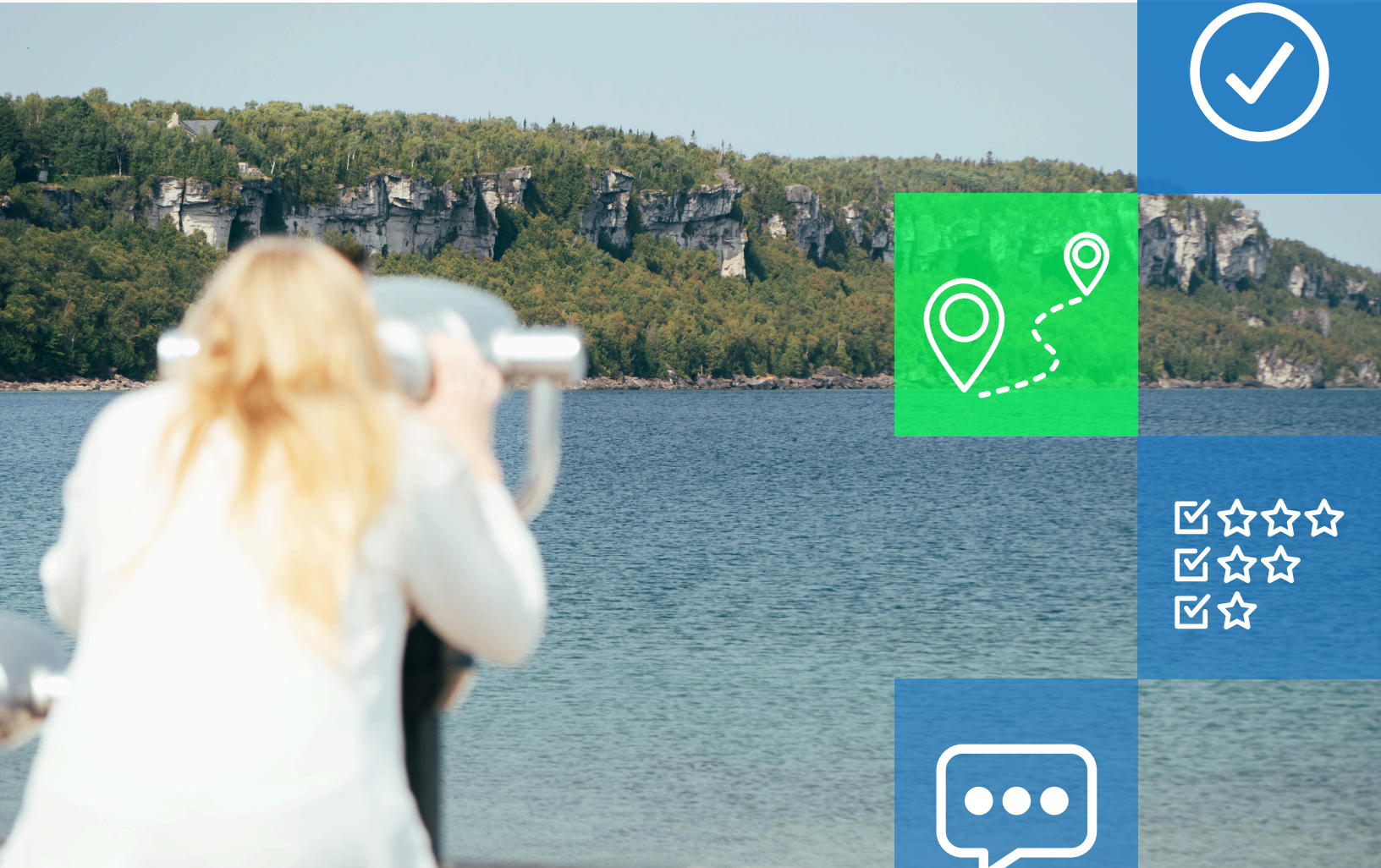


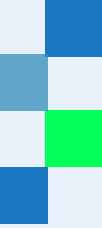


2025 Municipality of Northern Bruce Peninsula Visitor Survey Results



IN PARTNERSHIP WITH





About This Report

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

In 2025, a total of 1,410 surveys were completed. Of those, 583 respondents reported visiting a community in Northern Bruce Peninsula during their stay. Additionally, Northern Bruce Peninsula had 1 response to their specific survey, the data is included in this report.



