

# WHY CHOOSE THE BELLEVUE AMBASSADOR PROGRAM?



## FOR EMPLOYERS

The **Bellevue Ambassador Program** teaches hospitality professionals and volunteers best practices and ensures that they understand their role in boosting tourism in the area. The program helps your staff increase their knowledge of the region and enhances their confidence in providing answers and resources to a variety of visitor questions. CTA provides an opportunity for certified employees and volunteers to meet and collaborate with their peers, share experiences, learn from one another, and work to create a positive visitor experience which in turn may lead to repeat business.

## FOR EMPLOYEES & VOLUNTEERS

What separates the **Bellevue Ambassador Program** 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.

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

## PROGRAM CURRICULUM

- 01** Module 1  
The Power of Tourism
- 02** Module 2  
Discovering Bellevue
- 03** Module 3  
Knowing, Finding, Using Resources
- 04** 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 outlines 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.

## WHAT'S IN IT FOR YOU?

- Provides an internationally recognized credential
- Increases business, encourages higher tips
- Builds valuable skills and destination awareness
- Resume builder—attractive to recruiters
- Educational events and networking opportunities within the community

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.

## COST

There is a one-time, non-transferable application fee of \$45 per person with an annual renewal fee of \$35 for Non-Visit Bellevue Partners. For your Partner discount code, please contact your supervisor or Visit Bellevue.



## OUR VISION

Bellevue tourism + hospitality leaders have partnered to unite our front-line tourism representatives not only to serve our current visitors, but to also 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.




For a detailed schedule of classes and easy online enrollment, go to [CTANetwork.com/app](https://CTANetwork.com/app) or scan the QR code below.



If you have any questions, please contact Visit Bellevue's Visitor Experience Team at (877) 425-2075.

Visit Bellevue  
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## Bellevue Ambassador Program

The Bellevue Ambassador Program is a multi-faceted program that serves to increase tourism by inspiring hospitality professionals 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 share their experience with others. Everyone benefits – the visitor, the industry, the local economy, and most importantly, the hospitality professional.