



Tourism Development Program (TDP)

2024-2025

FREQUENTLY ASKED QUESTIONS (FAQs)

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

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

2. What is a tourism experience?

A tourism experience enhances a visitor's stay by engaging all 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, recreation and entertainment activities, and transportation, as part of an all-inclusive offer.

3. 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.

4. 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.

5. Why is my business/organization required to provide an 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.

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

The program is regularly evaluated for effectiveness after each adjudication process. The program is solely at the discretion of Tourism Saskatchewan and subject to appropriations. The program will remain open to applications until all funds have been committed.

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

Each project timeline will be different; refer to the current Program Guidelines document to verify the timeframes for completion.

8. 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.

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

No. An applicant must have completed their first funded project, including the required reporting, before they are eligible to apply for additional funding.

10. 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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