A "Certification in Advanced Hospitality and Tourism Analytics" (CAHTA) training session. We have two sessions on will be held on July 23rd and 24th in New Orleans prior to the ICHRIE Conference and August 13th and 14th, 2019 at STR's Main Headquarters located in Hendersonville, TN prior to the HDC Conference.

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. The session prepares instructors to be able to present the CAHTA training to their students at their own schools.

To attend, please contact us for more details at **sharecenter@str.com**