



2025 Town of Saugeen Shores Visitor Survey Results



IN PARTNERSHIP WITH





About This Report

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

In 2025, a total of 1,410 surveys were completed. Of those, 641 respondents reported visiting a community in Saugeen Shores during their stay. Additionally, Saugeen Shores had 39 responses to their specific survey, the data is included in this report.



45.46%

45.46% of respondents visited a Saugeen Shores community in 2025

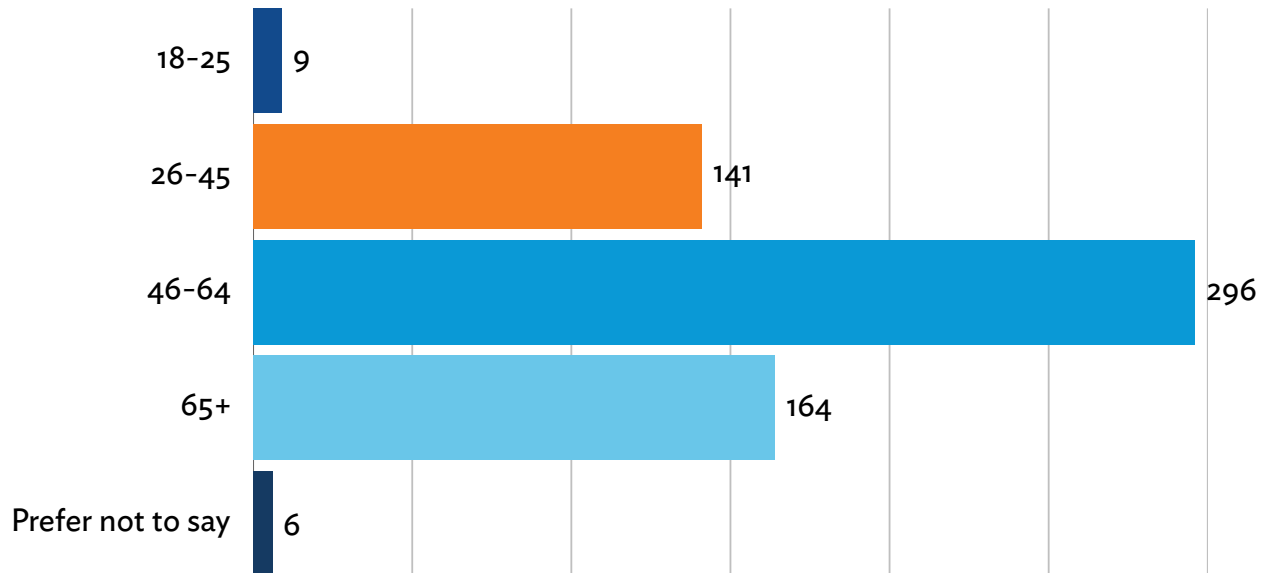
ABOUT THE SURVEY:

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



594

Outside the County



8

Seasonal Resident



14

Elsewhere in
the County



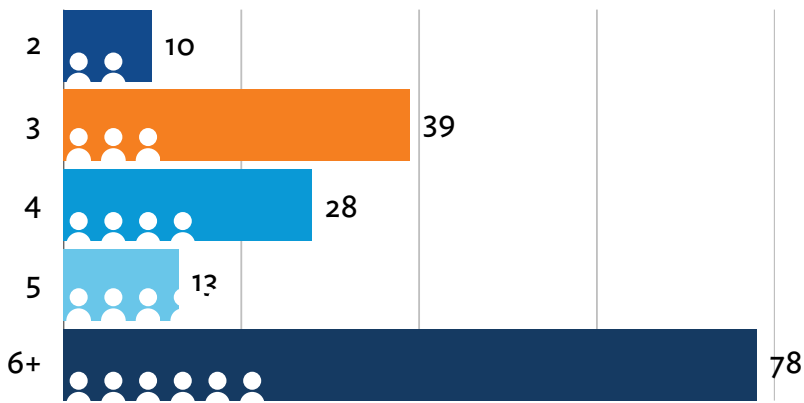
Where the Most Frequent Out-of-County Visitors Are From

