



# TOURISM AMBASSADOR PROGRAM

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★ Tourism Ambassador Program ★



## ABOUT

The Greenville SC Tourism Ambassador Program is a multi-faceted program that serves to increase tourism by inspiring hospitality employees and volunteers to turn every visitor encounter into a positive experience. The program teaches the importance of tourism, facts about Greenville, SC, and how to use resources to enrich visitor experiences. When visitors have a positive experience they are more likely to return and also spread the word about Greenville to others.

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## THE IMPACT OF TRAVEL



Tourism helps lift Greenville's households' tax burden every year in local and state taxes.



Tourism creates jobs and millions in wages and salaries for Greenville County residents.



Tourism tax dollars fund facilities, new parks and recreation amenities, museums and attractions, as well as festivals and events.



# WHY CERTIFICATION MATTERS

By becoming a Certified Tourism Ambassador™, hospitality employees and community members will have the tools necessary to create a more memorable visitor experience. CTA benefits include:

- Increased business & higher tips
- Builds valuable skills
- Career advancement
- Networking opportunities
- Receive regular industry insights & updates
- Credentials as a Certified Tourism Ambassador™ (CTA) on behalf of the Tourism Ambassador Institute®, the oversight body for the certification program

## COST

There is a one-time non-refundable, non-transferable application fee of \$25 per person and an Annual Renewal fee of per person: Early Bird Fee of \$10 and Regular Fee of \$20. Group discounts available.

## READY TO GET STARTED?

To view the class schedule and register online, scan the QR code or visit [www.CTANetwork.com](http://www.CTANetwork.com).



## PROGRAM CURRICULUM & REQUIREMENTS

The program is taught in an interactive classroom environment and consists of four instructional modules that include:

- 📍 THE POWER OF TOURISM
- 📍 DISCOVERING GREENVILLE, SC
- 📍 KNOWING, FINDING & USING RESOURCES
- 📍 EXCEEDING CUSTOMER EXPECTATIONS

The curriculum is delivered through reading assignments, in-class participation (one, half-day session), and an open-book exam.

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

