

## Certification in Hotel Industry Analytics (CHIA)

### Chicago, IL: June 20-21

**Date & Time:** Thursday, June 20 | 8:30 a.m. - 5:00 p.m. and Friday June 21 | 8:30 a.m. – 12:00 p.m. (classroom will open by 08:00 a.m. both days). There will be an option to take the exam on June 21 beginning at 1:00 p.m. – 3:00 p.m.

**Venue Details** DePaul University, Driehaus College of Business and the School of Hospitality Leadership's Center for Hospitality Research and Education located in the DePaul Center at 1 E Jackson Blvd., Chicago, IL 60604

**Dress Code:** Business Casual

**Professors/Instructors Registration:** 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 via email to [sharecenter@str.com](mailto:sharecenter@str.com)**

**Students Registration & Fees:** The workshop is \$75 which includes the workshop and certification fee. **Register via email at [chia@ahlei.org](mailto:chia@ahlei.org)**

**Industry Professionals Registration & Fees:** The workshop and certification fee is \$695. For AHLA members, a discounted price of \$645 is available. **Register via email to [chia@ahlei.org](mailto:chia@ahlei.org)**

### New Orleans, LA: July 23-24

**Date & Time:** Tuesday, July 23 | 8:30 a.m. - 5:00 p.m. and Wednesday July 24 | 8:30 a.m. – 12:00 p.m. (classroom will open by 08:00 a.m. both days).

**Venue Details:** The University of New Orleans, Kirschman Hall 462, 2000 Lakeshore Drive, New Orleans, LA 70148

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### Nashville, TN: August 13-14

**Date & Time:** Tuesday, August 13 | 9:00 a.m. - 5:00 p.m. and Wednesday, August 14 | 9:00 a.m. - 12:00 p.m. (classroom will open by 08:30 a.m. both days)

**Venue:** STR Corporate Office, 735 East Main Street, Hendersonville, Tennessee 37075

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### North Miami, FL: October 4-5

**Date & Time:** Friday, October 4 | 8:30 a.m. - 5:00 p.m. and Saturday October 5 | 8:30 a.m. - 11:00 a.m. (classroom will open by 08:00 a.m. both days)

**Venue:** STR Johnson & Wales University North Miami campus

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### **Rockville MD / Washington DC: October 10**

**Date & Time:** Thursday, October 10 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.)

**Venue:** University of Maryland Eastern Shore at Shady Grove, 9630 Gudelsky Dr., Building II, Rockville, MD 20850

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### **Munich, Germany: October 25-26**

**Date & Time:** Friday, October 25 | 0830 - 1700 and Saturday, October 26 | 0830 - 1500 (classroom will open by 0800 both days) The certification exam will be proctored on Saturday from 1300 – 1500.

**Venue:** IUBH Duales Studium Munchen, Berg-am-Laim-Strasse 47, Munich 81673

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**Industry Professionals Registration & Fees:** The workshop and certification fee is \$645.

### **Bad Honnef, Germany: October 28-29**

**Date & Time:** Monday, October 28 | 0830 - 1700 and Tuesday, October 29 | 0830 - 1500 (classroom will open by 0800 both days). The certification exam will be proctored on Tuesday from 1300 – 1500.

**Venue:** IUBH University of Applied Sciences, Mulheimerstrasse 64, Bad Honnef, 53604.

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**Industry Professionals Registration & Fees:** The workshop and certification fee is \$645 (the discounted cost for IUBH Alumni is \$500)

### **London, UK: November 1-2**

**Date & Time:** Friday, November 1 | 0830 - 1700 and Saturday November 2 | 0830 - 1200 (classroom will open by 0800 both days).

**Venue Details** University of West London, Boston Manor Road, Brentford, Middlesex TW8 9GA **TBD**

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### **New York, NY: November 9**

**Date & Time:** Saturday, November 9 | 8:30 a.m. - 5:00 p.m. (classroom will open by 08:00 a.m.).

**Venue:** New York University's Midtown Center, 11 W 42<sup>nd</sup> Street, New York, New York, 10036

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## **Certification in Advanced Hospitality and Tourism Analytics (CAHTA)**

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. 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](mailto:sharecenter@str.com)

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### **London, UK: November 8-9 (Tentative)**

#### **Academic Testimonials**

*"The School of Hospitality Leadership at East Carolina University has been part of the Certification in Hotel Industry Analytics (CHIA) since the pre-pilot days. The integration of the exam and its corresponding materials has enhanced the professional recognition of our students and supported them in their job searches. SHL typically has 40 students taking the CHIA exam each semester. Since its introduction to the curriculum, almost one hundred fifty students have earned the CHIA designation. The CHIA material is integrated in my own class focusing on financial management and has assisted students in handling more complex problems. They strengthen their decision making skills by focusing on the interpretation of data. The CHIA program integrated with ECU academics and combined with industry experience has been a positive addition to student education and professionalism."*

