



*Spokane Regional
Tourism Ambassadors*
An initiative of the Spokane Regional Convention & Visitors Bureau

GUIDELINES & NOMINATION FORM

Spokane Star Award

"CTA of the Year"

***Presented by the
Spokane Regional
Convention & Visitors 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 **Spokane Regional Tourism Ambassador Program** and the *Tourism Ambassador Institute™*.

THE SUBMISSION GUIDELINES

Nomination Form:

Complete the attached Spokane Star Award -- "*CTA of the Year*" *Nomination Form*

Nominations may be submitted by:

- Manager/Supervisor of CTA
- Fellow CTA
- Self-nomination (by Current CTA)

Mail or Email Nomination Forms to contact indicated at the bottom of the nomination form.

Submission Deadline: Wednesday, April 7, 2010

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.)
Renewed certification or recorded points toward renewal
Participates in CTA events
Wears pin at work and to events

Characteristics of an Exceptional CTA:

- Is dedicated to their employer and city, sees work as more than a "job"
- Asks and listens to start the visitor relationship - puts people at ease - helps them
- Makes visitors smile...even if they've had a frustrating travel day
- Knowledgeable about the region and what's going on - uses information as their "tool"
- Treats visitors as if it's the first time they've heard the question, even if they've heard it 100 times.
- Understands the big picture of tourism and encourages others to become CTAs
- Smiles and has fun!

The **Spokane Regional Tourism Ambassador Program's** Spokane Star "*CTA of the Year*" award winner will be announced at Spokane Regional Tourism Awards on May 13, 2010. The winner will also be submitted to the *Tourism Ambassador Institute*™ to be eligible for the National TAI Star Award.

The National Tourism Ambassador Institute™ Star Award:



Beginning in 2010, the Tourism Ambassador Institute™ will award 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 will be the "Best of the Best"! TAI will select the winner from among the local "*CTA of the Year*" or local "star award" recipient 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 8-16, 2010).

The national winner will receive 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.



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Spokane Star Award

"CTA OF THE YEAR" ~ NOMINATION FORM

PERSON MAKING NOMINATION:

(Self Nominations are Encouraged)

Name: _____ Title: _____

Company/Organization: _____

Address/City/State/Zip: _____

Phone (Office) _____ (Mobile): _____

Email: _____

PERSON BEING NOMINATED:

Name: _____ Title: _____

Company/Organization: _____

Address/City/State/Zip: _____

Phone (Office) _____ (Mobile): _____

Email: _____

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?

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 have they done for the CTA program or local tourism that goes beyond what is expected of them?

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 should be selected over other CTAs?

Mail or Fax Nomination Forms to:
Spokane Star Award -- "*CTA of the Year*" Nomination
Attn: Gina Mauro, CTA
201 W Main
Spokane, WA 99201

744.3343 FAX

gmauro@visitspokane.com

Submission Deadline: Wednesday, April 7, 2010

THANK YOU!

