



2024 Municipality of Brockton

Visitor Survey Results



IN PARTNERSHIP WITH





About This Report

Each year, the Municipality of Brockton 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 2024 survey specific to visitors who indicated that they spent time in a community within Brockton. It's important to note that while these visitors did visit Brockton, their spending and accommodation choices may have occurred elsewhere in the region.

In 2024, a total of 1,645 surveys were completed. Of those, 225 respondents reported visiting a community in Brockton during their stay.



13.6%

13.6% of respondents visited a Brockton community in 2024

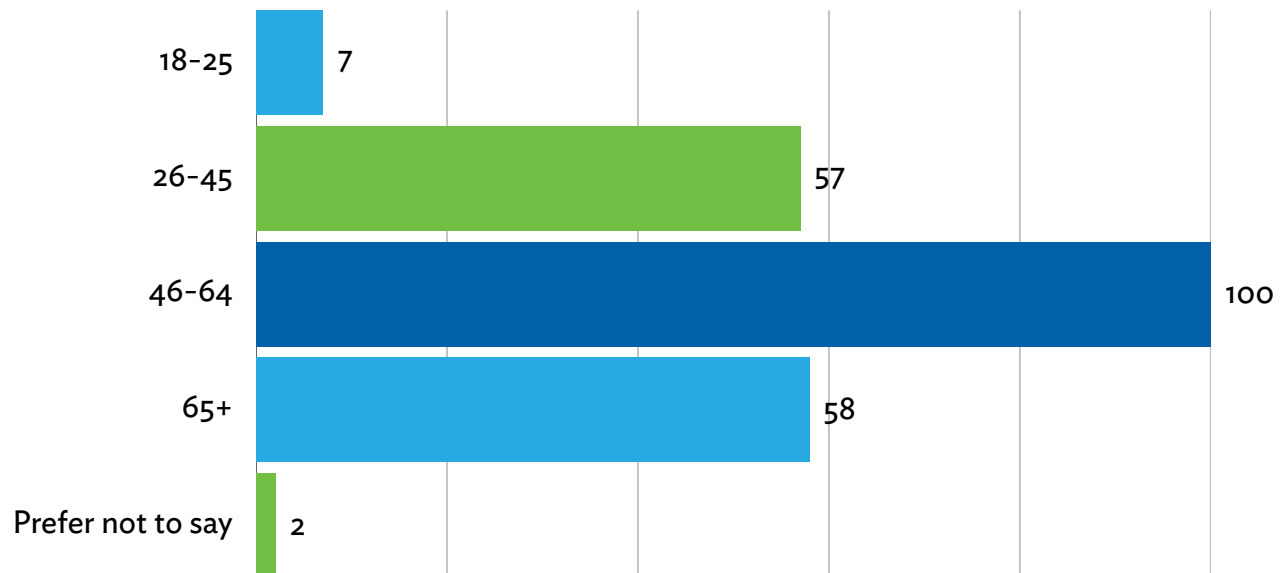
ABOUT THE SURVEY:

