

Tourism Study 2025





Study Overview

The Saugeen Shores Tourism Study provides comprehensive insights into visitor demographics, travel patterns, and spending behaviours, offering a valuable foundation for economic development programs and tourism strategies.

The study data includes :

- Visitor count and trends
- Overnight stays
- Visitor spending
- Tourism business profiles



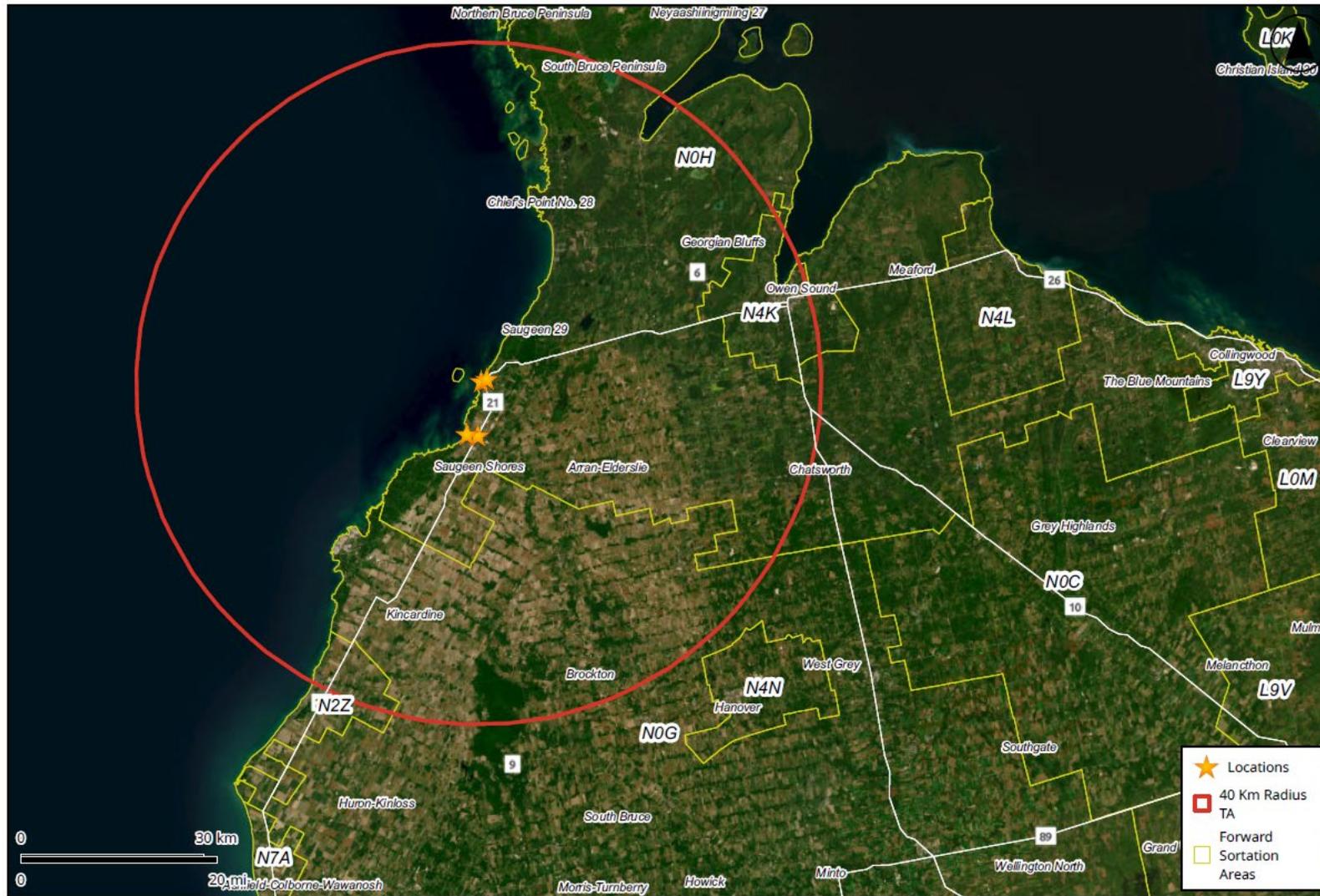
Maps

SAUGEEN SHORES GEOFENCES



Data Sources: [<https://en.environmentalanalytics.com/Envision/About/1/2025/>]
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Basemap Sources: Province of Ontario, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METINASA, USGS, EPA, NPS, USDA, NRCAN, Parks Canada Powered by Esri
Disclaimer: Scale bar is for reference only

SAUGEEN SHORES – 40 KM CONSIDERED TO BE “LOCAL VISITORS”



Data Sources: [https://en.enviroanalytics.com/Envision/About/1/2025]
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Basemap Sources: Province of Ontario, Esri Canada, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, NRCAN, Parks Canada Powered by Esri
Disclaimer: Scale bar is for reference only



Visitor Trend Analysis



Visitor Trend Analysis

In 2024, Saugeen Shores welcomed an estimated 320,000 visitors, with visitation peaking in Q3 during the high season and declining in Q1, consistent with historical seasonal patterns. Most visitors originated from Toronto and other large census subdivisions, with recent increases from London and Oakville, and a decline from Mississauga.

Family travel continues to dominate overnight stays, particularly among middle-aged and mature visitors. Key PRIZM visitor segments in Saugeen Shores—19, 21, 33, 41, and 25—represent middle-income, suburban and urban families and couples. Most visitors are aged 35–44 or 65+, reside in two- or four-person households, and are homeowners with above-average incomes (mean household income of \$164,749). They are typically well-educated professionals working in science or utilities sectors. South Asian Canadians form 9% of non-local visitors. This reinforces the importance of the Town's Welcoming Communities Action Plan and ongoing initiatives to foster a diverse and inclusive community.

VISITOR TREND ANALYSIS – JANUARY 1, 2024, TO DECEMBER 31, 2024



320.5K
Unique Visitors

5.1M
Visits

16.0
Visits
per
Visitor

218.9K (68.3%) Non-Local

1.8M (35.0%) Non-Local

101.6K (31.7%) Local

3.3M (65.0%) Local

Top PRIZM Segments by Volume of Visits



36% of Unique Visitors **61%** of Visits

Visitation Trends

- 68% of visitors are non-local; however, only 35% of visits are non-local. Local visitors (32%) make up most visits to Saugeen Shores (65%).
- The Top 5 PRIZM segments make up 36% of the unique visitors and 61% of visits, indicating a strong concentration of who is visiting the area.
- Local visits tend to originate from the N0H FSA. Non-local visits tend to be spread out among larger CSDs such as Brockton, Guelph, Toronto, Kitchener, and Waterloo.

