



Start your tourism business in a top Canadian destination.

Located in Southern Ontario, Bruce County boasts stunning landscapes like the iconic Bruce Peninsula, Lake Huron, Georgian Bay, and the Bruce Trail. With over 2.5 million visitors in 2023, the area offers exciting opportunities for eco-tourism, agri-tourism, recreational businesses and more.

As home to year-round tourism attractions, the County works closely with local businesses and communities to support our tourism cluster. By promoting the area through the highly successful *Explore the Bruce* program and providing access to grants and incentives, our local tourism ecosystem has continued to thrive. If you are looking to grow your business in a beautiful, vibrant region, Bruce County is ready to help you flourish.



BRUCE COUNTY:
**Unmatched
Natural Beauty**

25%

of visitors were influenced by the County's *Explore the Bruce* marketing

2.5 million
visitors in 2023

8,662
campsites

\$166
The average daily accommodation rate

\$1,138
The average amount visitors spent on their trip



Our Tourism Ecosystem


Diversity within the tourism sector is key to a destination's success. Bruce County's vibrant tourism industry thrives with a strong mix of accommodation services, attractions and tourism retailers, all supported under the renowned *Explore the Bruce* brand. Here are a few of our tourism operators in the region:

Blue Heron Cruises

 Tobermory

Operating for over 50 years, offering glass-bottom boat tours featuring 19th-century shipwrecks and access to Flowerpot Island, attracting thousands of visitors annually.

The Bruce Anchor

 Tobermory

Operating since 1989, located on prime waterfront, offering accommodations and access to boat tours, delivering exceptional experiences for thousands of visitors annually.

The Beach Motel

 Southampton

With 26 thoughtfully designed rooms, this boutique motel combines modern comfort with local charm, featuring a rooftop patio and direct access to Lake Huron's stunning beaches.

EcoAdventures

 Lion's Head

Operating since 2017, offering guided eco-tours, unique accommodations, and sustainable adventures in the heart of the Bruce Peninsula.

