

Draft Press Release

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Video project Kicks off New Initiative to Hire for Hospitality Jobs

FOR IMMEDIATE RELEASE (ADD DATE)—A job in hospitality today can lead to a rewarding career with upward growth tomorrow, and tourism officials want to get that message out to students in middle, high school and colleges/universities throughout Michigan.

“There’s no better time” is the name of a just released video/digital campaign designed to encourage young people to consider jobs in hospitality. It showcases the wide variety of unique positions in the field throughout the state of Michigan. The video captures real employees doing their jobs and sharing why there is no better time to work in hospitality.

The project arose from a focus group with Metro Detroit tourism leaders in May who indicated that both short and long term staffing issues were one of their larger concerns, especially since the Covid-19 pandemic. As a result, Grand Valley State University (GVSU) and Visit Detroit, the convention and visitors bureau in Metro Detroit, decided to invest in developing a video to help encourage the under 25 market to work and/or develop a career in the tourism industry. GVSU secured funds to create the content and hired Stone Hut Studios of Traverse City to produce it.

“It is our hope that convention and visitors bureaus, industry associations, middle and high schools, colleges and universities will support this project through all of their marketing channels so we can grow this industry,” said **(insert spokesperson name)**. “Especially now, as the industry begins to recover from the pandemic, we need to repopulate tourism businesses with employees that understand that while they may be starting in an entry level position, there are long term, career opportunities in the field.”

Prior to the pandemic, more than _____ Michigan residents worked in hospitality at hotels, cultural and entertainment attractions, events, restaurants, parks and recreation and in transportation. Today, some of those businesses are struggling because of the impact of Covid19.

The video is available in 15, 30 and 60 seconds. Click here _____ to view the 60-second spot.

For those interested in obtaining a degree in hospitality and tourism, approximately 20 colleges and universities in Michigan offer a program. For job seekers in the field, contact **(Insert any job fairs or local job bank information)**.

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