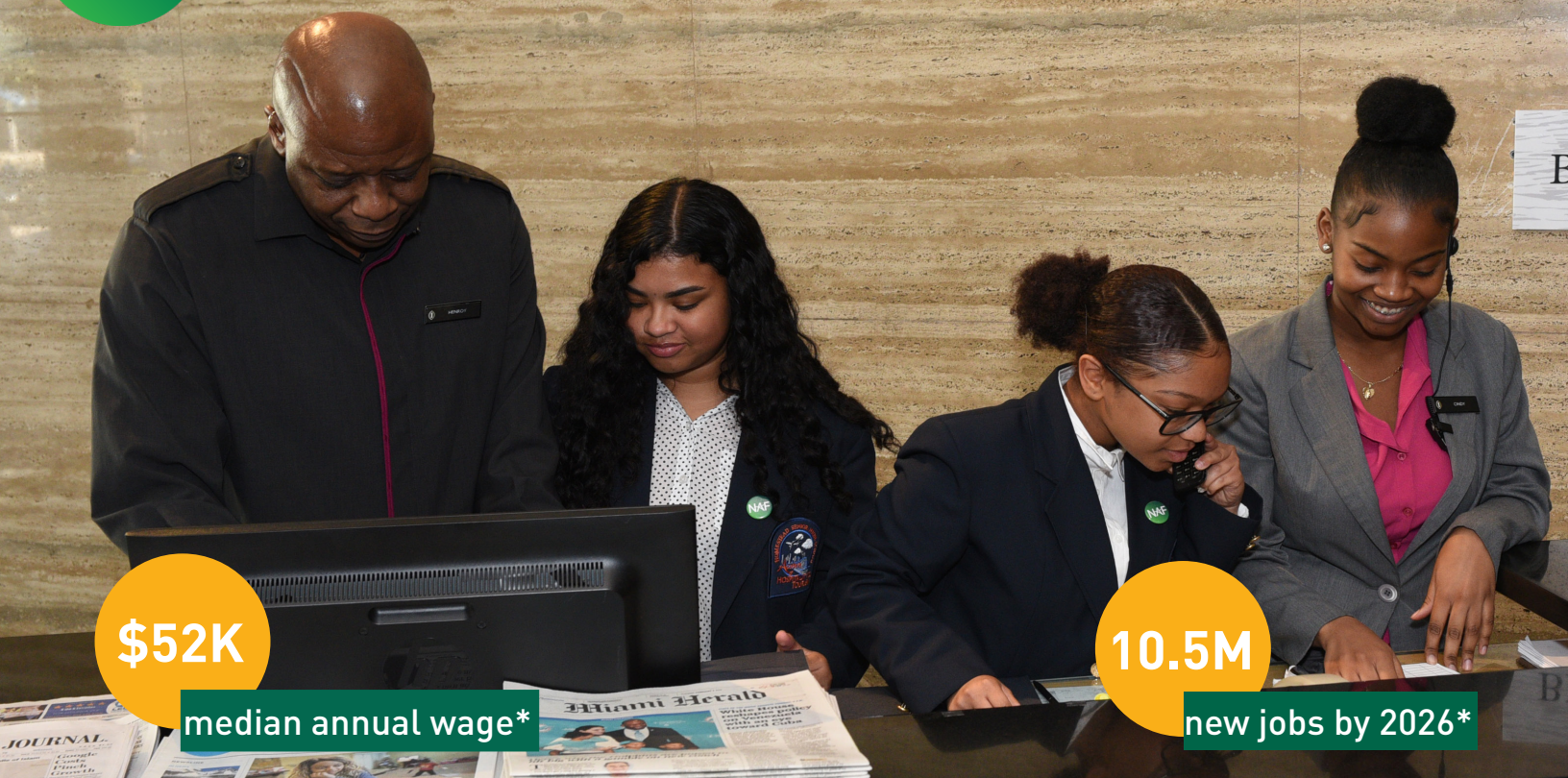




BE FUTURE  
READY



## ACADEMY OF HOSPITALITY & TOURISM 2018-2019

### INDUSTRY NEED

Hospitality & tourism is part of the service-providing industries, which are projected to account for most of the job growth in the economy between 2016 and 2026. Travel and tourism directly contributed 5.29 million jobs to the U.S. economy in 2017 and 7.6 trillion U.S. dollars to the economy in 2016.