41.35%

41.35% of respondents visited a Northern Bruce Peninsula community in 2025

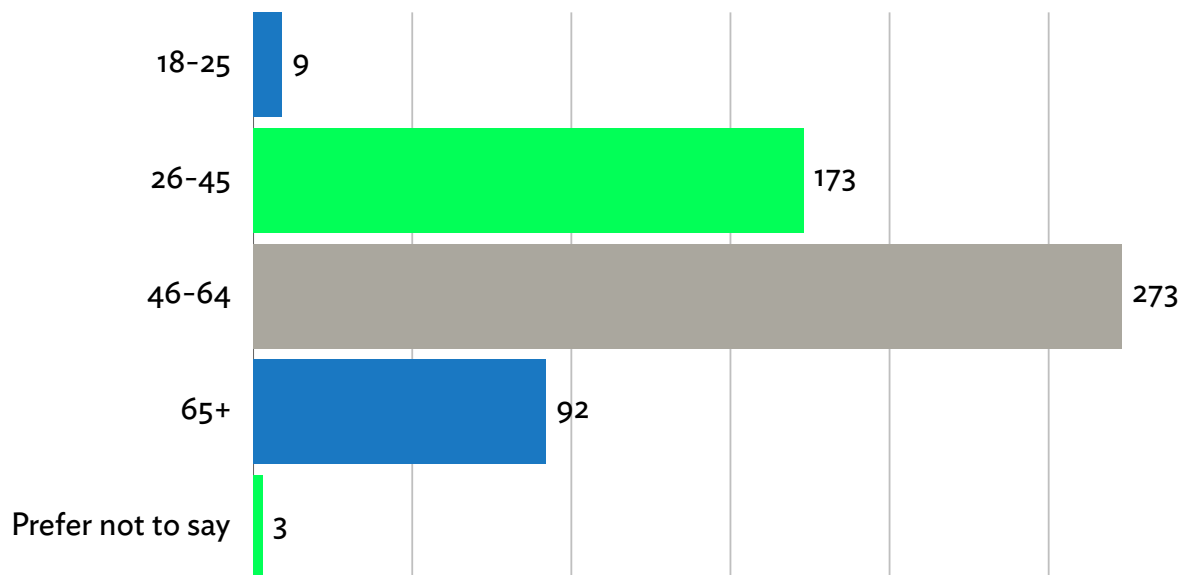
ABOUT THE SURVEY:

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



540

Outside the County



2

Seasonal Resident



8

Elsewhere in
the County



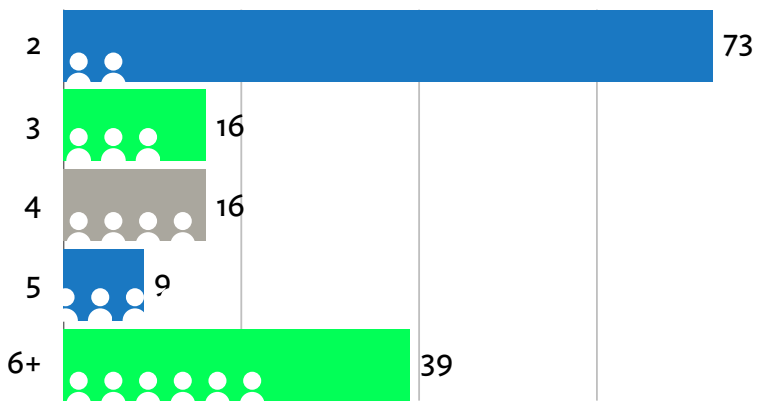
Where the Most Frequent Out-of-County Visitors Are From

- #1 Wellington County
- #2 Owen Sound
- #3 Grey County
- #4 Guelph
- #5 Huron-Perth

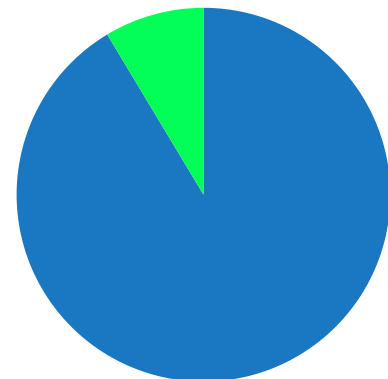
Out of Province:

