**CHIA Brief Description**

The Certification in Hotel Industry Analytics (CHIA) is the leading certification, obtained by nearly 20,000 students and professors in hospitality and tourism programs. Training includes foundational metrics, definitions, formulas, methodologies, benchmarking and industry reports as well as analyzing property and market level data. This workshop prepares educators to offer the CHIA training to their students. Qualifying students receive a certificate of accomplishment and can use the CHIA designation on their resume/CV and business cards. For more details or to register, please contact [sharecenter@str.com](mailto:sharecenter@str.com).

**Las Vegas, NV USA: January 3**

**Prior to the Grad Conference**

**Date & Time:** Friday January 3 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).  
**Venue:** UNLV, William F. Harrah College of Hospitality, 4505 S. Maryland Pkwy., Las Vegas, NV 89154

**Melbourne, Australia: February 16-17 (tentative)**

**Following CAUTHE 2020 Conference**

**Date & Time:** Thursday & Friday January 16-17 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m. both days).  
**Venue:** TBD

**Amsterdam, Netherlands: April 1**

**Date & Time:** Wednesday April 1 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00).  
**Venue:** TBD

**Sheffield, UK: May 11-12 (tentative)**

**Prior to CHME Conference**

**Date & Time:** Monday & Tuesday May 11-12 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m. both days).  
**Venue:** Sheffield Hallam University’s Business School, City Campus, Howard Street, Sheffield S1 1WB, UK

**Kaohsiung, Taiwan: May 26-27**

**Prior to APacCHRIE Conference**

**Date & Time:** Tuesday & Wednesday May 26-27 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m. both days).  
**Venue:** TBD

**Phoenix, AZ, USA: July 20-21**

**Prior to ICHRIE Conference**

**Date & Time:** Monday 20 | 8:30 a.m. - 5:00 p.m. Tuesday 21 | 8:30 a.m. - 12:00 p.m. (classroom will open by 08:00 a.m. both days).  
**Venue:** TBD

**Nashville, TN, USA: August 11-12**

**Prior to Hotel Data Conference (HDC)**

**Date & Time:** Tuesday August 11 | 8:30 a.m. - 5:00 p.m. & Wednesday 12 8:30 a.m. – 11:00 a.m. (classroom will open by 08:00 a.m. both days).  
**Venue:** STR Hendersonville Main office, 735 East Main Street, Hendersonville, TN 37175

**Copenhagen, Denmark: October 4**

**Prior to EuroCHRIE Conference**

**Date & Time:** Sunday October 4 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).  
**Venue:** TBD

**London, UK: October 30-31**

**Prior to WTM Conference**

**Date & Time:** Friday & Saturday October 31-31 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m. both days).  
**Venue:** TBD

**New York, NY, USA: November 7**

**Prior to HX Hotel Show**

**Date & Time:** Saturday November 7 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).  
**Venue:** New York University – Midtown Center, 11 W 42nd St., New York NY

**1-Day Workshop**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to** [**sharecenter@str.com**](mailto:sharecenter@str.com)

**Students Registration & Fees:** The workshop is $150 which includes the workshop and certification fee. **Register via email at** [**chia@ahlei.org**](mailto:chia@ahlei.org)

**Industry Professionals Registration & Fees:** The workshop and certification fee is $595.  For AHLA members, a discounted price of $545 is available. **Register via email to**[**chia@ahlei.org**](mailto:chia@ahlei.org)

**2-Day Workshop**

**Professors/Instructors Registration:** The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. **Register via email to** [**sharecenter@str.com**](mailto:sharecenter@str.com)

**Students Registration & Fees:** The workshop is $195 which includes the workshop and certification fee. **Register via email at** [**chia@ahlei.org**](mailto:chia@ahlei.org)

**Industry Professionals Registration & Fees:** The workshop and certification fee is $695.  For AHLA members, a discounted price of $645 is available. **Register via email to**[**chia@ahlei.org**](mailto:chia@ahlei.org)

**Certification in Advanced Hospitality and Tourism Analytics (CAHTA)**

The “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA) is a comprehensive training program where students demonstrate analytical skills to conduct an industry quality hotel or tourism research project (Market Study, Event Impact Analysis, Feasibility Study and Economic Analysis). This workshop prepares educators to offer the CAHTA training to their students. For more details or to register, please contact.**.** **The CAHTA public workshops are only available to professors at this time.**

