



**FOR IMMEDIATE RELEASE:**

***Visit Mobile Announces Tourism Ambassador Program Registration***

**Mobile, Ala. (January 25, 2023)** — Visit Mobile announces the opening of registration for the Spring 2023 Tourism Ambassador Program. The class will begin on Mar. 15, 2023, with registration opening on Jan. 25, 2023. Each class is capped at 25 participants and will take place twice a year.

“Visit Mobile is excited to have the Tourism Ambassador Program back for a second class. It is a fun five weeks working with local restaurants, attractions, and historians to provide engaging educational opportunities for participants” said Allison Floyd, Visit Mobile’s marketing & events manager who spearheads the program. “The best part is being able to call on graduates of the program to support tourism events happening in the city letting them put their training into action. We can’t wait to welcome 25 new ambassadors-in-training in March.”

The five-week program aims to inspire tourism partners and Mobile citizens to turn every visitor encounter into a positive one. Through three in-person sessions and on-your-own assignments, participants will hear from Mobile experts on various topics such as Mobile history, America's Original Mardi Gras, diversity and inclusion, ecotourism, attractions, and Mobile's delicious culinary scene. They will also get a sneak peek at new developments and meet with stakeholders in the hospitality industry to learn more about tourism's positive impact on our community.

After the program, the newly trained ambassadors will be prepared to interact with visitors and answer their questions with greater knowledge of Mobile’s vast offerings.

“In 2022, a friend suggested that we sign up for the program. She thought it would not only be fun but that it might help me with my new downtown business – it was so much more,” said Denise StClair. “The Tourism Ambassador Program not only taught me so much about our area but allowed me to meet several people that love Mobile as much as I do. Since the program, I’ve had several opportunities to help in my community, and I’ve been able to give friends and family insightful information about Mobile.”

After a two-year hiatus caused by the COVID-19 pandemic, Visit Mobile relaunched its Tourism Ambassador Program in Sept. 2022. Upon graduation, each participant receives a certificate and a Visit Mobile Tourism Ambassador lapel pin. For more information about the program or to register, visit [mobile.org/tourism-ambassador](https://mobile.org/tourism-ambassador).

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**About Visit Mobile:**

Visit Mobile is the official destination marketing organization responsible for attracting visitors and conventions to the Mobile area. To learn more about our historic destination and find out why Mobile is the city that's Born to Celebrate, visit [mobile.org](http://mobile.org). This convention and visitors bureau is an accredited Destination International Marketing Organization.

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