



Tourism Diversification Program

FALL 2023

FREQUENTLY ASKED QUESTIONS

1. What is Tourism Saskatchewan's role in the Tourism Diversification Program?

This program exists to support and facilitate the diversification of tourism businesses by either developing new experiences, expanding seasonal operations and/or attracting new markets for [Market-Ready](#) Saskatchewan businesses. Tourism Saskatchewan will adjudicate and work with the successful applicants through their development process.

2. What are some project examples for each funding stream?

New Market(s) – Attract new market for currently operating tourism business infrastructure. Maximum \$30,000 available. Project examples:

- A northern resort, traditionally catering to hunters, upgraded existing lodgings by incorporating indoor washroom facilities to appeal to a new market, like families and couples, thereby expanding the resort's customer base.
- A fishing outfitter added kitchenettes to existing cabins to attract a new market of fully independent travelers year-round.

Seasonal Usage Expansion – Assist businesses to expand seasonal usage of both current and new tourism infrastructure. Maximum \$30,000 available. Project examples:

- A resort retrofitted cabins by adding heating systems and insulation to expand seasonal operations from Summer only to year-round.
- A campground built fixed-roof accommodations to cater to visitors year-round.

New Experiential Product Development – Assist in the creation of new experiential product(s) for established tourism businesses. Maximum \$40,000 available. Project examples:

- A tourism operator purchased new equipment needed to create a guided kayak/canoe tour experience with overnight camping.
- A tourism business constructed new accommodations featuring transparent domed roofs, providing guests with a unique overnight stay experience.

3. What is the difference between creating a package and developing an experience?

A package would include at least two components of a visitor's travel arrangements. Those components could be: accommodation, food/beverage, activity and/or transportation elements. The elements of a package can be offered by one business or a partnership between several businesses to deliver all of the package components. A package would be offered as a single-point-of-purchase for the guest.

An experience differs from a package in that it enhances a visitor's stay by engaging all of the senses in an authentic, memorable way, often including hands-on activities where guests learn "by doing" with a local expert or service provider. Experiences often involve connecting with locals, immersion into the local culture, enjoying local food and drink and exploring the local geography and places of interest. An experience would be offered as a single-point-of-purchase for the guest and would encompass accommodations, food/beverage, activities and transportation as part of an all-inclusive offer.

4. How much time do I need to dedicate to completing this application?

This application is robust and requires a significant amount of preparation time as well as having to dedicate some time to research and possibly form new partnerships. Our best advice is to NOT leave this application until the week before the closing date; give yourself at least two weeks to work through the process and allow an adequate amount of time to follow-up with Tourism Saskatchewan on any sections or questions that you need clarification on.

5. How does a business know if it is market--ready?

Please read Tourism Saskatchewan's [Industry Categorization Criteria](#) to learn more about the different stages of classification. Refer to the contact details below should you require further clarification from Tourism Saskatchewan.

6. After I submit my application, when will I hear if I was successful?

Two months (or less) after the closing of the intake process you will hear back from Tourism Saskatchewan as to whether your application was successful or not.

Tourism Saskatchewan then follows up with the successful applicants to develop a contract that will outline deliverables, funding amounts and timelines.

7. Why is my business/organization required to provide a 30 per cent minimum equity contribution?

It is important that all applicants make a financial investment to demonstrate their commitment to the project. The final product will belong to the applicant and, therefore, contributing to the project with a financial commitment will help ensure long-term sustainability.

8. Will this funding program be available again in the future?

This is currently the eighth intake for this funding program. The program is evaluated for effectiveness after each adjudication process. The program is solely at the discretion of Tourism Saskatchewan and subject to appropriations.

9. What is the timeframe for completion for proposed projects?

Each project will be different; refer to the current Program Guidelines document to verify the current intake dates and timeframes.

10. How do I determine if my organization/association is in “good standing” with Tourism Saskatchewan?

Upon receipt of the program applications, Tourism Saskatchewan will check internally to ensure that your business is in good standing with all our programming and reporting procedures and does not currently have any outstanding debt with Tourism Saskatchewan.

11. How will my application be scored?

Refer to the Application example on this [page](#); the scoring for each question is indicated on this document and will also be available during the online application process. The application process is highly competitive with more applications than the annual budget can support. Applications that address a fully inclusive experience will be scored higher than an application that proposes to develop a single-day package with only two elements.

12. If I have a current contract open under Tourism Saskatchewan’s Tourism Diversification Program, can I apply again?

No. An applicant must have completed the first contract in its entirety before they are eligible for additional funding through either of these programs.

13. My business does not meet the eligible criteria, are there other programs or assistance that can be accessed through Tourism Saskatchewan?

Contact Industry Development Consultants to discuss further:
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