Top 4 FSAs by Local Visits

Forward Sortation Area	Visits	% of Total
N0H	2,724,963	81.7%
N4K	285,043	8.5%
N0G	260,183	7.8%
N2Z	65,287	2.0%

Top 5 CSDs by Non-Local Visits

Census Subdivision	Visits	% of Total
Brockton, ON	129,972	7.2%
Toronto, ON	124,515	6.9%
Guelph, ON	107,788	6.0%
Kitchener, ON	97,498	5.4%
Waterloo, ON	69,792	3.9%

Demographics

- Visitors are typically aged 35 to 44 or 65+, living in households of 2 or 4 people. Younger maintainers may have children under the age of 9 at home.
- Close to 80% are homeowners, these visitors tend to earn above-average household incomes of \$164,749. They are well-educated, holding university degrees or college diplomas, and often work in sciences occupation and the utilities industry.
- Representation from racialized communities is below average (19%), with South Asian communities making up the largest share (9%). Visitors are more likely to be 2nd-generation (19%) or 3rd-generation Canadians (60%).

Media & Sports and Leisure

- Visitors are moderate to heavy TV watchers, especially drawn to sports and home renovation shows. When tuning into the radio, they listen to rock, country, and multi/variety/specialty stations, and when reading magazines, they prefer health & fitness, food, and home & garden. Newspaper readership is moderate to light, with interest in real estate listings. Internet usage is heavy, with strong engagement across all major social media platforms except Reddit.
- They attend the movies, theme and water parks, exhibition/carnivals/fairs, and sporting events. Participation in sports and leisure activities is broad, including power boating/jet skiing, baseball/softball, canoeing/kayaking, photography, and golfing.

VISITOR TREND ANALYSIS – 2024 Q1, Q2, Q3, Q4



2024 – Q1

120.9K Unique Visitors	1.1M Visits	8.7 Visits per Visitor
62.4K (51.6%) Non-Local 58.5K (48.4%) Local	345.0K (32.8%) Non-Local 707.1K (67.2%) Local	

2024 – Q2

174.3K Unique Visitors	1.3M Visits	7.7 Visits per Visitor
101.1K (58.0%) Non-Local 73.1K (42.0%) Local	452.8K (33.8%) Non-Local 887.0K (66.2%) Local	

2024 – Q3

301.9K Unique Visitors	1.6M Visits	5.2 Visits per Visitor
212.0K (70.2%) Non-Local 89.9K (29.8%) Local	660.8K (42.0%) Non-Local 911.7K (58.0%) Local	

2024 – Q4

143.5K Unique Visitors	1.2M Visits	8.1 Visits per Visitor
67.2K (46.8%) Non-Local 76.3K (53.2%) Local	321.1K (27.6%) Non-Local 842.0K (72.4%) Local	

GLOSSARY OF TERMS



- **FSA (Forward Sortation Area):** The first three characters of a Canadian postal code, used to designate a specific geographic region for mail delivery.
- **CSD (Census Subdivision):** A general term for municipalities or areas treated as municipal equivalents for statistical purposes, such as indigenous reserves or unorganized territories.
- **Local Visitor:** A visitor whose common evening location (CEL) – typically their home – is within the defined trade area, 40 KM radius.
- **Non-Local Visitor:** A visitor whose CEL is outside the defined trade area, 40 KM radius, often traveling from other cities or regions.
- **Mobilescapes 2025:** A data product by Environics Analytics that uses anonymized mobile movement data from apps and cellular networks to analyze foot traffic and visitation patterns.
 - Key Features: Combines cellular network data and app-based location data. Uses geofences (virtual boundaries) to track visits to specific areas. Data is weighted to the Canadian household population aged 15+. Updated daily, with a 10-day lag for quality assurance.
- **VisitorView 2025:** A tourism analytics solution by Environics Analytics that estimates overnight visitor activity across Canadian destinations using anonymized mobile location data enriched with third-party datasets.
 - Key Features: Tracks overnight visitors by origin (domestic, U.S., international). Provides metrics like nights spent, trips taken, and visitor counts. Integrates with PRIZM® and DemoStats for demographic and lifestyle insights. Covers geographies including CSDs, CMAs, and CDs. Uses a 40+ KM travel threshold to define overnight travel.



Overnight Stays Analysis



Overnight Stays Analysis

Visitors generated approximately 983,100 overnight stays in 2024. While total nights, visitors, and trips declined modestly compared to 2023 (-3.3%, -2.0%, and -3.5%, respectively), travel behaviour remained largely stable, emphasizing family-oriented, regional tourism.

OVERNIGHT STAYS ANALYSIS – ANNUAL OVERVIEW



Overview



Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 Timeframe:
 Date:

View by:

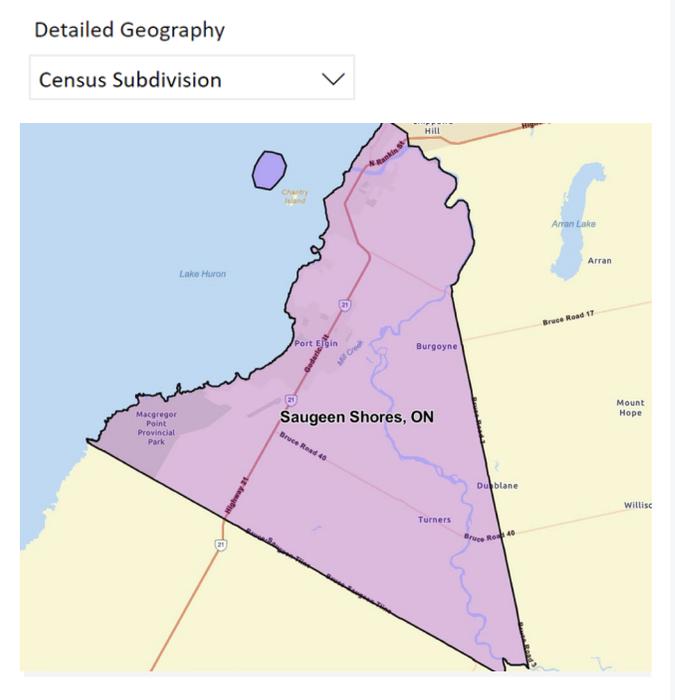
Visitors 239.2K -2.0%	Nights 983.1K -3.3%	Trips 384.5K -3.5%	Nights / Trip 2.6 +0.3%	Nights / Visitor 4.1 -1.3%
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Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	132.3K	+0.3%
Kitchener, ON (CY)	77.3K	+3.0%
Hamilton, ON (C)	69.5K	+5.8%
Guelph, ON (CY)	53.8K	-9.1%
London, ON (CY)	40.1K	-6.8%
Waterloo, ON (CY)	32.1K	-22.0%
Mississauga, ON (CY)	31.5K	-13.3%
Cambridge, ON (CY)	31.4K	+3.1%
Burlington, ON (CY)	21.8K	+5.0%
Brampton, ON (CY)	20.8K	-13.8%