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

Number of People in the Party



Travelled Alone
46



Travelled as a Group
488

89 parties travelled with pets
representing 124 pets



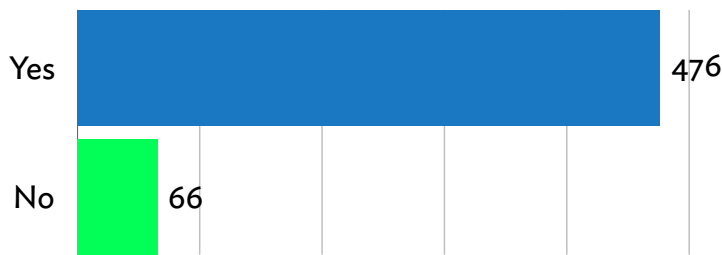
1.75 average people per party

583 surveys represented 2,164 visitors



Visitation Patterns

Have Visited Bruce County Before

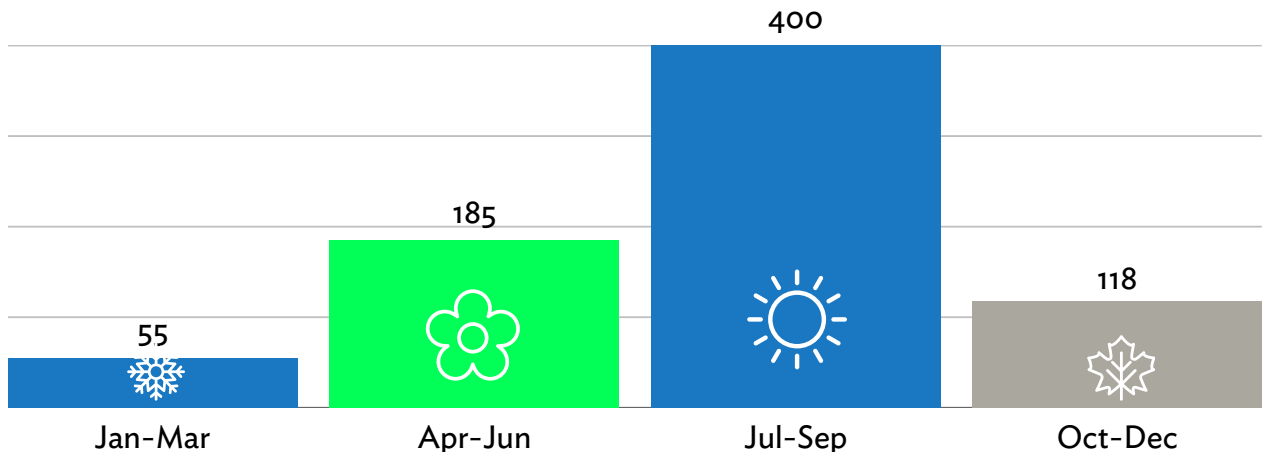


419

visitors plan to return

Compared to 374 in 2024.

Number of Visitors by Months





Trip Purpose and Activities

What They Did When They Were Here

Top Activities



341

Dining



322

Beach



299

Sightseeing

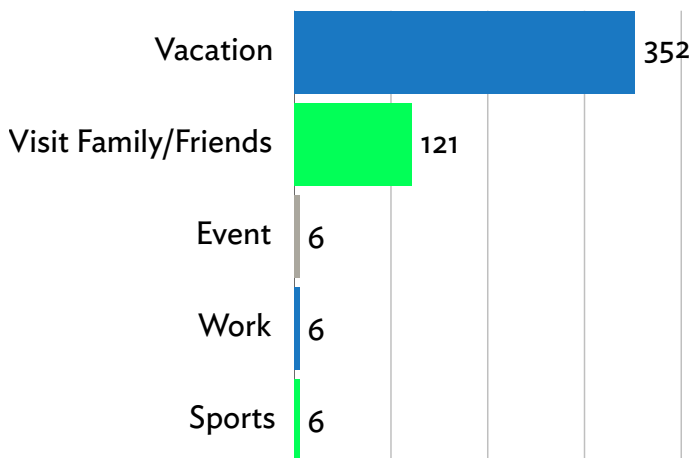


259

Hiking

- Retail Shopping – 208
- Farmgate Shopping – 186
- Camping – 154
- Canoeing/Kayaking/SUP – 111
- Museum/Historic Site – 101
- Art Gallery – 78
- Craft Brewery – 70
- Fishing/Hunting – 53
- Garden/Flower Tour – 47
- Concert/Festival/Major Event – 44
- Cycling/Mountain Biking – 40
- Golfing – 38
- Sailing/Boating – 33
- Culinary Tour – 16
- Scuba Diving – 16
- Horseback Riding – 15
- Snowshoeing – 14
- Cross Country Skiing – 9
- Motorcycling – 8
- Snowmobiling – 5
- Surfing – 4

