

"AOHT prepares you for a career in an industry that represents 10% of all Michigan jobs."

Jordoun Eatman
VP of Engagement & Inclusion,
Experience Grand Rapids

#5

LARGEST
U.S. INDUSTRY*

58k

MEDIAN
ANNUAL WAGE*

1.9M

NEW JOBS BY
2033*

*The Bureau of
Labor Statistics



ACADEMY OF HOSPITALITY & TOURISM

Ready to Enroll?

Visit

DiscoverTourismGR.com

or contact us at

Engagement@ExperienceGR.com



NAF Academy of Hospitality &
Tourism Results:*

14,948 students in **78** academies

99% seniors graduate

87% are college-bound

*NAF National Data, 2024 - 2025



**YOUR
FUTURE
STARTS
HERE**

Experience
GRAND RAPIDS

DiscoverTourismGR.com



Our Goal

Experience Grand Rapids partners with local high schools to offer NAF’s Academy of Hospitality & Tourism (AOHT) and equip students with practical skills and hands-on experience relevant to the dynamic Hospitality and Tourism Management (HTM) industry.

Curriculum

AOHT supports high school students from freshman to senior year with courses and work-based learning experiences that progress each year. Courses fold into the regular school schedule and take the place of a student’s elective courses in the overall educational experience.

Year 1 Principles of Hospitality
Delivering Great Customer Service

Year 2 Event Planning
Hospitality Marketing

Year 3 Sustainable Tourism
Entrepreneurship

Year 4 Work-based Learning



INDUSTRY-ALIGNED CURRICULUM

The AOHT curriculum aligns with national standards and is validated by the Global Travel and Tourism Partnership, ensuring that students receive a comprehensive and industry-relevant education.



REAL-WORLD CONNECTIONS

AOHT connects classroom teachings with real-world applications, enabling students to gain practical skills and experiences that prepare them for a wide array of roles within the HTM industry.



POST GRADUATION

Students who complete AOHT are equipped with marketable skills and are ready to join the workforce. Additionally, they can pursue advanced placement options in Grand Valley State University degree program. They can also choose to explore a combination of career entry and higher education.

RECOGNITION & AWARDS



The program’s impact and innovative approach to education was recognized with a Governor’s Award for Innovative Tourism Collaboration from the state of Michigan.

Career Opportunities in Hospitality and Tourism:

- Hotel managers & sales directors
- Executive chefs & baristas
- Travel agents & tour guides
- Cruise directors & translators
- Meeting planners & event coordinators
- Hotel, restaurant & tourism managers
- and many more!

