



WORKFORCE DEVELOPMENT Initiative



Tourism in Orange County is an economic powerhouse generating more than 165,000 jobs annually and \$28 billion in travel related spending. There are tremendous opportunities from businesses in need of motivated, forward-thinking employees seeking exciting and challenging careers in tourism & hospitality. Our community is experiencing unprecedented growth with projects such as the \$4 Billion OCVIBE retail/entertainment/dining/mixed use project as well as the \$1.9 Billion DisneylandForward expansion. We recognize the need to encourage and inspire students who will be the next generation of hospitality professionals. Visit Anaheim serves as the catalyst connecting students to a wide range of opportunities.

Workforce Development is an initiative of **Visit Anaheim** that highlights the value of tourism as well as a viable career path for professional development and career advancement.



- **WHO:** Our Workforce Development team is comprised of young professionals from companies such as Knott's Berry Farm, OCv!be, Honda Center, JW Marriott, Angels Baseball, Aramark, Hilton Anaheim and more to share their educational background and career path stories and experiences, highlighting the value of this exciting industry.
- **WHAT:** Our teams arrival sparks excitement, creating an environment of interest and enthusiasm which includes a 45-minute presentation consisting of short highlight videos, 3-4 relatable speakers and raffle prizes and swag!
- **WHEN:** 10/30/2024 -10:30-11:47
- **WHERE:** Loara HS
- **WHY:** To inspire local students of our community through the power of travel to become the next generation of tourism and hospitality professionals.



Partners Include: Anaheim Transportation Network, California State University System

To sign your class up for the presentation see your work-based Learning Coordinator.