

STR Certification in Hotel Industry Analytics (CHIA) Workshop
Prior to the
Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
Friday, January 3, 2020 in Las Vegas

We are pleased to announce a “Certification in Hotel Industry Analytics” (CHIA) Workshop to be held in Las Vegas, NV. The session will take place Friday, January 3rd, from 8:30am to 5:00pm. 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 Hotel Industry Analytics (CHIA)

The “Certification in Hotel Industry Analytics” is being offered globally to undergraduate/graduate students, professors, and industry professionals through a joint effort between STR, AHLEI and ICHRIE. Over 18,000 CHIA certifications have been granted since the certification was launched in 2012. The CHIA is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs and a growing number of hotel industry professionals are obtaining the designation. 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. After attending the workshop, participants will have the opportunity to take the certification exam. More details will be provided. Upon passing the exam, recipients receive a certificate and can use the CHIA designation on their business cards and resumes/CVs.

The CHIA Workshop

During the session we will review the CHIA content, which includes:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Property Level Benchmarking
- Hotel Industry Performance Reports

Advanced access to online CHIA training will be provided to everyone that registers. Attendees are encouraged to do the online training before attending the workshop to receive the greatest benefit. All workshop materials and the agenda will be sent to attendees in advance of the session. The session also prepares instructors to be able to present the CHIA training to their students at their own schools. A more detailed content outline is available upon request.

Workshop cost and registration information

Industry professionals – The workshop is \$595, which includes the certification fee (the discounted cost for AHLEI members is \$545). Register by emailing chia@ahlei.org

Professors/Instructors – 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 by emailing sharecenter@str.com

Students – The workshop is \$75, which includes the certification. Prior arrangements must be made with a qualified faculty member at your school to proctor the exam following the workshop. Register by emailing chia@ahlei.org

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 8:00 am and the workshop will go from 8:30 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

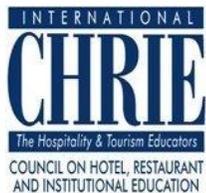
The STR SHARE (Supporting Hotel-related Academic Research and Education) Center supports schools around the globe by providing large volumes of hotel and tourism data, as well as related resources to professors and students for research, student projects and use in the classroom. The SHARE Center's objective 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 19 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



About the American Hotel & Lodging Educational Institute (AHLEI)

The American Hotel & Lodging Educational Institute (AHLEI) was founded in 1953 to provide working hospitality professionals with education and training. AHLEI continues to meet the needs of the industry with a variety of hospitality solutions, including online learning, professional certification, and resources for high schools, colleges, and workforce agencies. AHLEI is the global leader in hospitality training and hotel management certifications and offers online learning and courses with textbooks and digital material to enhance the hospitality learning experience. AHLEI's programs are all recognized by the American Hotel & Lodging Association (AH&LA) and conform to the best practices in the hotel and lodging industry. For more information, please visit www.ahlei.org



About the International Council on Hotel, Restaurant and Institutional Education (ICHRIE)

International CHRIE (ICHRIE), a non-profit professional association, provides programs and services to continually improve the quality of global education, research, service and business operations in the hospitality and tourism industry. ICHRIE, an inclusive, collegial association, values creative, ethical and progressive action and improvement of global hospitality and tourism education and research. For more information, please visit www.ichrie.org