Destinations by Nights

Detailed Geography	Measure	% Change
Saugeen Shores, ON (T)	983.1K	-3.3%



OVERNIGHT STAYS ANALYSIS – ANNUAL OVERVIEW



Profile



ENVIRONICS
ANALYTICS

Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 View by:
 Timeframe:
 Date:

Quick Views
 Index Range:
 PRIZM® Lifestage Groups:
 PRIZM® Social Groups:
 Top N by Nights:

Nights by PRIZM®

Destination - Saugeen Shores, ON (T) (Census Subdivision), from 5145 selected origins (Census Subdivision), 2024



Index Bar Label = SESI Code

PRIZM® - Social Groups (SG): ■ Urban ■ Urban Fringe ■ Suburban ■ Town ■ Rural

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index	% Change vs Prev. Timeframe	% Change vs Prev. Year
S3	F3	19	Family Mode	46,326	4.7%	1,064,802	2.6%	4.4%	183	+1.9%	+1.9%
F1	F2	18	Multicultural Corners	39,305	4.0%	1,223,386	3.0%	3.2%	135	-9.0%	-9.0%
U2	M1	23	Mid-City Mellow	38,831	3.9%	780,907	1.9%	5.0%	210	-6.7%	-6.7%
R1	F3	14	Kick-Back Country	37,448	3.8%	711,638	1.7%	5.3%	222	-6.1%	-6.1%
S5	F3	38	Stressed in Suburbia	33,269	3.4%	993,580	2.4%	3.3%	141	-3.6%	-3.6%



OVERNIGHT STAYS ANALYSIS – Q1 2024



Overview



Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 Timeframe:
 Date:

View by:

Visitors 31.2K +13.1%	Nights 86.6K +11.9%	Trips 40.1K +12.3%	Nights / Trip 2.2 -0.4%	Nights / Visitor 2.8 -1.0%
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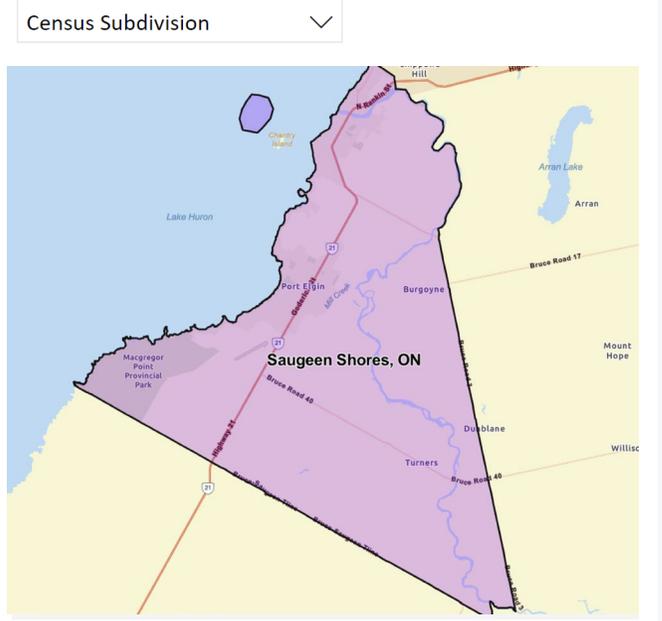
Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	14.6K	+40.0%
Hamilton, ON (C)	4.5K	+13.6%
Kitchener, ON (CY)	4.5K	+13.9%
London, ON (CY)	4.0K	+40.6%
Guelph, ON (CY)	3.0K	-0.3%
Cambridge, ON (CY)	2.7K	+80.4%
Mississauga, ON (CY)	2.4K	-31.1%
Brampton, ON (CY)	2.3K	+27.1%
Waterloo, ON (CY)	1.5K	-55.3%
Oakville, ON (T)	1.4K	+21.4%

Destinations by Nights

Detailed Geography	Measure	% Change
Saugeen Shores, ON (T)	86.6K	+11.9%

Detailed Geography



OVERNIGHT STAYS ANALYSIS – Q1 2024



Profile



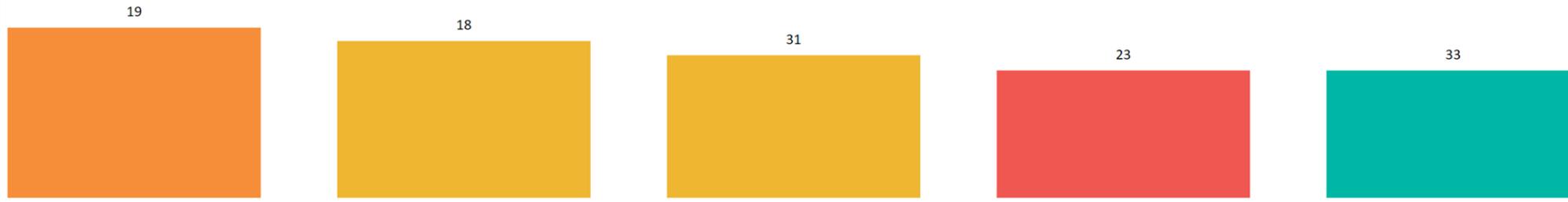
ENVIRONICS
ANALYTICS

Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 View by:
 Timeframe:
 Date:

Quick Views
 Index Range:
 PRIZM® Lifestage Groups:
 PRIZM® Social Groups:
 Top N by Nights:

Nights by PRIZM®

Destination - Saugeen Shores, ON (T) (Census Subdivision), from 5145 selected origins (Census Subdivision), Q1 2024



Index Bar Label = SESI Code

PRIZM® - Social Groups (SG): ■ Urban ■ Urban Fringe ■ Suburban ■ Town ■ Rural

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index	% Change vs Prev. Timeframe	% Change vs Prev. Year
S3	F3	19	Family Mode	3,908	4.5%	1,064,802	2.6%	0.4%	176	-31.9%	+35.9%
F1	F2	18	Multicultural Corners	3,601	4.2%	1,223,386	3.0%	0.3%	141	-29.7%	+30.8%
F3	F3	31	Metro Melting Pot	3,275	3.8%	1,227,270	3.0%	0.3%	128	+18.0%	+79.2%
U2	M1	23	Mid-City Mellow	2,926	3.4%	780,907	1.9%	0.4%	179	-35.3%	+10.7%
R1	F3	33	New Country	2,925	3.4%	605,903	1.5%	0.5%	231	-30.1%	+27.2%



