2022 Online STR *CHIA and *CAHTA workshops - There are free train-the-trainer sessions being offered virtually almost every month for the CHIA and the CAHTA. Let us know if you would like to discuss the certifications or register for a TTT session. Please contact sharecenter@str.com for more information or to register.

The sessions will be 5-week, 2 hours, 10AM-12PM or 8PM-10PM U.S. Central Time.

CHIA – Certification in Hotel Industry Analytics

Tuesdays, January 18, 25, February 1, 8 and 15
Wednesdays, March 9, 16, 23, 30, and April 6
Thursdays, April 28, May 5, 12, 19 and 26

CAHTA – Certification in Advanced Hospitality and Tourism Analytics

Thursdays, February 10, 17, 24, March 3 and 10
Tuesdays, April 5, 12, 19, 26, and May 3
Wednesdays, May 18, 25, June 1, 8 and 15

*What is CHIA?
Certification in Hotel Industry Analytics (CHIA):
The CHIA has become the most popular student certification focused on hotel analytics. Over 30,000 students, professors and professionals have earned this valuable industry stamp of approval. Students can add the CHIA designation onto their resumes to help them stand out among their peers in an increasingly competitive industry and the knowledge obtained during the training can propel them ahead in their careers. The CHIA program has been revised for a totally online format, including videos and a comprehensive training package with everything needed, to make this easy for professors. The train-the-trainer session covers content and implementation to prepare faculty to offer the certification.

*What is CAHTA?
Certification in Advanced Hospitality and Tourism Analytics (CAHTA):
The CAHTA was launched in 2019 and is being offered by top schools around the world. Over 200 professors have attended TTT sessions so far and many more schools are planning to offer the CAHTA in the fall and next year. Built upon the CHIA foundation, the CAHTA provides
comprehensive training on four popular hospitality and tourism research projects: a market study, an event impact analysis, an economic analysis and a feasibility study. Students learn step-by-step procedures to conduct industry quality research and complete one of the projects where they gain valuable experience analyzing data and presenting their findings. Thorough case scenarios and research templates are included. These students can bring their project to their interview and the testimonials have been incredible.