Service-providing industries, including hospitality & tourism, continue to evolve as the global economy takes center stage. Together with growing competition and technological advances, hospitality & tourism will continue to require a well-trained and highly skilled workforce that can perform a multitude of tasks, whether it be handling high-profile customer service issues in a pinch, or speaking several languages to accommodate a growing customer base.

### CURRICULUM

Hospitality & tourism curriculum provides content in event planning, customer service, geography for tourism, hospitality marketing, and sustainable tourism. NAF's curriculum has received industry validation from the Global Travel and Tourism Partnership. In addition, NAF approves programs of study that align with NAF's certification standards, enabling local school districts to meet the needs of their community, as well as district and state requirements.

### NAF APPROACH

NAF's educational design is focused on making connections between the classroom and the workplace by integrating career-focused curricula and projects into the traditional high school experience, coupled with opportunities for real-world application. Through a series of coursework, together with a progressive continuum of activities designed to build awareness, enable exploration, and finally prepare students for future studies and career paths, NAF students gain the skills and knowledge needed to make informed choices and be successful in their future careers.

### PARTNERSHIPS

NAF works with both major corporations and local companies to ensure curriculum is current and relevant and to provide practical experience to students through a series of work-based learning activities. These activities enable students to connect directly with professionals in hospitality & tourism to learn first-hand about the industry, the skills needed to succeed, the expectations, and more. Business professionals serve as role models and mentors to students, guiding them to grow their business acumen as well as technical knowledge. Businesses that work with NAF academies play an active and integral role in shaping the future workforce and building a talent pipeline that will one day soon be eligible to fill roles within their companies.



**15,030**  
STUDENTS



**89**  
ACADEMIES

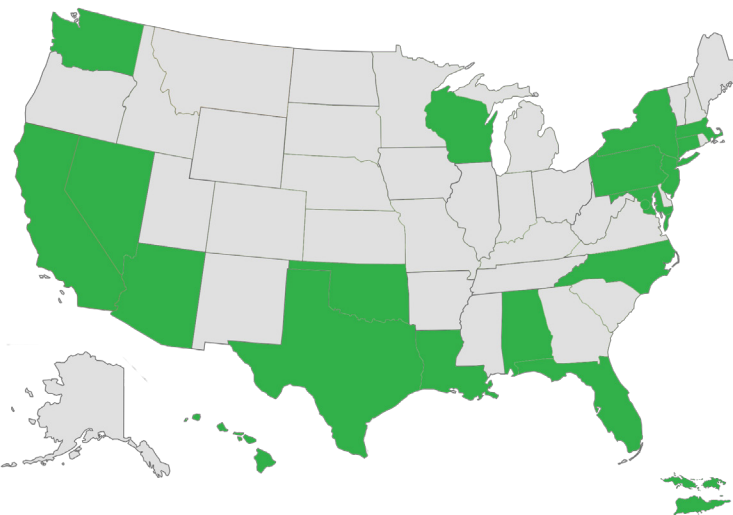
**20**

**STATES**

*incl. DC and the US Virgin Islands*

highest concentration  
of academies

Florida **34**  
New York **10**  
North Carolina **9**  
California **6**  
Texas **6**



**40**

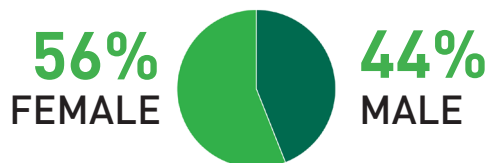
**DISTRICTS**

highest concentration  
of academies

16 Miami-Dade  
9 New York City  
8 Orange County  
6 Broward  
6 Dallas

**830** ADVISORY BOARD MEMBERS

## NAF STUDENTS



93% of students are females  
and/or ethnic minorities

**50%** Hispanic/Latino  
**29%** Black/African American  
**14%** White  
**4%** Asian  
**3%** Other/Multi-racial  
**<1%** Pacific Islander  
**<1%** Native American/Alaska Native

**74%** Low-Income Students  
*based on eligibility for free & reduced price lunch*

**18%** English Language Learners

## OUTCOMES



**99%**  
of seniors graduated



**79%**  
college-bound graduates



**31%**  
seniors who had an  
internship