



2025 Town of South Bruce Peninsula Visitor Survey Results



IN PARTNERSHIP WITH





About This Report

Each year, the Town of South 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 South Bruce Peninsula. It's important to note that while these visitors did visit South 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, 646 respondents reported visiting a community in South Bruce Peninsula during their stay. Additionally, South Bruce Peninsula had 40 responses to their specific survey, the data is included in this report.



45.82% of respondents visited a South Bruce Peninsula community in 2025

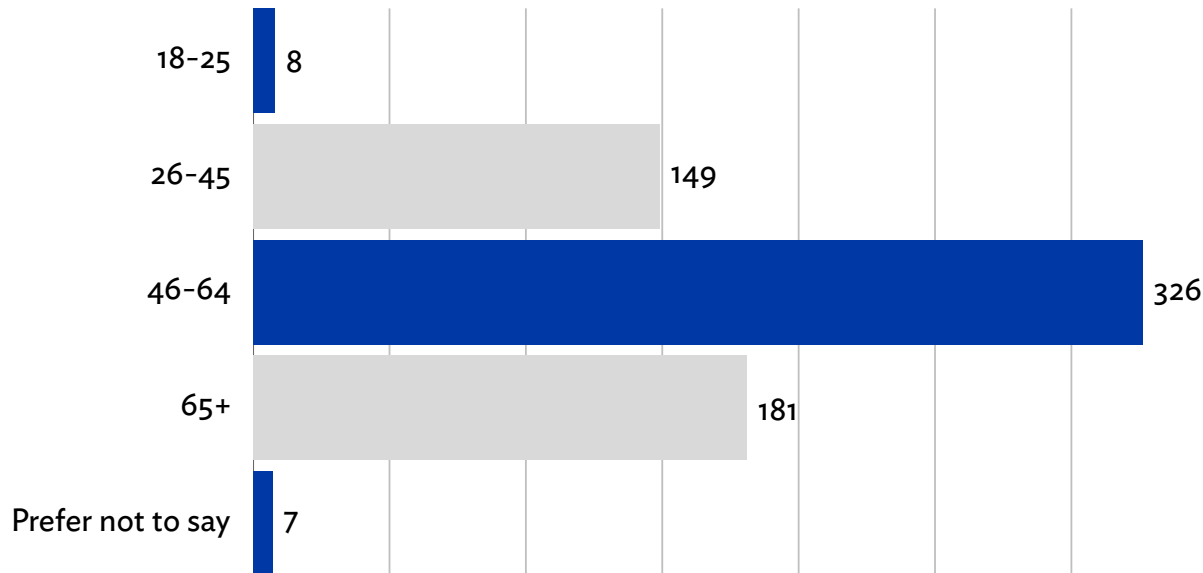
ABOUT THE SURVEY:

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



652

Outside the County



10

Seasonal Resident



9

Elsewhere in
the County



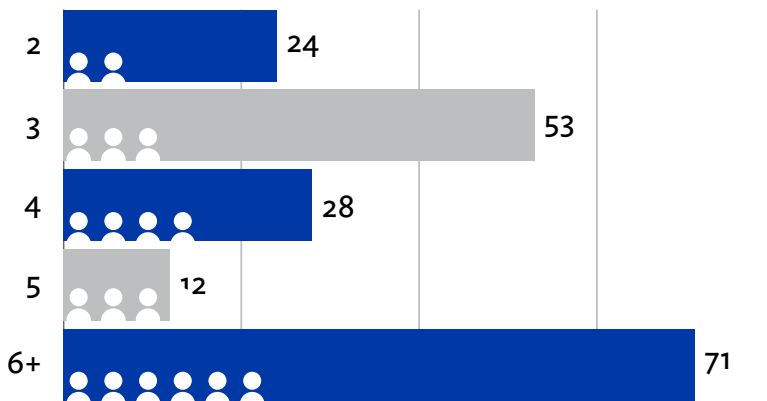
Where the Most Frequent Out-of-County Visitors Are From

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

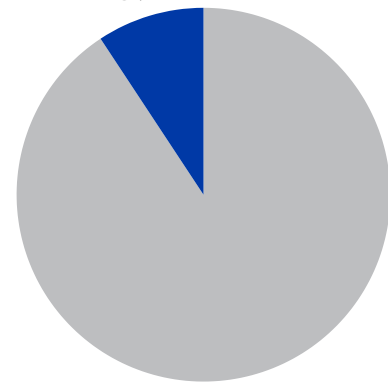
Out of Province:

15 groups visited from outside of Ontario specifically from Manitoba, Alberta, Nova Scotia, New Brunswick, Saskatchewan and the United States.

