



2021 Bermuda Tourism Ambassador Programme

Contact: Eron Woods | (441) 296.9200 | Info@service.bm | gotobermuda.com/bta/tourism-ambassadors

Certified Tourism Ambassadors™ (CTA) will be able to deliver consistent messages about Bermuda and enhance their capabilities to:

1. Listen effectively to visitor inquiries and respond courteously and professionally.
2. Know a great deal about Bermuda- its attributes, features and attractions.
3. Answer the majority of visitor questions (or refer them to those who can) Ambassadors will be kept informed throughout the year on important developments affecting our industry, and on new attractions being planned.

Cost

\$49/person

Includes:
Study Materials
Training Fee
Gold CTA Lapel Pin*
CTA Certificate*
ID Card*

*received upon successful completion of the programme

Things to note

These courses will be a blend of in-person and virtual participants. There is a maximum of 10 in-person participants and a maximum of 15 virtual participants per class - 25 total. If there is less than the minimum number of total persons registered - 11 people - the BTA reserves the right to cancel the class with advanced notification to those who are registered. If you are interested in hosting a private class for a group, there must be a minimum of 10 people. Forms can be accessed through the website.

ID photos will be taken on the day of your scheduled class.

2021 CLASS SCHEDULE

Saturday, March 6

Location: ConneCTech
8:30AM - 2:30PM

Registration Deadline:
Wednesday, Feb 19

Course Material Available Online

Wednesday, March 17

Location: ConneCTech
8:30AM - 2:30PM

Registration Deadline:
Friday, February 26

Course Material Available Online

Saturday, March 27

Location: ConneCTech
8:30AM - 2:30PM

Registration Deadline:
Friday, March 12

Course Material Available Online

Saturday, April 10

Location: ConneCTech
8:30AM - 2:30PM

Registration Deadline:
Wednesday, March 24

Course Material Available Online

Wednesday, April 28

Location: ConneCTech
8:30AM - 2:30PM

Registration Deadline:
Friday, April 9

Course Material Available Online

Wednesday, September 29

Location: ConneCTech
8:30AM - 2:30PM

Registration Deadline: Wednesday,
September 8

Course Material Available Online

Saturday, October 23

Location: ConneCTech
8:30AM - 2:30PM

Registration Deadline:
Friday, October 8

Course Material Available Online

Wednesday, November 17

Location: ConneCTech
8:30AM - 2:30PM

Registration Deadline: Wednesday,
November 3

Course Material Available Online