

Tourism is an Economic Engine in Sweetwater County

In 2019, Sweetwater County welcomed 609,000 overnight visitors. These visitors spent \$160.1 million in our community, generating \$8.5 million in travel-related taxes, and supporting 1,460 jobs. If not for the taxes generated by the travel and tourism industry, the average household in Sweetwater County would pay \$502 more in taxes per year for existing government services.

Front line employees, and residents that interact with visitors and potential residents, help support and ensure the success of the local economy as a whole. Visitors and potential residents who have a positive experience in the area are more likely to stay longer, return for another trip, and tell family and friends about the area.

With the CTA program we hope to give front line employees the tools and resources they need to be ambassadors for the great community in which we live and work.



CONTACT US

If you have any questions, please contact
admin@tourwyoming.com
or call (307) 382-2538



**For a detailed schedule
of classes and easy
online enrollment visit
CTANetwork.com/app**

Sweetwater County Travel & Tourism
1641 Elk Street
Rock Springs, WY 82901
www.ExploreWY.com



SWEETWATER COUNTY TOURISM AMBASSADOR

*Reaching a new level of guest service in
Sweetwater County!*

The Sweetwater County Tourism Ambassador program is a multi-faceted program that serves to increase tourism by inspiring front-line employees 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 also share their experience with others. Everyone benefits - the visitors, the industry, the local economy, and most importantly, the front-line worker.

Why Choose the Sweetwater County Tourism Ambassador Program?

FOR EMPLOYERS

The Sweetwater County Tourism Ambassador program teaches hospitality professionals and volunteers best practices and ensures they understand their role in boosting tourism in the area. The program helps staff increase their knowledge of the county 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.

FOR EMPLOYEES & VOLUNTEERS

What separates the Sweetwater County Tourism Ambassador Program from other training programs is that it's a certification, not just training. Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind that person's name to denote their commitment to their profession e.g., John Doe, CTA. The CTA logo may also be used on your website, business card/communications with approval.



PROGRAM CURRICULUM

- 1 MODULE 1**
The Power of Tourism
- 2 MODULE 2**
Discovering Sweetwater County
- 3 MODULE 3**
Knowing, Finding, and Using Resources
- 4 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 the core curriculum. The following recaps the requirements to earn the CTA designation:

- ✓ Complete required reading and learning assignments. Reading material is sent out 2 weeks prior to the class date.
- ✓ Attend a 4-hour interactive classroom session.
- ✓ Complete an open book exam at the end of the session.

Upon successful completion, participants will earn a CTA designation and receive a CTA certificate and lapel pin. An annual renewal process of certification is also necessary to maintain your certification.

PROGRAM BENEFITS

- Build valuable skills
- Career advancement
- Networking opportunities
- Receive frequent tourism updates on events, etc.
- Provides meaningful credential

COST/RENEWAL

There is a one-time, non-refundable, non-transferable application fee of \$39 and an annual renewal fee of \$19 per person. In addition to the renewal fee, CTAs must log 50 CTA points throughout the year, earned through a variety of activities.

CLASS SCHEDULE/ENROLLMENT

For a class schedule and online enrollment, go to www.ctanetwork.com. If you have any questions, please don't hesitate to contact us.

