

TOURISM AMBASSADOR
COLUMBUS



LIVE LIKE A PROUD LOCAL.

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

PROGRAM COMPONENTS

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 and Using Resources

Module 4: Exceeding Customer Expectations

REQUIREMENTS

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

- Complete required pre-reading and learning assignments
- 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 certificate and lapel pin.



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

Plus, CTAs earn added benefits of receiving discounted admission or free tickets to partner businesses to ensure they're aware of the latest and greatest happenings across the city.

A simple 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. The annual renewal fee is \$29 per person.

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

NATIONAL CERTIFICATION

More than just training, the Certified Tourism Ambassador™ (CTA) program is a national certification and a respected professional achievement. Upon completion of the program, you join the 10,000+ frontline workers and volunteers 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

"Columbus is a city built on **bold ideas** and fueled by relentless **optimism**. As a community, we tend to dream big, and our CTAs are crucial in helping us turn today's dreams into better tomorrows. This program is an invaluable asset in fostering a **sense of pride** among the thinkers and dreamers that call our city home."

–Brian Ross, CTA, Experience Columbus President and CEO



THE POWER OF TOURISM IN COLUMBUS

FUELS THE ECONOMY

Greater Columbus welcomes
43 million
visitors each year

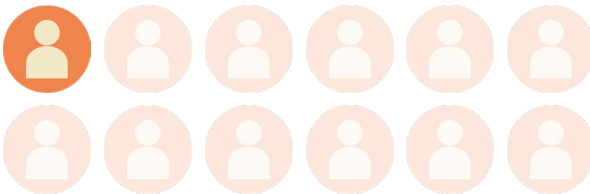
They directly spend
\$7.6 billion
at local businesses

The tourism sector supports nearly
78,600 jobs
in Columbus and Franklin County,
enough to more than fill these venues combined:



EMPLOYS RESIDENTS

Tourism supports **one in every 12 jobs**
in Franklin County



THE POWER OF TOURISM IN COLUMBUS



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.

JOIN US

Join nearly 2,500 locals who like to have fun and make a positive difference in how visitors experience our community. To learn about the Greater Columbus Certified Tourism Ambassador Program and volunteer opportunities at arts events, festivals, sports events and more, visit joinuscolumbus.com.



Michelle Wilson, CTA | Director, Visitor Experience
614-222-6149 | mwilson@experiencecolumbus.com

#columbuscta | ctanetwork.com

EXPERIENCE
COLUMBUS

GREATER
COLUMBUS
SPORTS ★ COMMISSION