

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 tourism dollars into the local economy often holds local tax increases at bay and gives Billings extra money to enhance its infrastructure—making the destination more appealing over time. As a result, destinations spend lots of money 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 our area's brand and overall image as a destination.

The Billings Tourism Ambassador Program teaches front-line employees and volunteers best practices and ensures that they understand their role in increasing tourism. This program 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 Billings Tourism 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 Billings presents the official CTA designation on behalf of the Tourism Ambassador Institute®, the oversight body for the certification program.

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, and 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?

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. The program also provides:

- A meaningful credential
- Increased business, higher tips
- Professional skill building
- Career advancement
- Networking opportunities
- Regular advice & updates
- Rewards and incentives



CURRICULUM

- Module 1: The Power of Tourism
- Module 2: Discovering Montana's Trailhead
- Module 3: Knowing, Finding, Using Resources
- Module 4: Exceeding Customer Expectations

PROGRAM COST

There is a one-time non-refundable, non-transferable application fee of \$25.00 per person and an annual renewal early bird fee of \$15.00 or a regular fee of \$25.00 per person.

ENROLLMENT

Scan the QR code below or visit CTANetwork.com to create an account in order to enroll for our area's program.





“WHAT’S THERE TO DO AROUND HERE?”

“ARE ANY EVENTS HAPPENING TONIGHT?”

BILLINGS TOURISM AMBASSADORS

“WHERE’S THE BEST PLACE TO EAT?”

“WHERE CAN I PET A BISON?”

“YOU HAVE UBER, RIGHT?”



The Billings Tourism Ambassador Program is a multi-faceted program that serves to increase tourism by inspiring front-line employees, volunteers, and citizens 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.