



PROGRAM OVERVIEW

Through a partnership with the Louisiana office of Tourism, LTA is excited to offer an annual certification program for state and regional travel counselors, as well as our front line employees in hotels, attractions and restaurants. Through four educational sessions, participants will learn about customer service, hear from leaders in the state travel industry, explore their personal growth process, learn how to navigate Louisiana tourism resources and connect their jobs with their community. After completing a national certification test, participants will graduate from the program as one of Louisiana's "Certified Travel Specialists."

ELIGIBILITY

- Open to all state and regional/local travel counselors
- Open to all front line employees in hotels, attractions and restaurants
- One CTS Ambassador required for each Certified Louisiana Welcome Center
- Certification includes participation in 4 class sessions + completion of certification test

SCHEDULE

Virtual/In-Person Session I - February 2022

2022 Travel Outlook - Customer Service
2022 Pandemic Travel Panel Update
What's Ahead for LOT and CRT?

Virtual Session II - May 2022

Bring Meaning to your Work
Finding and Using your Louisiana Resources

In-Person Session III - August 2022

Summit Lunch and Learn
Customer Service

Virtual Session IV - November 2022

Why is Travel Important to My Community?
Certification Test

FEE

Thanks to an investment by the Louisiana Office of Tourism, this year-long program is offered to participants for only **\$225**.





CTS PROGRAM APPLICATION

Name _____

Company _____

Title _____

Address _____

Phone _____ Cell _____

Email _____



LOUISIANA
TRAVEL
ASSOCIATION