

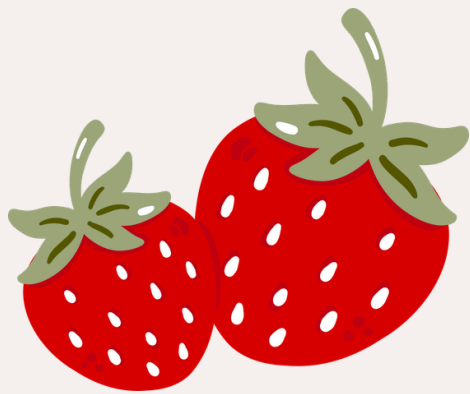
The BRONTE FARMERS' MARKET

VISITOR EXPERIENCE SURVEY SUMMARY



The 2026 Bronte Farmers' Market had a strong season, attracting an estimated **1,500+ visitors per week on average**, with attendance varying significantly based on weather.

A Visitor Experience Survey received **153 responses** and reinforces the Market's role as a valued gathering place, visitor attraction and contributor to economic activity in Bronte Village.



KEY RESULTS AT A GLANCE

1,500+

average weekly visitors, with weather a significant factor in weekly attendance

85%

likely/very likely to recommend the Market

79%

satisfied/very satisfied with their overall experience

92%

satisfied/very satisfied with the Market atmosphere

92%

satisfied/very satisfied with the vendor mix

92%

say the Market contributes to a sense of community

72%

visit other Bronte businesses during their Market trip

58%

arrive on foot

45%

satisfied/very satisfied with parking - *the lowest-rated experience factor*

A STRONG COMMUNITY EXPERIENCE

The Market atmosphere was the highest-rated aspect, with 92% satisfaction. Visitors consistently described the Market as welcoming, vibrant, enjoyable and community-oriented.

The Market is also fulfilling a broader placemaking role, with 92% saying it contributes to a sense of community in Bronte 'very much' or 'somewhat.'

STRONG VISITOR LOYALTY

The Market has developed a solid repeat customer base:

- 32% visit weekly
- 17% visit bi-weekly
- 6% visit monthly
- 28% visit a few times during the season
- Overall, 83% of respondents attended the Market more than once during the season.

QUALITY & SPENDING

Both product quality and vendor mix received 92% satisfaction, with fresh produce, baked goods and prepared foods among the most popular purchases.

Of visitors who reported spending, approximately 86% spent \$25 or more per visit, indicating meaningful purchasing activity at the Market

BENEFITS TO THE WIDER VILLAGE

Notably, 72% of visitors typically visit other Bronte businesses during the same trip, most commonly retail shops and restaurants/café's.

This reinforces the Farmers' Market's role in generating broader Village foot traffic and economic activity.





1. EXPLORE A LONGER SEASON

A recurring theme was a desire for September and fall programming, including a potential Harvest Market.

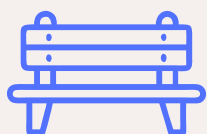
There is an opportunity to explore extending the Market's impact beyond the traditional summer season.



2. ADDRESS PARKING

Parking was the Market's clear visitor-experience challenge, with 45% satisfied/very satisfied.

A 2027 focus should include clearer parking information, signage, accessibility information and continued communication with neighbouring businesses.



3. IMPROVE COMFORT & STAY

Visitors identified opportunities for more seating and shade, which could encourage people to spend more time in Bronte Market Square.



4. STRENGTHEN CONNECTIONS WITH BRONTE BUSINESSES

With 72% already visiting other businesses, the BIA could further capitalize on this behaviour through Market-day retail promotions, restaurant partnerships and "Shop Bronte After the Market" initiatives.

PROTECT WHAT IS WORKING:

- Community atmosphere
- Quality
- Location
- Vendor experience
- Strong social media promotion

BUILD ON THE SUCCESS:

- Extended season
- Better parking communication
- More seating/shade
- Stronger business partnerships
- Curated entertainment

OVERALL ASSESSMENT

The 2026 survey confirms that the Bronte Farmers' Market is a successful and valued BIA program. Visitors want the Market to grow while preserving the community atmosphere and quality that make it successful.

With an average weekly attendance of 1,500+ visitors, strong visitor satisfaction and measurable spillover into surrounding Bronte businesses, the Farmers' Market has become an important economic, social and placemaking asset for Bronte Village.

