



The STR SHARE Center provides thorough and timely hotel data for academic research and comprehensive and relevant training materials for the classroom.

Supporting nearly 900 member schools from 76 countries around the world

Membership includes access to a wide range of hospitality and tourism data:

Contact:

sharecenter@str.com

www.str.com

+1 (615)824 8664

We would be glad to conduct a webinar for your faculty to introduce them to all of the resources that are available.

Hotel Data

Trends

- Historic monthly & daily performance (occupancy, ADR, RevPAR, supply, demand, revenue)
- You can select a group of hotels anywhere in the world

HOST/Profitability

- Actual Profit and Loss accounting data for real hotels
- Detailed info on Revenues, Expenses and Profits

Pipeline

- Historic supply data for any market in the world
- Info about projects under construction and in planning

User-Defined Destination Report

- Set up report on industry segments or group of hotels they wish to study
- Receive weekly or monthly performance updates throughout the semester

More Data

- Property and Room Counts - size & structure info with multiple subtotals
- Census Database - 100 fields of attribute info for 170,000 hotels around the world
- Hotel Company Database – comprehensive info for different types of hotel companies
- Forecasts - projected performance data for markets all over the world
- Sales Transaction Data - valuable info on hotel sales
- Industry Data Files – wealth of industry data available for research
- Research Assistance – we can help professors or PhD candidates with special data needs
- Access to Past Articles and Industry Presentations – via Hotel News Now
- Hotel industry Reference Info – scales, chains, parent companies, countries, markets, maps

Industry relevant Training Programs focused on experiential learning:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, The Metrics Used by the Hotel Industry
- Property Level Benchmarking with the STAR Reports
- Hotel Industry Performance Reports
- Tourism Data and Analytics
- How to Conduct a Market Study
- How to Conduct an Impact Analysis
- How to Conduct a Feasibility Study
- How to Conduct an Economic Analysis
- Hospitality & Tourism Future Trends
- Worldwide Survey of the Hotel Industry

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Student Project support

- Assistance with a large variety of Hospitality and Tourism projects including personalized data
- Also Application Exercises to reinforce training and solicit student interaction
- Students can obtain hands-on research experience working with live data
- Enable relevant analytical group projects and presentations

Additional Resources Available

- STR publications – monthly and weekly Hotel Reviews for countries and continents
- Sample reports – comprehensive set of all industry reports
- Student competitions – international Market Study contest
- Speaker Support – local hotel performance data for you to include in presentations
- Webinars, communications, newsletters, educator forums, campus visits

Certification in Hotel Industry Analytics (CHIA)

- Leading certification for undergrad and grad students in Hospitality and Tourism
- Recipients obtain a certificate and the “CHIA” designation to use on resumes
- Free Train-the-Trainer sessions available to prepare professors to present training
- Jointly offered by ICHRIE, AHLEI and STR; more information is available



Additional Student Certifications

- The “Hotel Industry Foundations and Introduction to Analytics” (HIFIA) is an abbreviated version of the CHIA certification, shorter and easier for two-year and vocational schools, and for colleges in developing areas of the world.
- The “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA) is a follow-up to the CHIA focused on industry research including a comprehensive project.

How to Join the SHARE Center?

There are different membership levels depending upon the size of the college or university. We are sensitive to budget challenges and never want a school to miss out due to financial issues. We are glad to offer complimentary memberships to schools to get started and learn about the resources. There is a simple agreement to fill out.

About STR

STR provides premium global data benchmarking, analytics and insights for multiple market sectors. Our data is confidential, reliable, accurate and actionable, and our solutions empower our clients to strategize and compete within markets.

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Testimonials

"I had the pleasure of working with the STR data and STAR reports as teaching tools in my hospitality-tourism courses. STR Reports and data are the most useful analytical tools I ever used in hospitality tourism classes. The BEST part of using STR data is the technical support and ongoing help one gets from the STR Office staff. They are truly incredible partners in hospitality education and hotel analytics. The hotel data they provide is worldwide in reach and it is unparalleled in quality and timeliness. I even used STR data for in my recent travels for research in Hungary, Serbia and several other countries."