- #1 Grey County
- #2 Owen Sound
- #3 Huron-Perth
- #4 Goderich
- #5 Toronto

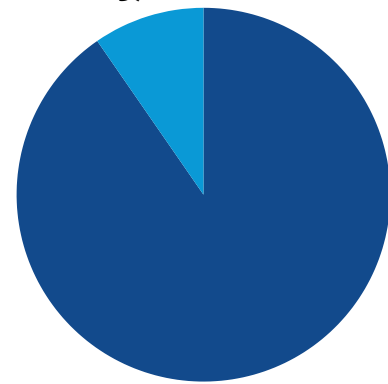
Out of Province:

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

Number of People in the Party



Travelled Alone
57



Travelled as a Group
535

87

parties travelled with pets

representing 122 pets



1.7

average people per party

680 surveys represented 2,303 visitors



Visitation Patterns

Have Visited Bruce County Before

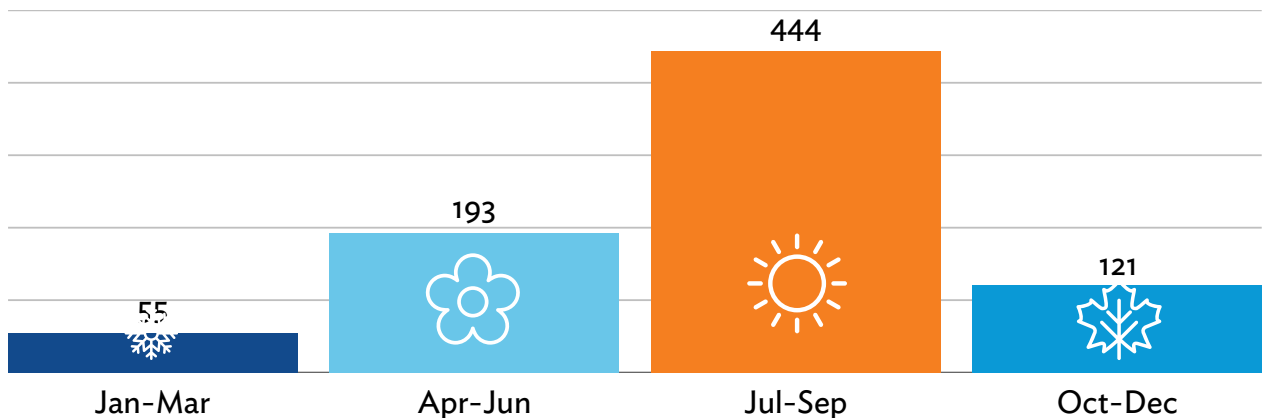


557

visitors plan to return

Compared to 376 in 2024.

Number of Visitors by Months





Trip Purpose and Activities

What They Did When They Were Here

Top Activities



393
Dining



371
Beach



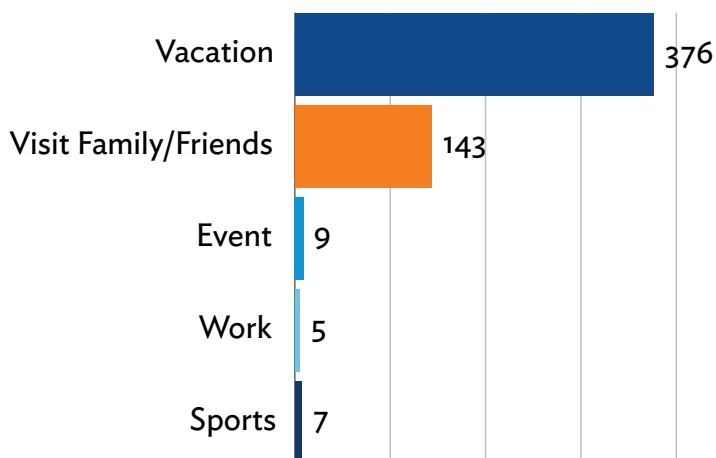
327
Sightseeing



273
Hiking

- Retail Shopping – 246
- Farmgate Shopping – 214
- Camping – 158
- Museum/Historic Site – 127
- Canoeing/Kayaking/SUP – 123
- Art Gallery – 92
- Craft Brewery – 86
- Fishing/Hunting – 61
- Garden/Flower Tour – 56
- Concert/Festival/Major Event – 52
- Golfing – 50
- Cycling/Mountain Biking – 48
- Sailing/Boating – 33
- Culinary Tour – 20
- Horseback Riding – 17
- Scuba Diving – 16
- Cross Country Skiing – 13
- Motorcycling – 8
- Snowshoeing – 6
- Surfing – 5
- 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. Tobermory
2. Sauble Beach
3. Wiarton
4. Kincardine
5. Lion's Head