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. Warton
5. Kincardine

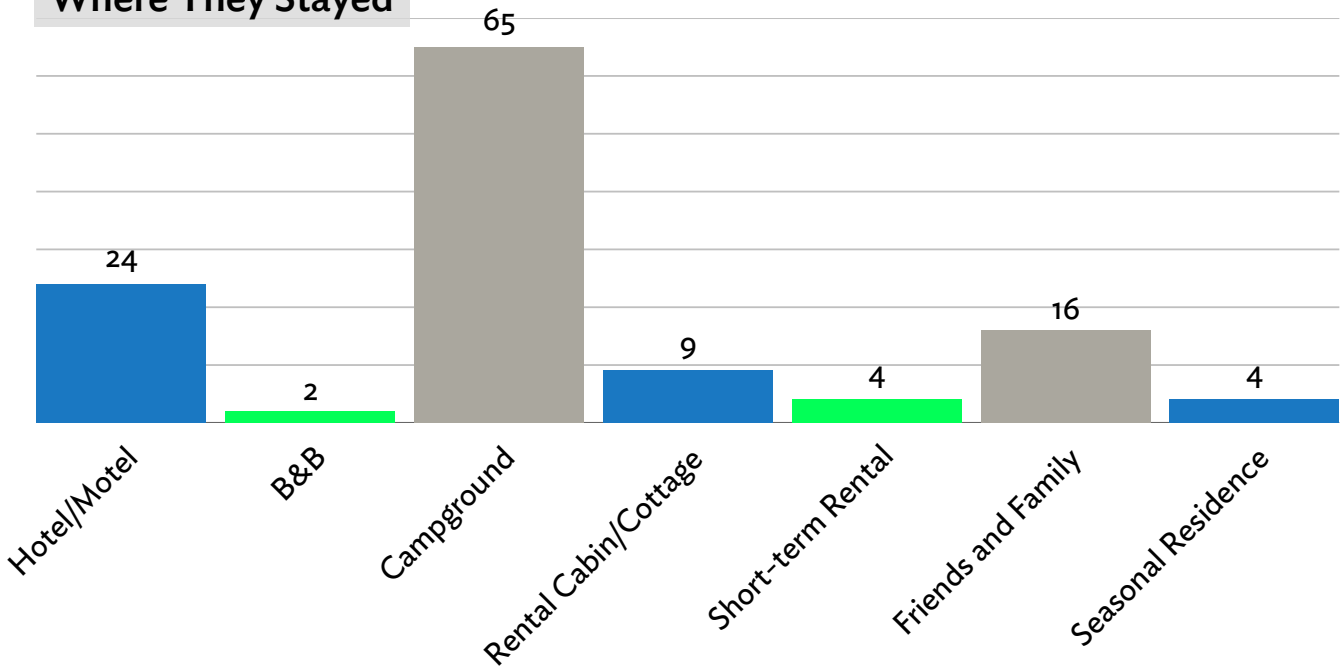


Accommodation and Spending

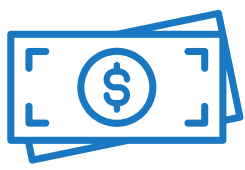
358 visitors stayed overnight

193 did not stay overnight

Where They Stayed



What They Spent



\$990

average amount spent per party.

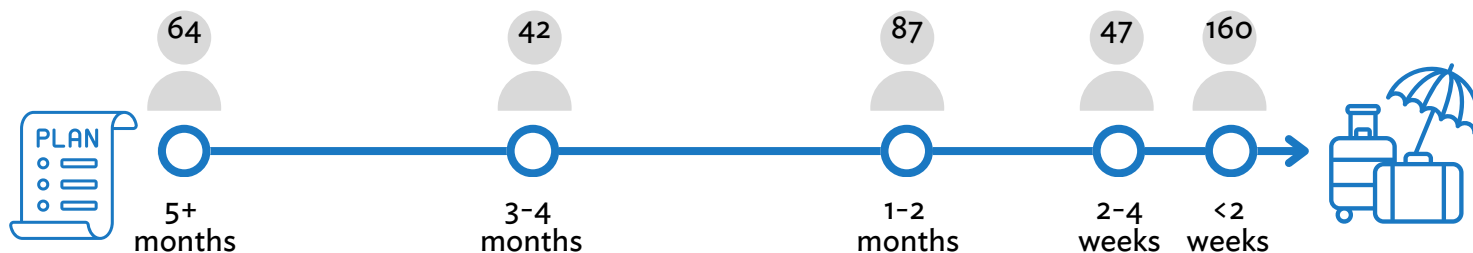
Compared to \$840 spent in 2024.



