

Saugeen Shores

VisitorView Analysis - Summary

- **Total nights spent in Saugeen Shores** are highest in **Q3** and lowest in **Q1**, with consistent seasonal patterns year over year
- **Toronto and larger CSDs west of Toronto** are the dominant origins of overnight stays
- **Family segments** consistently make up the majority of overnight visitors, with **mature and young segments** appearing regularly
- **Quarterly changes in nights often reverse year-over-year** (e.g., Q1 2024 +11.9%, Q1 2025 -15.9%)
- **2024 overall** saw a slight decline in nights (-3.3%), visitors (-2.0%), and trips (-3.5%) when compared to 2023
- **The top PRIZM segments** include 18, 19, and 23, each appearing in all six quarters. Segment 14 appears four times, and segments 22, 31, 33, 38, and 52 appear one or two times.
- **Recent trends** show mixed performance across CSDs, with **London and Oakville** increasing and **Mississauga** declining
- Despite fluctuations, **overnight travel remains anchored in family-oriented behaviour and regional proximity**

Saugeen Shores

VisitorView Analysis - Quarterly Reports

Overview



Destination Category
Census Subdivision

Destination Name
Saugeen Shores, ...

Origin Category
Census Subdivision

Origin Name
All

Measure
Nights

Timeframe
Quarters

Date
Q1 2024

View by
% Change vs Prev. Year

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%

Top 10 Origins by Nights

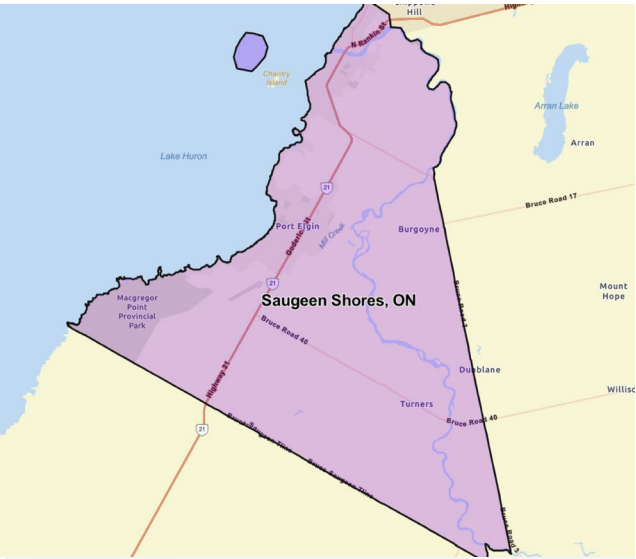
Origin	Measure	% Change
Toronto, ON (C)	14.6K	+40.0%
Hamilton, ON (C)	4.5K	+13.6%
Kitchener, ON (CY)	4.5K	+13.9%
London, ON (CY)	4.0K	+40.6%
Guelph, ON (CY)	3.0K	-0.3%
Cambridge, ON (CY)	2.7K	+80.4%
Mississauga, ON (CY)	2.4K	-31.1%
Brampton, ON (CY)	2.3K	+27.1%
Waterloo, ON (CY)	1.5K	-55.3%
Oakville,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

Destinations by Nights

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

Detailed Geography

Census Subdivision



Profile



Destination Category

Destination Name

Origin Category

Origin Name

Measure

View by

Timeframe

Date

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PRIZM® Lifestage Groups

PRIZM® Social Groups

Top N by Nights

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All ▾

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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%	

Overview



Destination Category
Census Subdivision

Destination Name
Saugeen Shores, ...