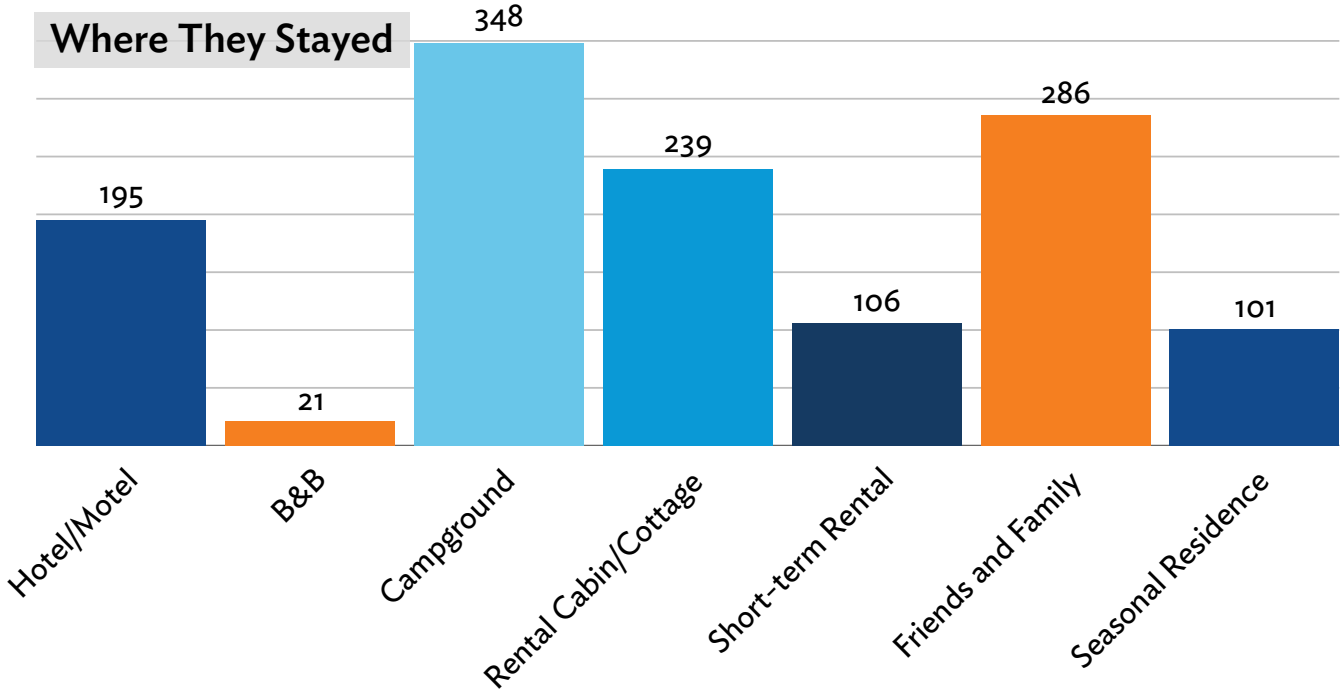


Accommodation and Spending

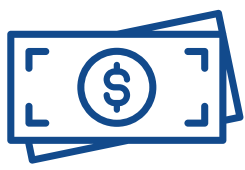
372 visitors stayed overnight

207 did not stay overnight

Where They Stayed



What They Spent



\$999

average amount spent per party

Compared to \$872 spent in 2025.