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



102

Outside the County



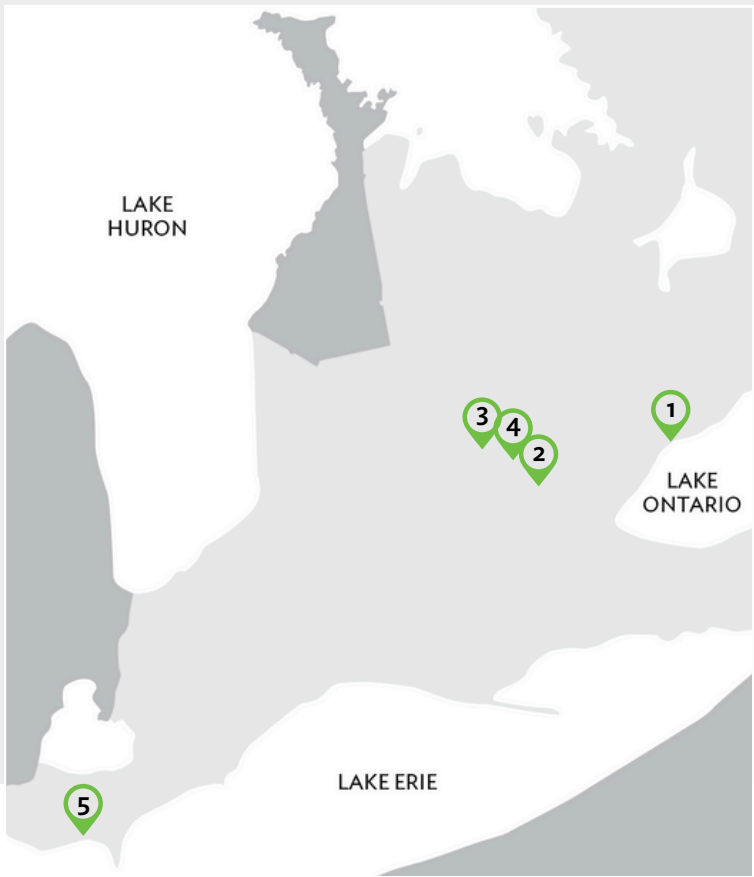
13

Seasonal Resident



109

Elsewhere in
the County

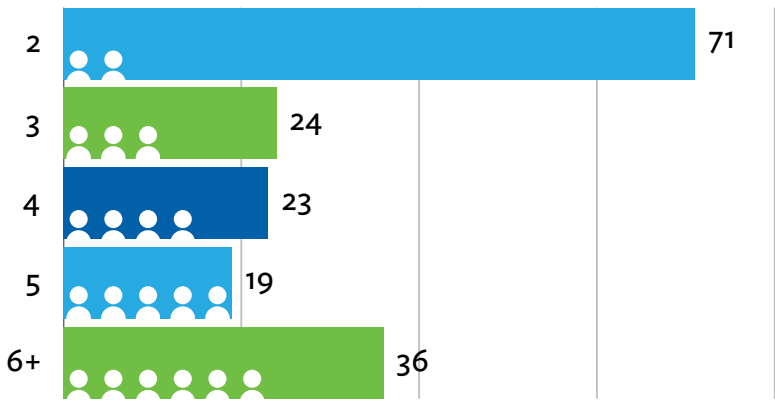


Where the Most Frequent Out-of-County Visitors Are From

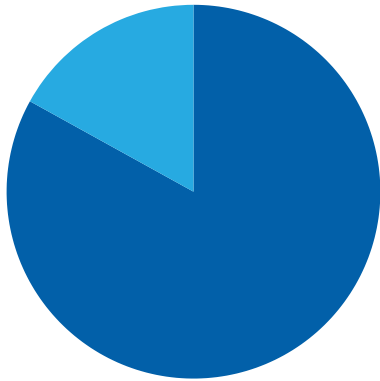
- #1 Toronto
- #2 Cambridge
- #3 Waterloo
- #4 Kitchener
- #5 Leamington

