

STR Certification in Advanced Hospitality and Tourism Analytics (CAHTA) Workshop
Immediately following the
Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
Monday and Tuesday, January 6-7, 2020 in Las Vegas

You are cordially invited to attend a “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA) training session. The session will be held on January 6th and 7th, 2020. The location will be at UNLV’s William F. Harrah College of Hospitality in Las Vegas, Nevada. We would like to thank Dean Stowe Shoemaker for hosting the event.

The Certification in Advanced Hospitality and Tourism Analytics (CAHTA)

The “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA) is being offered globally to undergraduate/graduate students and professors by STR with multiple industry endorsements. The CAHTA is a natural progression above and beyond the popular CHIA which has been received by over 16,000 students and professionals.

The CAHTA is a comprehensive training program on hotel and tourism research projects with a focus on experiential learning and industry relevance. Participants demonstrate step-by-step analytical skills to conduct popular research. Students observe a range of case scenarios and then apply what they have learned to complete their own research project. They must also pass a thorough certification exam. The training can be personalized related to a geographic area, type of research or related to the needs of a school or class.

The CAHTA Workshop

During the session we will review the CAHTA content, which includes the following components:

How to Conduct a Market Study – analysis of hotel performance for a city

How to Conduct an Impact Analysis – hotel performance related to an event

How to Conduct an Economic Analysis – hotel data correlated to economic data for a country

How to Conduct a Feasibility Study – is it a good business decision to build a specific hotel in a specific location?

Training materials will be sent to attendees in advance.

Workshop registration information

At this time, the workshop is designed as a train-the-trainer session for professors who have already offered the CHIA certification to their students.

If you would like to discuss how the CHIA and CAHTA training can be integrated into your program, please reach out to Duane at dvinson@str.com or +1 (615) 824-8664 x3329.

The workshop 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 by emailing sharecenter@str.com.

Session Location and Additional Details

The session will be conducted at UNLV’s William F. Harrah College of Hospitality, 4505 S. Maryland Pkwy., Las Vegas, NV 89154. The room location will be announced. The room will open at 8:30 am both days and the class will be from 9:00 am to 5:00 pm. Dress code is casual.

We would be delighted to have you join us for an educational and enjoyable experience. Space is limited, so if you think you might be interested we encourage you to reserve your seat soon. Please email sharecenter@str.com with any questions.



About the STR SHARE Center

The STR SHARE (Supporting Hotel-related Academic Research and Education) Center supports schools around the globe by providing large volumes of hotel and tourism data, as well as related resources to professors and students for research, student projects and use in the classroom. The SHARE Center's objective is to help improve the quality and increase the industry relevance of hospitality and tourism research and education. Launched in 2011, there are over 850 member schools from 73 countries.

STR provides clients from multiple market sectors with premium, global data benchmarking, analytics and marketplace insights. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, and an international headquarters in London, England. For more information, please visit www.str.com