



Experience Activator Program





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The Awn Tourism Program is a collaborative initiative undertaken jointly by Tourism Development Fund and Lendo. The program's primary objective is to provide support and empowerment to micro and small tourism enterprises. Its core focus lies in enhancing the growth and development of these enterprises through tailored and bespoke financial solutions. By doing so, the program makes a significant contribution to the advancement of the tourism sector and overall economic progress of the Kingdom.

Targeted category



1

**Tour organizers and
providers of tourist
excursions**



2

Tourist activities



3

Tourist guides



4

Travel agents



5

Event organizers



6

**Tourist cultural
products**



Objectives of program



Promoting and supporting small and micro-scale tourist enterprises



Offering services and experiences related to the tourism sector




Increasing the number of tourist entities benefiting from the program in the Kingdom.



The project financing coverage can reach up to

70%



The business owner must contribute at least 30% of the total project cost.

Minimum and maximum financing limit



The minimum financing limit is 10,000 Saudi riyals.



The maximum financing limit is 1,000,000 Saudi riyals



No guarantor is required





Features of Experience Activator Program

- Financing new or existing entities.
- Flexibility in payment installment.
- Easy steps to apply through the Tourism Investment Portal.



Requirements

Please attach
copies of the
following
documents:



- Copy of the commercial registration, with the Unified National Commercial Registration Number, starting with 7.
- Copy of the main commercial registration if the commercial registration is a branch.
- Copy of the owner's/owners' national ID.
- Copy of the owner's/owners' curriculum vitae.
- Copy of the Value Added Tax certificate.
- Copy of the Saudization certificate.
- Copy of the establishment's national address.
- Copy of the company's articles of association and shareholders' resolutions (legal documents in case of a company).
- Copy of the Nitaqat certificates.
- Copy of the activity license.
- Copy of the Social Insurance certificate.
- Copy of the bank account statement.
- Copy of the business plan.



To apply

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