\$420
Accommodations

\$116
Grocery Stores

\$90
Transportation

\$183
Restaurants and Bars

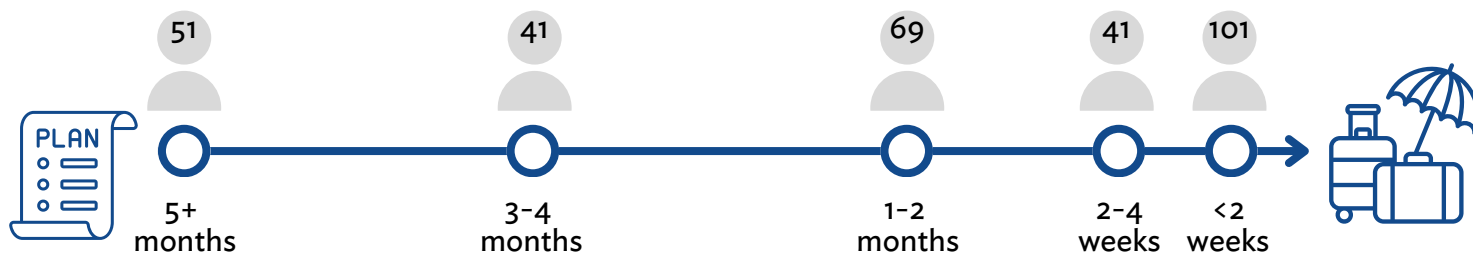
\$190
Retail

\$126
Recreation

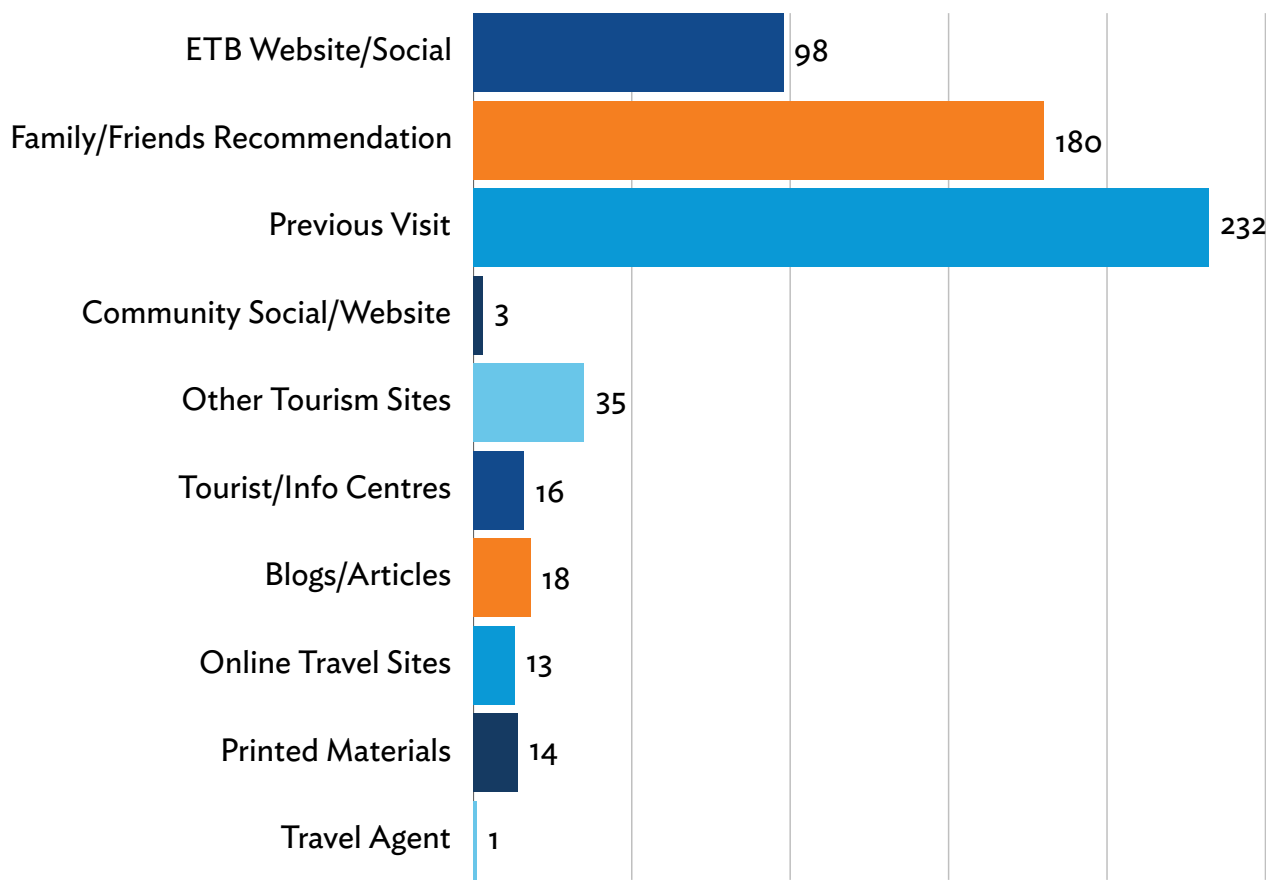


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



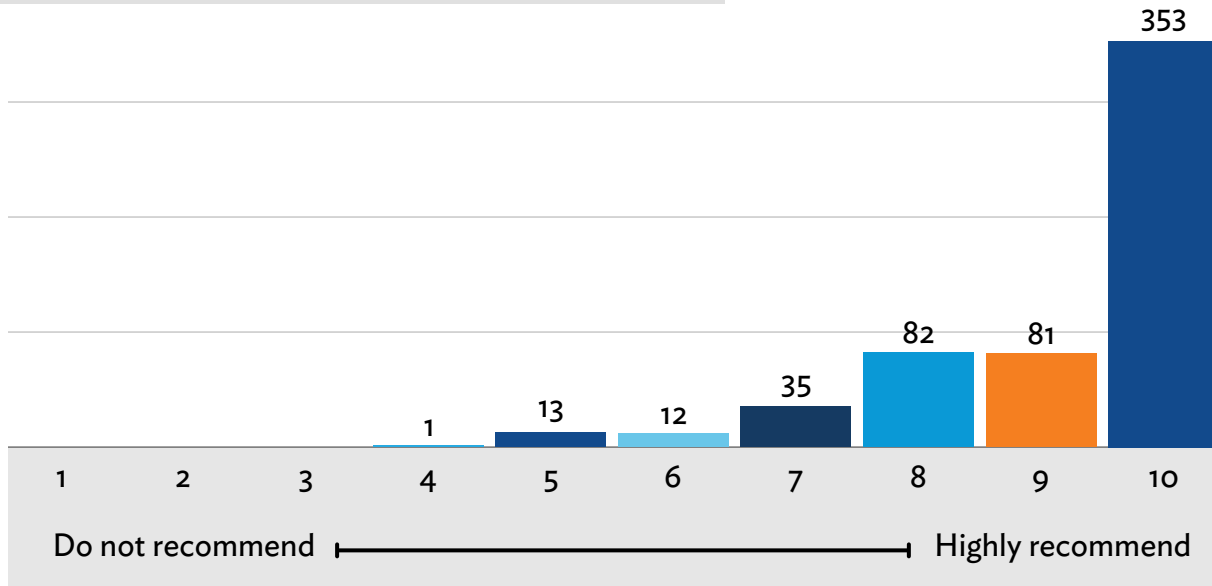
Their Inspiration for Visiting



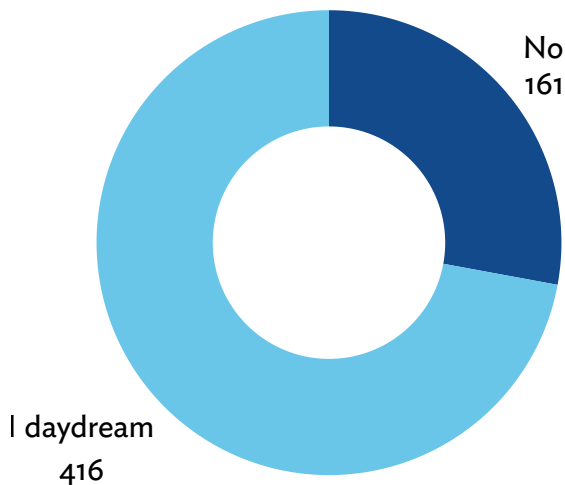


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



All but three respondents enjoyed their trip, and all but six recommend to others to come back (those six respondents said maybe).



Memorable Experiences

What visitors said they enjoyed about their visit:

Had a great time relaxing at the campground.

Touring Chantry Island.

Love winter camping at MacGregor Point park!

Beautiful place to visit lovely people overall great time!

The museum in Southampton is amazing!

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

Bike trail along Port Elgin water front trails to MacGregor park is a gem, as well as the rail trail.

Walking the beach and boardwalk at Southampton.

Speaking with wait staff at Duffy's Fish and Chips to learn about Southampton area.

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

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.