

# CERTIFICATION IN HOTEL INDUSTRY ANALYTICS

## CHIA Description

This is the only certification for hotel and tourism industry professionals focused on analytics. 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 to identify areas of improvement. 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. Designees have a grasp of the current landscape of the hotel industry, including relevant current events. Achieving this distinction announces that you have a place among the best professionals in the hotel industry and opens the doors to future career opportunities.

## Audience

The CHIA is targeted at industry professionals such as general managers, revenue managers, corporate staff, travel and tourism professionals, trainers and research staff from a variety of organizations:

- Hotel companies and hotels
- Management companies and owners
- Tourism/Travel organizations
- Hotel associations
- Convention and Visitor Bureaus
- Developers, consultants and appraisers
- Accounting and financial firms
- Hotel-related vendors
- Other organizations serving the hotel industry

## Content

The CHIA is a knowledge based certification with no “time in position” requirement, and no proctor required.

The certification is based upon four core content areas:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals – the metrics used by the Hotel Industry
- Property Level Benchmarking with STAR Reports
- Hotel Industry Performance Reports (Trends, P&L, Pipeline and Destination Reports)

A detailed outline of the training content and a sample exam are available. CHIA training includes case scenarios, hints, sample reports, industry “tricks of the trade,” analysis examples, quizzes, discussion questions, and application exercises where participants gain hands-on experience working with hotel data.

## CHIA Exam

There is an online and hardcopy version of the exam. The test can be administered after a workshop or at a later date. There are 50 questions on the exam and a minimum score of 70% must be obtained. Retakes are available. The cost of the certification is \$300 (\$250 for AHLA members).

## Recertification/ Every 5 years

Recertification requires successful completion of a short test. An online tutorial will assist you in preparing for the recertification exam.

## Upcoming

### Public Workshops

Banja Luka, Bosnia and Herzegovina – 10 May 2017

Aalborg, Denmark – 16 May 2017 prior to CHME

Chicago, USA – 19 May 2017 prior to the NRA Show

Bali, Indonesia – 30-31 May 2017 (two day), prior to the 15<sup>th</sup> APacCHRIE Conference

Quebec, Canada – 23 June 2017 following the TTRA International Conference

Baltimore, USA – 24-25 July 2017 (one and a half day), prior to the ICHRIE Conference

Nashville, USA – 8-9 August 2017 (one and a half day), prior to the HDC conference

Madrid, Spain – 8 September 2017 (tentative)

Hawaii, USA – 22 September 2017

Capetown, South Africa – 3 October 2017 (tentative)

Bogota, Colombia – 23 October 2017 (tentative)

Nairobi, Kenya – 22-23 October 2017 (one and a half day), prior to the EuroCHRIE Conference

New York, USA – 11 November 2017 prior to HX: The Hotel Experience

Orlando, USA – 12 December 2017 following the 4<sup>th</sup> World Research Summit for Tourism and Hospitality

Paris, France – 14 December 2017 (tentative)

### Private Workshops

There are one and two-day workshop options that include either a review of the training content or a thorough coverage of the training content and application exercises. These can be conducted at a company or associations headquarters or in conjunction with a scheduled event. A comprehensive training package is provided to attendees and the training can be personalized.

## Progress

The CHIA was first made available to industry in November 2013. Since then we have conducted training sessions with many major hotel companies, management and owner companies. Sessions have included general managers, revenue managers, corporate staff and training

For more information contact:



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personnel. Hundreds of industry professionals have already achieved the CHIA designation.

*The CHIA is offered globally through a joint effort between the AHLEI (American Hotel & Lodging Educational Institute) and STR.*

## 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 Competitor 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

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Best Western International

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