Number of People in the Party



Travelled Alone
57



Travelled as a Group
557

86 parties travelled with pets
representing 126 pets



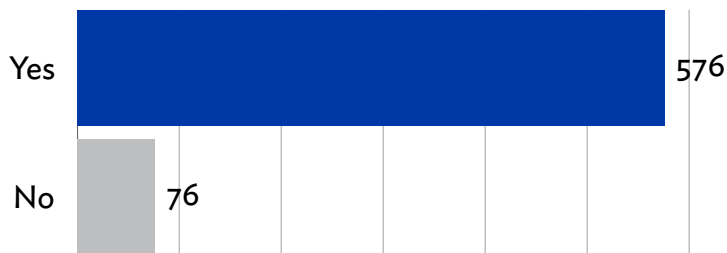
1.7 average people per party

646 surveys represented 2,506 visitors



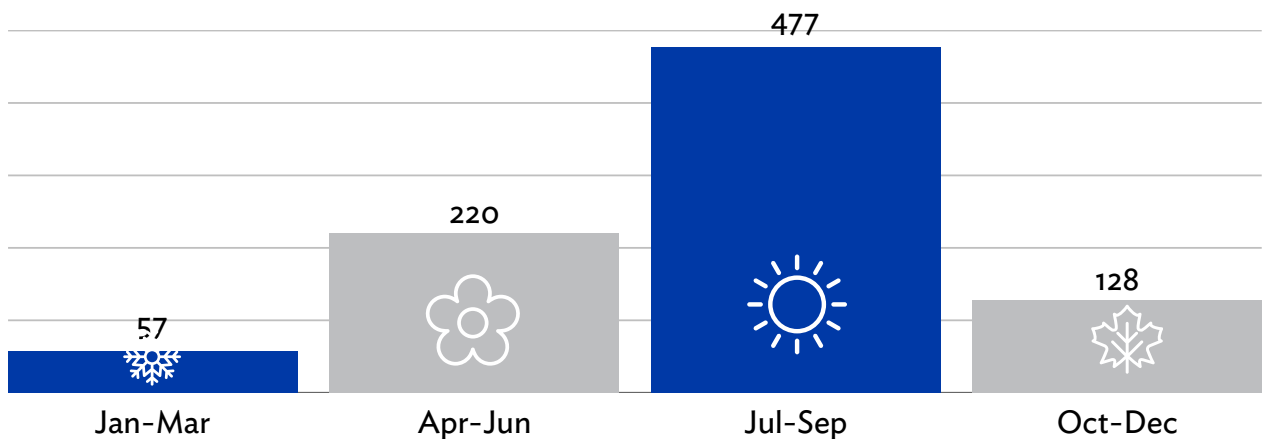
Visitation Patterns

Have Visited Bruce County Before



628
visitors plan to return
Compared to 428 in 2024.

Number of Visitors by Months





Trip Purpose and Activities

What They Did When They Were Here

Top Activities



429

Dining



403

Beach



372

Sightseeing

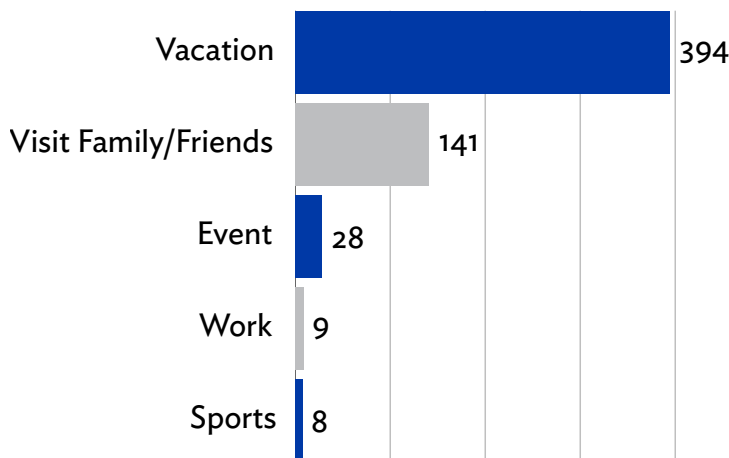


306

Hiking

- Shopping at a retail store – 262
- Shopping at a farmer’s market – 229
- Camping – 180
- Visiting a museum or historic site – 143
- Canoeing, kayaking, or SUP – 132
- Visiting or shopping at an art gallery – 92
- Craft brewery tour – 89
- Fishing or hunting – 67
- Gardens or flower tour – 60
- Cycling or mountain biking – 49
- Golfing – 49
- Concert, festival, or major event – 48
- Sailing or boating – 38
- Culinary tour – 22
- Horseback riding – 16
- Scuba diving or snorkeling – 16
- Snowshoeing – 15
- Cross-country skiing – 10
- Motorcycling – 9
- Surfing, kite surfing, or wind surfing – 4
- Snowmobiling – 3

