

CELEBRATING 30 YEARS
of the Academy of Hospitality & Tourism

This school year marks the 30th anniversary of NAF's second career theme, the Academy of Hospitality & Tourism (AOHT). The AOHT was launched to support the workforce demands of one of the world's largest industries.

According to the World Travel and Tourism Council, 284 million people are currently employed in travel and tourism — that's 1 in 11 jobs in the world. Travel and tourism contributes \$1.5 trillion to the US economy. In addition, the Bureau of Labor Statistics estimates that almost 1 million new leisure and hospitality jobs will be created between 2014-2024.

NAF launched the Academy of Hospitality & Tourism with 2 academies. Today there are 93 NAF Academies of Hospitality & Tourism serving nearly 11,000 students annually across 20 states, including DC and the US Virgin Islands. 96% of seniors graduate with 89% going on to college.

"The Academy of Hospitality & Tourism was an innovative idea 30 years ago and continues to be a vital program for young people across the United States. Through the academy, thousands of high school students gain dynamic industry experience in school and in the workplace, igniting their ambitions to go on to college and fulfilling careers. Above all, the opportunity to try out their skills and interact with professionals early on gives them the confidence and know-how to successfully pursue their dreams. The American Express Foundation is impressed with how this idea has grown and made a real difference in the lives of so many young people and we are thrilled to continue our support."

Ken Chenault
Chairman and CEO,
American Express

"Our decades-long partnership with NAF enables our associates to engage with the next generation of hotel leaders in a very positive and meaningful way. Through programs like our Courtyard brand's Success for Youth initiative, we have the opportunity to interact with NAF's best and brightest students and educate them about careers in hospitality —and that is a win for everyone involved."

Betsy Kiss
Senior Director, Workforce Engagement
& Global Diversity at Marriott International



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naf.org

The first Academies of Travel & Tourism (today's Academies of Hospitality & Tourism) were launched in Miami and New York thanks to support from the American Express Foundation, which continues to be a key partner. This photo appeared on the cover of American Express' 1988 Annual Report.

"The academy's impact upon my personal and professional development is too great to measure. As a foster child, I lived with many families, but the academy became the true family that gave me the confidence to realize and reach my full potential along with my strong faith. I am living proof that even with extreme challenges through your youth, one can always find the road to success."

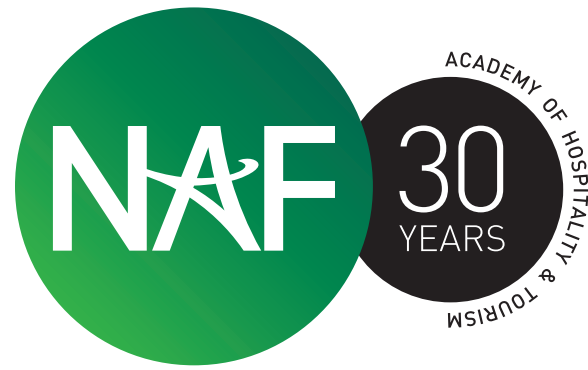
Stephanie Laing
Alumna, Academy of Hospitality & Tourism,
Miami Norland Senior High School, '01

"Instead of being a place I dreaded, school became the direct line between me and the career I wanted. My academy gave me real goals to work toward and real successes to feel good about."

Christopher Chametsky
Alumnus, Academy of Hospitality & Tourism,
New Utrecht High School, '10

CELEBRATING **MILESTONES**





CELEBRATING MILESTONES

1982

NAF was founded.

1987

The NAF Academy of Travel & Tourism was launched in 1987 with support from the American Express Foundation and Marriott International, with locations in New York City and Miami.

1992

1st NAF Academy of Travel & Tourism opened in Hawaii.

1994

American Express Jesse Blackman scholarship was established. Marriott International Inc. scholarship was established.

2004

Academy of Travel & Tourism was renamed to Academy of Hospitality & Tourism (AOHT).

2007

Marriott supported the development of NAF's Customer Service course.

2009

NAF AOHT Curriculum was validated by Global Travel and Tourism Partnership.

2014

With funding from Marriott International, NAF opened first AOHTs in St. Thomas, US Virgin Islands.

2015

NAF partnered with Courtyard by Marriott to launch the Success for Youth Program, promising 30,000 volunteer hours and engagement with 10,000 students in three years.

2011

1st Distinguished AOHT: Miami Beach Senior High School

2016

The NAF and Lenovo partnership program, the Lenovo Scholar Network (a mobile app development contest started in 2014) expanded to include the Academy of Hospitality & Tourism, further bringing STEM into AOHT.

CURRICULUM

NAF's Academy of Hospitality & Tourism curriculum includes courses on sustainable tourism, geography, marketing, customer service, and event planning. In addition, NAF helps AOHTs infuse STEM into the curriculum by offering finance and IT courses, tying together the important business and technological skills needed to keep up with this changing industry.

DISTINGUISHED ACADEMIES & COLLEGE READINESS

In 2016, Columbia Heights Educational Campus became the first Academy of Hospitality & Tourism in Washington, DC to earn Distinguished status. The academy is an exemplar for college readiness, offering its students dual enrollment opportunities with prestigious institutions including George Washington University.

MIAMI

Miami Springs Senior High School was home to the first NAF Academy in Florida when it launched the NAF Academy of Travel & Tourism. Today, there are 16 NAF Academies of Hospitality & Tourism in the district serving over 2,000 students.

