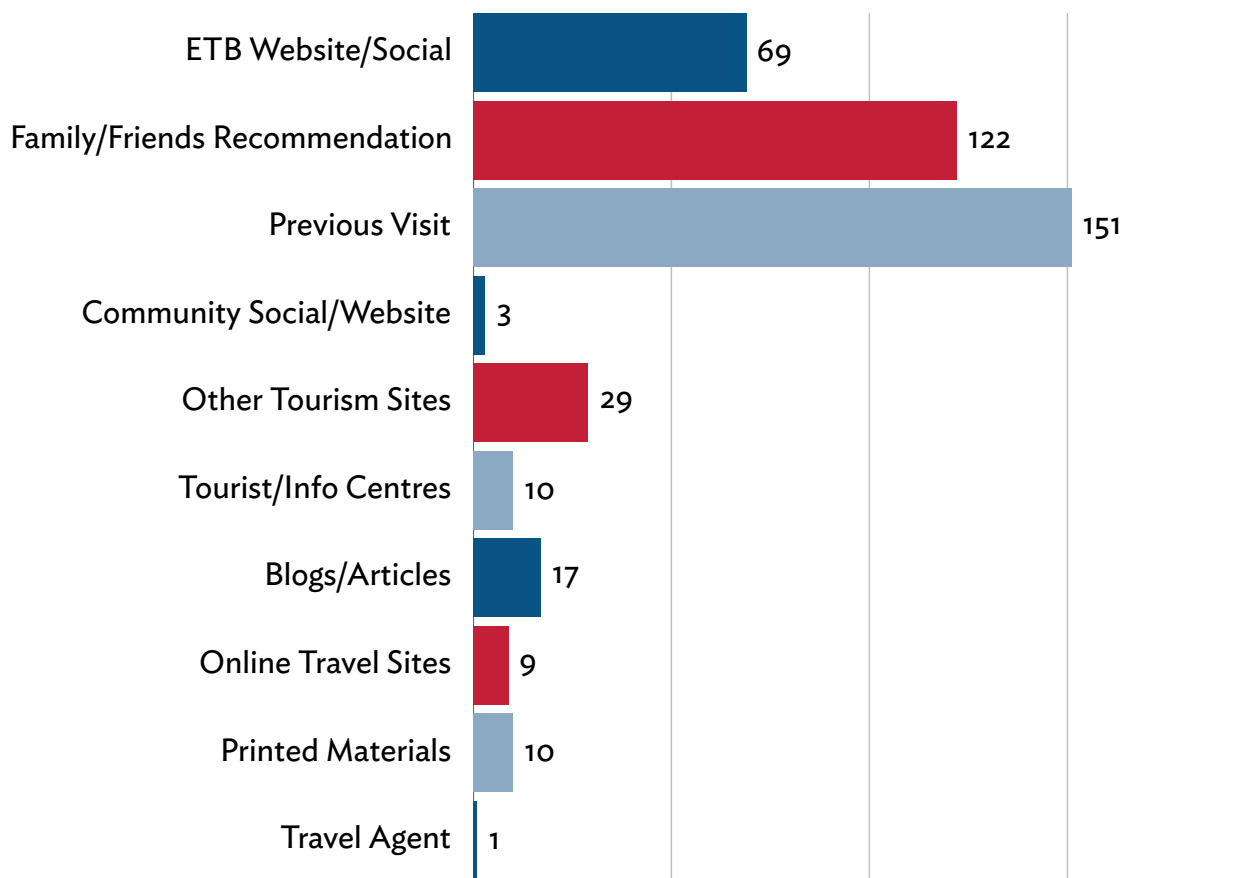


# Trip Planning and Influences

## How Far in Advance Their Trip Planning Started



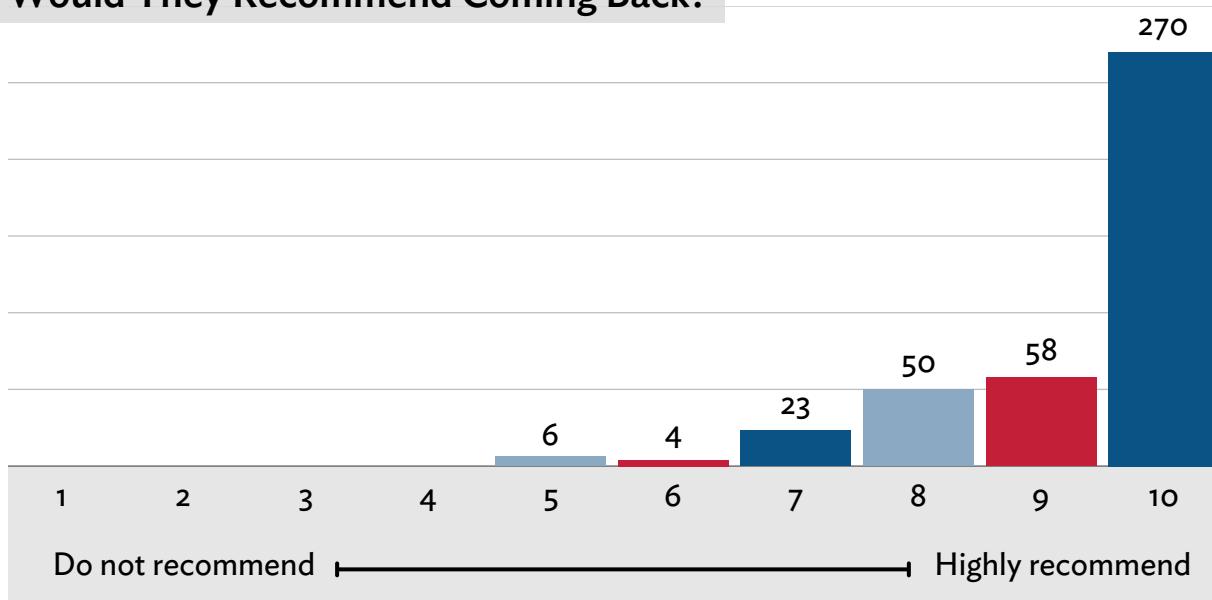
## Their Inspiration for Visiting



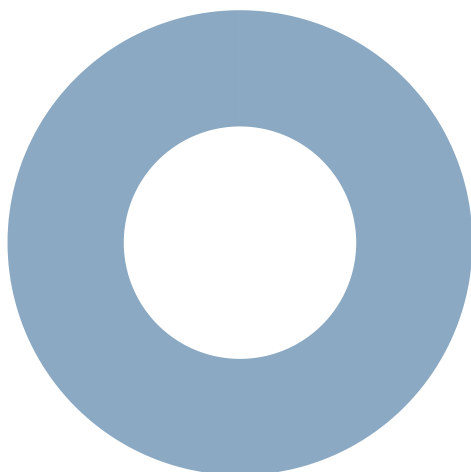


# Satisfaction and Recommendations

## Would They Recommend Coming Back?



## Have They Considered Moving Here?



I daydream  
412



All respondents 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:

Biking trail from Kincardine to Inverhuron, Scottish Festival in Kincardine.

Spending time with family. Enjoying the beaches. Walking trails.

Fun dinner at The Bruce in Kincardine.

Sunsets on the beach ... exploring little towns ... trying new restaurants and cafes.

Attended Gathering of the Bands - enjoyed entertainment in the park, Fire Department roast beef dinner, visited the Walker House, marine displays.

So enjoy the beaches, restaurants and scenery.

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

Loved watching the sunsets, listening to the piper, ice cream, the beach, exploring country roads.

Station Beach, a tall ship came while we were there. Rock hunting at Inverhuron.

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.