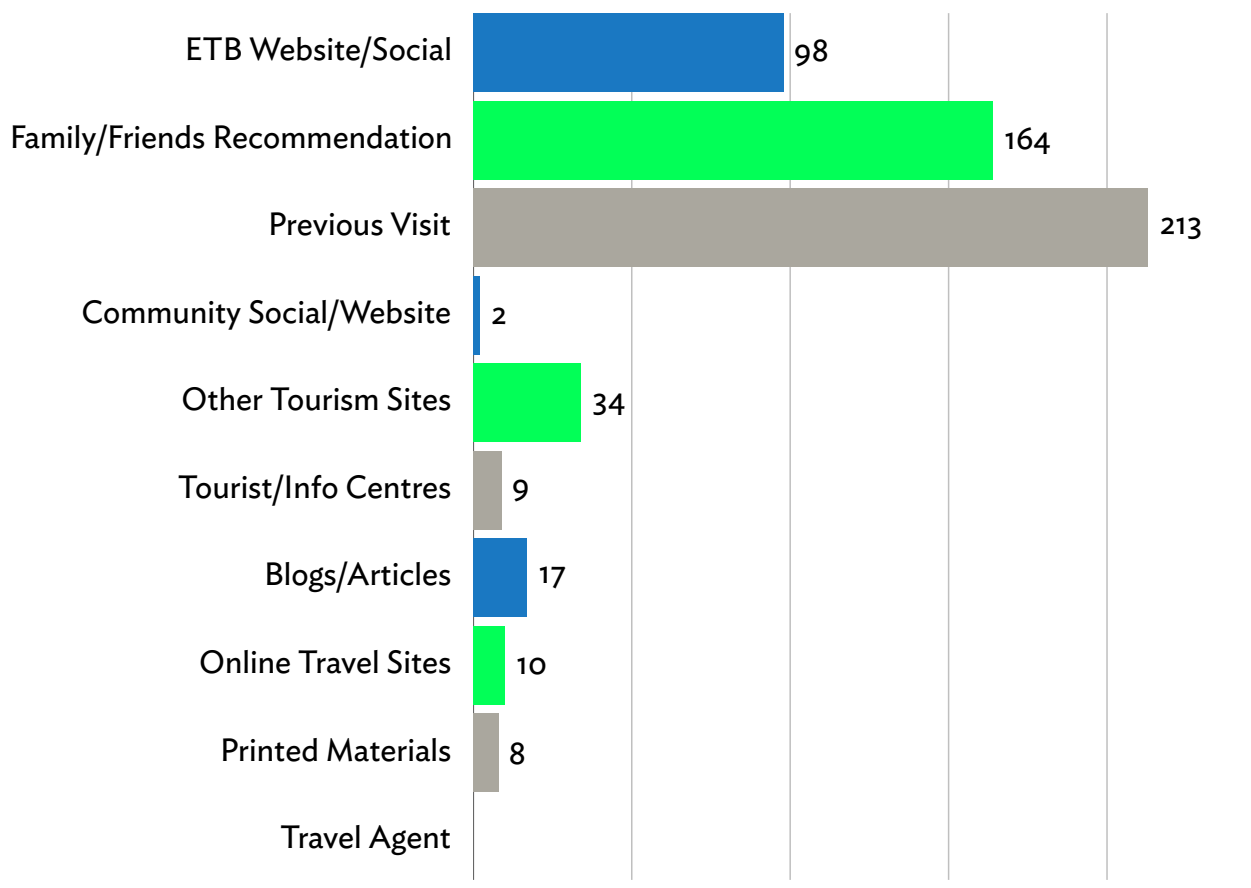


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



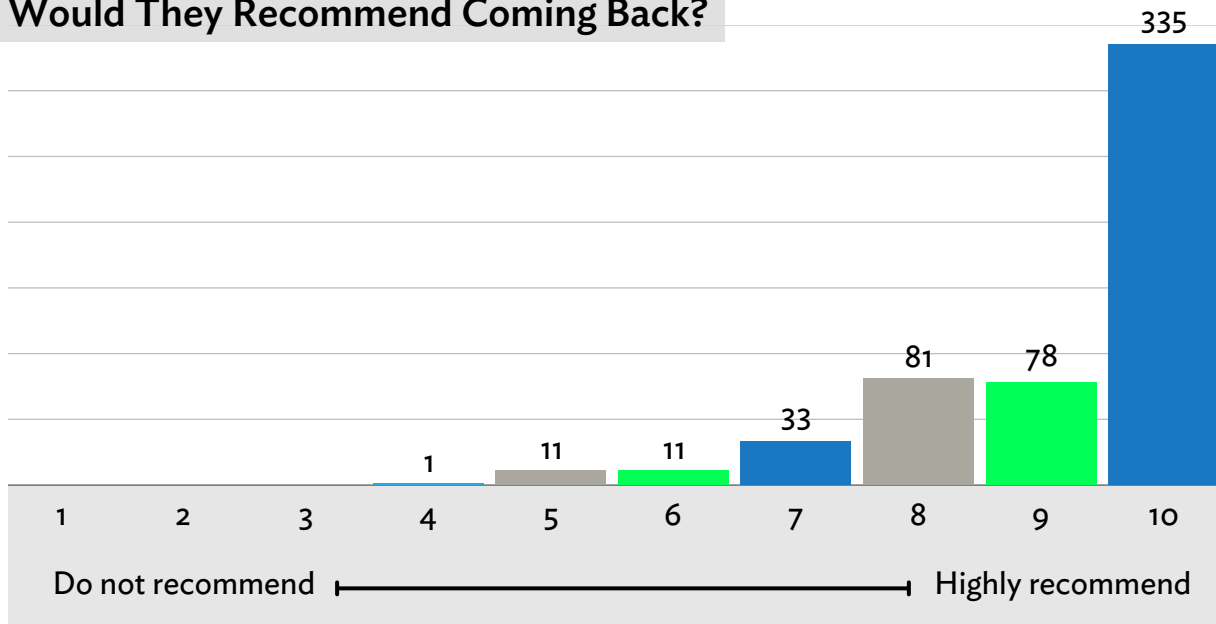
Their Inspiration for Visiting



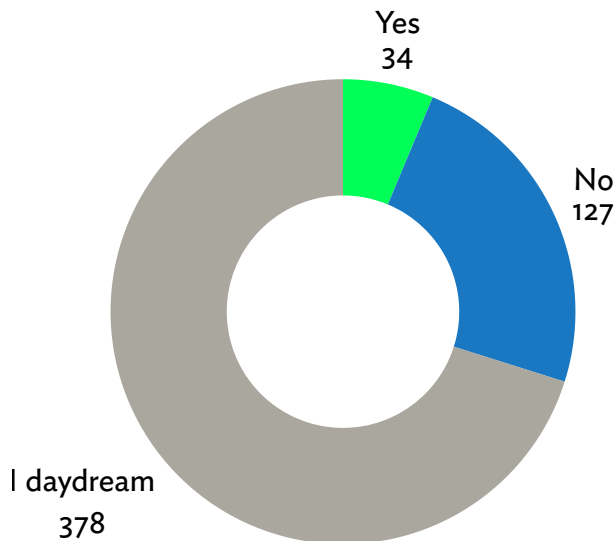


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



All respondents enjoyed their trip.



Memorable Experiences

What visitors said they enjoyed about their visit:

Travelling the peninsula offers some amazing views and photography opportunities.

I loved the grotto. Went to an amazing smoothie place, got ice cream by the lake shore. Had a wonderful beach day.

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

Cruises sunsets clear blue water.

EcoAdventures with BPBA ACE at Cape Croker. Snow shoe at the Grotto and stayed overnight at a yurt.

Hiking up the trail to the lions head cliff lookout. Wow.

Hiking on the Bruce Trail with friends and family. Beautiful rugged landscape!

Spent our honeymoon camping in Tobermory & our back county camping turned into car camping due to thunderstorm. But enjoyed playing board games cozy in tent and it was still beautiful!

Loved the farmers market in Lion's Head.

Definitely the boat tour, seeing the shipwrecks was absolutely amazing.

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.