OVERNIGHT STAYS ANALYSIS – Q2 2024



Overview



Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 Timeframe:
 Date:

View by:

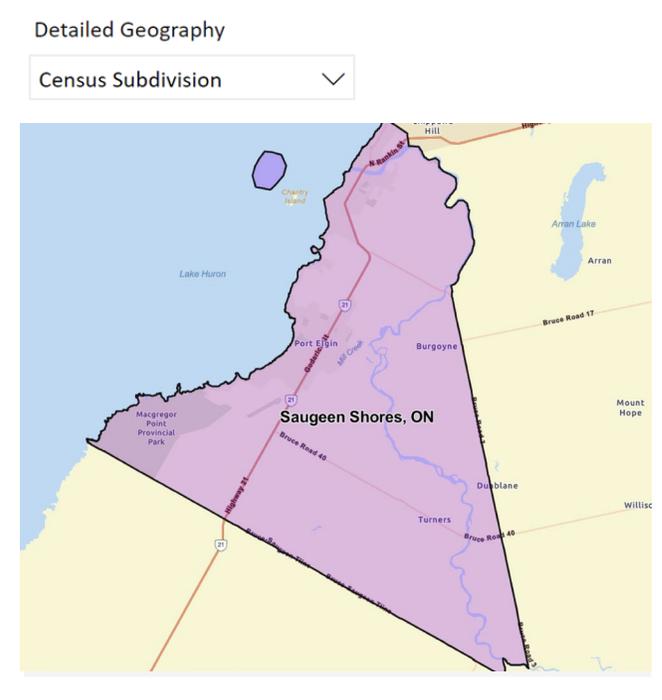
Visitors 75.4K -4.3%	Nights 262.3K -1.1%	Trips 109.1K -6.7%	Nights / Trip 2.4 +6.0%	Nights / Visitor 3.5 +3.4%
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Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	32.0K	-5.0%
Kitchener, ON (CY)	23.5K	+2.5%
Hamilton, ON (C)	17.8K	+18.4%
Guelph, ON (CY)	15.7K	-4.3%
Waterloo, ON (CY)	11.0K	-6.9%
Mississauga, ON (CY)	10.6K	+21.5%
London, ON (CY)	9.9K	-24.0%
Cambridge, ON (CY)	8.6K	+14.7%
Brampton, ON (CY)	6.4K	+9.1%
Burlington, ON (CY)	5.1K	+24.2%

Destinations by Nights

Detailed Geography	Measure	% Change
Saugeen Shores, ON (T)	262.3K	-1.1%



OVERNIGHT STAYS ANALYSIS – Q2 2024



Profile



ENVIRONICS
ANALYTICS

Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 View by:
 Timeframe:
 Date:

Quick Views
 Index Range:
 PRIZM® Lifestage Groups:
 PRIZM® Social Groups:
 Top N by Nights:

Nights by PRIZM®

Destination - Saugeen Shores, ON (T) (Census Subdivision), from 5145 selected origins (Census Subdivision), Q2 2024



Index Bar Label = SESI Code

PRIZM® - Social Groups (SG): ■ Urban ■ Urban Fringe ■ Suburban ■ Town ■ Rural

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index	% Change vs Prev. Timeframe	% Change vs Prev. Year
S3	F3	19	Family Mode	12,284	4.7%	1,064,802	2.6%	1.2%	182	+214.3%	+7.0%
F1	F2	18	Multicultural Corners	11,036	4.2%	1,223,386	3.0%	0.9%	143	+206.5%	-8.4%
U2	M1	23	Mid-City Mellow	10,315	3.9%	780,907	1.9%	1.3%	209	+252.5%	-7.3%
R1	F3	14	Kick-Back Country	10,020	3.8%	711,638	1.7%	1.4%	223	+251.2%	-1.1%
U5	Y2	52	Friends & Roomies	8,852	3.4%	1,077,507	2.6%	0.8%	130	+396.2%	+1.9%



OVERNIGHT STAYS ANALYSIS – Q3 2024



Overview



Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 Timeframe:
 Date:

View by:

Visitors 141.2K -4.1%	Nights 502.4K -7.1%	Trips 185.5K -7.6%	Nights / Trip 2.7 +0.5%	Nights / Visitor 3.6 -3.1%
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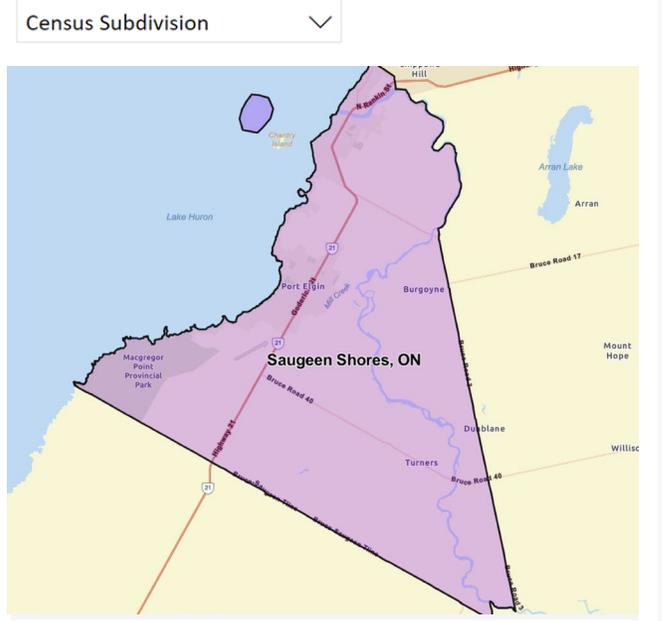
Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	66.3K	-5.9%
Kitchener, ON (CY)	40.4K	+0.4%
Hamilton, ON (C)	39.5K	-2.7%
Guelph, ON (CY)	30.2K	-15.7%
London, ON (CY)	20.1K	-6.9%
Cambridge, ON (CY)	16.6K	-7.7%
Waterloo, ON (CY)	16.4K	-28.8%
Mississauga, ON (CY)	15.6K	-22.2%
Burlington, ON (CY)	13.3K	-0.8%
Brampton, ON (CY)	9.2K	-27.3%

