



PRESS RELEASE

For Immediate Release

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Tourism Bureau Promotes Careers in the Hospitality Field

Gaylord, MI - The Gaylord Area Convention & Tourism Bureau has launched a campaign to promote success stories in the hospitality industry. The intention is to encourage people to explore careers in hospitality, learn the many benefits of the industry and possibilities for advancement.

Produced locally by Awrey Productions, the video showcases several Gaylord success stories to give an insider's perspective of what it means to work in one of the many hospitality fields, including lodging, restaurants and recreation. The campaign has been shared with local schools, statewide associations, employment agencies and Tourism Bureau members. Paid YouTube and Facebook campaigns are also being utilized to help spread the message as we move into our busy summer season.

Any businesses or organizations are welcome to use this video as a training tool to help inspire staff or potential candidates for employment in this industry.

"The demand for hospitality workers is high and we're excited to get the word out about how rewarding our industry is," commented Christy Walcott, Director of Marketing & Communications for the Tourism Bureau.

The video can be viewed on YouTube at: <https://youtu.be/UdLxFHuyZSs>.

The Gaylord Area Convention & Tourism Bureau is located at 319 West Main Street in downtown Gaylord.

~~ For more information, please contact Christy Walcott at
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