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## NEW TOURISM TRAINING CREATES COMMUNITY AMBASSADORS

PRINCE GEORGE – Today Tourism Prince George (TPG) launched its first, specialized ambassador program, aimed to equip tourism and hospitality workers with top-notch training that instills pride in our community.

*Tourism Prince George Ambassador Training*, which is free and offered online, will support locals' knowledge of tourist destinations and resources for itinerary planning. It's self-paced and offers access to up-to-date calendar events, regional tools and beneficial resources. After completing the modules, learners will receive a certificate they can add to their resume.

"We initiated this program with our partners and stakeholders being top-of-mind," said TPG CEO Colin Carson. "We saw this as an opportunity for employers to equip their workforce with valuable training that is specific to Prince George."

The course material also helps develop soft skills and interpersonal communication, emphasizing on how to provide a great visitor experience.

"I thought the training was a really good reminder of how important it is to just be nice to people!" said Catharine Burke, the general manager of The Best Western Plus in Prince George. "The tips on starting conversations were great—even for people who might consider themselves to be shy."

Burke is featured in the Academy training modules alongside two other local tourism businesses.

The *Tourism Prince George Ambassador Training* is available to everyone. "We've found that this is not only helpful to our sector," said Carson. "But anyone who interacts with potential visitors like those who work in the economic development and recruitment fields."

CLICK: [To view the training](#)

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## BACKGROUND INFORMATION

### About Tourism Academy:

- Everyone is an ambassador of Prince George. Share your pride in our community as a designated ambassador through your work, volunteer activities, and civic events.
- Tourism Prince George initiated the *Tourism Prince George Ambassador Training* program to support locals' knowledge of tourist destinations and resources for itinerary planning.
- Access an up-to-date calendar of events, regional tools, and resources with ease.
- After completing the courses, you will be able to speak confidently about a wide variety of things to do, places to visit, and where to eat when communicating with visitors.

### About the program:

- This program is free to anyone who would like to complete it.
- There are two modules to complete.
- The program is interactive, fun, and insightful.
- Participants can work through the course as their schedule allows. Progress is saved as participants work through.
- Participants will earn a certificate of completion that can be added to a resume and LinkedIn.