

## **Certification in Hotel Industry Analytics (CHIA)**

The “Certification in Hotel Industry Analytics” is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs. Over 7,000 certifications have been earned. 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. Achieving this distinction announces that these students have a place among the best graduates in their profession and opens the doors to future career opportunities. Recipients receive a certificate and are able to use the CHIA designation on their business cards and resumes. Student testimonials and a content outline are available. The Train-the-Trainer session reviews the CHIA training content, including Analytical Foundations, Math Fundamentals, Property Level Benchmarking and Industry Reports. The session also prepares instructors to be able to present the CHIA training to their own students. The training package, supporting materials, application exercises and quizzes are covered. There is a discussion of how the program is being implemented by schools around the world. It is easy to personalize the training related to your own area of the world. Instructors can receive the CHIA certification themselves by taking an online exam after the session.

### **Fort Worth, Texas, USA – January 3, 2018**

This will be a one-day CHIA training session before the 23<sup>rd</sup> Annual Graduate Conference. The location will be the Hilton Fort Worth, 815 Main Street.

### **Manila, Philippines – January 29-30, 2018**

One and half day CHIA training session. The location will be LPU.

### **Melbourne, Australia – February 1-2, 2018**

One and half day CHIA training session. The location will be at William Angliss Institute of Higher Education.

### **New Castle, Australia – February 5, 2018**

CHIA training session prior to the CAUTHE 2018 Conference. The location to be determined.

### **Netherlands – February 17, 2018**

CHIA training session. The location is to be determined.

### **Switzerland – March 16, 2018**

CHIA training session. The location is to be determined.

### **Las Vegas, Nevada, USA – April 19, 2018**

CHIA training session prior to the KAHTEA 2018 Conference. The location will be at UNLV.

### **Dubai, UAE – April, 2018**

CHIA training session. The location will be the Emirates Academy.

**Honolulu, Hawaii, USA – May 16, 2018**

CHIA training session. The location will be the University of Hawaii.

**London, United Kingdom – May 22, 2018**

CHIA training session prior to the CHME 2018 Research Conference. The location will be at Bournemouth University.

**Guangzhou, China – May 30-31, 2018**

One and half day CHIA training session prior to the 16<sup>th</sup> APacCHRIE Conference. The location will be at Sun Yat-sen University.

**Miami, Florida, USA– June 29th, 2018**

CHIA-T training session following the 2018 TTRA Annual International Conference. The location is to be determined.

**Palm Springs, California, USA – July 24-25, 2018**

One and half day CHIA training session prior to the 2018 ICHRIE Summer Conference. The location is to be determined.

**Nashville, Tennessee, USA – August 14-15, 2018**

One and half day CHIA training session conducted by the STR SHARE Center prior to the 10<sup>th</sup> Annual Hotel Data Conference. The session will be conducted at the STR's main Hendersonville office.

**Venice, Italy – August 30, 2018**

CHIA training session following the 68<sup>th</sup> Aiest Conference. The location is to be determined.

**La Paz, Bolivia – October, 2018**

CHIA training session in conjunction with CONPEHT

**Dublin, Ireland – November 6, 2018**

CHIA training session prior to the EuroCHRIE 2018 Conference. The location will be the Dublin Institute of Technology.

**New York, USA – November 10, 2018**

CHIA training session prior to the 2018 HX: Hotel Experience Show. The location will be NYU.

For more information contact:



**SHARE**  
c e n t e r

Steve Hood  
Senior VP of Research  
STR  
+1 615 824 8664  
shood@str.com



Chris Jack  
Vice President  
AHLEI  
+1 517 318 2330  
cjack@ahla.com



Cynthia Deale  
Associate Professor  
East Carolina University  
+1 252 737 4195  
ohalloranc@ecu.edu