



The **Lehigh Valley Tourism Ambassador Program** is

a multifaceted 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 in the future and also share their experience with others.

Everyone benefits — the visitor, the industry, the local economy, and most importantly, **the front-line worker.**



**LEHIGH VALLEY TOURISM  
AMBASSADOR PROGRAM**

**Discover Lehigh Valley®**  
840 Hamilton St., Suite 200  
Allentown, PA 18101

610.882.9200  
CTA@DiscoverLehighValley.com  
**CTANetwork.com**



**PROGRAM  
INFORMATION**

**CTAnetwork.com**



# The Vision

Lehigh Valley tourism leaders have partnered to unite our front-line tourism representatives not only to serve our current visitors, but also to prepare for the future. This program demonstrates our dedication to promoting our destination as one of the best, with a high level of commitment to our visitors.

## Why choose LVTAP?

### For Employers

Tourism is big business not only to large cities, but also to small communities in the United States and around the world. Visitors spend money attending to business, touring attractions, or learning about the history of the area. This infusion of “new money” into the local economy often holds local tax increases at bay and gives Lehigh Valley extra money to enhance its infrastructure—making the destination more appealing over time. As a result, a significant investment is made courting convention and leisure travelers.

But in reality, no amount of money will make up for the visitor having a bad experience, which negatively impacts Lehigh Valley’s brand and overall image as a destination.

The program teaches front-line employees and volunteers best practices and ensures that they understand their role in increasing tourism. LVTAP helps your front-line increase their knowledge of the region; provides answers to the variety of questions received from visitors; and gives your front-line a chance to meet one another, learn from each other’s experiences and celebrate together!

### For Employees & Volunteers

What separates the LVTAP from other training programs is that it’s certification, not just training. Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind the person’s name to denote their commitment to their profession as a Certified Tourism Ambassador™ [e.g., Jim Smith, CTA]. The CTA logo may also be used on your website and business cards/communications with approval.



## What’s in it for you?

- Provides a meaningful credential
- Increased business, higher tips
- Builds valuable skills
- Career advancement
- Networking opportunities
- Receive regular advice & updates

By becoming a Certified Tourism Ambassador™ you’ll have the tools and knowledge necessary to create a more memorable visitor experience and you’ll reap the benefits. Being a CTA is a great achievement. It is an official designation to add to your resume.

## Program curriculum

**Module 1:** The Power of Tourism

**Module 2:** Discovering Lehigh Valley

**Module 3:** Knowing, Finding, Using Resources

**Module 4:** Exceeding Customer Expectations

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

## Program requirements

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

- Complete required reading
- Attend half-day classroom session
- Complete learning assignments
- Complete open-book examination

Upon successful completion, **participants will earn the Certified Tourism Ambassador™ designation and receive a CTA certificate and lapel pin.**

An annual renewal process of certification is also necessary to maintain your certification.

## Cost

There is a one-time non-refundable, non-transferable application fee of **\$49 per person** and an annual renewal fee of **\$29 per person.**



*As an Accredited Provider, Discover Lehigh Valley presents the official CTA designation on behalf of the Tourism Ambassador Institute®, the oversight body for the certification program.*



For more information and to enroll online, please visit:

[CTANetwork.com](http://CTANetwork.com)