Origin Category
Census Subdivision

Origin Name
All

Measure
Nights

Timeframe
Quarters

Date
Q2 2024

View by
% Change vs Prev. Year

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%

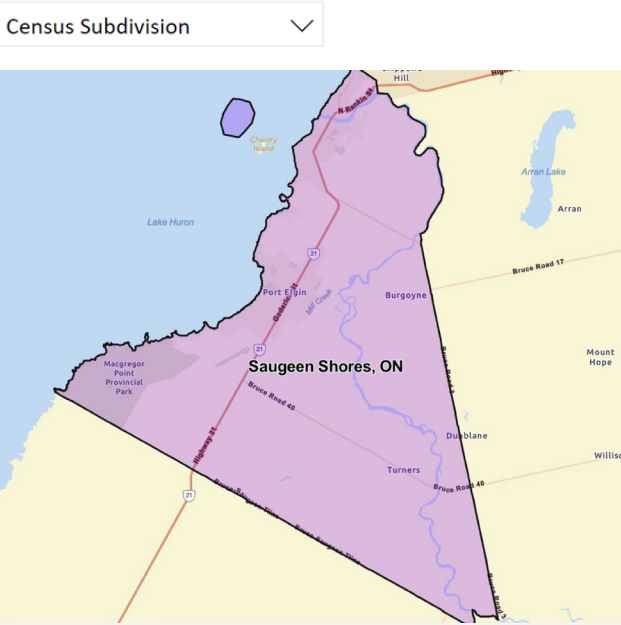
Top 10 Origins by Nights

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%

Detailed Geography



Profile



Destination Category

Destination Name

Origin Category

Origin Name

Measure

View by

Timeframe

Date

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PRIZM® Lifestage Groups

PRIZM® Social Groups

Top N by Nights

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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%	

Overview



Destination Category
Census Subdivision

Destination Name
Saugeen Shores, ...

Origin Category
Census Subdivision

Origin Name
All

Measure
Nights

Timeframe
Quarters

Date
Q3 2024

View by
% Change vs Prev. Year

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%

Top 10 Origins by Nights

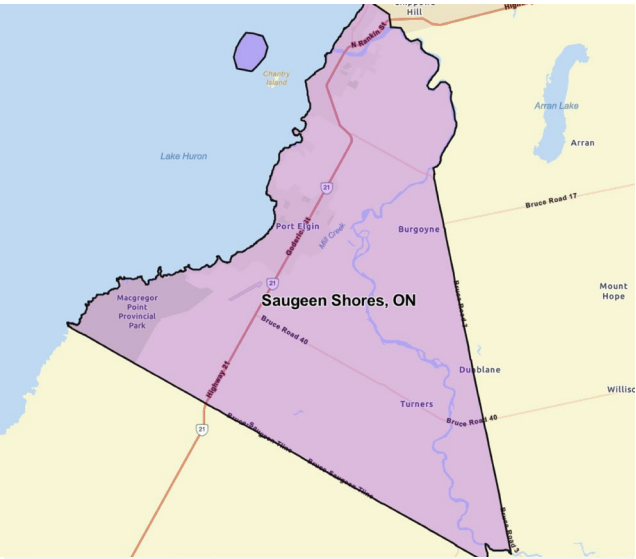
Origin	Measure	% Change
Toronto, ON (C)	66.3K	-5.9%
Kitchener, ON (CY)	40.4K	+0.4%
Hamilton, ON (C)	39.5K	-2.7%
Guelph, ON (CY)	30.2K	-15.7%
London, ON (CY)	20.1K	-6.9%
Cambridge, ON (CY)	16.6K	-7.7%
Waterloo, ON (CY)	16.4K	-28.8%
Mississauga, ON (CY)	15.6K	-22.2%
Burlington, ON (CY)	13.3K	-0.8%
Brampton,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

Destinations by Nights

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

Detailed Geography

Census Subdivision



Profile



Destination Category

Destination Name

Origin Category

Origin Name

Measure

View by

Timeframe

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PRIZM® Lifestage Groups

PRIZM® Social Groups

Top N by Nights

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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%	

Overview



Destination Category
Census Subdivision

Destination Name
Saugeen Shores, ...

