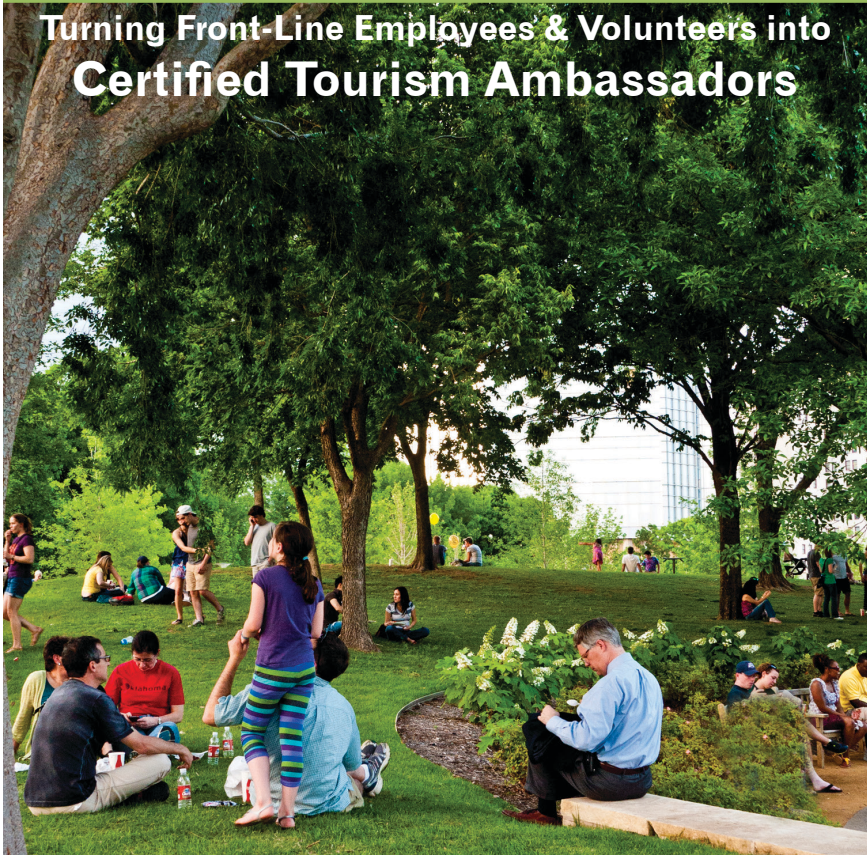




Greater Oklahoma City Area **TOURISM** AMBASSADORS

**Turning Front-Line Employees' & Volunteers into
Certified Tourism Ambassadors**



www.CTANetwork.com



THE VISION OF THE AMBASSADORS PROGRAM

Greater Oklahoma City area 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 THE GREATER OKLAHOMA CITY AREA TOURISM AMBASSADORS?

FOR EMPLOYERS

Tourism is big business. In fact, it's the third largest industry in Oklahoma. Visitors spend money at hotels, eating at restaurants, attending to business, and touring attractions. This infusion of “new money” into the local economy often holds local tax increases at bay and gives the Greater Oklahoma City Area (GOKCA) extra money to enhance its infrastructure—making the destination more appealing over time. As a result, destinations spend a significant amount of time and 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 region's brand and overall image as a destination.

This program teaches front-line employees and volunteers best practices and ensures that they understand their role in increasing tourism. GOKCA CTA 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 Greater Oklahoma City Area Certified Tourism Ambassadors 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*™.



As an Accredited Provider, the Oklahoma City Convention and Visitors Bureau presents the official CTA designation on behalf of the Tourism Ambassador Institute™, the national oversight body for the certification program.





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
- Rewards and incentives

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 a national designation to add to your resume.



PROGRAM CURRICULUM

Module 1: The Power of Tourism

Module 2: Discovering the Greater Oklahoma City Area

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 \$15 (if you renew by October 31st; \$25 between November 1 and December 31st).

HOW TO ENROLL

To access the class schedule and enroll in the program, visit **www.CTANetwork.com**. Enrollment forms are also available at the Oklahoma City, Edmond and Norman Visitor Centers.

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