

Recommendation to the Tourism Promotion Committee:

Strategy 1.8—Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff.

Background

This strategy is described in the Tourism Development Strategy as follows:

“A key but often overlooked facet of destination management is the knowledge held by people visitors interact with directly—the frontline staff at hotels, restaurants, shops, and so on. These individuals can make or break a visit to Wilsonville. If they are knowledgeable about local highlights and experiences, they can elevate a visitor’s experience dramatically. This can be difficult in an economy in which such positions are hard to fill and keep filled. Producing a destination toolkit that can be shared with local businesses is a smart way to train frontline ambassadors for the Wilsonville area at a modest investment. This could be a physical booklet, a series of training videos, onboarding workshops, or something else entirely.”

Recommendation

Visitor-facing businesses in Wilsonville will be provided with a toolkit that includes the following guidelines for each new frontline employee to become a Wilsonville Ambassador:

Step 1: Watch *The Secrets of Unreasonable Hospitality* video

https://www.youtube.com/watch?v=j7GbVJFc_cl

Step 2: Complete *Guest Service Gold* training and receive Certified Guest Service Professional (CGSP®) credential (\$40 cost for employer)

Guest Service Gold® is a professional development program designed to elevate the skills of Oregon’s hospitality workforce. Through engaging training, participants learn how to anticipate guest needs, exceed expectations, and confidently resolve challenges—key competencies that set true professionals apart. Successful graduates earn the internationally recognized Certified Guest Service Professional (CGSP®) credential, a valuable distinction in today’s competitive hospitality industry.

<https://www.oregonrla.org/guest-service-gold/>

Step 3: Read and watch video links from the following sections of the *Accessibility Playbook*: *How to Communicate with and to People with Disabilities*, pages 8-9; *Top Tips for Becoming Accessibility Friendly*, pages 32-37; *E-Learning Training Videos*, page 39

<https://industry.traveloregon.com/wp-content/uploads/2025/09/Travelability-Playbook-2024-Oregon.pdf>

Step 4: Review Explore Wilsonville Destination Knowledge Base

This document will be updated annually and includes a categorized list and/or map of Wilsonville assets and attractions, with a short description of each.

Step 5: Receive recognition as a Certified Explore Wilsonville Ambassador

Membership and current employment at a Wilsonville visitor-facing business includes uniform badge pin and a standing invitation to quarterly Wilsonville Field Trips where service workers tour other Wilsonville visitor-facing businesses to participate in the guest experience and build their knowledge of Wilsonville's tourism offerings.

NOTES:

Participating businesses who have at least one Ambassador would receive a window cling indicating the presence of Explore Wilsonville Ambassadors.

Based on feedback from initial tests, this toolkit may be adapted accordingly.