Purpose of the Trip



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

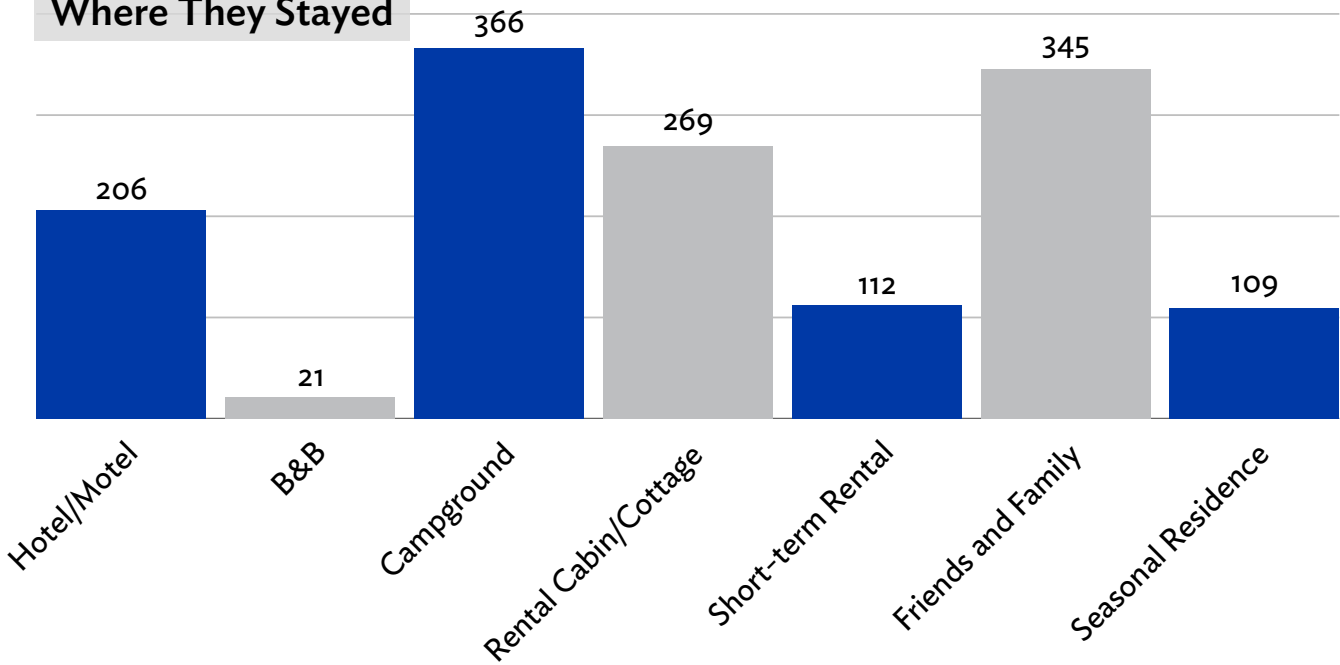
1. Southampton
2. Tobermory
3. Port Elgin
4. Lion’s Head
5. Kincardine

Accommodation and Spending

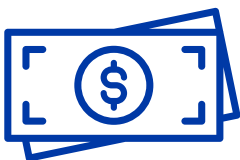
411 visitors stayed overnight

222 did not stay overnight

Where They Stayed



What They Spent



\$883

average amount spent per party

Compared to \$882 spent in 2025.



