



## Queenstown Resort College - Ambassador Programme

### About this Programme

The Queenstown Resort College's Ambassador programme is a regionally-specific course that assists communities to deliver consistent, memorable and authentic visitor experiences and raise awareness of the industry's contribution to their local economy. Currently running in Queenstown and Wanaka, 'Ambassador' will be expanded to ten regions across New Zealand over the next two years. The project is aligned to the Tourism Industry Aotearoa's 2025 framework, by enhancing the visitor experience.



### The Challenge

Tourism in New Zealand is experiencing phenomenal growth over the past few years. New Zealand destinations must deliver outstanding, consistent and exceptional visitor experiences at all touch points of the visitor journey. With the rise in visitor numbers comes the requirement for increased knowledge and quality of its workforce and community.

### The Solution

The Ambassador programme will support a community's capability to host visitors and provide a consistent experience by immersing locals, employees and business leaders into increased knowledge and awareness of their region. This includes regionally-specific training in early Māori history and legends, European settlement and pioneers of the area and important facts around geography, attractions and locations. This is supported by tools for connecting with visitors from different cultures with skills for professional communication and engagement tools for business success.

### Key facts

**Programme start:** July 2016

**Length of TGP Funding requirement:** Two years

**TGP funding:** \$150,000

**Industry funding:** \$150,000

**Regional Advisory Group members:** RTO's, Chambers of Commerce, local councils, MBIE

**Estimated potential economic benefits to New Zealand:** \$1.6 million over four years.