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Sweetwater County Travel & Tourism Celebrates Milestone Anniversaries for Certified Tourism Ambassador Program

ROCK SPRINGS, WY — Sweetwater County Travel & Tourism (SWCTT) is proudly celebrating a major milestone this month as it recognizes 17 local Certified Tourism Ambassadors (CTAs) who are marking their five-year anniversary with the program this year.

SWCTT officially launched the local chapter of the Certified Tourism Ambassador™ program in 2021. Today, the county boasts a dedicated network of nearly 200 active CTAs working together to elevate the local visitor experience, foster community pride, and drive the regional economy forward.

"Our Certified Tourism Ambassadors are the face of Sweetwater County," said Jenissa Meredith, CEO at SWCTT. "Whether they work at a hotel front desk, a local restaurant, or are simply passionate residents who love where they live, their dedication ensures our guests leave with lasting, positive memories that make them want to return."

The CTA program is an industry-recognized national certification designed to train front-line workers, volunteers, and hospitality professionals to turn every visitor encounter into a highly positive experience. By teaching best practices, local history, and regional geography, the program gives participants the tools and deep local knowledge they need to answer visitor questions with confidence.

While the curriculum is specifically geared toward individuals working directly within the tourism and hospitality sectors, the training is open to anyone. Any resident living or working in Sweetwater County can take part in the single, four-hour interactive classroom session to

expand their knowledge of the area, network with fellow community members, and sharpen their overall customer service skills.

Beyond the initial certification, the learning and connection continues. Once individuals complete the training, Sweetwater County CTAs are invited to attend monthly gatherings designed to build on their knowledge, network with fellow ambassadors, and discover new volunteer opportunities. These regular meetups ensure that ambassadors stay informed about community updates, share hospitality best practices, and remain actively engaged in welcoming visitors to the region.

Sweetwater County CTAs marking their five-year anniversary this year are: Jenissa Meredith, Allison Volcic, Chad Banks, Terri Nations, Mark Lyon, Kim Strid, Jessica Florencio, Devon Brubaker, Tamara Musgrove, Erika Koshar, Kandi Pendleton, Liisa Anselmi-Dalton, Lisa Herrera, Rick Lee, Katie Duncombe, Gwendolyn Quitberg and Brianna Cukale.

In addition to the local five-year celebration, May brings a momentous national milestone: the overarching Tourism Ambassador Institute®, which oversees the accredited CTA network across the country, is officially celebrating its 20th anniversary this month. Sweetwater County is proud to be part of this sustainable, decades-long national infrastructure that spans dozens of destinations across the United States.

As Sweetwater County heads into its vibrant and busy summer travel season, SWCTT will be taking a brief hiatus from hosting the four-hour training sessions. Public classes will resume in the fall, giving a new wave of local residents and business professionals the opportunity to earn their official CTA credentials. Cost of the training is \$39 per person, with a discount given to employers who enroll three or more employees in the training.

For more information about the program or to register for a fall training session, call 307-382-2538 or email allisonvolcic@tourwyoming.com.

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