Out of Province:
3 from Alberta

Number of People in the Party



Travelled Alone
38



Travelled as a Group
186

41 parties travelled
with pets
representing 65 pets

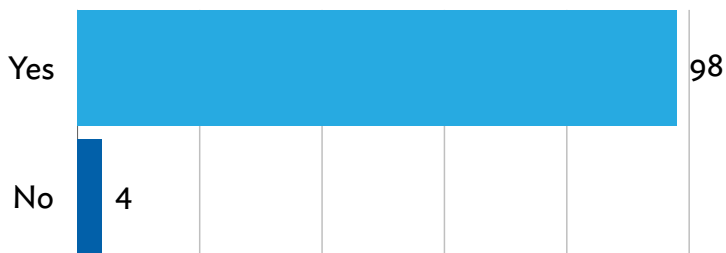


3.8 average people
per party
225 surveys represented 853 visitors



Visitation Patterns

Have Visited Bruce County Before

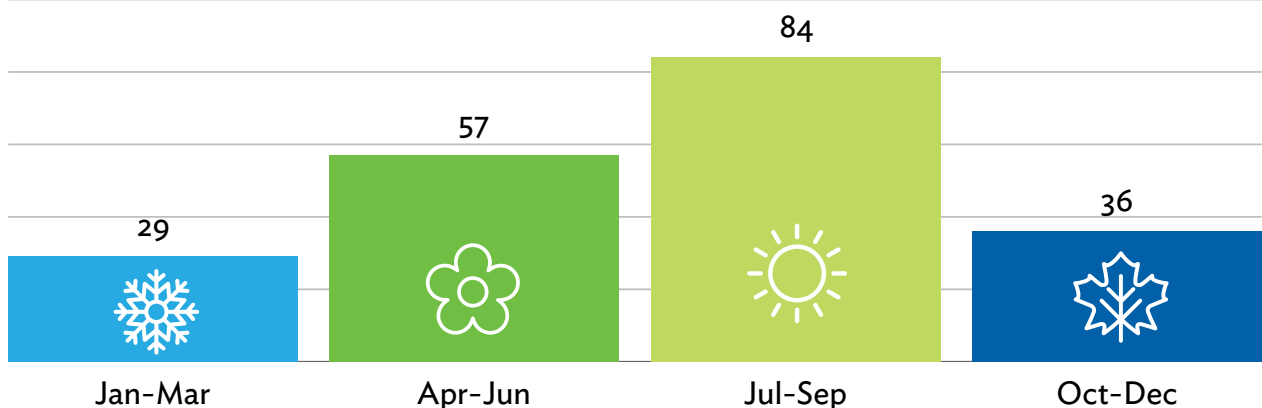


103

visitors plan to return

Only 1 said they don't plan to return

Number of Visitors by Months





Trip Purpose and Activities

What They Did When They Were Here

Top Activities



188

Dining



158

Retail Shopping



158

Sightseeing

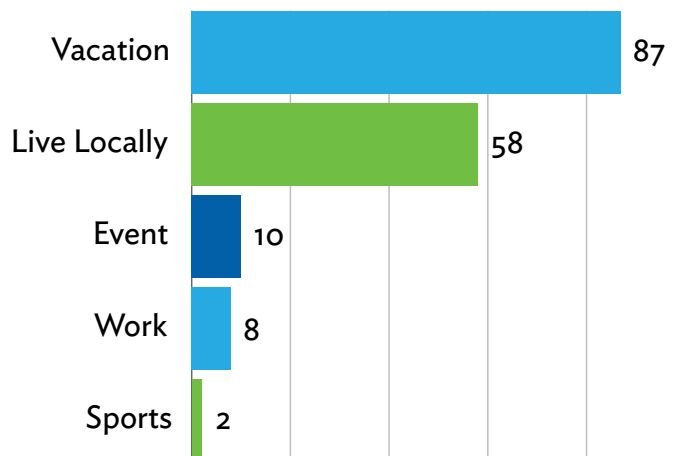


131

Farmgate Shopping

Hiking - 129
Museum/Historic Site - 97
Concert/Festival/Major Event - 84
Camping - 81
Canoeing/Kayaking/SUP - 80
Art Gallery - 65
Fishing/Hunting - 56
Garden/Flower Tour - 56
Craft Brewery - 51
Golfing - 35
Snowshoeing - 33
Cycling/Mountain Biking - 31
Sailing/Boating - 26
Snowmobiling - 21
Cross Country Skiing - 20
Culinary Tour - 16
Horseback Riding - 14
Motorcycling - 14
Scuba Diving - 5
Surfing - 1

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. Kincardine
4. Mildmay
5. Wiarton

