



MUNICIPALITY OF  
**South Bruce**

# 2025 Municipality of South Bruce **Visitor Survey Results**



IN PARTNERSHIP WITH





# About This Report

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

**In 2025, a total of 1,410 surveys were completed. Of those, 193 respondents reported visiting a community in South Bruce during their stay. Additionally, South Bruce had 1 response to their specific survey, the data is included in this report.**

13.69%

13.69% of respondents visited a South Bruce community in 2025

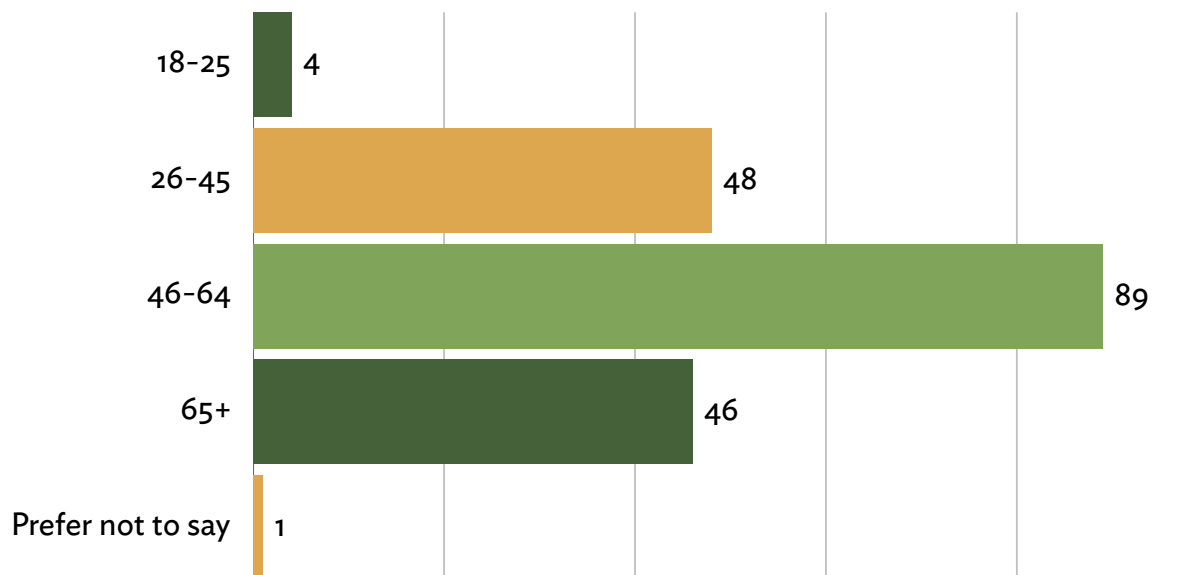
## ABOUT THE SURVEY:

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



**187**

Outside the County



**0**

Seasonal Resident



**1**

Elsewhere in  
the County



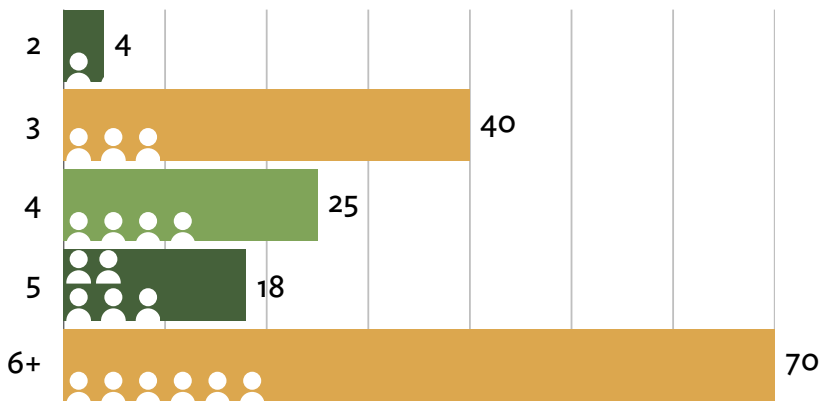
### Where the Most Frequent Out-of-County Visitors Are From

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

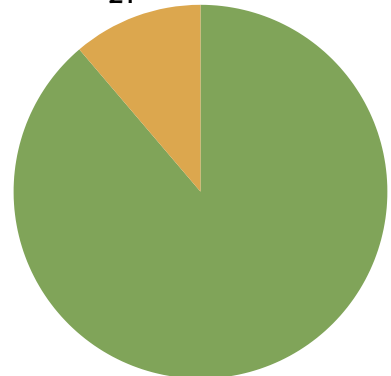
### Out of Province:

2 groups visited from outside of the province including Alberta and the United States.