- H.G. Parsa, Professor, Hospitality Management, Daniels College of Business,
University of Denver

"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 SHARE Center is invaluable to our faculty. Having access to timely, relevant industry information is critical for us as we prepare the next generation of leaders. In addition to the continually updated content STR provides us for incorporation into our classrooms, they are incredibly accessible and helpful in fulfilling ad hoc requests for data for the purposes of illustration or research. I cannot imagine a Hospitality program not using the SHARE Center and engaging with the professionals at STR!"

- Rex Warren, Assistant Professor, The International Hotel College,
Johnson and Wales 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



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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

“Understanding the dynamics of demand and the market place is essential to applying successful revenue management strategies in the hospitality industry. The Certification in Hotel Industry Analytics (CHIA) offered by the STR SHARE Center, has been a very valuable addition to our revenue management courses at Northern Arizona University. Students learn the Key Performance Indicators and can understand them and develop good selling strategies to maximize total hotel revenue. They see real time reports and develop the skills and knowledge necessary to successfully use them. This understanding is demonstrated when we attend actual revenue management meetings at major hotels and resorts in the Phoenix/Scottsdale market and our student are able to understand both the reports used and the resulting discussions of the management team. They would not be able to do this without the valuable information learned while preparing for the CHIA examination. It forms the foundation of our Revenue Management classes.”

-Jonathan A. Hales, Ph D., Associate Professor, Revenue Management and Hospitality Accounting and Finance, School of Hotel and Restaurant Management Northern Arizona University

“As a faculty, we felt that CHIA knowledge and certification were required knowledge for our graduates. As such, we added the CHIA material in our lectures and the certification to a required Advanced Hotel Operations course. All of our graduates will be exposed to the CHIA training and take the CHIA certification exam. Our industry advisory board is thrilled with this requirement. We have had several graduates that have entered the hotel industry communicate with us that they frequently are involved in meetings that discuss STAR reports on their first day on the job, and they appreciate being able to understand the reports and contribute to the discussion. It makes a tremendous impression when a new employer assumes that a new graduate knows nothing about STAR reports and they are able to contribute from day one.”

-Dr. Daniel J. Mount, Associate Professor, School of Hospitality Management Penn State University



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“The Share Center has been a valuable source of information for industry data that our faculty have used to enhance the student learning experience for lectures, student projects and of course the certification program. We are very grateful to Smith Travel as they have supported our program by fostering the development of future leaders and managers in the hotel industry.”

-Dr. Sheryl Kline, Professor and Chair, Hotel, Restaurant, and Institutional Management
Alfred Lerner College of Business and Economics
University of Delaware

“STR and the SHARE Centre have been an excellent resource for staff and students within the School of Business and Tourism and Southern Cross University. The detailed data that STR have been able to collect on a regular and sustained basis have provided the underpinning figures for several subjects across our tourism and hospitality and hotel management courses. The training offered by STR to teaching staff has been an added bonus and of critical benefit in the classroom.”

-Dr. Paul Weeks, Lecturer in Hospitality Management, School of Business & Tourism
Southern Cross University

“As professor in the capstone course where the students have to propose a new hotel and present a feasibility study, the SHARE Center was a great addition as it has provided the students with timely and accurate information. I found that they were able to come up with better projections, demand and benchmark analysis and, at the end, with better projects.”

-Guillermo Graglia, Dean of Faculty Administration Hotels, Tourism and Gastronomy
Universidad San Ignacio de Loyola

“The STR SHARE Center has helped me in the classroom and research. My hotel operations course is able to delve much deeper into hotel performance and analytics. Using different markets in classroom discussions, lectures, and assignments reveals the complex variations in the industry. In addition, the ability to drill down into a sub-market shows the variations across scale, class, and location. My course content is so much richer thanks to the STR SHARE Center. This semester I conducted the STAR Certification in Hotel Industry Analytics and complimented it with an in-depth assignment on a specific market. I am also more knowledgeable on the STR products; this allows me to utilize the data for research projects. Even more, I have developed a wonderful relationship with the people at STR. I look forward to many more years to come.”

- Brumby McLeod, Associate Professor, Department of Hospitality & Tourism Management
College of Charleston