- Robert M. O'Halloran, Ph.D., Professor and Director, School of Hospitality Leadership  
East Carolina University

*“The hospitality students at Haaga-Helia University of Applied Sciences have been very intrigued by the CHIA Certification. The students are very interested in studying revenue management and see it as a possible future area for a profession. The CHIA certification supports their professional growth and recognition well. Many of the skills learned and practiced, like formulas, analyzing outcomes, benchmarking reports, the interpretation of different types of data and strategic decision making are essential and valuable managerial skills. I strongly recommend*

*cooperation with the SHARE Center and the CHIA Certificate to other universities and hospitality schools everywhere.”*

- Nina Niemi, Senior Lecturer  
Haaga-Helia University of Applied Sciences

*“The CHIA certification has enabled my students to be more prepared for their future jobs in the hotel industry by giving them exposure to and learning one of the most used reports in the industry, the STAR report. In addition to their increased skills on reading and interpreting this report, their analytical skills in general have increased after earning this certification since many of the analytical skills used to read the STR reports are easily transferable to other reports. Many students have told me that after getting the certification and applying for jobs those potential employers are impressed with the student having the certificate and their current analysis skills right out of school.”*

- Toni Repetti, Ph.D., Assistant Professor, William F. Harrah College of Hotel Administration, University of Nevada Las Vegas

*“The CHIA has been a great addition to our HRMT program here at Auburn, and we continue to offer it to our undergraduate and graduate students, with great success, since the very first year the CHIA was introduced by the SHARE center. Here at Auburn, we moved over the years from offering it to our students on an optional basis, to mandating it as part of our capstone course, to now a separate class; Hospitality Industry Analytics is also one of our proposed core courses for our graduate students in the new curriculum, both on-campus and online.”*

- Baker Ayoun, Ph.D., June M. Henton Endowed Professorship and Graduate Programs Officer, Hotel & Restaurant Management Program, Auburn University

### Industry Testimonials

*“Our attending group was hotel veterans, not students. Day in and day out, one of their most important functions is to be better than their Compset in every measurable aspect, as in turn, guests will see the results and become loyal to you. They not only learned how to read these reports accurately and correctly, but have a full understanding of all of the components that drive the numbers, where to concentrate on making those numbers more favorable, and how to predict future results based on historical practices. With the leadership instructional teams of Steve Hood and Duane Vinson from STR, our group mastered the course with logic, skill, attention, and humor. These properties show the greatest percent improvement in the past 90 days than those that did not attend.”*

- Oliver Evancho  
Vice President, Franchise & Development Administration  
LQ Management LLC  
La Quinta Franchising LLC

*“It is vital at Carlson Rezidor Hotel Group that our operators and revenue optimization team have a thorough understanding of the metrics used in the hotel industry. The Certification in Hotel Industry Analytics training has significantly helped further develop their knowledge of these fundamentals and has enhanced their daily job performance. Those that attended a CHIA training session and successfully received their certification are more confident in their ability to read and interpret not only the STR reports, but other reports commonly used in the hotel industry. We would highly recommend this training to any professional working in the hospitality industry.”*



- Jeff Wermager, CRME  
Director, Revenue Optimization, Americas  
Carlson Rezidor Hotel Group

*"We had a small team of IT developers go through a Certification in Hotel Industry Analytics training with the SHARE Center. These employees regularly work with industry data but did not fully understand how certain performance metrics were calculated, the terms used on some industry reports and the availability of other information. Through the CHIA training they significantly improved their knowledge and understanding. It gave each of them the opportunity to ask questions and provided hands on experience working with reports and data through the different exercises. I would definitely recommend this training for those in all areas of operations."*

- Raj Patel  
Senior Director, Business Applications  
Host Hotels & Resorts

*"The CHIA certification is groundbreaking certification that combines pertinent industry information from two industry leading organizations Smith Travel Research and the Educational Institute of the American Hotel & Lodging Association (AHLA). This certification is relevant, topical and something that all hoteliers should obtain to increase their knowledge, skill set and proficiency in utilizing the STAR Report. Review the course materials and see the untapped opportunities and resources available to maximize your revenue generation and profit."*

- Michael E. Nalley, MAOM, CHA, CHE, CHT  
Director, Education, Training & Guest Feedback  
Best Western International