Destinations by Nights

Detailed Geography	Measure	% Change
Saugeen Shores, ON (T)	502.4K	-7.1%

Detailed Geography



OVERNIGHT STAYS ANALYSIS – Q3 2024



Profile



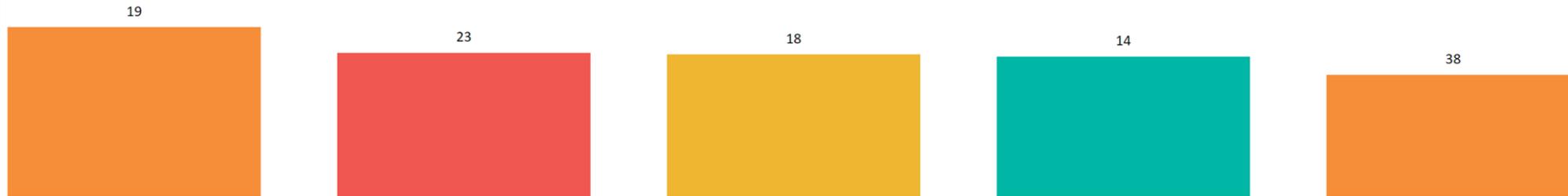
ENVIRONICS
ANALYTICS

Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 View by:
 Timeframe:
 Date:

Quick Views
 Index Range:
 PRIZM® Lifestage Groups:
 PRIZM® Social Groups:
 Top N by Nights:

Nights by PRIZM®

Destination - Saugeen Shores, ON (T) (Census Subdivision), from 5145 selected origins (Census Subdivision), Q3 2024



Index Bar Label = SESI Code

PRIZM® - Social Groups (SG): ■ Urban ■ Urban Fringe ■ Suburban ■ Town ■ Rural

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index	% Change vs Prev. Timeframe	% Change vs Prev. Year
S3	F3	19	Family Mode	24,272	4.8%	1,064,802	2.6%	2.3%	188	+97.6%	-4.4%
U2	M1	23	Mid-City Mellow	20,590	4.1%	780,907	1.9%	2.6%	218	+99.6%	-11.7%
F1	F2	18	Multicultural Corners	20,383	4.1%	1,223,386	3.0%	1.7%	137	+84.7%	-12.3%
R1	F3	14	Kick-Back Country	20,057	4.0%	711,638	1.7%	2.8%	233	+100.2%	-8.7%
S5	F3	38	Stressed in Suburbia	17,464	3.5%	993,580	2.4%	1.8%	145	+99.5%	-3.7%



OVERNIGHT STAYS ANALYSIS – Q4 2024



Overview



Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 Timeframe:
 Date:

View by:

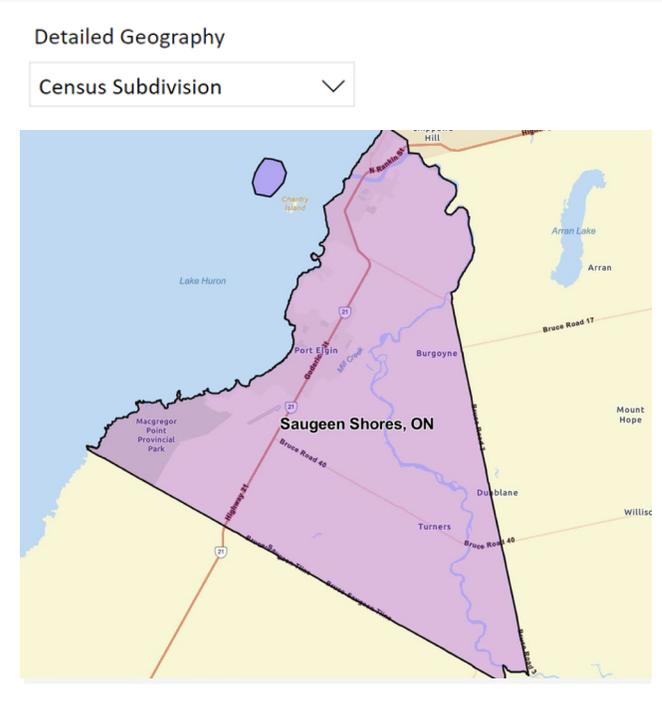
Visitors 47.4K +1.0%	Nights 131.9K -1.1%	Trips 59.9K +1.2%	Nights / Trip 2.2 -2.3%	Nights / Visitor 2.8 -2.0%
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Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	19.4K	+12.3%
Kitchener, ON (CY)	9.0K	+11.7%
Hamilton, ON (C)	7.7K	+26.4%
London, ON (CY)	6.2K	+9.9%
Guelph, ON (CY)	4.9K	+23.6%
Cambridge, ON (CY)	3.5K	+0.3%
Waterloo, ON (CY)	3.2K	+7.6%
Mississauga, ON (CY)	3.0K	-28.4%
Brampton, ON (CY)	2.8K	-24.0%
Burlington, ON (CY)	2.1K	+10.6%

Destinations by Nights

Detailed Geography	Measure	% Change
Saugeen Shores, ON (T)	131.9K	-1.1%



OVERNIGHT STAYS ANALYSIS – Q4 2024



Profile



ENVIRONICS
ANALYTICS

Destination Category:
 Destination Name:
 Origin Category:
 Origin Name:
 Measure:
 View by:
 Timeframe:
 Date:

Quick Views
 Index Range:
 PRIZM® Lifestage Groups:
 PRIZM® Social Groups:
 Top N by Nights:

Nights by PRIZM®

Destination - Saugeen Shores, ON (T) (Census Subdivision), from 5145 selected origins (Census Subdivision), Q4 2024



Index Bar Label = SESI Code

PRIZM® - Social Groups (SG): ■ Urban ■ Urban Fringe ■ Suburban ■ Town ■ Rural

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index	% Change vs Prev. Timeframe	% Change vs Prev. Year
S3	F3	19	Family Mode	5,862	4.4%	1,064,802	2.6%	0.6%	173	-75.8%	+2.2%
U2	M1	23	Mid-City Mellow	5,000	3.8%	780,907	1.9%	0.6%	201	-75.7%	+10.6%
U3	Y2	22	Indieville	4,623	3.5%	728,041	1.8%	0.6%	200	-73.1%	+23.1%
R1	F3	14	Kick-Back Country	4,518	3.4%	711,638	1.7%	0.6%	200	-77.5%	-12.5%
F1	F2	18	Multicultural Corners	4,285	3.2%	1,223,386	3.0%	0.4%	110	-79.0%	-16.4%





Visitor Spending



Visitor Spending

Economic Impact

Tourism in Saugeen Shores contributed an estimated \$15 million in direct GDP in 2024. This reflects spending in core tourism sectors including accommodation, food and beverage, retail, and recreation.