**Las Vegas, NV USA: January 6-7**

**Following the Grad Conference**

**Date & Time:** Friday, January 6 and 7| 9:00 a.m. - 5:00 p.m. (Classroom will open by 8:30 a.m. both days)

**Venue:** UNLV’s William F. Harrah College of Hospitality, 4505 S. Maryland Pkwy., Las Vegas, NV 89154

**London, UK: January 14**

**Following The ENTER2020 International eTourism Conference**

**Date & Time:** Tuesday, January 14 | 9:00 a.m. - 5:00 p.m. (Classroom will open by 8:30 a.m.)

**Venue:** TBD

**Melbourne, Australia: February 6-7 (Tentative)**

**Following CAUTHE 2020 Conference**

**Amsterdam, Netherlands: April 4**

**Kaohsiung, Taiwan: May 26 (Tentative)**

**Prior to APacCHRIE Conference**

**Phoenix, AZ, USA: July 20-21**

**Prior to ICHRIE Conference**

**Nashville, TN USA: August 11-12**

**Prior to Hotel Data Conference (HDC)**

**Academic Testimonials**

*“The School of Hospitality Leadership at East Carolina University has been part of the Certification in Hotel Industry Analytics (CHIA) since the pre-pilot days. The integration of the exam and its corresponding materials has enhanced the professional recognition of our students and supported them in their job searches. SHL typically has 40 students taking the CHIA exam each semester. Since its introduction to the curriculum, almost one hundred fifty students have earned the CHIA designation. The CHIA material is integrated in my own class focusing on financial management and has assisted students in handling more complex problems. They strengthen their decision making skills by focusing on the interpretation of data. The CHIA program integrated with ECU academics and combined with industry experience has been a positive addition to student education and professionalism.”*

* Robert M. O’Halloran, Ph.D., Professor and Director, School of Hospitality Leadership

East Carolina University

*“The hospitality students at Haaga-Helia University of Applied Sciences have been very intrigued by the CHIA Certification. The students are very interested in studying revenue management and see it as a possible future area for a profession. The CHIA certification supports their professional growth and recognition well. Many of the skills learned and practiced, like formulas, analyzing outcomes, benchmarking reports, the interpretation of different types of data and strategic decision making are essential and valuable managerial skills.  I strongly recommend*

*cooperation with the SHARE Center and the CHIA Certificate to other universities and hospitality schools “everywhere.”*

*-* Nina Niemi, Senior Lecturer

Haaga-Helia University of Applied Sciences

*“The CHIA certification has enabled my students to be more prepared for their future jobs in the hotel industry by giving them exposure to and learning one of the most used reports in the industry, the STAR report.  In addition to their increased skills on reading and interpreting this report, their analytical skills in general have increased after earning this certification since many of the analytical skills used to read the STR reports are easily transferable to other reports.  Many students have told me that after getting the certification and applying for jobs those potential employers are impressed with the student having the certificate and their current analysis skills right out of school.”*

* Toni Repetti, Ph.D., Assistant Professor, William F. Harrah College of Hotel Administration, University of Nevada Las Vegas

*“The CHIA has been a great addition to our HRMT program here at Auburn, and we continue to offer it to our undergraduate and graduate students, with great success, since the very first year the CHIA was introduced by the SHARE center.  Here at Auburn, we moved over the years from offering it to our students on an optional basis, to mandating it as part of our capstone course, to now a separate class; Hospitality Industry Analytics is also one of our proposed core courses for our graduate students in the new curriculum, both on-campus and online.”*

* Baker Ayoun, Ph.D., June M. Henton Endowed Professorship and Graduate Programs Officer, Hotel & Restaurant Management Program,

Auburn University

**Industry Testimonials**

*“Our attending group was hotel veterans, not students.  Day in and day out, one of their most important functions is to be better than their Compset in every measurable aspect, as in turn, guests will see the results and become loyal to you.  They not only learned how to read these reports accurately and correctly, but have a full understanding of all of the components that drive the numbers, where to concentrate on making those numbers more favorable, and how to predict future results based on historical practices.  With the leadership instructional teams of Steve Hood and Duane Vinson from STR, our group mastered the course with logic, skill, attention, and humor.  These properties show the greatest percent improvement in the past 90 days than those that did not attend.”*

* Oliver Evancho

Vice President, Franchise & Development Administration

LQ Management LLC

La Quinta Franchising LLC

*“It is vital at Carlson Rezidor Hotel Group that our operators and revenue optimization team have a thorough understanding of the metrics used in the hotel industry.  The Certification in Hotel Industry Analytics training has significantly helped further develop their knowledge of these fundamentals and has enhanced their daily job performance.  Those that attended a CHIA training session and successfully received their certification are more confident in their ability to read and interpret not only the STR reports, but other reports commonly used in the hotel industry.  We would highly recommend this training to any professional working in the hospitality industry.”*

* Jeff Wermager, CRME

Director, Revenue Optimization, Americas

Carlson Rezidor Hotel Group

*“We had a small team of IT developers go through a Certification in Hotel Industry Analytics training with the SHARE Center.  These employees regularly work with industry data but did not fully understand how certain performance metrics were calculated, the terms used on some industry reports and the availability of other information.  Through the CHIA training they significantly improved their knowledge and understanding.  It gave each of them the opportunity to ask questions and provided hands on experience working with reports and data through the different exercises.  I would definitely recommend this training for those in all areas of operations.”*

* Raj Patel

Senior Director, Business Applications

Host Hotels & Resorts

*“The CHIA certification is groundbreaking certification that combines pertinent industry information from two industry leading organizations Smith Travel Research and the Educational Institute of the American Hotel & Lodging Association (AHLA). This certification is relevant, topical and something that all hoteliers should obtain to increase their knowledge, skill set and proficiency in utilizing the STAR Report. Review the course materials and see the untapped opportunities and resources available to maximize your revenue generation and profit.”*

* Michael E. Nalley, MAOM, CHA, CHE, CHT

Director, Education, Training & Guest Feedback

Best Western International