

NAF's Academy of Hospitality & Tourism helps students chart career paths in one of the world's largest industries, from hotels to sports, entertainment, and event management.

#### HISTORY AND IMPACT

The NAF Academy of Hospitality & Tourism (AOHT) was launched in 1987 with support from Marriott International and the American Express Foundation, with locations in New York City and Miami. In the 2016-2017 school year, there were 91 Academies of Hospitality & Tourism in 42 districts across 21 states including DC and the US Virgin Islands serving 11,749 students. By providing an education that emphasizes both customer service and the mastery of tangible skills, like using reservation software, AOHT students are prepared to meet the needs of this growing industry.

#### CURRICULUM

AOHT curricula engages students through a series of career exploration courses. All courses use project-based learning techniques with an emphasis on strengthening literacy, project management, leadership, and team building skills while also fostering creativity and innovation. Curriculum is vetted by industry professionals to ensure that the content is current and relevant.

AOHT courses cover the principles of Hospitality & Tourism, customer service, geography, hospitality marketing, sports, entertainment and event planning, and sustainable tourism. Academies may include state-level certifications, special projects, or early college programs. The AOHT curriculum has received industry validation from the Global Travel and Tourism Partnership. Academy students complete at least four NAF courses by graduation.

#### COLLEGE AND CAREER READINESS

In addition to studying career-focused curriculum and working on collaborative projects, AOHT students gain critical career knowledge through a series of work-based learning activities including job shadowing, mock interviews, résumé writing workshops, culminating with a paid internship. Local business partners work with educators to provide these opportunities to round out students' education. By serving on advisory boards and as mentors, business partners make the important real world connection for students, helping them understand the connection between their education and future success.

NAFTrack Certification, NAF's student certification assessment system, validates successful course completion, projects, and internships. By receiving a passing score on end-of-course exams and satisfactory scores on culminating project and internship assessments, students earn NAFTrack Certification signifying to post-secondary institutions and employers that they are both college and career ready. With this credential, graduates can benefit from NAFTrack Certified Hiring, a new initiative in which many of America's top companies commit to give special consideration to these graduates for job opportunities and other career support.

Graduates of NAF academies complete college faster, earn more, and have stronger ties to their communities than their peers. NAF's 96% senior graduation rate is a testament to this effort.



From 2014-2024, the Bureau of Labor Statistics estimates 941,200 new leisure and hospitality jobs will be created. Travel and tourism is a major contributor to the US economy - with \$1.5 trillion in economic output (White House). Additionally, given the global landscape of hospitality & tourism, students have the opportunity to learn about a wide variety of cultures.



**11,749**  
STUDENTS



**91**  
ACADEMIES

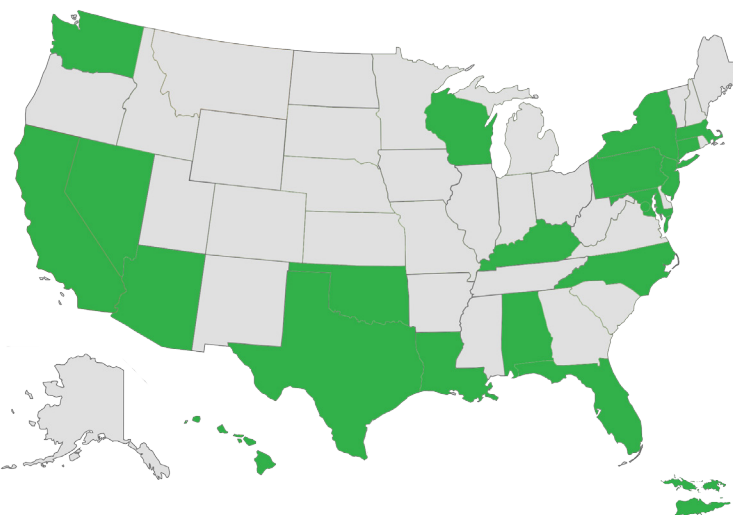
**21**

**STATES**

*incl. DC and the US Virgin Islands*

highest concentration of academies

- Florida **33**
- New York **9**
- North Carolina **9**
- California **7**



**42**

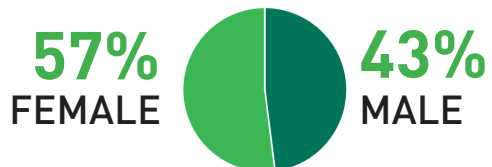
**DISTRICTS**

highest concentration of academies

- 15** Miami-Dade
- 8** New York City
- 6** Dallas
- 6** Orange County

**985** ADVISORY BOARD MEMBERS

**NAF STUDENTS**



91% of students are females and/or ethnic minorities

- 49%** Hispanic/Latino
- 29%** Black/African American
- 12%** White
- 6%** Asian
- 3%** Other/Multi-racial
- <1%** Native American/Alaska Native
- <1%** Pacific Islander

**82%** Low-Income Students  
*based on eligibility for free & reduced price lunch*

**23%** English Language Learners

**OUTCOMES**



**94%**  
of seniors graduated



**91%**  
college-bound graduates



**27%**  
graduated with an internship