Selected Industry Impacts:

- Retail Trade – \$2.66M
- Food & Beverage Services – \$2.70M
- Accommodation Services – \$2.05M
- Arts, Entertainment & Recreation – \$0.96M

Selected Spending Impacts:

- Direct GDP – \$14.98M
- Direct Labour Income – \$7.59M
- Direct Municipal Taxes – \$160,834
- Direct Total Taxes – \$692,229



Visitor Spending

- Economic Impact of Visitor spending calculated using Stats Canada's Tourism Regional Economic Impact Model (TREIM) .
- Total visitor spending is calculated in TREIM by inputting the estimated number of visitors and their spending habits. The model takes user-provided estimates, such as the total spending in dollars, and breaks it down by visitor origin to estimate the economic impact.
- Data was calculated based on the total number of visitors to Saugeen Shores in 2024 being 239,200 with Bruce County as the reference for regional impact.
 - Stats Canada collects the total number of visitors and total spend at a County level. With that data, an average spend per visitor is calculated. The average spend per visitor was applied to the number of visitors in Saugeen Shores. Due to the similarity and cross-over of visitors throughout Bruce County, this data was a good benchmark to estimate spending directly in Saugeen Shores.
- Induced impacts of household spending are included.
- Induced impacts of business investment are included.
- Local government property tax revenue impacts are included.

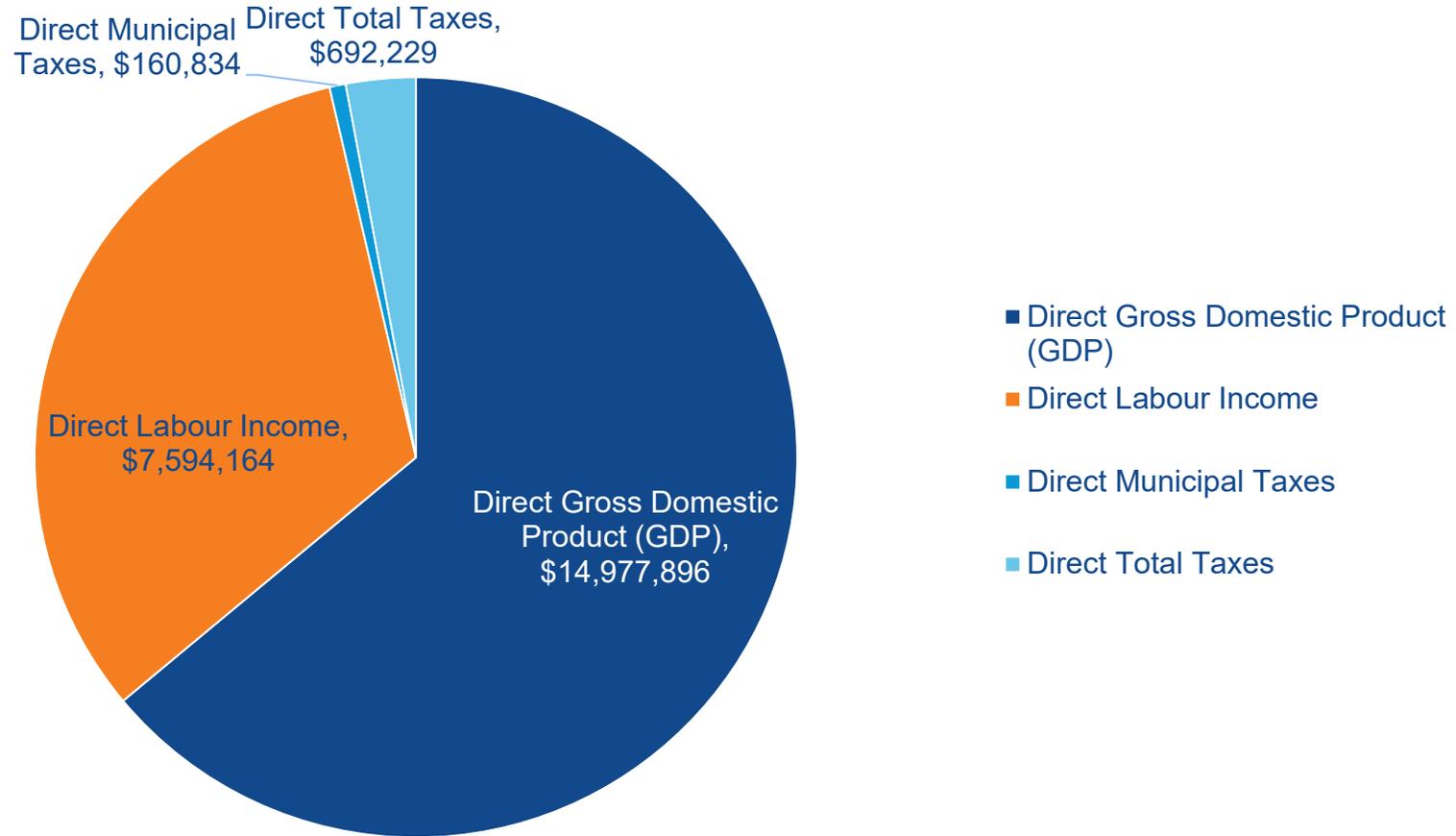
GLOSSARY OF TERMS



- **Gross Domestic Product (GDP):** value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. GDP is measured at market prices which include net indirect taxes on products. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.
- **Direct impact:** refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.
- **Municipal tax revenues:** include business and personal property and education taxes that are collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

