

CERTIFICATION IN HOTEL INDUSTRY ANALYTICS

CHIA Description

The Certification in Hotel Industry Analytics (CHIA) is the leading certification for undergraduate and graduate students, as well as professors, in Hospitality and Tourism programs. 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 that are used by industry professionals. Recipients have a grasp of the current landscape of the hotel industry, including relevant current events. 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. Qualifying students receive a certificate of accomplishment. Their names and schools are listed on the American Hotel & Lodging Educational Institute (AHLEI) website and they can use the CHIA designation on their resume/CV and business cards.

CHIA Content

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. Universities are provided with a comprehensive training program, sample data and supporting materials to make it easy to present the training to their own students. Schools are presenting the certification training to students in labs and optional workshops as well as courses in lodging operations, revenue management, finance and capstone classes. There is an abbreviated version of the CHIA certification called the Hotel Industry Foundations and Introduction to Analytics (HIFIA) specifically geared for two-year

schools, technical programs and emerging nations. Please let us know if you would like details and a course content outline.

Details

The exam is administered by the AHLEI. There are 50 questions on the exam and a minimum score of 70% must be obtained. Retakes are available. The cost of the certification for students is \$75. Need-based scholarships are available. Instructors can obtain the certification for free.

Train-the-Trainer Sessions

Free Train-the-Trainer sessions are conducted all over the world on a regular basis. The TTT sessions present the CHIA content and prepare instructors to be able to present the CHIA training at their own universities. We show how you can personalize the training related to your own country or city or any area of the world that you are interested in studying. Instructors can take an online exam after the TTT session to receive the CHIA certification themselves.

Events

To view our upcoming Train-the-Trainer sessions visit <https://str.com/about/events>.

Progress

Since 2012, nearly 18,000 students and professors have received the CHIA. Over 2,000 professors from 600 universities have attended nearly 100 Train-the-Trainer sessions. We regularly receive appreciative testimonials from graduates regarding the value of the CHIA during their interviews and when they start their hospitality careers. Starting in 2013, the CHIA certification is now being provided to industry professionals, so hotel companies are recognizing the importance of the analytical skills covered in the CHIA certification for their own staff.

The CHIA is offered globally through a joint effort between the AHLEI (American Hotel & Lodging Educational Institute), ICHRIE (International Council on Hotel, Restaurant, and Institutional Education) and STR.

For more information contact:



SHARE
center

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

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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 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 STR CHIA Certification is one of the best things we do in teaching revenue management in our program. I could not ask for a better tool to prepare students for management careers in hospitality management. We are proud to be associated with STR in facilitating this invaluable learning for our students. The course contents are well organized and slides are easy to follow. The support provided by the STR with STAR reports and other teaching materials is truly admirable. The examination process is hassle free and results are provided very promptly to meet the university due dates. Moreover, the support provided by the STR in educating teachers in delivering the content is truly incredible. I highly recommend the STR CHIA Certification for hospitality management programs.”

H.G. Parsa, Professor, Barron Hilton Chair in Lodging
Daniels College of Business, University of Denver

“My Certification in Hotel Industry Analytic has helped me greatly in my current job and only better prepared me for my future career in the hotel industry. I had been working at a Hampton Inn for almost two years prior to receiving my CHIA; I so I was pretty familiar with many hotel functions and practices, but I still learned many new things from that class. It gave meaning and purpose to many terms I had heard while working, and helped me understand why many things are done the way they are. So, I definitely believe that receiving my CHIA helped me improve my knowledge and skills in the hospitality industry.”

Cody Cuthbertson, Hospitality Management
Class of 2016, Southern Utah University

“I am glad I got the CHIA certification because it made me more prepared for my future in the hotel industry. Not only did it help me to learn how useful STR reports are for properties, but it also taught me the details of these reports and how to understand them. After studying for and taking the CHIA exam, I feel that I have a better understanding of the hotel industry at large.”

Jenna Kronenfeld
Cornell University, School of Hotel Administration

For more information contact:



SHARE
center

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



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“Certification in Hotel Industry Analytics” (CHIA) Training Outline

1. Hotel Industry Analytical Foundations

- a. Who are the players? – Affiliations in the Hotel Industry
Chain, Parent Company, Management Company, Owner, Asset Management Company, Operation Types, Independent Hotels
- b. Industry Categorizations – Geographic
Continent, Sub-continent, Country, Market, Tract/Submarket, others
- c. Industry Categorizations – Non-geographic
Scale, Class, Location, Extended Stay, Type, Boutique, Resort, others
- d. Benchmarking in the Hotel Industry – Introduction to Competitive sets
Levels/types of benchmarking; Comp Set questions: what, who, when, why, and how; The four P’s to creating comp sets; Rules; Changing; Additional Comp Sets; Nameback; Reverse Comp Sets

2. Hotel Math Fundamentals

- a. Property Data
Raw data, Key performance indicators, Percent changes, Date related definitions, Multiple time periods
- b. Competitive Set Data
Index numbers (yield, penetration), Index percent changes, Ranking, Sufficiency, Weekly vs. monthly, Full availability, Non-reporting hotels
- c. Industry Data
Industry segments, Modeling of US data, Consistent sample, Supply numbers over time
- d. International Issues and Additional Data
WW vs. US industry segments, Local currency, Exchange rates, Constant Currency

3. Property Level Benchmarking

- a. Introduction to the STAR Reports
Segmentation and Additional Revenue definitions; STAR report questions: what, how, when, why, who am I compared to?; How do I use the STAR Reports (Analyze, Identify, Develop, Monitor)
- b. Monthly STAR Reports
Every page: Types of data, Hints, Questions to ask, Case scenarios; WW differences; DOW & WD/WE report; Segmentation pages
- c. Weekly STAR Reports
Every page: Data, Hints; MTD report; Perspective pages
- d. Additional Property Reports
Daily, Bandwidth, RPM, F&B STAR, SpaSTAR, CasinoSTAR, others

4. Hotel Industry Performance Reports

- a. Introduction to Ad-hoc Reports and Trend Reports
Difference between STAR reports and Ad-hoc reports and Destination reports; Trend reports: selecting hotels, rules, types of data, dates, currencies; Each page: data, hints, graphing; 12-month moving average page
- b. Pipeline Reports
Phase definitions, Supply, Pipeline, and Brand summary; Supply changes; Property and project detail; Hints; Graphing
- c. HOST/Profitability Reports
P&L accounts; Ratio to Sales; Amount per available and occupied room; variance; Each page: data, hints; Analyzing and graphing
- d. Additional Ad-hoc Reports and Destination Reports
Destination reports, Prop & Room counts, Census database, others

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