



Bermuda Tourism Summit 2015

Calling all Explorers, Partners & Believers

Certified Tourism Ambassador Program

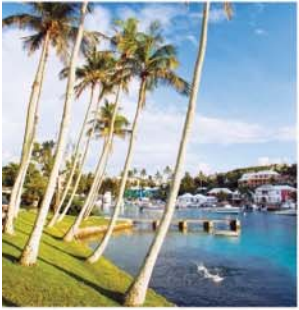
How your business benefits

Karla Lacey, *CTA*, COO Bermuda Tourism Authority

Malika Musson, *CTA*, Executive Director, Bermuda Hospitality Institute

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CERTIFIED TOURISM AMBASSADOR **Program Goals & Objectives**

Purpose: To increase tourism by inspiring front-line hospitality employees and volunteers to turn every visitor encounter into a positive experience!

- Provide a customized certification program that can be obtained across industry sectors
- Position CTA staffed businesses and service organizations to visitors as ‘must visit’ or ‘must experience’ (ie: Look for the Star!)





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CERTIFIED TOURISM AMBASSADOR **Current Status**

Currently 409 CTAs in Bermuda
Represent a large cross section of the Hospitality & Tourism Industry

Hotel

Retail

Food Service

Transportation

Customs & Immigration

Attractions





CERTIFIED TOURISM AMBASSADOR **Communication**

CTA monthly newsletter with information on events and activities

Exploring Bermuda video with CTA explorer Korrin Lightbourne

[CTA Explore Bermuda
www.ctanetwork.com](http://www.ctanetwork.com)









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CERTIFIED TOURISM AMBASSADOR Engagement

Certified Tourism Ambassador™   Home · Contact Us · FAQ · Site Map

 MYCTA HOME STAY CONNECTED STAY INFORMED STAY PROFESSIONAL LOG OUT

THOUSANDS OF CTAs...TURNING EVERY VISITOR ENCOUNTER INTO A POSITIVE EXPERIENCE™ 


MyCTA Portal


 Hello, **Malika Musson**
[My Profile](#)
[Change Password](#)


- CTA IN THE NEWS >
- CTA CONNECT >
- CTA DIRECTORY >
- CTA STORE >
- REFER A FRIEND >
- UPCOMING CTA EVENTS >


Bermuda Tourism Ambassador Program

QUESTIONS ▲
Pahn-ya Ratteray, CTA
 Bermuda Hospitality Institute
 Bermuda Hospitality Institute

RECORD MY POINTS 
RENEW MY CERTIFICATION

EARN POINTS 
CONTINUE MY EDUCATION

CHECK CURRENT OFFERS 
FREEBIES & DISCOUNTS

EARN POINTS 
VIEW ATTRACTIONS

NEED TO KNOW

CTA Incentives
 To show our newly certified Tourism Ambassadors that they are valued by the hospitality industry, several businesses have offered an incentive which will help ambassadors to "Experience Bermuda," in ... [more](#)

Information to Keep You in the Know
 Check this section for local CTA program updates and important information that will help you serve our visitors.... [more](#)





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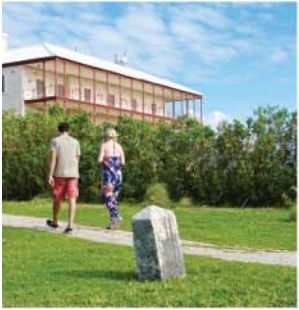
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CERTIFIED TOURISM AMBASSADOR **Annual Renewal**

Ongoing Learning & Community Engagement

- ✓ KBB Clean Up
- ✓ BHI Hospitality Skills = Life Skills Programme
- ✓ Uncover the Arts Activities
- ✓ CTA Networking Event at Rosas Cantina





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CERTIFIED TOURISM AMBASSADOR **2016 Goals**

- Additional 400 CTAs by April 2016
- Addition of more incentives for CTAs
- Continuing Education Classes for CTAs
- Quarterly mixers and networking events





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CERTIFIED TOURISM AMBASSADORS **Employer Feedback**

“My employees have a better knowledge of Bermuda and are better able to assist customers, especially during Harbour Nights.” - Alexandra Mosher, Owner Alexandra Mosher Studios

“The staff is more knowledgeable and excited about Bermuda. This excitement has created a better working environment with the staff and the guests respond to their excitement.” – Jonee King , Front Office Manager Grotto Bay Beach Resort





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CERTIFIED TOURISM AMBASSADOR – Business Feedback

- ✓ **Creates better team-spirit**
- ✓ **Builds confidence for employees**
- ✓ **More engaged in things offered in Bermuda (events, businesses, etc.)**
- ✓ **Can see employees retaining and actually utilizing information**
- ✓ **Great door opener**
- ✓ **Allows you to see best performers doing what they do**
- ✓ **Solidifies enthusiasm and pride**
- ✓ **Boost for company morale**
- ✓ **Homegrown program that adds value and consciousness**
- ✓ **Employees able to answer questions more informatively and accurately**
- ✓ **Helps to tailor a holiday to each visitor**
- ✓ **Provides inclusiveness and camaraderie for employees**





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CERTIFIED TOURISM AMBASSADORS **Defining Success**

- % of CTA's across industry reflects % required in individual business (ie. 60%)
- Increased visitor satisfaction - value for money scale
- Maintain or increase visitor satisfaction - service
- Increased visitor spending, year over year





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CERTIFIED TOURISM AMBASSADORS **Measuring Success**

- Exit surveys
- Trip Advisor mentions
- Mystery shopper program
- Employer/CTA feedback
- CTA preferred recruitment





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CERTIFIED TOURISM AMBASSADORS **BTA Seal of Approval**

- ✓ **60% of frontline employees certified**
- ✓ **Senior management certified**
- ✓ **Annual 'experience based' employee activity**
- ✓ **BHI membership**
- ✓ **Annual support HS=LS programme**
- ✓ **Standing CTA incentive (continuous, monthly or quarterly)**
- ✓ **One CTA prize giveaway per year**
- ✓ **Coverage of CTA renewal fee**





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CERTIFIED TOURISM AMBASSADOR **WIIFM? Business Benefits**

- Branded materials for storefront, signage and advertising/promotional materials
- BTA promotion 'look for the star' at arrival areas, VIC's and on website
- Access to printed information for customers
- Rotating recognition of CTA staff members across media channels





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