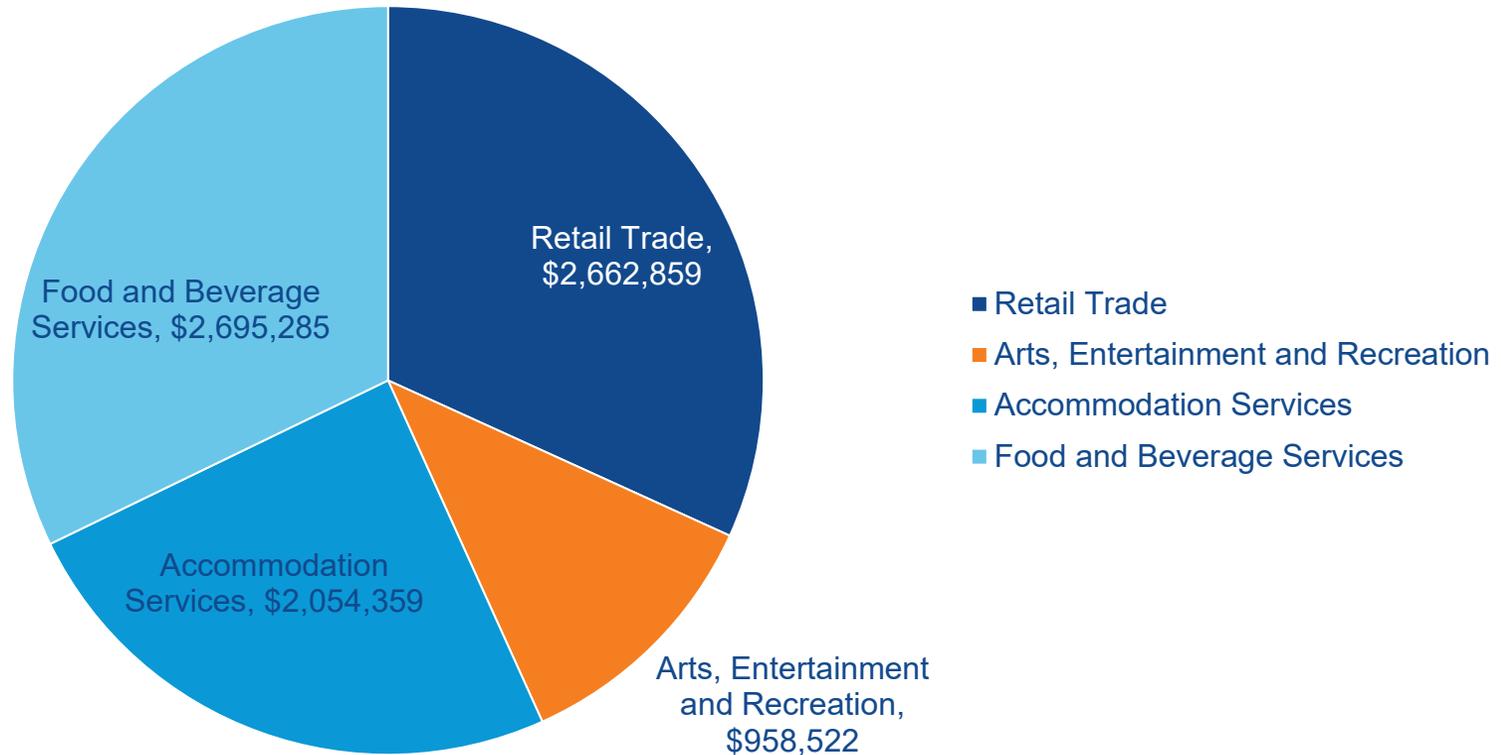


Economic Impacts of 2024 Tourism by Visitors' Spending (in dollars)





Economic Impacts of 2024 Tourism in Saugeen Shores on Direct GDP by selected industry (in dollars)





Tourism Business Profile



Tourism Business Profile

Saugeen Shores supports 1,738 total businesses, including 99 tourism-related enterprises, primarily in accommodations and food services. The sector is largely composed of independent owner-operators, with an estimated 500 short-term rental units and 1,000 hotel rooms (Statistics Canada 2023; AirDNA 2023).

TOURISM BUSINESS PROFILE



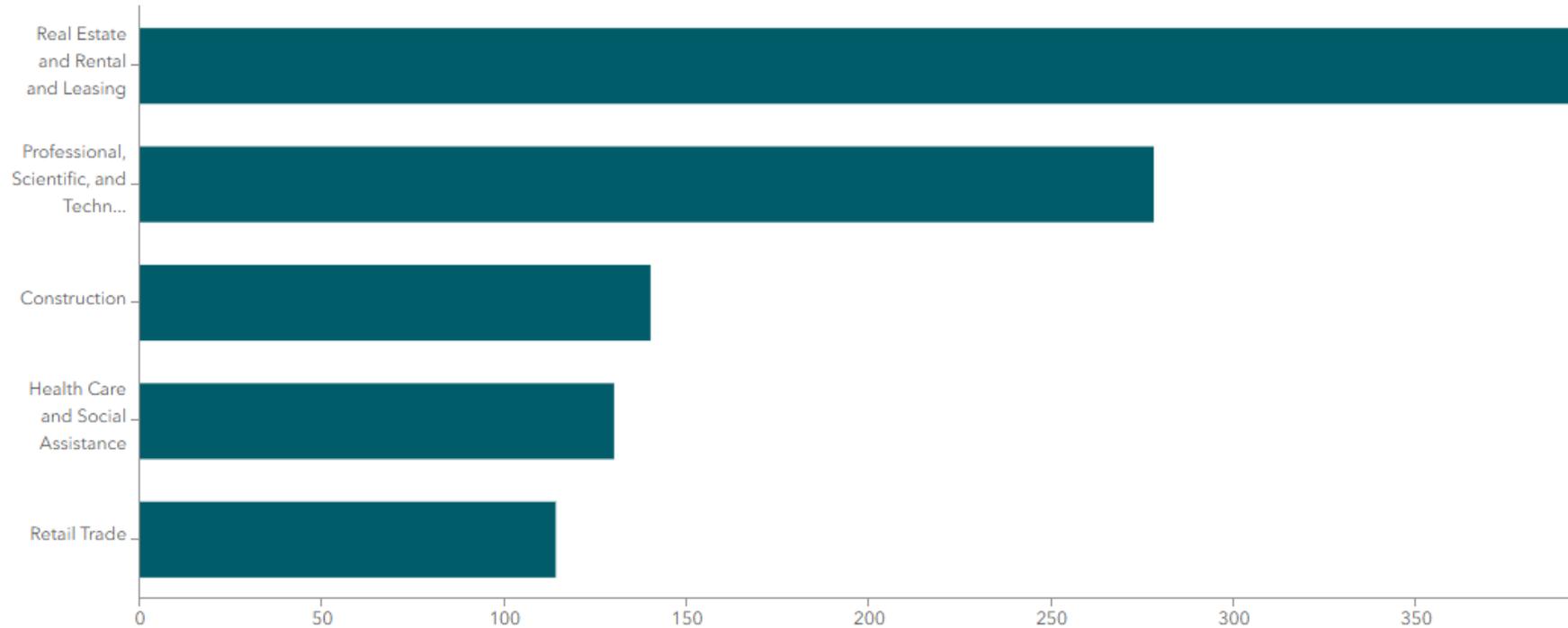
Business Landscape in the Saugeen Shores Census Subdivision

A diverse business landscape can draw corporate travelers and generate additional demand.