\$417

Accommodations



\$119

Grocery Stores



\$86

Transportation



\$176

Restaurants and Bars



\$111

Retail



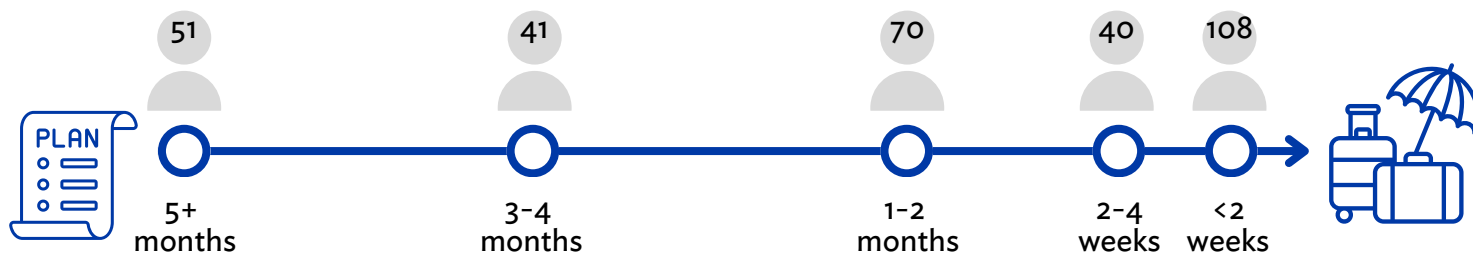
\$123

Recreation

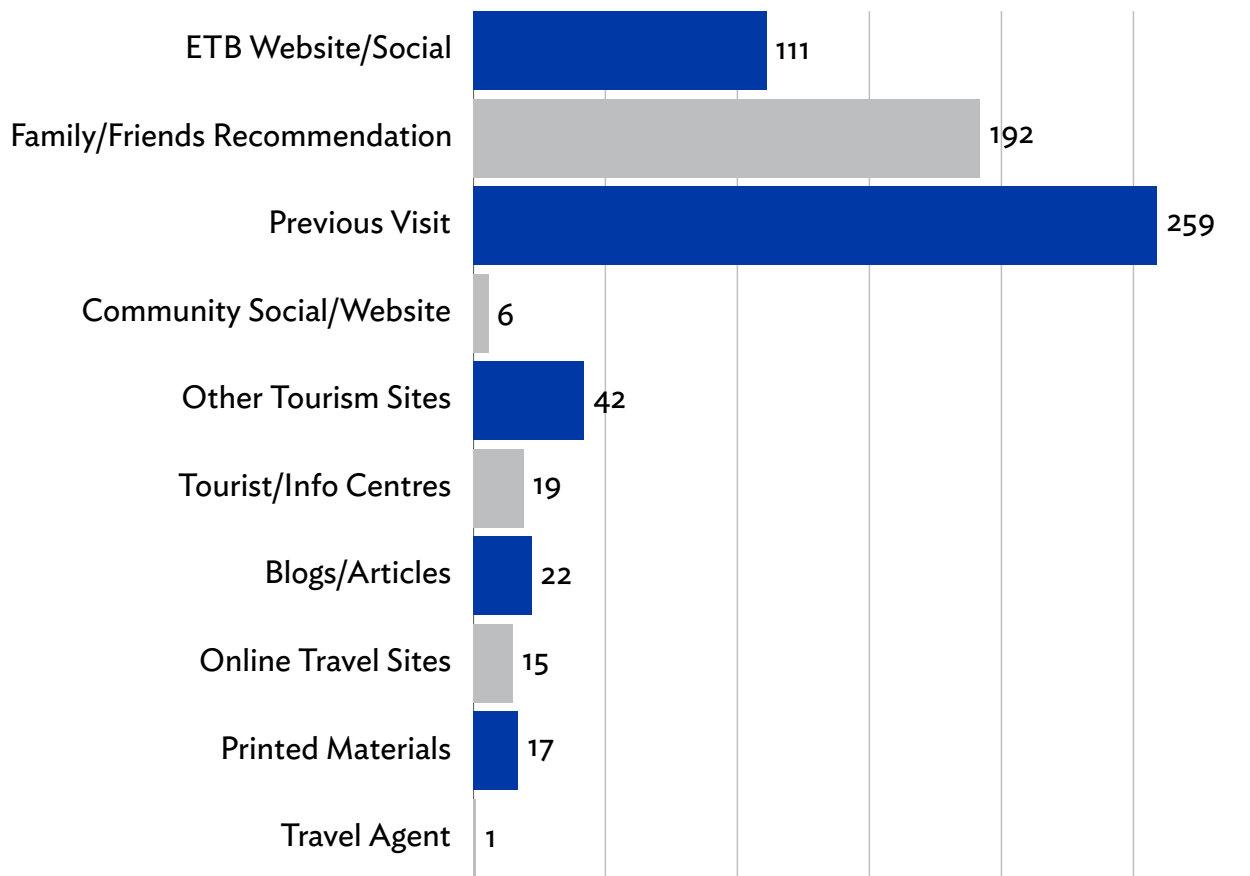


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



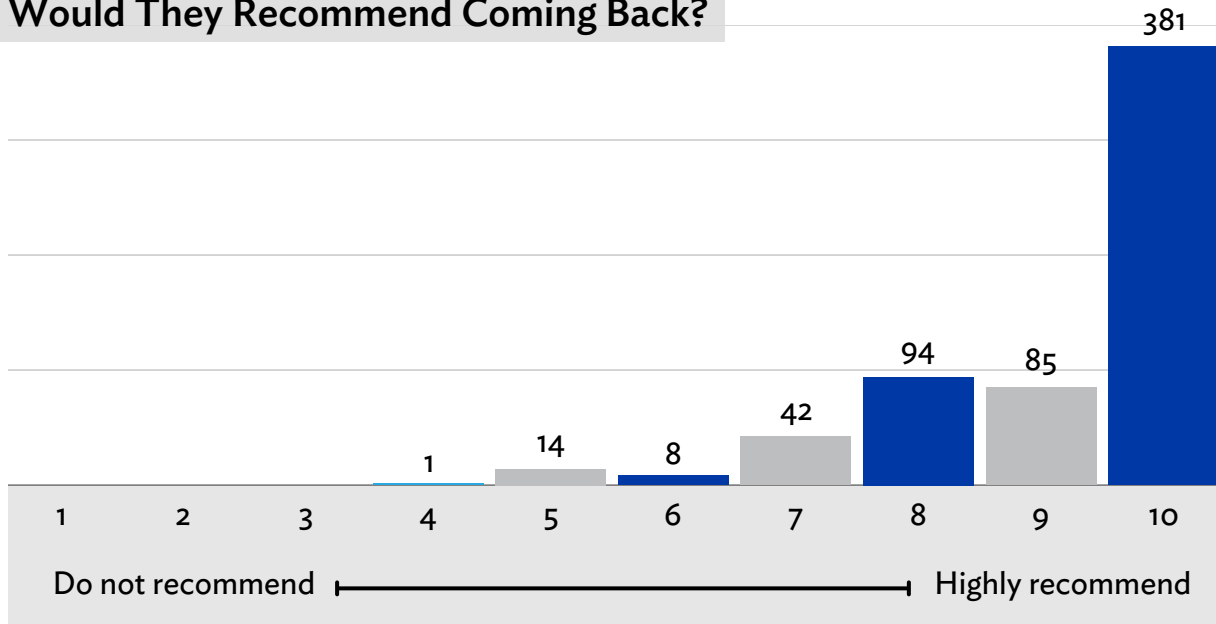
Their Inspiration for Visiting



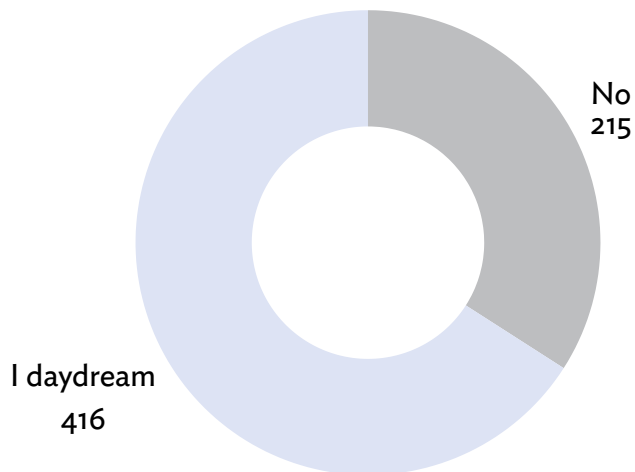


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



All but one respondent enjoyed their trip, and all but three recommend to others to come back.



Memorable Experiences

What visitors said they enjoyed about their visit:

The music concerts at Bluewater Park in Wiarnton were wonderful.

There is nothing better than hiking the Bruce Trail from Wiarnton to Tobermory.

Sauble Falls PP was a great base for exploring the area - from Tobermory and the Grotto, to Lion's Head to Wiarnton to Sauble Beach.

Sunflower Farm in Hepworth with my family and Sauble Beach. Wiarnton with my friends and family.

A friend had told me that Sauble Beach was like a Caribbean beach and they were right. The sand is silky and the water was the most beautiful shade of blue.

Sawmill ski trail is the best!

We went hiking and got lots of swimming in. Really enjoyed it. Just loved the relaxing atmosphere of the Bruce.

Loved Groundhog day in Wiarnton.

I love to visit the smaller beaches like Red Bay and Bluewater Park. Skiing at the Colpoys trail. Hiking all over we have amazing trails.

The best experience is the fresh air, the beautiful clear water, friendly people and excellent entertaining concerts.

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.