



INVESTING IN YOUR PEOPLE INFRASTRUCTURE.

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

CTANetwork.com



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

OVER 11,000 CTAs. 17 STATES & GROWING!



PROVEN ALIGNMENT OF STAKEHOLDERS TO IMPACT THE TOTAL VISITOR EXPERIENCE



PROVEN FRONT-LINE BEHAVIOR CHANGE

- 84% — More Aware of the Power of Tourism & Their Role
- 80% — More Pride & Passion for Our Destination
- 84% — Pay More Attention to Things Visitors May Ask About
- 80% — Make an Effort to Explore the Destination; First-Hand Experience
- 79% — Have More Confidence in Serving Visitors
- **90% — Have Gained More Knowledge About the Destination Product**

TOP-LINE BENEFITS

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

- 11,000 frontline workers and volunteers currently hold the designation Certified Tourism Ambassador™ (e.g. John Smith, CTA)
- Industry Recognized Certification
- Front-Line Product Knowledge = Increased Spending
- Stakeholder Alignment to Drive Visitors
- Competitive Advantage as a CTA City
- Branding & Consistent Messaging at the Front-Line

Engage Your Front-Line! Call Today! 520-219-0469 Mickey@TheExperienceInstitute.org