Origin Category
Census Subdivision

Origin Name
All

Measure
Nights

Timeframe
Quarters

Date
Q4 2024

View by
% Change vs Prev. Year

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%

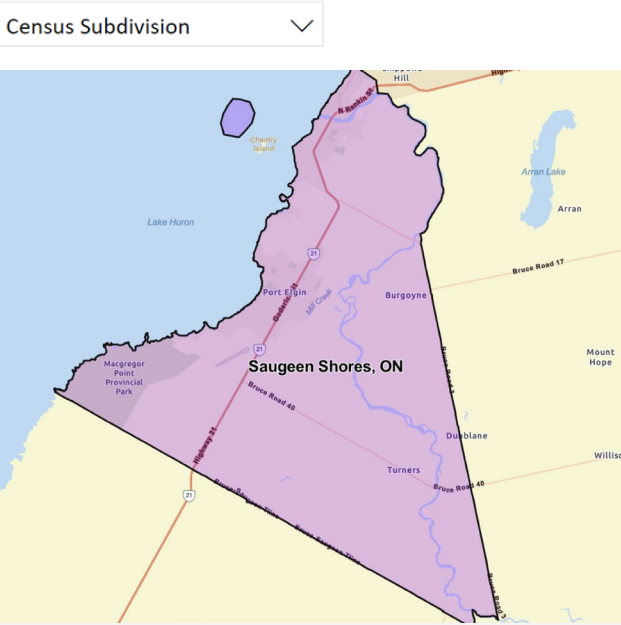
Top 10 Origins by Nights

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%

Detailed Geography



Profile



Destination Category

Destination Name

Origin Category

Origin Name

Measure

View by

Timeframe

Date

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PRIZM® Lifestage Groups

PRIZM® Social Groups

Top N by Nights

All ▾

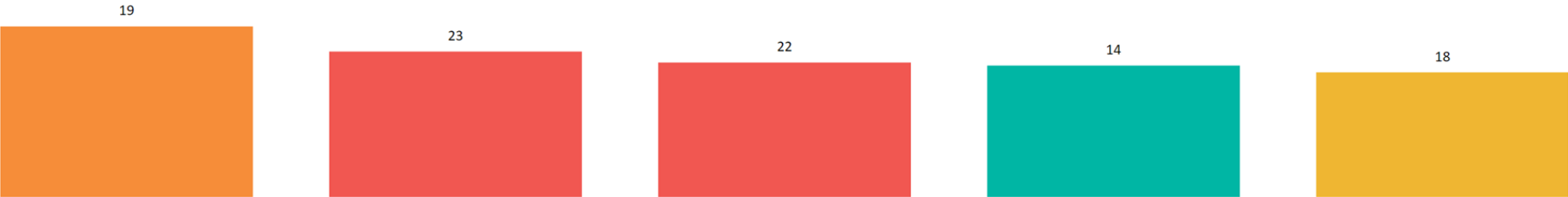
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Nights by PRIZM®

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%	

Overview



Destination Category
Census Subdivision

Destination Name
Saugeen Shores, ...

Origin Category
Census Subdivision

Origin Name
All

Measure
Nights

Timeframe
Quarters

Date
Q1 2025

View by
% Change vs Prev. Year

Visitors

26.0K

-16.7%

Nights

72.8K

-15.9%

Trips

33.6K

-16.4%

Nights / Trip

2.2

+0.5%

Nights / Visitor

2.8

+0.9%

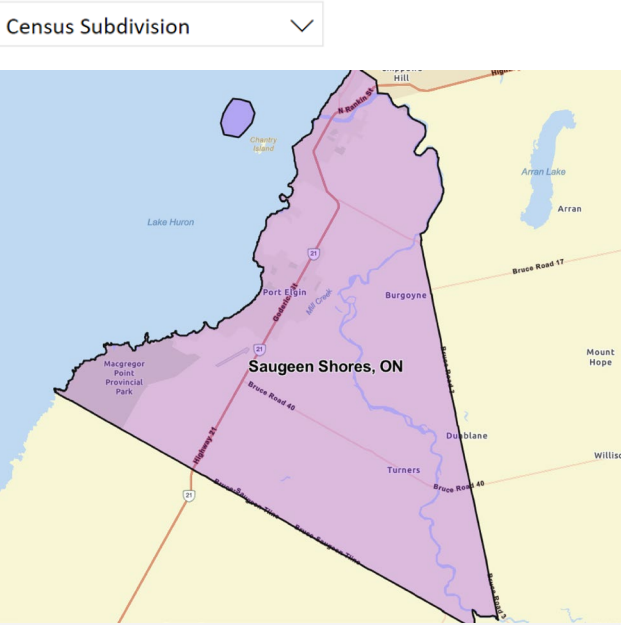
Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	11.3K	-22.7%
Kitchener, ON (CY)	4.0K	-10.5%
Hamilton, ON (C)	3.7K	-17.7%
London, ON (CY)	3.1K	-20.9%
Cambridge, ON (CY)	2.7K	-2.2%
Waterloo, ON (CY)	2.3K	+57.9%
Guelph, ON (CY)	2.2K	-25.9%
Mississauga, ON (CY)	2.1K	-13.0%
Oakville, ON (T)	2.0K	+48.6%
Brampton, ON (CY)	1.7K	-25.5%

