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Become a Certified Tourism Ambassador!

The Visit Anaheim Certified Tourism Program embarks on its 17th year, marking a milestone in its ongoing commitment to excellence. In the past 16 years, we have successfully certified 5,000+ CTAs, and the program experiences continuous growth with each passing year!

The CTA Program Objective:

- Inspiring front-line and behind-the-scenes hospitality staff and volunteers to transform every interaction into a positive experience, with the goal of boosting regional tourism in Anaheim and Orange County.
- The Certified Tourism Ambassador™ (CTA) program is an industry-recognized certification that strategically aligns a community's people infrastructure — destination leaders, stakeholder businesses and the tourism front-line — to strengthen tourism and deliver quality experiences for visitors and locals.
- Administered at the local level and accredited through the Tourism Ambassador Institute®, CTA is the exclusive program that provides an official designation (e.g., John Sample, CTA) to individuals across various roles—from mayors and general managers to drivers, waiters, front desk employees, and more. It recognizes individuals who are passionate about their destination and seek strategic connections at every level.
- **Next Class is Tuesday, June 17th *To register, please contact Barbara McClelland**

Questions? Please contact Barbara McClelland, CTA Program Manager at bmccllland@visitanahaim.org