

Champions Program Summary

DeSoto County aims to enhance tourism through a structured ambassador program engaging local businesses and volunteers.

Program Goals & KPIs

- Enhance visitor experience with knowledgeable interactions.
- Increase community pride and awareness of local tourism assets.
- Strengthen relationships between local tourism stakeholders.
- KPIs include certified ambassadors, visitor satisfaction, social media engagement, and repeat visitors.

Program Structure & Recruitment

- Leverage local business networks and media for outreach.
- Directly engage business owners for staff enrollment.
- Host a launch event to build excitement.
- Offer online registration for convenience.

Training & Certification

- Provide flexible training options (in-person, online, hybrid).
- Curriculum includes tourism value, local assets, customer service, and responsible travel.
- Focus on enhancing knowledge of DeSoto County's attractions and service techniques.

Incentives for Businesses

- Increased visibility through tourism marketing channels.
- Inclusion in a preferred business referral network.
- Access to visitor data and market insights.
- Networking opportunities with local stakeholders.
- Enhanced staff training and recognition programs.

Low-Cost Recognition Methods

- Handwritten thank-you notes to participants.

- Social media shout-outs and features on the county website.
- Customized swag like lapel pins and branded items.
- Insider access to exclusive workshops and direct chats with leadership.
- Peer recognition programs to foster appreciation among ambassadors.