Destinations by Nights

Detailed Geography	Measure	% Change
Saugeen Shores, ON (T)	72.8K	-15.9%

Detailed Geography



Profile



Destination Category

Destination Name

Origin Category

Origin Name

Measure

View by

Timeframe

Date

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PRIZM® Lifestage Groups

PRIZM® Social Groups

Top N by Nights

All ▾

All ▾

All ▾

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Nights by PRIZM®

Destination - Saugeen Shores, ON (T) (Census Subdivision), from 5145 selected origins (Census Subdivision), Q1 2025



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	3,105	4.3%	1,064,802	2.6%	0.3%	166	-47.0%	-20.5%	
F1	F2	18	Multicultural Corners	2,625	3.6%	1,223,386	3.0%	0.2%	122	-38.7%	-27.1%	
R1	F3	33	New Country	2,527	3.5%	605,903	1.5%	0.4%	238	-36.8%	-13.6%	
U3	Y2	22	Indieville	2,487	3.4%	728,041	1.8%	0.3%	195	-46.2%	-12.1%	
U2	M1	23	Mid-City Mellow	2,469	3.4%	780,907	1.9%	0.3%	180	-50.6%	-15.6%	

Overview



Destination Category
Census Subdivision

Destination Name
Saugeen Shores, ...

Origin Category
Census Subdivision

Origin Name
All

Measure
Nights

Timeframe
Quarters

Date
Q2 2025

View by
% Change vs Prev. Year

Visitors

81.9K

+8.7%

Nights

266.8K

+1.7%

Trips

116.5K

+6.7%

Nights / Trip

2.3

-4.7%

Nights / Visitor

3.3

-6.4%

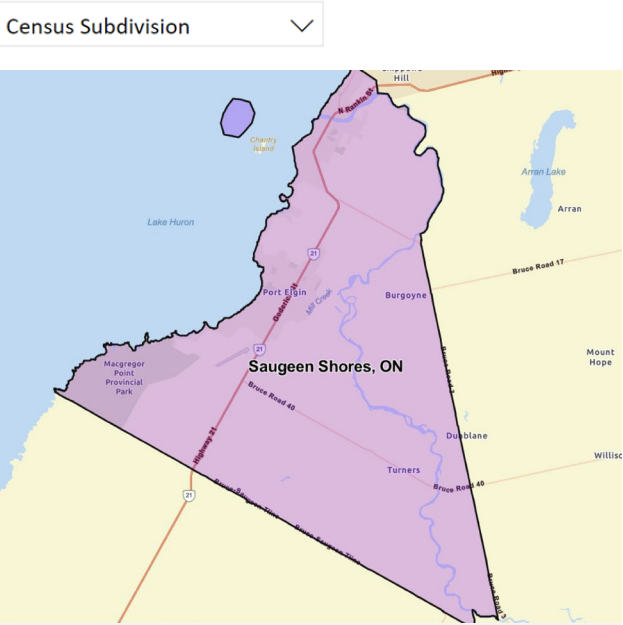
Top 10 Origins by Nights

Origin	Measure	% Change
Toronto, ON (C)	33.4K	+4.4%
Kitchener, ON (CY)	20.8K	-11.6%
Hamilton, ON (C)	17.6K	-0.9%
Guelph, ON (CY)	15.0K	-4.6%
London, ON (CY)	13.0K	+31.1%
Waterloo, ON (CY)	11.1K	+1.2%
Cambridge, ON (CY)	9.9K	+16.2%
Mississauga, ON (CY)	6.7K	-36.5%
Oakville, ON (T)	6.0K	+36.2%
Brampton, ON (CY)	5.5K	-14.2%

