



GREENVILLE-PITT COUNTY
CONVENTION & VISITORS BUREAU

FOR IMMEDIATE RELEASE

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VISIT GREENVILLE, NC LAUNCHES GREENVILLE TOURISM AMBASSADOR PROGRAM *Enhancing the Visitor Experience*

Greenville, NC- The Greenville-Pitt County Convention and Visitors Bureau (Visit Greenville, NC) is pleased to announce the launch of a new hospitality and destination education program. The **Greenville Tourism Ambassador Program (Greenville TAP)**, developed in conjunction with the East Carolina University School of Hospitality Leadership, is a month-long initiative designed for business owners, industrial managers, front-line employees, students, and anyone who is simply invested in the Greenville community. Visitors are looking for unique places to have memorable and positive experiences when they travel, and the Greenville-Pitt County Convention & Visitors Bureau wants Greenville to be their destination of choice.

The Greenville TAP program includes two tours around local attractions in Greenville and Pitt County, and one day of in-class curriculum. Dates of the inaugural Greenville TAP program are each week in April, with a recognition ceremony in May during National Travel & Tourism Week:

- **April 7, 2016 from 8:30am – 3pm:** Driving Tour of Greenville & Pitt County with Lunch at 1pm (on own)
- **April 14, 2016 from 9am – 12pm:** Walking Tour of the Uptown Greenville District
- **April 27, 2016 from 9am – 12pm:** Classroom Curriculum (case studies, games, and final notes) at the Hilton Greenville
- **May 3, 2016 12pm – 1:30pm** National Travel & Tourism Week Luncheon & Recognition Ceremony at the Hilton Greenville

“We are excited to be hosting our first in the series of Greenville Tourism Ambassador Program classes,” states Executive Director Andrew Schmidt. “We are looking forward to working with our front-line employees and students to make Greenville a preferred destination across the state.”

The goal of the Greenville TAP Program is to unite Greenville-Pitt County tourism industry stakeholders together through education and shared goals to not only prepare for current visitors – but future ones as well. When visitors have memorable and positive experiences they are more likely to return to a destination, which is good for everyone, from visitors, local residents, front-line employees, and the local economy. This program is a demonstration of the Greenville-Pitt County Convention & Visitors Bureau’s dedication to the local community and visitors by promoting our destination as one of the best in Eastern North Carolina where we can all find ourselves in good company.

The deadline for registration for Greenville TAP is March 18, 2016, and space is limited to 20 participants on a first come-first serve basis. Please register for Greenville TAP at <https://www.eventbrite.com/e/greenville-tourism-ambassador-program-enhancing-the-visitor-experience-tickets-21781041682>, or by contacting Andrew Schmidt at the Greenville-Pitt County Convention & Visitors Bureau.

For more information about the Greenville TAP Program, please contact:

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