

Creating learning paths to boost growth and foster a culture of continuous learning

The challenge: Training and developing professionals whilst still delivering impeccable service

In the tourism and entertainment industry, customers satisfaction hinges on impeccable service. Grupo Vidanta knew the importance of having a highly-trained team that could continuously develop their skills. The challenge lay within how they would be able to identify specific skills and the best courses for their 17,000 employees. Grupo Vidanta also wanted to be able to provide quality knowledge in a simple, standardized manner that accommodated everyone across business regardless of profession.



We identified LinkedIn Learning as an effective tool that contributes to the development of our leaders. By reviewing and applying the integrated content available in LinkedIn Learning's vast offerings, we have taken the first steps in closing gaps in Grupo Vidanta's development programs."



Cecilia Haro
Grupo Vidanta

95%

active licenses

2.6

hours of learning per student per month on average

77%

average of students learning on a monthly recurrence



The solution: Identifying skill gaps and creating learning paths with specific courses

Grupo Vidanta and LinkedIn joined forces to identify the most in-demand skill gaps in the tourism and entertainment market. Through LinkedIn Learning they created learning paths on a user-friendly platform that met their needs, in both content and flexible scheduling. With the support of the LinkedIn team, Grupo Vidanta were able to monitor learning outcomes and motivate learners to complete their courses within timelines - ultimately creating an environment that promoted professional development throughout the organisation.

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