Destinations by Nights

Detailed Geography	Measure	% Change
Saugeen Shores, ON (T)	266.8K	+1.7%

Detailed Geography



Profile



Destination Category

Destination Name

Origin Category

Origin Name

Measure

View by

Timeframe

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PRIZM® Lifestage Groups

PRIZM® Social Groups

Top N by Nights

All ▾

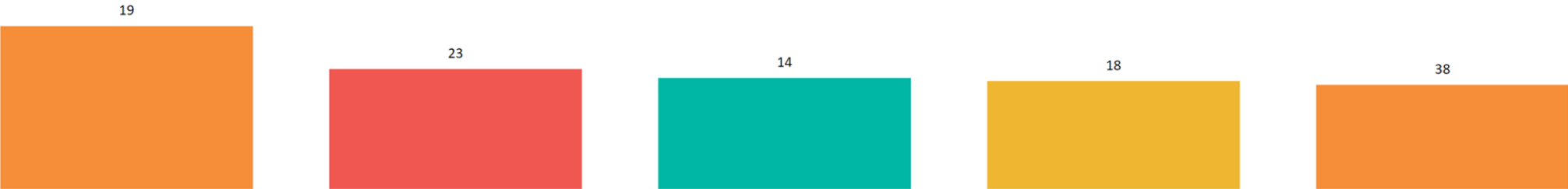
All ▾

All ▾

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Nights by PRIZM®

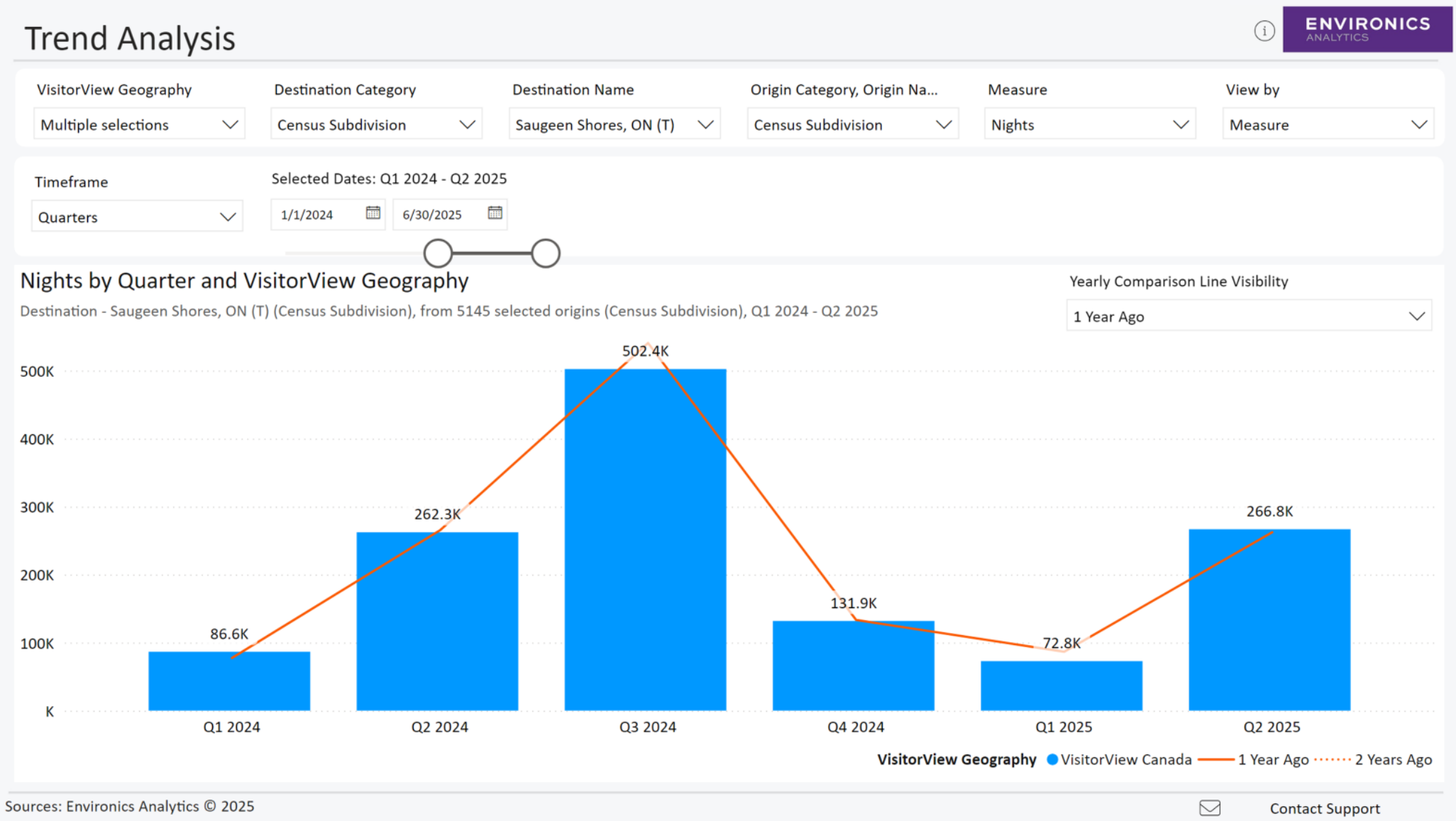
Destination - Saugeen Shores, ON (T) (Census Subdivision), from 5145 selected origins (Census Subdivision), Q2 2025

