

NATIONAL CERTIFICATION

Going well past training, the *Certified Tourism Ambassador*™ Program is a national certification and a respected professional achievement. Upon completion of the program, you join the **15,000+ CTAs nationwide** who have received this designation, and can proudly indicate your professional commitment.

As an accredited provider, Experience Columbus administers the official *Certified Tourism Ambassador*™ designation on behalf of the *Tourism Ambassador Institute*®, the national oversight body for the certification program.

When you become a CTA, you'll have the tools and knowledge necessary to create a memorable visitor experience, and you'll reap the benefits:

- **Meaningful accreditation**
- **Valuable skills**
- **Improved knowledge of the Columbus Region**
- **Industry information and updates**
- **Networking with peers**
- **Opportunities for career advancement**



CTAs wear their pin with pride, striving to exceed customer expectations every day.



For more information on the Greater Columbus Tourism Ambassador Program, visit joinuscolumbus.com or contact:

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Welcome to the Greater Columbus Tourism Ambassador Program

TOURISM IS BIG BUSINESS

The tourism industry generates revenue for vital city and county needs. **In fact, local, state and federal tax revenue generated by visitors to Franklin County is estimated at \$1.25 billion**, providing millions in support to local human services, economic development and the arts.



A positive experience is critical to impact the future number of visitors, how much they spend and their intention to return.

The objective of the *Certified Tourism Ambassador*™ (CTA) program is to **foster a destination-wide culture of quality service and a welcoming citizenry**. As part of the program, frontline employees, ambassadors and volunteers improve their knowledge of the region, craft answers to frequently asked visitor questions, interact with peers, share best practices and develop a better understanding of their role in increasing tourism.

PROGRAM COMPONENTS



PROGRAM CURRICULUM

Delivered through a reading assignment and in-class participation:

- Module 1: The Power of Tourism
- Module 2: Discovering Greater Columbus
- Module 3: Knowing, Finding, Using Resources
- Module 4: Exceeding Customer Expectations

PROGRAM REQUIREMENTS

The certification program requires successful completion of a core curriculum. The requirements to earn the CTA designation are:

-  ☐ Complete required reading
- ☐ Complete learning assignments within reading
-  ☐ Attend half-day classroom session
- ☐ Complete open-book examination (during half-day session)

Upon successful completion, participants will earn the *Certified Tourism Ambassador*™ designation and receive a CTA certificate and lapel pin. An annual renewal process is necessary to maintain certification.

PROGRAM COST

There is a one-time non-refundable, non-transferable application fee of \$34 per person and an annual renewal fee of \$20 per person until Oct. 31, increasing to \$29 on Nov. 1.

For additional information, access to the class schedule and to register, visit CTANetwork.com.

VISION

Greater Columbus recognizes the value of tourism and is dedicated to promoting the region as a premier destination with a commitment to the visitor experience.



GREATER COLUMBUS: ENHANCING THE VISITOR EXPERIENCE

It's everyone's job to make it easy to love Columbus. The *Experience Dedicated® Destination* (EDD) program is aimed at creating a positive experience at every visitor touch point to encourage repeat business, increase new visitors and boost visitor spending. The Greater Columbus Tourism Ambassador Program is part of this initiative.

To find out more, visit joinuscolumbus.com.

JOIN US

Have fun and make a positive difference in how visitors experience our community. To learn about volunteer opportunities at arts events, festivals, sports events and more, visit joinuscolumbus.com/volunteer.

Volunteers are encouraged to participate in the Greater Columbus Tourism Ambassador Program to become Certified Tourism Ambassadors™.