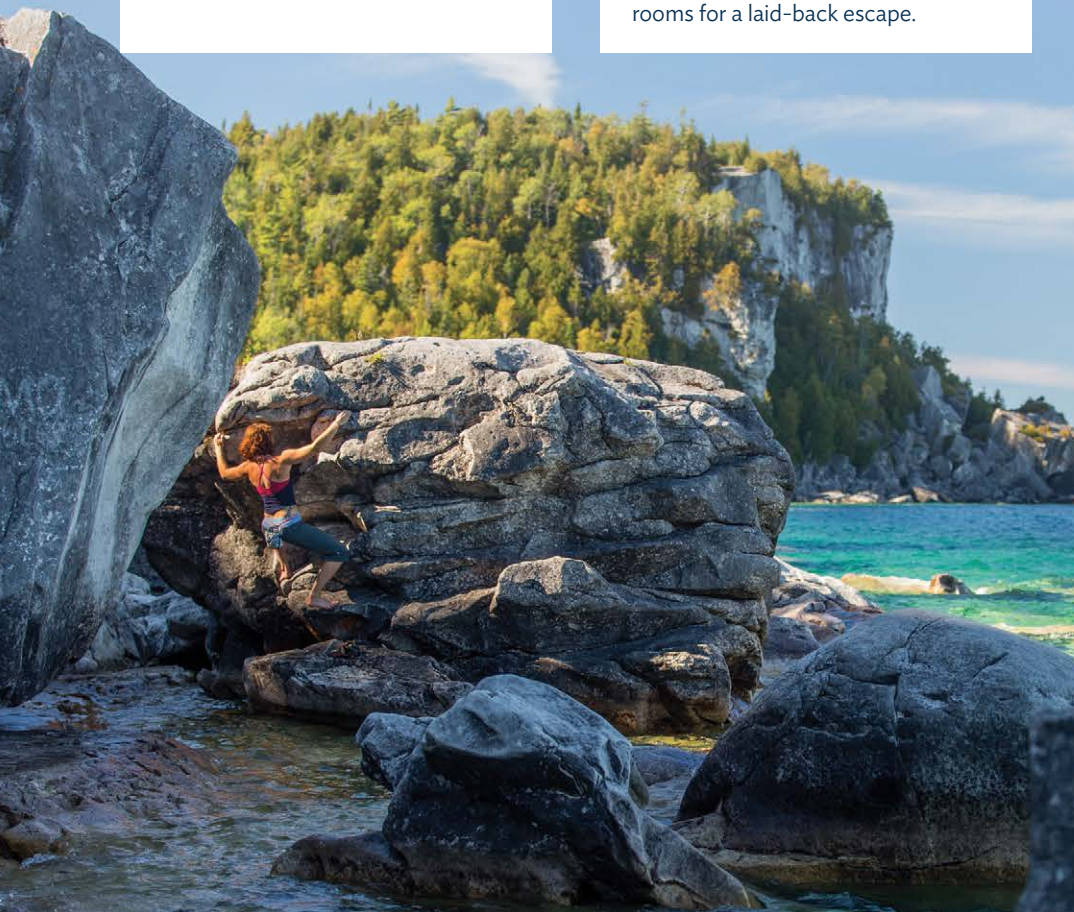
The June Motel

 Sauble Beach

Featured on Netflix's *Motel Makeover*, offering boutique accommodations with retro-modern design, curated experiences, and 24 uniquely designed rooms for a laid-back escape.

Our Top Attractions:

- Bruce Peninsula National Park
- MacGregor Point Provincial Park
- Fathom Five National Marine Park
- Big Tub Lighthouse
- Flowerpot Island
- Inverhuron Provincial Park
- Sauble Beach
- The Grotto
- Bayside Astronomy
- Greig's Caves
- Sauble Falls Provincial Park
- MS Chi-Cheemaun ferry



Thrive in Bruce County

A vibrant entrepreneurial and creative community is waiting to embrace you and your new ideas.

With ample land and plenty of buildings available, our growing communities show an increasing demand for services, amenities and employment opportunities. Benefit from a blend of industries, an ideal location and a supportive network.



73,396
2021 population
Expected to reach 93,600 by 2046



7.7%
population growth rate (2016-2021)
A higher growth rate than Ontario (5.8%) and Canada (5.2%)



\$87,000
median household income
That's higher than other rural regions in Ontario

5,000+
jobs

created by Bruce Power's Life-Extension Program's Major Component Replacement Project

Our Key Industries

AGRICULTURE



1,946 farms
22% of Ontario's beef
More than half a million acres of farmland

TOURISM



2.5 million visitors every year
\$326 million/year added to the local economy
2,333 direct and indirect jobs

ENERGY



30% of Ontario's power is generated here
One of the world's largest operating nuclear power plant
60+ nuclear suppliers



Our Locale

Bruce County is located in Ontario—Canada's main economic hub and one that is well-connected—with 14 border crossings to the United States.

📍 155 km to US border

📍 150 km to Toronto
Canada's largest city

Three *more* reasons to choose Bruce County:



1. The support needed to prosper.

Bruce County and its partners offer numerous incentives designed to support entrepreneurs in all stages of their business venture.

- Typsy Tourism Employee Incentive Program (RTO7)
- Spark Grants (Tourism Innovation Lab)
- Spruce the Bruce Community Development Program (Bruce County)
- Starter Company Plus Program (Bruce County)
- Local tier municipal incentives
- Digital Main Street
- Direct consultations



2. An educated and skilled workforce.

More than 53% of residents have a university degree, college diploma, or skilled trades certificate.

58% of residents are working age (15-64 years)

26% hold a college certificate

20% work in trades compared to 5% across Ontario

6.5% of workers hold apprenticeship certificates —the highest density in Southern Ontario



3. A quality of life like no other.

We live, play and breathe easier thanks to the amazing natural environment of Bruce County.

2 national parks and 5 provincial parks

854 km of Lake Huron coastline

0 min in grid lock traffic

265 km of Bruce Trail

Build a vibrant future here.

We can help you get started.

At Bruce County, our team is available (at no cost) to assist with:

- Site selection support
- Arranging site visits and tours
- Introductions to investment park leads
- Incentives and support programs
- Grant funding writing supports
- Data and support for business plan development
- Navigating local and provincial incentives
- Providing relevant data on the workforce, local infrastructure, local regulations, etc.



45.0°N 81.3°W

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