



Tourism Product Diversification and New Market Development Program

FALL 2020

FREQUENTLY ASKED QUESTIONS

1. What is Tourism Saskatchewan’s role in the Tourism Product Diversification and New Market Development Program?

Tourism Saskatchewan developed the program with the aim of supporting and facilitating the development of new experiences and/or new markets for an established tourism product. Tourism Saskatchewan will adjudicate and work with the successful applicants through their development process.

2. How does a business or destination know if it is market- or export-ready?

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

3. Will this funding program be available next year?

This is currently the second intake for this funding program and is evaluated for its effectiveness after each adjudication process. The budget available to administer this program through Tourism Saskatchewan is also always taken into account.

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

Each project will be different, but the maximum timeframe for project completion will be two years.

5. 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 of our programming and reporting procedures, and does not currently have any outstanding debt with Tourism Saskatchewan.

6. What if I cannot incorporate all of the required elements (under “Project Requirements”) outlined in the Program Guidelines?

If your application does not meet all of the required elements, as outlined, you will not be eligible for funding through this program. Contact the program manager, Denise Stroeder at 306-787-2825 or denise.stroeder@tourismsask.com for more information.

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

Contact the program manager, Denise Stroeder at 306-787-2825 or denise.stroeder@tourismsask.com for more information.

9. How will my application be scored?

Every section within the application is important, please make sure you answer each question to the best of your ability.