

5 Steps to Becoming an Ultimate Host for Calgary



01 Develop your Calgary expertise as a White Hat Academy graduate

Certify as an Ultimate Host through this interactive online learning program. Discover Calgary's unique experiences, restaurants, and more while sharpening your customer service skills, and enjoy exclusive perks as a grad!

Previous graduates can recertify with our new interactive 30-min quiz!



02 Stay up-to-date with the Ultimate Host Scoop Newsletter

Subscribe to our e-newsletter for the latest on what's on, new restaurants, hot deals, conferences, and professional development opportunities – your go-to source for insider information to enhance your guests' experience.



03 Build confidence with the Frontline Experience Pass

Gain first-hand knowledge of Calgary's best experiences and become a raving fan with our digital pass, offering FREE or discounted admission exclusively for visitor-facing staff. This limited term program runs annually every Spring.



04 Attend a Taste the Neighbourhood Series tour

Join our specially curated tour series to sample some of Calgary's best restaurants, meet the chefs, and gain confidence in recommending dining options to your guests – a key ingredient to your guests' exceptional stay in Calgary.



05 Boost your chances for a Calgary White Hat Award

Attend this one-of-a-kind event to celebrate the tremendous people in Calgary's tourism industry who go above and beyond to provide outstanding visitor experiences. Learn how to get involved or be nominated.



Learn more about these FREE programs designed for visitor-facing staff to build confidence in promoting the city, enhance customer service skills and gain recognition!

tourism
calgary

What does it mean to be an Ultimate Host? Calgary's version:

A **kind** and friendly face who provides **exceptional customer service** to ensure their guests' feel welcomed and comfortable. They take pride in their hospitality and strive to **go above and beyond** to make their guests' experience unforgettable. They **genuinely respect** and recognize the **diverse** backgrounds and stories of each guest, **tailoring their service** to meet individual needs and preferences. They are **resourceful**, and view complaints as an opportunity to transform unhappy customers into **raving fans**.

Their **passion** for Calgary is unrivaled; they are **proud** to share their knowledge of our local culture, history and their own personal experiences to offer **valuable insights** and recommendations to their guests. They stay **up-to-date** on the latest events, attractions, and activities to ensure their guests have the best possible experience in our city and leave with a **lasting impression**.

Connect with our team

Frontline Ambassador Programs

Caren Kaufmann

Specialist Frontline & Visitor Engagement

carenk@tourismcalgary.com

403.560.2987

Calgary White Hat Awards

Cindy Good

Manager Events & Hosting

cindyg@tourismcalgary.com

403.828.4506

Visitor Support & General Inquiries

Visitor & Local Experts

403.263.8510 | SMS 587.333.8501

info@tourismcalgary.com

 visitcalgary.com

visitcalgary.com/industry-partners

     [#tourismcalgary](https://twitter.com/tourismcalgary) [#capturecalgary](https://www.youtube.com/tourismcalgary)

tourism
calgary