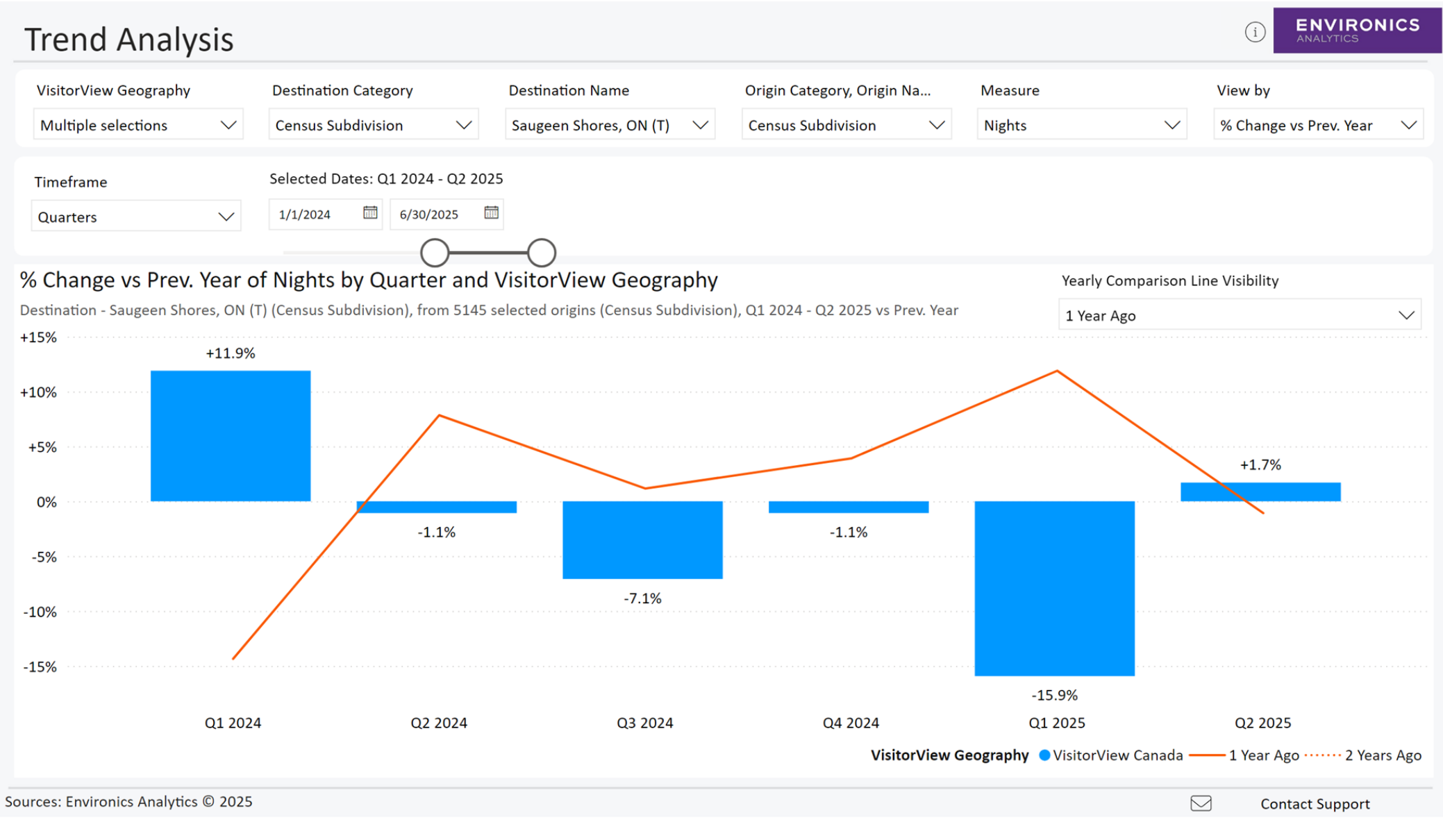


Index Bar Label = SESI Code

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	14,410	5.4%	1,064,802	2.6%	1.4%	210	+364.1%	+17.3%	
U2	M1	23	Mid-City Mellow	10,619	4.0%	780,907	1.9%	1.4%	211	+330.1%	+2.9%	
R1	F3	14	Kick-Back Country	9,832	3.7%	711,638	1.7%	1.4%	215	+345.5%	-1.9%	
F1	F2	18	Multicultural Corners	9,560	3.6%	1,223,386	3.0%	0.8%	121	+264.2%	-13.4%	
S5	F3	38	Stressed in Suburbia	9,223	3.5%	993,580	2.4%	0.9%	144	+317.9%	+5.4%	





Saugeen Shores

VisitorView Analysis - Annual Report

Overview



Destination Category
Census Subdivision

Destination Name
Saugeen Shores, ...

Origin Category
