



## Tourism Ambassador Worksheet

Thank you for viewing the Tourism Ambassador Program webinar and proactively taking the next step to ensuring your community's visitors receive a warm welcome by completing the Tourism Ambassador worksheet.

As a Tourism Ambassador, you understand how to provide great service to visitors by:

- Treating each customer as unique to create exceptional experiences,
- Providing the right welcome to get visitors to stay longer, explore your area and spend more money in the community to support the local businesses.

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Please take time to fill out this worksheet to have information ready to support visitors to your community and increase your Tourism Ambassador skills.

Name	
Business/Employer	
Community/Town	
Business Twitter/Instagram/Facebook Handles	

1. List the top 3 attractions and popular activities in your community to recommend to visitors. These could be parks, trails, stores, food and beverage locations. You can include your personal favorites.

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2. List where there are good places to eat for a visitor. Include family-friendly and couple-friendly establishments.

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3. Where is there accommodation for visitors to stay overnight?

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4. List festivals and events in your community that would attract visitors. Consider all seasons (Summer, Fall, Winter, Spring). Research the dates and enter them with the event.

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5. Where is there information available for visitors in your community? This can be a visitor centre or kiosk in the community and/or stores that have maps and local information.

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6. List online websites that you and visitors could find local and area information and attractions.

Municipal (local) website:

Region:

Pan-regional: [www.yorkdurhamheadwaters.ca](http://www.yorkdurhamheadwaters.ca)

Ontario: [www.ontariotravel.net](http://www.ontariotravel.net)

7. Where are public washrooms?

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8. Where are there banking machines?

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9. Is there any other information that visitor would find interesting specific to your community?

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Congratulations! With your Tourism Ambassador Worksheet in hand, you're ready to provide visitors with the information they need to explore your community and create memorable experiences that will have them telling others to visit.

Be a visitor for a day! We encourage you to also experience what's fun and interesting in your area to stay up to date on what's appealing for visitors.

Attractions can change seasonally with new things to see every year, so make it an annual project to update your Tourism Ambassador Worksheet.

Be EXCITED about your town, your business, the region and your Tourism Ambassador skills!

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