### Number of People in the Party



### Travelled Alone



**30** parties travelled with pets  
representing 41 pets

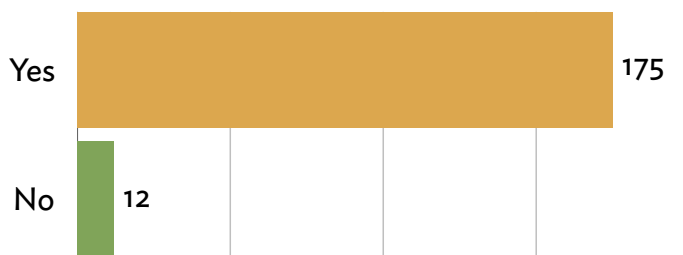


**1.7** average people per party  
193 surveys represented 814 visitors



# Visitation Patterns

## Have Visited Bruce County Before

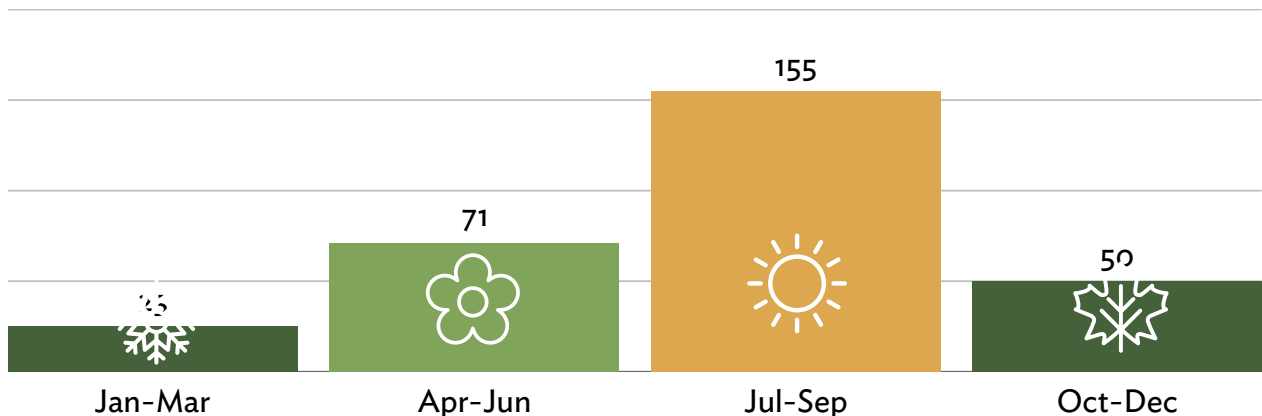


**187**

visitors plan to return

Compared to 72 in 2024.

## Number of Visitors by Months





# Trip Purpose and Activities

## What They Did When They Were Here

### Top Activities



**129**

Dining



**126**

Beach



**106**

Sightseeing

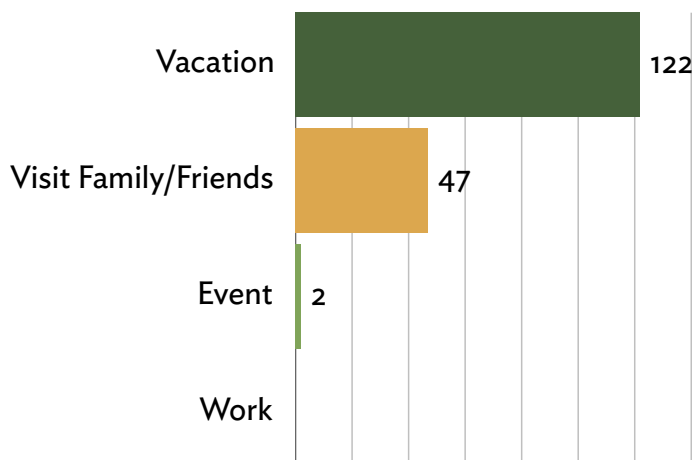


**89**

Hiking

- Shopping at a retail store - 79
- Shopping at a farmer's market - 68
- Camping - 49
- Canoeing, kayaking, SUP - 46
- Visiting a museum or historic site - 46
- Craft brewery tour - 34
- Visiting or shopping at an art gallery - 28
- Gardens or flower tour - 22
- Fishing or hunting - 17
- Cycling or mountain biking - 16
- Sailing or boating - 16
- Concert, festival or major event - 14
- Golfing - 12
- Scuba diving or snorkeling - 7
- Culinary tour - 5
- Snowshoeing - 4
- Motorcycling - 4
- Horseback riding - 3
- Snowmobiling - 0
- Surfing, kite surfing or wind surfing - 0
- Cross country skiing - 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