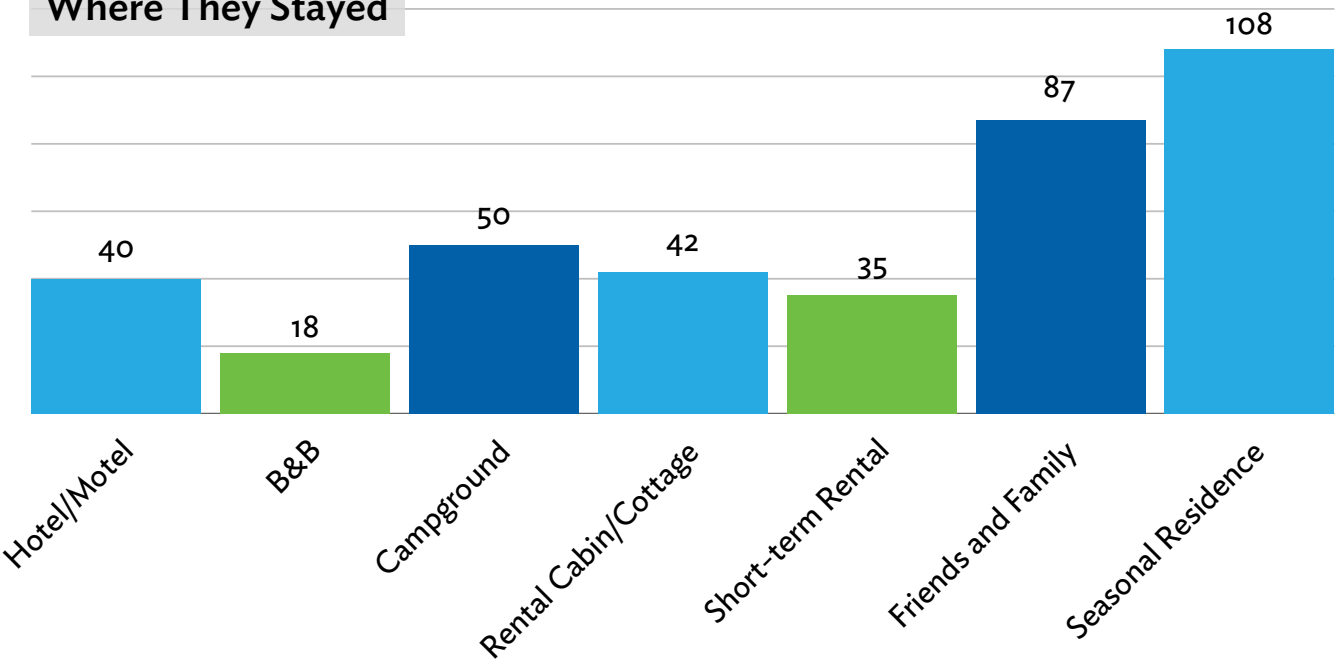


Accommodation and Spending

122 visitors stayed overnight

102 did not stay overnight

Where They Stayed



What They Spent



\$1,047

average amount spent per party



\$419

Accommodations



\$345

Grocery Stores



\$229

Transportation



\$195

Restaurants and Bars



\$190

Retail



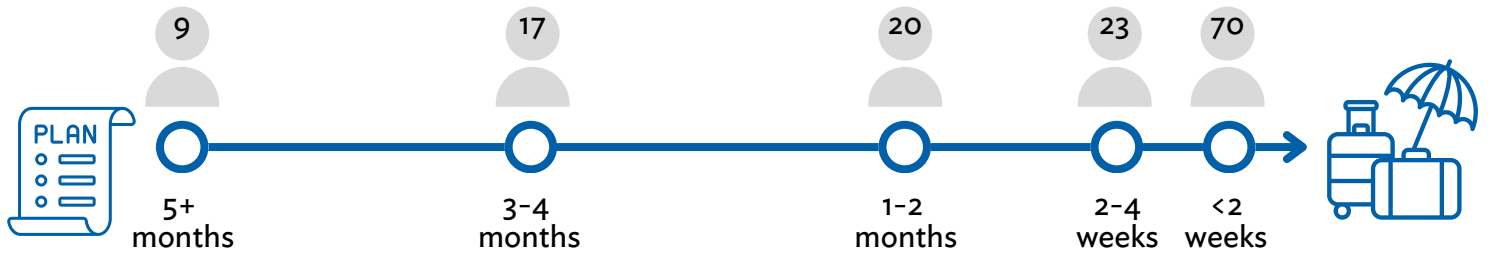
\$185

Recreation

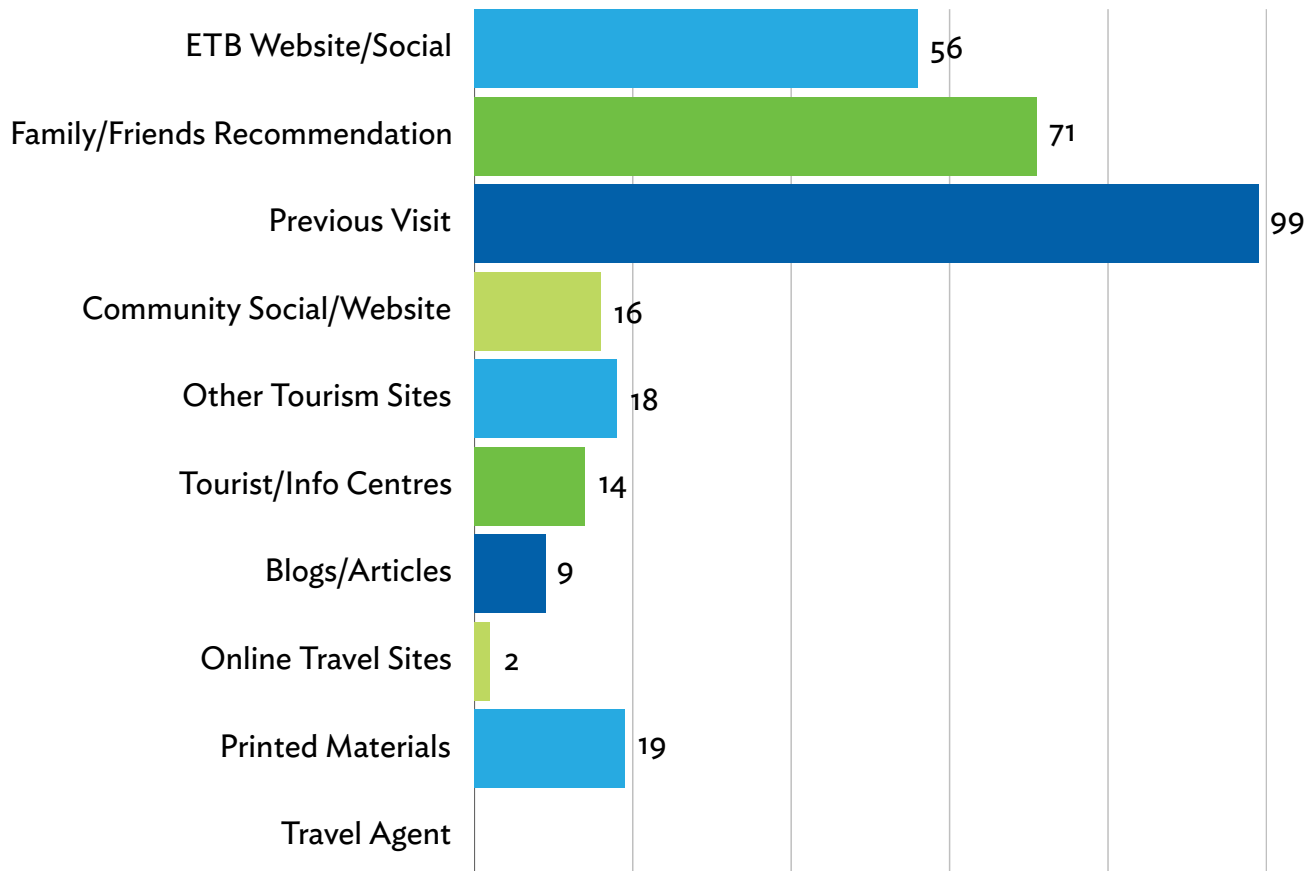


Trip Planning and Influences

How Far in Advance Their Trip Planning Started



