



Canadian Signature Experiences (CSE) Application Information and Protocol

1. Tourism operators interested in learning more about the CSE program and the application process should first consult DC's [CSE website](#), which includes links to a CSE Backgrounder, CSE Program Eligibility Criteria, Export-Ready Criteria, current CSE members and the CSE Application Guide.
2. If you feel that your experience meets the program criteria as outlined in DC's CSE Program Eligibility Criteria document, take the CSE Pre-qualifying Quiz to determine if your business is ready for the CSE program.
 - a. If you answered "Yes" to all of the questions on the CSE Pre-qualifying Quiz, forward a signed copy of the quiz to the Tourism Saskatchewan travel trade contacts previously identified to indicate your interest in the program and request your application form.
 - b. If it is determined that your experience is a fit for the CSE program and your business satisfies the established eligibility criteria, an application form will be forwarded to you.
 - c. If you answered "No" to any of the questions on the quiz, your business is not ready for the CSE program at this time. Tourism Saskatchewan's travel trade consultants are available to discuss your experience and current export-market readiness. They can also offer guidance on how you might work towards meeting the CSE criteria, working with the travel trade and relevant training opportunities available to you.
3. Complete the CSE Application Form. Tourism Saskatchewan's travel trade contacts are available to assist you with the application process and answer any questions you may have. Consult the [CSE Applicant's Guide](#) for further information.
4. Submit your completed CSE Application Form to Tourism Saskatchewan's travel trade consultants for evaluation.
 - a. If your application is reviewed favourably, Tourism Saskatchewan will recommend your application to DC for approval. Tourism Saskatchewan and DC will conduct a final review of the application and render a decision. Please allow up to six weeks for a decision to be made.
 - b. If Tourism Saskatchewan determines that your application does not meet the CSE program criteria, it will not be forwarded to DC. Tourism Saskatchewan will provide constructive feedback and may assist operators with refining their application.
5. DC will notify successful applicants that they have been conditionally approved, and will enter into a Conditional Acceptance phase in order to ready the tourism operator for success within this program.
6. Once the requirements for Conditional Acceptance have been met, the applicant's acceptance into the CSE collection will be confirmed by DC, and will remain confidential until DC issues a formal announcement to

industry. Refer to the [CSE Application Guide](#) for the list of requirements to be met during the Conditional Acceptance Period.

7. DC will announce the new CSE member in consultation with Tourism Saskatchewan. Prior to the announcement, DC will create a webpage for the CSE to be posted on DC's Canada Keep Exploring Website, prepare the announcement and coordinate communications with the PMO and tourism operator, and arrange translation of materials.