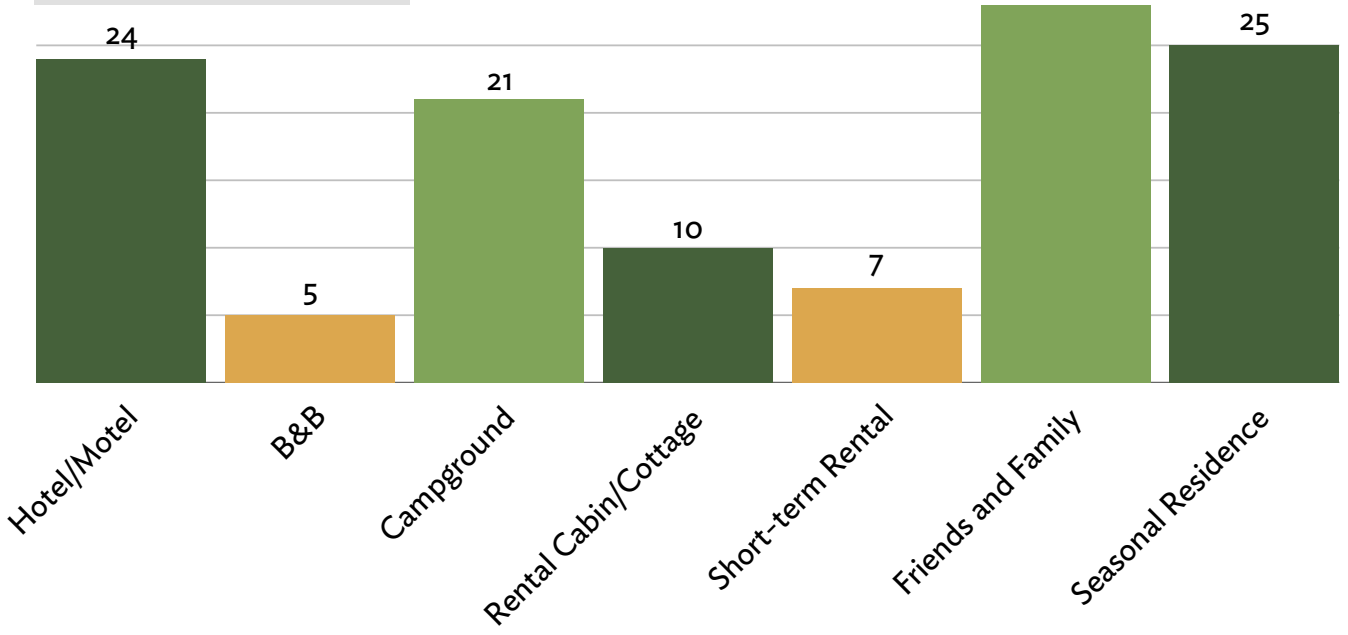


# Accommodation and Spending

**122** visitors stayed overnight

**67** did not stay overnight

## Where They Stayed



## What They Spent



**\$1,465**

average amount spent per party

Compared to \$1,420 spent in 2025.