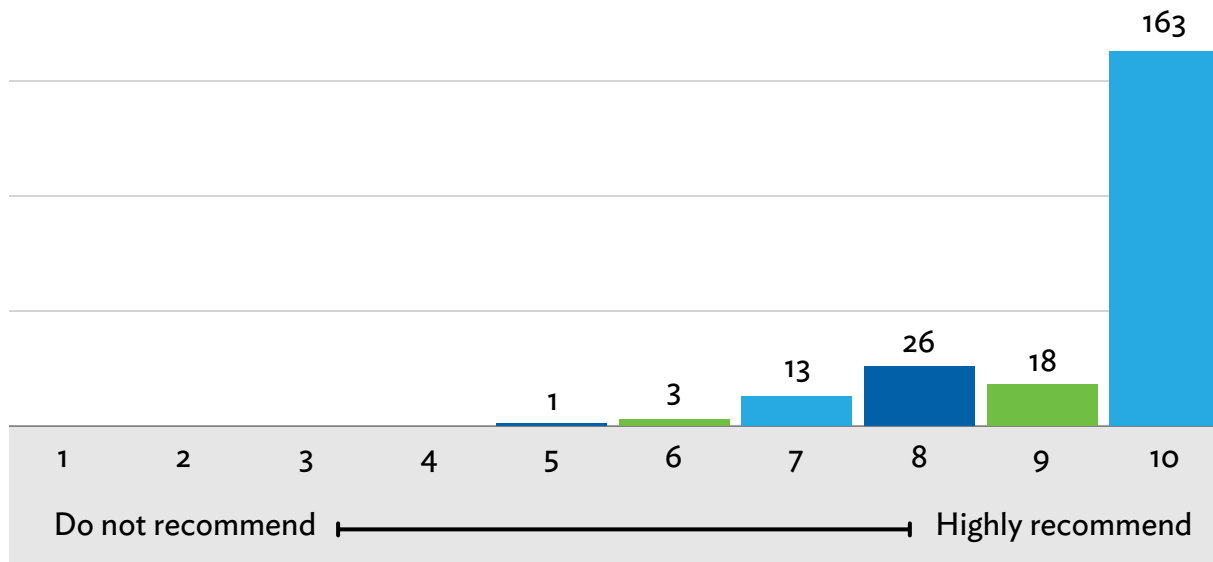
Their Inspiration for Visiting



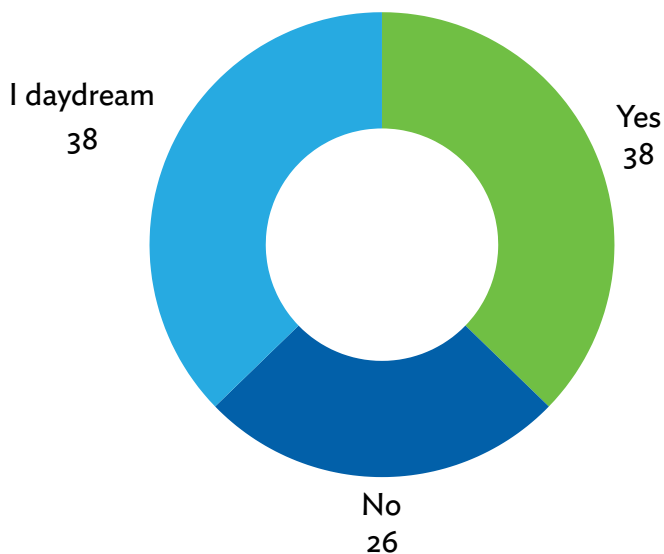


Satisfaction and Recommendations

Would They Recommend Coming Back?



Have They Considered Moving Here?



Everyone who responded to the survey enjoyed their trip and would recommend to others to come back.



Memorable Experiences

What visitors said they enjoyed about their visit:

Really loved Walkerton including the Cargill Homecoming/Rodeo.

Our daughter loves fishing and she was able to catch lots of different fish.

We love walking the numerous trails.

Floating the mighty Saugeen River.

Photographing the birds and gorgeous flowers.

Paddling the Saugeen with friends is a day of peace and relaxation.

Geocaching with my son.

The people are so friendly and proud of their businesses.

Ennis Sisters at Victoria Jubilee Hall and Ti Amo La Cucina in Walkerton.

I love visiting Bruce County, it truly is "God's Country." The drive from my home in Nile to Walkerton along the side roads is so lovely.

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.