Census Subdivision

Origin Name
All

Measure
Nights

Timeframe
Years

Date
2024

View by
% Change vs Prev. Year

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%

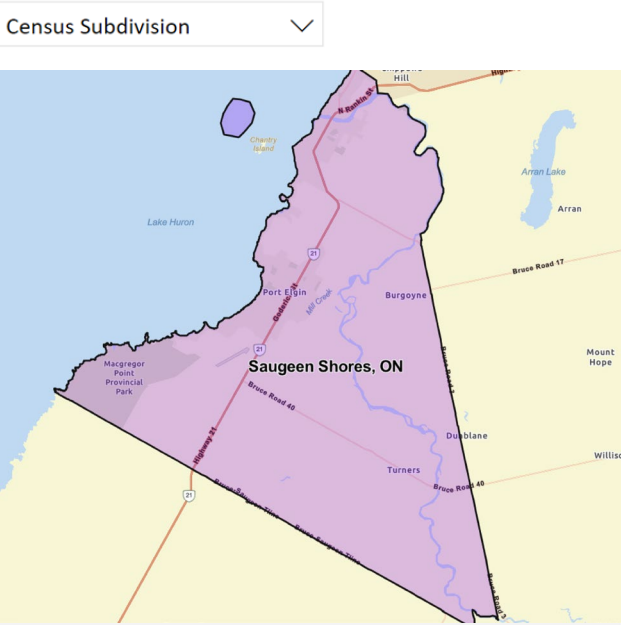
Top 10 Origins by Nights

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%

Detailed Geography



Profile



Destination Category

Destination Name

Origin Category

Origin Name

Measure

View by

Timeframe

Date

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PRIZM® Lifestage Groups

PRIZM® Social Groups

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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%	