



Administered by Ottawa Tourism and led by a committee of industry volunteers, **Stars of the City is a customer service awards program that aims to recognize, educate and motivate front line staff – the face of tourism.** This is achieved by collecting nominations year round that cite real-life examples of customer service excellence.

Every *star* who receives a nomination is sent a Stars Certificate and Lapel Pin, a copy of their nomination and a congratulatory letter to their supervisor informing him or her that one of their staff has made someone's day. Nominations can be made by submitting a Stars nomination brochure (found at most area hotels, restaurants and attractions) to Ottawa Tourism, or by visiting the Stars website – www.starsofthecity.ca / www.lesvedettesdelaville.ca

STARS VISION

Ottawa and Canada's Capital Region is known for its excellence in customer service.

STARS EVENTS

Stars of the City Conference and Trade Show

This educational conference held each spring motivates front-liners just in time for the peak tourist season. The event includes:

- ★ two top-notch speakers who share presentations on customer tips and best practices;
- ★ a trade show where local tourism businesses can showcase their venues, programs, activities, events and services directly to our region's front line staff; and
- ★ a familiarization tour of the host venue for all delegates.

Registration costs are kept very low so that employers can send as many of their front line staff and managers as possible.

Stars of the City Recognition Evening

This five-star event celebrates what makes Ottawa and Canada's Capital Region a destination of choice for visitors from around the world – our people! Each October more than 500 guests enjoy the wonderful reception, dinner and awards presentation where the all nominees and award finalists are recognized and the overall *Star of the City* is announced.

For more information, please contact Jamie at 613-237-6822, ext. 125 or jharland@ottawatourism.ca or visit:

www.starsofthecity.ca www.lesvedettesdelaville.ca

Sincerest thanks to our program sponsors:

