



## **INVESTING IN YOUR PEOPLE INFRASTRUCTURE.**

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Increase regional tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience.

**[CTANetwork.com](http://CTANetwork.com)**



## INVESTING IN YOUR PEOPLE INFRASTRUCTURE

CELEBRATING 12 YEARS  
46,000+ CERTIFIED!

The industry-recognized Certified Tourism Ambassador™ (CTA) Program gives you a competitive advantage, while driving your brand at the front-line!

### 18 STATES & GROWING!



### PROVEN ALIGNMENT OF STAKEHOLDERS TO IMPACT THE TOTAL VISITOR EXPERIENCE



### PROVEN FRONT-LINE BEHAVIOR CHANGE

- 87% — More Aware of the Power of Tourism & Their Role
- 85% — More Pride & Passion for Our Destination
- 87% — Pay More Attention to Things Visitors May Ask About
- 83% — Make an Effort to Explore the Destination; First-Hand Experience
- 85% — Have More Confidence in Serving Visitors
- 91% — Have Gained More Knowledge About the Destination Product

### TOP-LINE BENEFITS

Here is what the **Certified Tourism Ambassador™ Program** offers that sets it apart:

- Over 46,000 frontline workers and volunteers have earned the designation Certified Tourism Ambassador™ (e.g. John Smith, CTA)
- Industry-Recognized Certification
- Front-Line Product Knowledge = Increased Spending
- Stakeholder Alignment to Drive Visitors and Return Intentions
- Competitive Advantage as a CTA City
- Branding & Consistent Messaging at the Front-Line