

The Power of Tourism

Tourism is BIG business. Explore Monroe exists to continually promote tourism within Southeast Michigan to advance economic success and quality of life. Local tourism has a large impact on the economy.

2021 Tourism Impact:

- \$205.9 million was spent by tourists
- \$25.5 million in state and local tax impact
- 7,740 Monroe County jobs are directly supported by tourism
- 2,713 Monroe County jobs are funded through tourism
- \$96.6 million in tourism supported labor income

Connect with us!

@exploremonroe



Interested in CTAP? Contact Us



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explore
MONROE
THE GATEWAY TO MICHIGAN

Certified Tourism Ambassador Program



In partnership with:
Monroe County
Community College

exploremonroemi.com



Course Description

This course is open to all members in Monroe County, Michigan. It's designed to prepare an individual with the knowledge, tools, and resources to better service people within our communities. Throughout this course, we will understand the impact that tourism has on our region. This course will emphasize the skills and behaviors associated with customer service and develop an ambassador mindset. Upon successful completion of this course, participants will earn a specified Certified Ambassador Certification. This course is held over the period of 8 months.



Course Objectives

The outcome for this course is to increase regional tourism by inspiring front-line hospitality volunteers to make every visitor encounter a positive experience. This curriculum is designed around different opportunities to experience local attractions throughout the Monroe Community. This program will give you continuous updates to keep you informed about attractions and other exciting developments within Monroe County. Upon completion of this course, participants will have volunteer opportunities (6 hours) to help support our community as a Tourism Ambassador.

Attraction Experiences

Get connected through activity and attraction tours. Potential attraction tours include:

- River Raisin National Battlefield Park
- Lake Erie Fishing
- Flat Rock Speedway
- Milan Dragway
- Local Golf Courses
- Sterling State Park
- Local Farm and Orchards
- Downtown Monroe Shopping
- Monroe County Museum
- Holiday Events

Gold Certified Ambassador -

Complete 9 attraction experiences

Silver Certified Ambassador -

Complete 6 attraction experiences

Bronze Certified Ambassador -

Complete 3 attraction experiences



What's in it for you?

We're all in this together.

- This program will increase the knowledge and appreciation of Monroe County: hotels, attractions, and events
- Help to be part of our ambassador volunteer team that staffs local events and attractions
- Increase awareness of the Explore Monroe brand in and around Monroe County
- Be a part of the Explore Monroe social media presence by sharing stories and pictures for both local and regional tourism