

**Napa Valley College Partners with Forbes Travel Guide to Launch  
New Hospitality Training Accreditations  
Online Luxury Service Courses Starting in June 2020**

**FEBRUARY 24, 2020, Napa, CA** – Napa Valley College’s Hospitality, Culinary & Tourism Management Department (HCTM) today announced a partnership with Forbes Travel Guide (“FTG”), the world-renowned and only global hospitality rating system, to launch a series of luxury service training courses for students and hospitality employees. The new online courses will commence in June 2020.

The partnership is a result of convening business leaders, educators and community partners through the Napa Hospitality Industry Partnership (Napa HIP). Napa Valley Community College District is the first college in the world to offer Forbes Travel Guide Online Luxury Service training certification.

The courses aim to provide students and hospitality employees with unrivaled knowledge and skill to strengthen their resumes and to elevate luxury service within the hospitality industry. Course one is an “Introduction to Luxury Service,” covering basics such as telephone etiquette and effective communication. Students will then seamlessly continue onto the next course to learn the specific service standards for luxury hotels and resorts, including standards for concierge, reservations and arrival/departure services. Additional service areas covered are housekeeping/turndown, dining (including in-room dining), bar and lounge and pool standards.

“Forbes Travel Guide is renowned for its prestigious annual Star Ratings of hotels, restaurants and spas worldwide,” said Napa Valley College professor and program coordinator Merrick McKeig. “This is a unique opportunity for students interested in furthering their hospitality careers using best practices from an industry-leading organization.”

“Napa HIP leaders have been diligently working together to enhance education opportunities for students and adults in Napa County,” stated Whitney Diver McEvoy, president & CEO, Yountville Chamber of Commerce. “We are thrilled these new courses at Napa Valley College will help to grow our dynamic workforce.”

“Nothing delights us more than imparting more than 60 years of luxury hospitality knowledge to enthusiastic students. We’re confident of the positive impact it will have for Napa Valley College students as well as the wider Napa Valley region,” said Filip Boyen, CEO, Forbes Travel Guide.

For more information, please visit [www.napavalley.edu/academics/BCS/HospitalityProgram](http://www.napavalley.edu/academics/BCS/HospitalityProgram).

**About Napa Valley College Hospitality, Culinary & Tourism Management Department (HCTM)**  
Napa Valley College (NVC) is an accredited open-access, degree- and certificate-granting institution, committed to student achievement through high-quality programs and services that are continuously evaluated and improved. The curriculum taught in NVC’s HCTM program directly reflects the needs of the hospitality industry as directed by its advisory board, made up of key Napa Valley hospitality leaders and employers. Hospitality courses provide a solid base of world-class customer service training, supervisory skills and industry-specific topics. Classes are tailored to meet the needs of enrolled students while teaching the latest trends in the hospitality industry. Napa Valley College is located at 2277 Napa-Vallejo Highway in Napa. Learn more at [napavalley.edu](http://napavalley.edu).

**About Forbes Travel Guide**

Forbes Travel Guide is the only independent, global rating system for luxury hotels, restaurants and spas. Started as Mobil Travel Guide in 1958, the company created the first Five-Star rating system in the United States. Today, Forbes Travel Guide's incognito inspectors travel the world, evaluating properties based on up to 900 rigorous, objective standards. Forbes Travel Guide also supports the hospitality industry and other service-oriented businesses such as luxury residential, healthcare and private clubs with bespoke training solutions, evaluation services and the creation of custom service standards. For more information, please visit [partner.forbestravelguide.com](http://partner.forbestravelguide.com).

**About Napa Hospitality Industry Partnership**

Launched in 2016, Napa Hospitality Industry Partnership (HIP) is led by lodging, winery and restaurant employers in Napa County in partnership with educators and community organizations. Napa HIP invests in the future of the Napa Hospitality Industry through employer and community collaboration, industry education and employee sustainability, to build a world-class workforce that supports our industry's growth.

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