Front-line employees and residents who interact with visitors help support and ensure the success of the local economy. Visitors and people looking to relocate to our area who have a positive experience are more likely to stay longer, return for another trip, and tell family and friends about Cheyenne and surrounding towns.

The Certified Tourism Ambassador (CTA) Program gives front-line employees the tools and resources they need to be ambassadors for the great community in which we live and work.

A 4-hour in-person class or 2.5-hour web-based class are a fun, interactive way to gain more knowledge of the area and enhance your ability to assist visitors and locals alike.

For class dates and enrollment visit
ctanetwork.com/ Become-A-CTA/Sign-Up-Enroll

A program offered through

VISIT CHEYENNE

Visit Cheyenne
121 W. 15th Street, Ste. 202
Cheyenne, WY 82001
307-778-3133   cheyenne.org

DEC23

Cheyenne AREA
TOURISM AMBASSADOR PROGRAM
Visit Cheyenne

The Cheyenne Area Tourism Ambassador Program is a multi-faceted program that serves to increase tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience.

When visitors have a positive experience, they are more likely to return and share their experience with others.

Everyone benefits — visitors, the industry, the local economy, and most importantly, front-line workers.

Why Choose the Cheyenne Area Tourism Ambassador Program?

EMPLOYERS

The Cheyenne Area Tourism Ambassador Program teaches hospitality professionals and volunteers best practices to ensure they understand their role in boosting tourism in the area. Certified Tourism Ambassador™ (CTA) programs help staff increase their knowledge of the county and enhance their confidence in providing answers and resources to a variety of visitor questions. They also provide an opportunity for certified employees and volunteers to meet and collaborate with their peers, share experiences, learn from one another, and work to create a positive visitor experience.

EMPLOYEES

What separates the Cheyenne Area Tourism Ambassador Program from other training programs is that it's a nationally recognized certification, not just training.

Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind that person's name to denote their commitment to their profession, e.g., Jane Smith, CTA. The CTA logo may also be used on your website, business card/communications with approval, to further express your commitment to excellence.

Cheyenne's CTA program is offered as a 4-hour in-person class or a 2.5-hour online class.

CLASS MODULES

1: The Power of Tourism
2: Discovering Laramie County
3: Knowing, Finding, and Using Resources
4: Exceeding Customer Expectations

The curriculum is delivered through reading assignments and in-class participation.

PROGRAM REQUIREMENTS

Every certification program requires successful completion of the core curriculum. The following recaps the requirements to earn the CTA designation:

- Complete required reading and learning assignments. Reading material is sent out 2 weeks prior to the class date.
- Attend a 4-hour in-person, or 2.5 hour online, classroom session.
- Complete an open book exam at the end of the session.
- Upon successful completion, participants will earn a CTA designation and receive a CTA certificate and lapel pin. An annual renewal process of certification is also necessary to maintain your certification.

Program Benefits

- Build valuable skills
- Career advancement
- Networking opportunities
- Receive frequent tourism updates on events, etc.
- Provides meaningful credential

Cost/Renewal

There is a one-time, non-refundable, non-transferable application fee of $30, and an annual renewal fee of $15 for the early-bird fee. In addition to the renewal fee, CTAs must log 50 CTA points throughout the year, earned through a variety of activities.

Class Schedule/Enrollment

For a class schedule and online enrollment, go to **ctanetwork.com/Become-A-CTA/Sign-Up-Enroll**. If you have any questions, don't hesitate to contact us at 307-778-3133.