



Visit Central Florida

Be C.A.T.S. Today!

Become a Certified Ambassador of Tourism and Sports!

What is CATS?

- The CATS program is open to **ANYONE** that wants to learn more about Polk County and the influence we have on tourism and visitors.
- This program:
 - The first of its kind to unify visitor experience on a county wide level.
 - Educates the hospitality industry and locals
 - Helps share our home with the world.
 - Helps boost county revenue by enticing more visitors
 - Attempts to make locals more proud to call Polk County home

How to become CATS?

- Register
- Attend a Training Session
- Attend a Guided Walking Tour
- Accumulate 15 Points
- Utilize Social Media
- Complete Online Modules

Attend the CATS Training Session and Guided Tour!
Just a small fee of \$10
Lunch will be provided.

Bok Tower Gardens - Holiday Home Tour **December 18th 2018**

Sign in 11:00 AM to 11:30 AM

Please Contact *Visit Central Florida's* Education Coordinator,
Savannah Rudolph for more information and registration at

savannah@visitcentralflorida.org

or call the Visitor Information Center at

(863) 420-2586

or visit

<https://visitcentralflorida.org/visitor-information-center/certified-ambassador-of-tourism-and-sports>

Hello Polk County Residents and Businesses,

Visit Central Florida and Polk County Tourism and Sports Marketing (PCTSM) have organized a new way to train hospitality professionals and locals – through the innovative new **CATS Program**.

Attend a CATS Training Session and Guided Walking Tour!

When: December 18th 2018

Sign-in is from 11:00 AM to 11:30 AM

Where: Bok Tower Gardens for their Holiday Home Tour

1151 Tower Blvd, Lake Wales, FL 33853

This program:

- The first of its kind to unify visitor experience on a county wide level.
- Educates the hospitality industry and locals
- Helps share our home with the world.
- Helps boost county revenue by enticing more visitors

Why become CATS?

- Learn more about Polk County with sessions and tours
- You love Central Florida and want to share it with others
- Become a local Polk County expert
- Get better acquainted with the hospitality industry
- The CATS program is an opportunity to learn exactly what Polk County has to offer visitors.
- Resume-Builder
- Networking opportunities
- Receive a CATS certificate
- Receive a CATS pin

For Businesses

- CATS is a good and affordable way to inform staff
- Your staff will be able to assist guests and visitors with first-hand experience
- Encourages Polk County's hospitality industry to be more consistent as a whole
- Additional hospitality training
- Enhances customer experiences
- Promotes team work

How to become a CATS?

- Register
- Attend a Training Session
- Attend a Guided Walking Tour
- Accumulate 15 Points
- Utilize Social Media

- Complete Online Module

To Register:

Please Contact *Visit Central Florida's* Education Coordinator, Savannah Rudolph for more information and registration at savannah@visitcentralflorida.org

Or call the Visitor Information Center at (863) 420-2586

Or visit

<https://visitcentralflorida.org/visitor-information-center/certified-ambassador-of-tourism-and-sports>

Attend the CATS Training Session and Guided Tour! - Just a small fee of \$10

Lunch will be provided.

The CATS Program is open to anyone who wants to learn more about Polk County and the influence we have on tourism and visitors.

Please email Savannah Rudolph for more information and questions.

savannah@visitcentralflorida.org

Thank you for your interest in the CATS Program!

We are excited for you to become a Certified Ambassador of Tourism and Sports!