

# Door County Certified Tourism Ambassador Program



## GUIDELINES & NOMINATION FORM CTA Star Award

Door County CTA of the Year Award

### NOMINATION FORM

*Presented by the Door County Visitor Bureau*



### THE AWARD

This award is presented to a *Certified Tourism Ambassador™* who exemplifies excellence in hospitality and customer service. This individual consistently exceeds customer expectations, possesses a strong knowledge of the region and its attractions, and promotes the ideals of the Door County Certified Tourism Ambassador Program and the *Tourism Ambassador Institute®*.

### THE SUBMISSION GUIDELINES

#### Nomination Form:

Complete the attached CTA Star Award/"Door County CTA of the Year" Nomination Form

Nominations may be submitted by:

- Manager/Supervisor of CTA
- Fellow CTA
- Self-nomination (by current CTA)
- CVB/DMO members, customers, etc.

Mail or e-mail Nomination Forms to contact indicated at the bottom of the nomination form.

**Submission Deadline: Friday, March 31, 2017**

## THE EVALUATION CRITERIA

Minimum Criteria:

- Current Certified Tourism Ambassador™ in good standing (CTA who currently works and/or volunteers in the tourism industry and whose duties directly or indirectly include serving guests/visitors.)
- CTA for a minimum of two (2) years and renewed twice, i.e., certified in 2014 or before**
- Participates in CTA events
- Wears pin at work and to events
- Characteristics of an Exceptional CTA:
  - Exceeds Customer Expectations
  - Possesses Knowledge of the Region
  - Supports CTA and the Local Tourism Industry
  - Exhibits Star Award Qualities

The Door County Certified Tourism Ambassador CTA of the Year award winner will be announced at National Travel and Tourism Week Breakfast on May 10, 2017. The winner also will be submitted to the *Tourism Ambassador Institute™* to be eligible for the National TAI Star Award.

### **The National Tourism Ambassador Institute® Star Award:**

The Tourism Ambassador Institute® awards the National TAI Star Award. The TAI Star Award is the highest and most prestigious award granted to an individual CTA by the *Tourism Ambassador Institute®*. The recipient of this award is the "Best of the Best"! TAI selects the winner from among the local "CTA of the Year" or local "star award" recipients in participating CTA destinations. The national winner will be selected by the TAI Selection Committee and announced the week following National Travel & Tourism Week (May 7-13, 2017).

The national winner receives a crystalline Star Award and a trip for two anywhere American Airlines flies in the continental U.S., including coach airfare for two and two nights lodging.

# Door County Certified Tourism Ambassador Program



## CTA Star Award

Door County CTA of the Year Award

### NOMINATION FORM

**PERSON MAKING NOMINATION:**

*(Self nominations are encouraged)*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address/City/State/Zip: \_\_\_\_\_

Phone (Office) \_\_\_\_\_ (Mobile): \_\_\_\_\_

E-mail: \_\_\_\_\_

**PERSON BEING NOMINATED:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address/City/State/Zip: \_\_\_\_\_

Phone (Office) \_\_\_\_\_ (Mobile): \_\_\_\_\_

E-mail: \_\_\_\_\_ Date Certified: \_\_\_\_\_

**Please complete the questions below. Please use additional page, if necessary.**

**EXCEEDS CUSTOMER EXPECTATIONS**

Describe how the individual goes above and beyond the usual customer service expected. Give one or two examples of what this person does that is "above the norm".

**KNOWLEDGE OF THE REGION**

Describe how the individual demonstrates knowledge of local attractions/venues and how he/she stays current on local happenings. How does the individual use this information in his/her contact with visitors to go above and beyond?

**SUPPORT OF CTA AND THE LOCAL TOURISM INDUSTRY**

Describe the individual's participation in the CTA Program and involvement in local tourism. Does he/she attend CTA events? Is he/she a CTA Program Facilitator? Does he/she volunteer or participate in industry related events? What has he/she done for the CTA program or local tourism that goes beyond what is expected of him/her in his/her normal day-to-day job?

**STAR AWARD QUALITIES**

Describe how this person stands out from others in job performance, attitude and willingness to help co-workers and visitors. In other words, why should this person be selected over other CTAs?

Mail, Fax or E-mail Nomination Forms to:  
Door County Certified Tourism Ambassador Program  
Door County CTA of the Year -- "*CTA of the Year*" Nomination  
Attn: Yvonne M Torres  
1015 Green Bay Rd.  
PO Box 406  
Sturgeon Bay, WI 54235  
(920) 818-1139 Direct  
(920) 743-7873  
yvonne@doorcounty.com

**Submission Deadline: Friday, March 31, 2017**

**THANK YOU!**

