



BE FUTURE
READY



ACADEMY OF HOSPITALITY & TOURISM



190K
new jobs



\$58K
median annual wage*

NAF APPROACH

NAF's design focuses on connecting the classroom to the workplace by integrating career-focused curricula and authentic-learning projects into the traditional high school experience and offering real-world application opportunities. With a rigorous program of study and a progressive work-based learning continuum of activities designed to build career awareness, exploration, and preparation, students gain the skills and knowledge needed to make informed choices and be successful in their future careers.



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INDUSTRY NEED

The leisure and hospitality industry is expected to add approximately 1.9 million jobs over the next decade.

CURRICULUM

NAF's **Future Ready Learning** website hosts a wide array of instructional content vetted by industry experts, post-secondary instructors, and professional organizations. The Academy of Hospitality & Tourism curriculum includes:

- Courses in tourism, hospitality, customer service, marketing, event planning, including the newly revamped course Principles of Hospitality, Events, and Tourism, aligned with the Advance CTE's new career clusters.
- A new instructional unit called AI in the Hospitality & Tourism Industry (launching July 2025).
- Authentic learning projects called **NAF Expeditions** that address real-world issues in partnership with career experts, like Experience Design, Event Management, Culinary, and Smart Hotels

Essential partners supporting NAF's Academy of Hospitality & Tourism curriculum include Marriott, Global Travel Tourism Program (GTTP), Grow With Google, and California Educators Together.

WORK-BASED LEARNING

Industry professionals play a significant role in helping students see the connections between high school and the world of work. NAF collaborates with major corporations, post-secondary institutions, and local companies to provide career readiness and work-based learning experiences throughout the academy experience.

Students connect directly with hospitality and tourism professionals to learn first-hand about careers in this industry and determine how their strengths and interests might be a good fit. Adults act as role models and guides to students, helping them develop the skills they will need to thrive in their future careers, navigate pathways to get there, and help them start building their professional network to open doors of opportunity. Businesses that collaborate with NAF academies play an active and integral role in shaping the future workforce and building their own local talent.

*The Bureau of Labor Statistics



BE FUTURE READY

2024-2025

ACADEMY OF HOSPITALITY & TOURISM



78
ACADEMIES

DATA AT A GLANCE

14,948
STUDENTS

16
STATES

37
DISTRICTS

NAF PREPARES STUDENTS TO #BEFUTUREREADY

This data is academy-reported.

53%

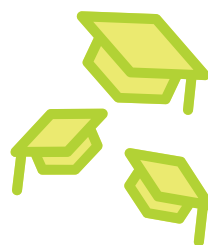
MALE

44%

FEMALE

3%

REPORTED NEITHER



99%

OF SENIORS
GRADUATED



65%

SENIORS FEEL
PREPARED FOR THE
WORKFORCE

higher than the national
average

KNOPRO STATS



14,500
STUDENT
USERS



1,832
EDUCATOR
USERS



\$200K
IN PRIZES
AWARDED

TOP PARTICIPANT
LOCATIONS

25% **Florida**
12% **Texas**
11% **New York**
11% **North Carolina**
7% **California**



74%%

GRADUATES JOIN
THE WORKFORCE



87%

GRADUATES ARE
COLLEGE BOUND



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