



“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.

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.





Enrolling in a CTA Class. It's Easy!

Step One: Create a Website Account

Go to CTANetwork.com and click *MyCTA Login* to open the log in page shown below. Then, scroll to the very bottom and select the yellow button. Follow the instructions to create your account.

CTA Community CERTIFIED TOURISM AMBASSADOR™

Quality of Life. Quality of Experiences. Stakeholders • Visitors • Residents

BECOME A CTA ★ START A PROGRAM ★ ABOUT

MyCTA Login

Hello! MYCTA Login is a private login for CTAs and those desiring to become certified. Please SIGN IN if you have activated an account.

IMPORTANT: If you have not logged into your account since July 19, 2021 you must activate a new website account. See the information below.

username

password

SIGN IN

[Forgot Password? Request password reset.](#)

**Need to Activate Existing Account?
OR
Interested in Creating an Account?**

You will need to activate a new website account.

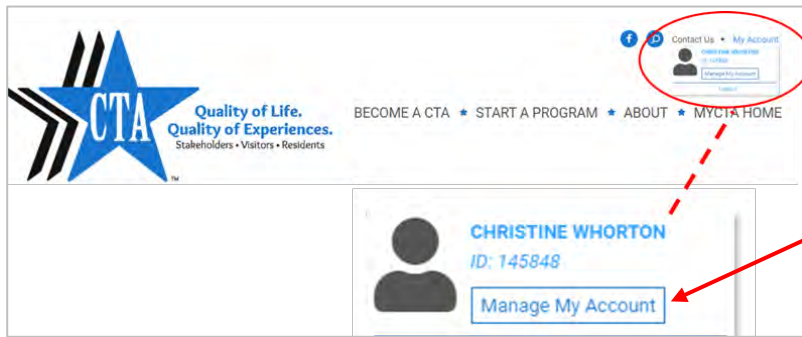
1. If you have not logged into CTANetwork.com since July 19, 2021.
2. If you are new to CTANetwork.com and wish to enroll to be certified.

If either are applicable, you may activate your account in just a few simple steps.

PROCEED TO ACTIVATE YOUR WEBSITE ACCOUNT NOW!

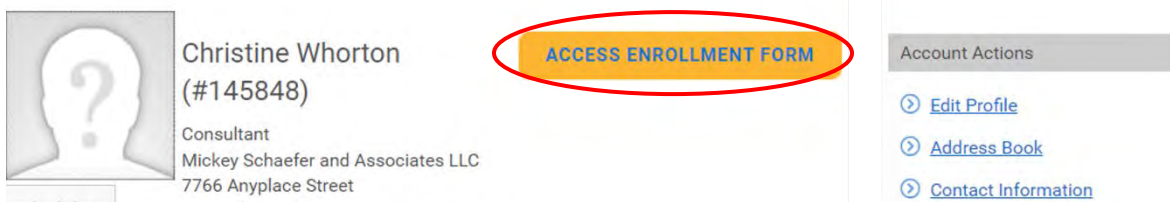
Step Two: Log in to CTANetwork.com

Once logged in at CTANetwork.com, upper right *MyCTA Login* turns into *MyAccount*. Click it again and select *Manage My Account* to go into your account.



Step Three: Complete the Enrollment Form and Shopping Cart

Click the yellow button to open the form.



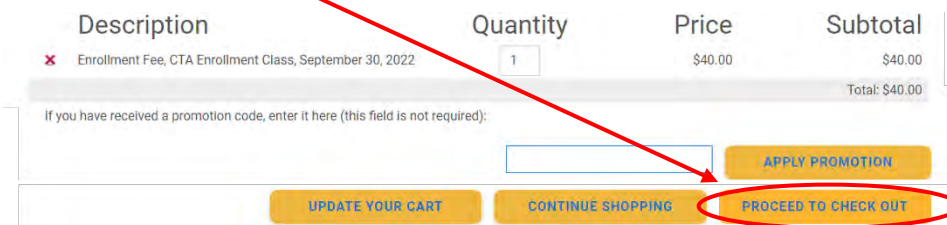
Move through the form.

Select a Class or choose No Classes Fit My Schedule.

A payment screen will appear.

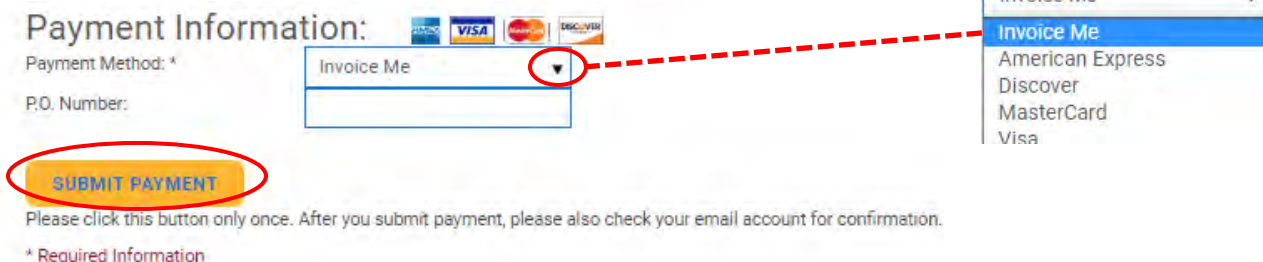
If you have a Promo Code, enter it and select Apply.

Click Proceed to Checkout.



Using the dropdown arrow, select Invoice Me or select a credit card (example below).

Click SUBMIT PAYMENT button only once to finalize.



Step Four: Check Your Email Account for Confirmation

You will receive a confirmation email and an invoice/payment email. You are enrolled!