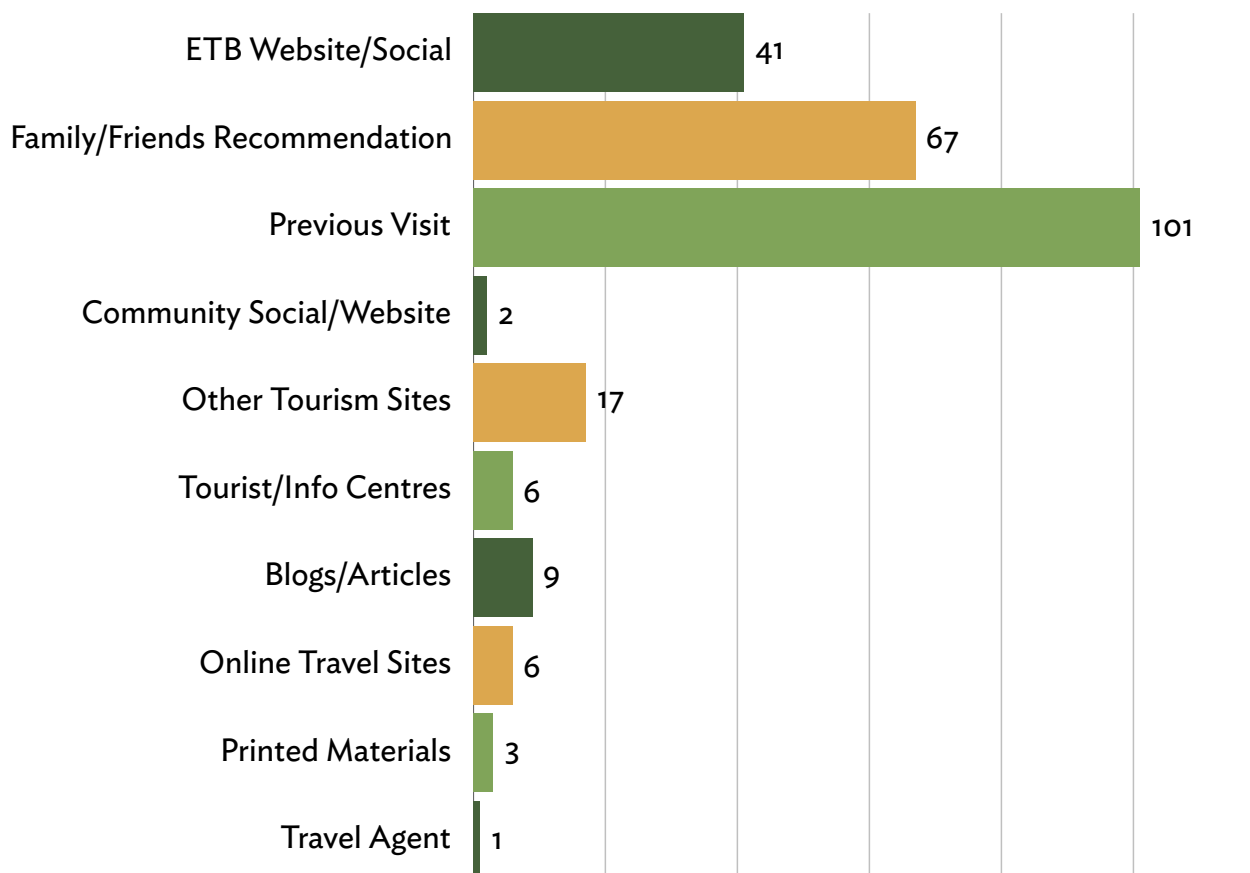


# Trip Planning and Influences

## How Far in Advance Their Trip Planning Started



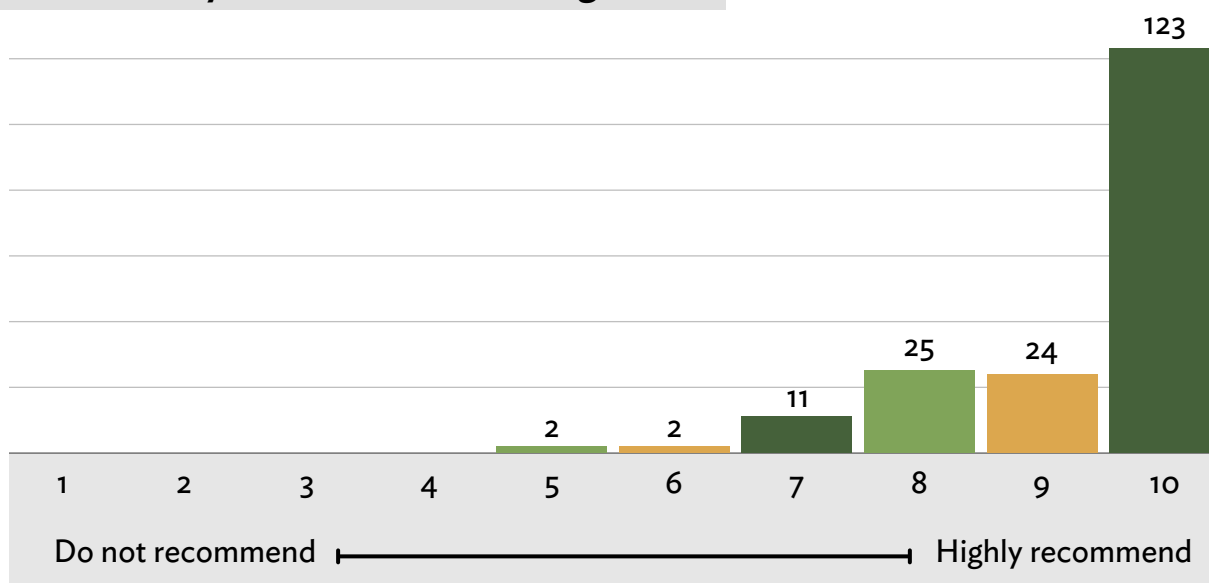
## Their Inspiration for Visiting





# Satisfaction and Recommendations

## Would They Recommend Coming Back?



## Have They Considered Moving Here?



I daydream  
187



Everyone who responded to the survey 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:

Wonderful time at Post and Beam.

I loved seeing nature in a whole new light .

Beautiful place to visit lovely people overall great time!

Visiting with friends and family.

My partner and I - after a long and adventurous day said “ we love it here” simultaneously— and laughed and smiled.

Every local we met were very pleasant and helpful.

Beautiful scenery and landscape!

Lavender farm dinner.

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.