
Certification in Advanced Hotel and Tourism Industry Analytics (CAHTA) Overview of Training Content

History

- This training will go beyond the CHIA – the CHIA provides a great foundation related to analytics
- Have been creating various research-related modules since 2015
- Have been piloting this training to a variety of students from different schools

Features and Objectives

- Customizable to meet the needs of different schools and students
- There would be a choice of several research-related modules
- Participants would obtain in-depth hands-on experience working with hospitality and tourism data
- Skills would include analyzing, interpreting and visualizing data; as well as communicating to others
- Participants would create multiple professional level research projects
- Upon completion, they would have an impressive portfolio to take with them to interviews
- There would be multiple exams and student projects that would be graded
- Program will be regularly fine-tuned with input from senior professors and industry consultants
- Certification will have multiple industry recognized endorsements
- CHIA would be a prerequisite

Modules

Telling the Data Story – visualizing data and presentation basics – for everyone

How to Conduct a Market Study

Content

Introduction to a Market Study
General Makeup of the Market
Current Statistics
Trended Data
Economic Cycles
Market Breakdown
Comparable Markets
Types of Business
Daily Data
Pipeline Data
HOST/Profitability Data
Forecast Data
Summary

Project – students select city, obtain data, research, prepare presentation, and share

How to Conduct an Impact Analysis

Content

Introduction to an Impact Analysis
Types of Events
General Event Info
Event Timing Options

Type of Impact
Metrics, Types of Data, and Measuring Impact
Analyzing Demand and Supply
Analyzing Impact by Industry Segments
Customers, Takeaways, and Presentation
Other Variables, Alternatives and Side Effects
Misconceptions and Challenges
Terminology

Project – students select event, obtain data, research, prepare presentation, and share

How to Conduct an Economic Analysis

Content

Introduction to Hotel and Tourism Economics
Data Types, Methodologies, Smoothing and Terminology
Hotel Industry Reports and Data Files
Comparing Hotel Data to Itself
Long Term Averages and Inflation Adjusted Numbers
Comparing Total Data to Segmented Data
Analyzing Data in Economic Cycles
Obtaining Economic Data
Correlating Economic and Hotel Data
Correlating Country Level Data
Correlating Market Level Data

Project – students select country, obtain data, research, prepare presentation, and share

How to Conduct a Feasibility Study

Content

What is a Feasibility Study?
General Market Overview
Selecting Comparable Hotels
Understand the Demand Generators
Know the Economic Outlook
Estimating Supply
Estimating Market-wide Occupancy and ADR
Construction Details of the Proposed Subject Property
Forecasting the Proposed Hotel's Occupancy and ADR
Estimating the Proposed Hotel's Revenues and Expenses
Estimating the Hotel's Market Value Upon Completion
Determining the Feasibility of the Proposed Hotel

Additional Modules - TBD

Hospitality and Tourism Trends, hot topics, current issues and future challenges – possibly for everyone

Content

Performance – world overview
Development
Mergers and Acquisitions
Branding



Disruptor Evolution and Sharing Economy
Revenue Management Evolution
Technology
Big Data and Analytics
International Travel and Tourism
Hospitality and Tourism Talent
Project – students select topic of interest, research, prepare presentation, and share

How to Conduct a Development Analysis

Content

Development databases
Analyzing historical Supply changes
Identifying hot Markets, Scales and Chains over time and in the future
Analyzing historical Opens and Closes
Analyzing historical conversion activity
Analyzing current Pipeline statistics
Analyzing future Development data
Projecting future Opens, Closes, Supply and impact upon performance
Deferrals, Abandonments, time in phase, percent completion

Project – students select country, obtain data, research, prepare presentation, and share

How to Conduct a Profitability Analysis

Content

Profitability metrics
Participation, data sets and consistency
Comparing profitability data for different types of hotels
Analyzing profitability data over time, overviews and drill downs
Case scenarios

Project – students select country, city or group of hotels, research, prepare presentation, and share

Advanced Property Data Analysis

Content

In-depth Property Level data analysis
Analyzing Bandwidth, RevPAR Positioning Matrix and Pulse data
Analyzing company/portfolio performance at the regional/corporate level - analytics at the corporate office
Analyzing property and comp set data files for one or multiple hotels, graphing and presenting
Correlating property data with 3rd party data

Project – provide sample data/reports for a diverse portfolio of hotels, analyze and make recommendations.