

Your Ultimate Host Playbook

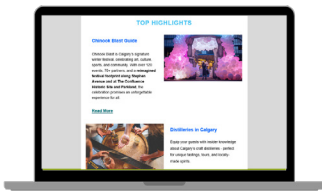
Transform your guest experience skills with free professional development programs!



1 Develop your expertise as a White Hat Academy graduate

Certify as a Blue Sky City ambassador through Tourism Calgary's award-winning 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 an interactive 30-minute recertification course in 2025.



2 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.



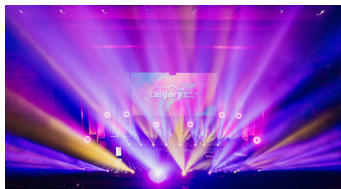
3 Explore Calgary with the Frontline Experience Pass

Gain first-hand knowledge of Calgary's best experiences with our digital pass, offering FREE or discounted admission exclusively for visitor-facing staff. This popular program runs annually every spring.



4 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.



5 Calgary White Hat Awards – Where Warmth Meets Excellence

It's about honoring those who go above and beyond to create memorable visitor experiences, embodying the warmth and hospitality that make them true Ultimate Hosts.



Learn more about these programs by scanning the QR code.

What does it mean to be an Ultimate Host? The Calgary way.

Picture your favourite Calgarian friend – that's our Ultimate Host.

With a warmth that matches our 333 days of sunshine, they transform everyday service into **unforgettable moments**. They're masters of **western hospitality** who make every interaction feel like catching up with an old friend.

Their **knowledge** of Calgary runs deep, and their **enthusiasm** for sharing it runs even deeper – from hidden gem restaurants to the latest festival in Prince's Island Park. They celebrate the **diversity** of our guests as **vibrant** as our city's own cultural mosaic, **tailoring** each experience to write a **unique Calgary story**.

When challenges arise? They see "**blue sky**" **opportunities**, turning every situation into a chance to showcase what makes our city **extraordinary**. They're professional but never stuffy, **knowledgeable** but always **approachable** – the perfect blend of Calgary's warm heart and innovative spirit.

CONNECT WITH OUR TEAM

Frontline Ambassador Programs

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Tourism Calgary
Frontline Ambassador Hub

[visitcalgary.com](https://www.visitcalgary.com)

[visitcalgary.com/industry-partners](https://www.visitcalgary.com/industry-partners)

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Tourism
Calgary BLUE SKY CITY