Total Businesses

1,738

Top Industries by Number of Businesses



TOURISM BUSINESS PROFILE



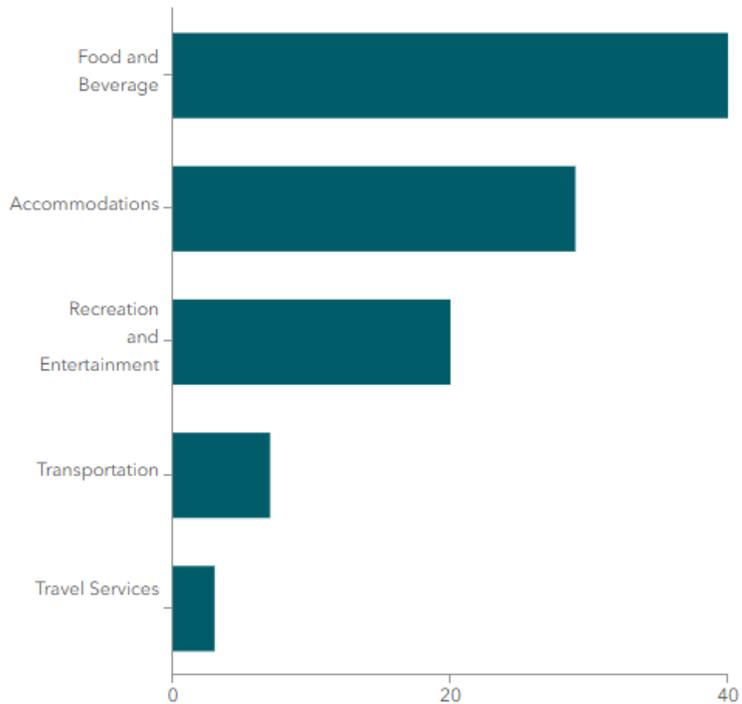
Tourism Business Mix in the Saugeen Shores Census Subdivision

Greater diversity in tourism businesses may indicate greater capacity for hosting visitors.

Total Tourism Businesses

99

Total Tourism Businesses by Industry Aggregation



Statistics Canada. Canadian Business Counts, Location Level, Custom Tabulation, December 2023



Tourism Business Size in the Saugeen Shores Census Subdivision

A healthy mix of business sizes can signal both entrepreneurial vitality and capacity to support larger-scale tourism activity.

Total Small Businesses

97

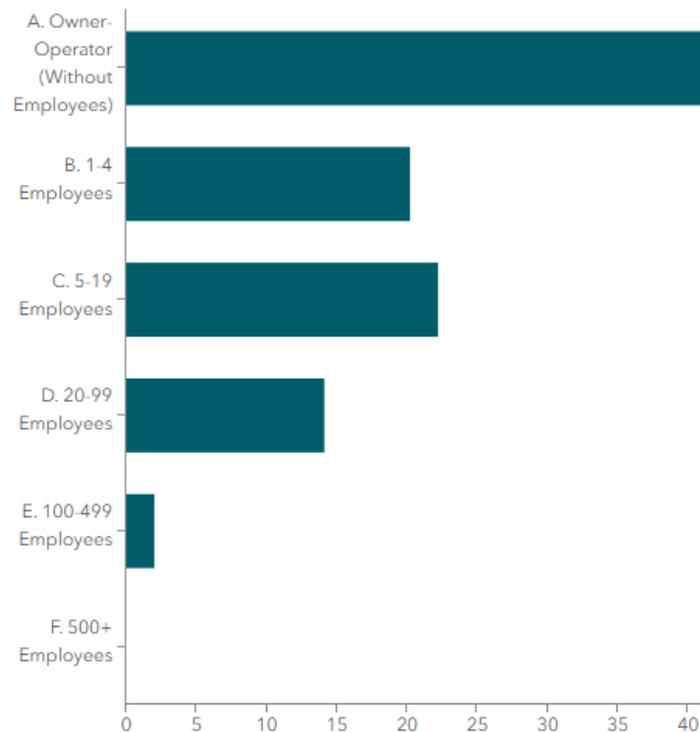
Total Medium Businesses

2

Total Large Businesses

0

Percent Share of Tourism Businesses by Size



Statistics Canada. Canadian Business Counts, Location Level, Custom Tabulation, December 2023



Accommodation in the Saugeen Shores Census Subdivision

Accommodation, including both hotels and short-term rentals, reflects a destination's ability to accommodate visitors. Higher occupancy rates and elevated room rates serve as indicators of increased demand.

Short-term Rentals

Total range: **100-499 Rental Units**

Occupancy
Rate Index

1.0

times the national average

Revenue per Room
Index

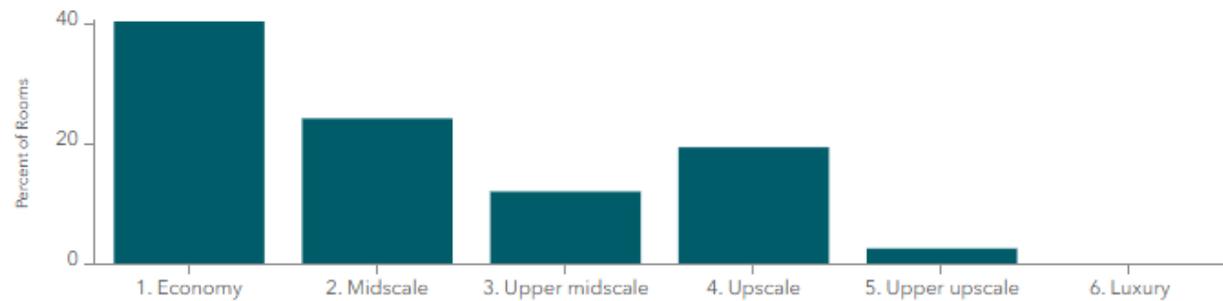
1.4

times the national average

Hotels

Total range: **500-999 Rooms**

Hotel Rooms by Service Level



AirDNA. 2023

Smith Travel Research (STR). June 2023.

Note: Number of hotel rooms is estimated based on data provided by participating hotels to STR.



Key Takeaways

The Tourism Study is expected to inform and align with the development of other Town strategies and plans, including the Economic Development Strategic Plan and the Saugeen Community Tourism Strategy proposed in 2026 with Saugeen First Nation. The data and insights generated through the Study will also enhance the Town's ability to support community organizations, business improvement areas, local enterprises, and prospective businesses and investors.

Staff intend to share the Tourism Study with Bruce County destination marketing partners, including County of Bruce Economic Development staff, RTO7, Saugeen Shores community organizations, Business Improvement Areas, as well as our local businesses. The report will help guide and align tourism campaigns and strategies in Saugeen Shores, the County, and Region.

DATA SOURCES



Environics Analytics 2025

Tourism Regional Economic Impact Model

<https://www.ontario.ca/page/tourism-regional-economic-impact-model>

Statistics Canada

<https://www12.statcan.gc.ca/census-recensement/2021/ref/dict/index-eng.cfm>

<https://community.environicsanalytics.com/hc/en-us>

Canadian Tourism Data Collective

<https://www.tourismdatacollective.ca/tourismscapes/dashboard>