



# SIoux LOOKOUT

## Hub of the North

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Municipality of Sioux Lookout  
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## MEDIA RELEASE

September 26, 2024

~ FOR IMMEDIATE RELEASE ~

### **Repeat Opportunity to Participate in Tourism Infrastructure Study**

*Sioux Lookout, ON* – The Municipality of Sioux Lookout has engaged Deloitte, a leading consulting firm, to conduct a Tourism Diversification Infrastructure Enhancement Study, with completion expected in early 2025. This study aims to build on previous work by identifying strategic investments to attract visitors and new residents, thereby strengthening our labour force and enhancing community vitality.

Deloitte's consulting team has already completed background research, including a comprehensive review of past studies, best practices, and emerging trends relevant to Sioux Lookout. In recent weeks, the team has actively conducted market research, involving stakeholder interviews, surveys, and focus groups. On July 18<sup>th</sup>, a virtual open house was hosted to further engage with the community. The Municipality is working closely with Deloitte to integrate all research, data, and community feedback to ensure a thorough and actionable final report.

In an effort to gather broad community input, the Municipality distributed postcards via Canada Post to every household in Sioux Lookout and Hudson, containing a link to a survey on recreational needs and priorities. However, it has come to our attention that some postcards were mistakenly placed in flyer boxes rather than individual mailboxes, leading to many residents missing the survey.

To address this, we are extending the survey deadline until end of day October 14th, 2024 and will be redistributing postcards to ensure every resident has an opportunity to participate. If you have already completed the survey, please disregard the new request for input. The Deloitte team will implement review mechanisms to filter out duplicate responses. For residents whose cards are returned to us, they will be available for pick-up at the Customer Service desk at the Municipal Office. If you do not receive your postcard please stop by or email [customerservice@siouxlookout.ca](mailto:customerservice@siouxlookout.ca) to receive the link and a PIN.

Your feedback is vital in shaping the future of Sioux Lookout's tourism and recreational infrastructure. We encourage all residents to participate in this important initiative.

For more information about this project visit our website: <https://slkt.me/TourismStudy>

**VISITORS** to Sioux Lookout can also participate by completing this survey:  
<https://deloitte-survey.com/2024siouxlookoutvisitorsurvey>

The visitor survey is intended for **non-residents** who visit Sioux Lookout for work, healthcare, services, or tourism and recreational opportunities such as tournaments, fishing, and events.

***About Sioux Lookout:***

*The Municipality of Sioux Lookout is a vibrant community nestled in the heart of Northwestern Ontario. Renowned for its natural beauty and rich cultural heritage, Sioux Lookout serves as a hub for commerce, recreation, and wellness, offering an unparalleled quality of life for residents and visitors alike.*

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**For more information, please contact:**

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