STR Global "Certification in Hotel Industry Analytics" Workshop and Train-the-Trainer Session
Wednesday October 14 – Manchester Metropolitan University
Immediately prior to EuroCHRIE 2015

We are pleased to announce a free "Certification in Hotel Industry Analytics" (CHIA) workshop and Train-the-Trainer session. The event will take place on Wednesday October 14 at Manchester Metropolitan University in Manchester, UK. We appreciate Steven Rhoden, Chris Mitchell and all the staff from MMU for graciously hosting this event.

Certification in Hotel Industry Analytics (CHIA) - The "Certification in Hotel Industry Analytics" is being offered globally to undergraduate and graduate students, as well as professors through a joint effort between AH&LEI, ICHRIE and STR Global. Nearly 3,000 CHIA certifications have been granted, and this will be the 35th TTT session conducted. The CHIA is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs. This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Recipients have proven that they can "do the math" and interpret the results. They have demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports. Achieving this distinction announces that these students have a place among the best graduates in their profession and opens the doors to future career opportunities. Recipients receive a certificate and are able to use the CHIA designation on their business cards and resumes.

CHIA Workshop and Train-the-Trainer Session – The workshop is for professors, instructors and school staff. Senior level students (graduate students, research assistants) are welcome to attend if space permits. The session introduces the CHIA training content, which includes:
- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Property Level Benchmarking
- Hotel Industry Performance Reports

A detailed outline of the training content is available. The session also prepares instructors to be able to present the CHIA training to their students. It is easy to personalize the training related to a specific area of the world. Instructors can receive the CHIA certification themselves by taking an online exam after the session.

Workshop Details – The workshop location details will be made available prior to the training. The room will open at 8:00 am and the session will start at 8:30 and run until 5:30. There will be coffee/drink breaks and a break for lunch at around 12:00. Lunch is at attendees' own expense. Dress code is business casual. Training materials will be made available to participants prior to the session. This is just a one-day session, so it will be optimal for participants to review the training material prior to the session if at all possible. Please bring the training materials with you to the workshop on a laptop, or you can bring them in hardcopy format. There are a lot of slides so if you create hardcopies of the PowerPoints, you might want to print multiple slides per page and use both sides of the page.

Once you have completed the training you will have the opportunity to take the CHIA exam online at your earliest convenience. It is a 50 question multiple choice test with a two hour time limit. Upon successful completion (70% or greater), you will receive your CHIA certificate.

If you would like to reserve a seat, please contact sharecenter@str.com. Space is limited, so if you are interested, please let us know ASAP and we will hold a seat for you. The cost of the workshop and the certification is free for professors and instructors. If there are students or industry professionals that would like to attend, please contact us. If you have any questions about the certification program or content, feel free to contact Steve Hood from STR Global at steve@str.com.

Certification in Hotel Industry Analytics (CHIA)
Online/Certification

Description

The Certification in Hotel Industry Analytics (CHIA) is the only hotel-related certification for industry professionals focused on analytics. This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. **Recipients learn how to "do the math" and interpret the STAR reports to identify specific areas of improvement.**

Obtaining the CHIA certification confirms recipients have:

- demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis
- a comprehensive understanding of benchmarking and performance reports
- a grasp of the current landscape of the hotel industry, including relevant current events

The CHIA is jointly offered by the American Hotel & Lodging Educational Institute (EI) and STR (Smith Travel Research).
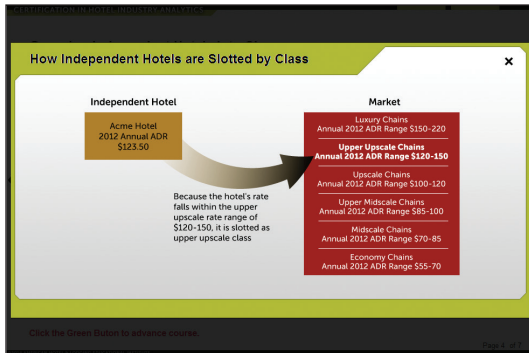
Audience

The CHIA is targeted at industry professionals such as general managers, revenue managers, corporate staff, travel and tourism professionals, trainers, and research staff from a variety of organizations:

- Hotel companies and hotels
- Management companies and owners
- Tourism/travel organizations
- Hotel associations
- Convention and visitor bureaus

- Developers, consultants and appraisers
- Accounting and financial firms
- Hotel-related vendors
- Other organizations serving the hotel industry

The CHIA training content is not US-centric; content is applicable globally.

Over ➡

Individuals obtaining the Certification in Hotel Industry Analytics are awarded five recertification points that can be used for EI certifications having a maintenance requirement.

Content

The CHIA is a knowledge-based certification with no "time in position" requirement, and no proctor required.

This online program has been specifically developed to prepare candidates for the actual exam. This valuable resource provides an in-depth review of the program content and includes both condensed and expanded versions of the training. Quiz questions are also included to help target preparation activities and test the candidate's comprehension of hotel industry analytics.

Fee includes:
- CHIA online review program
- CHIA certification exam
- Certificate upon successful completion of the exam

Core content areas include:
- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals
- Property Level Benchmarking (STAR Reports)
- Hotel Industry Performance Reports

Training includes case scenarios, hints, sample reports, industry "tricks of the trade", analysis examples, quizzes, discussion questions, and application exercises where participants gain hands-on experience working with hotel data.

CHIA Exam

Course and certification must be completed within 6 months of enrollment. Candidate has 90 minutes to complete the exam. Achieving a minimum score of 70% on the 50-question exam will earn the CHIA.

Recertification | Every 5 years

Recertification requires successful completion of a short test. An online tutorial will assist you in preparing for the recertification exam.

Personalized one- and two-day facilitated training workshops are available at an additional fee.