



Quick Introduction to the STR SHARE Center and the “Certification in Hotel Industry Analytics”

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STR Global (Smith Travel Research)

- Recognized by many as the leader in hotel research, STR provides a benchmarking service to the industry.
- STR obtains performance data from over 70% of US hotels and 50% of WW hotels, including 90% of chain hotels and most significant independent hotels.
- STR provides monthly, weekly, and daily STAR Reports to over 50K hotels. Most GMs bonuses are related.
- STR has been in business since 1985, has offices all over the world, conducts regular presentations at international conferences, and provides a variety of products and services to a wide range of organizations in the hotel industry.



The STR SHARE Center

- “SHARE” stands for “Supporting Hotel-related Academic Research and Education”
- The mission:
 - Provide universities around the world ...
 - with large volumes of different types ...
 - of hotel and tourism data, as well as related resources, ...
 - for research, student projects and for use in the classroom
- Launched in 2011, there are nearly 400 member schools from 50 different countries, including 180 non-US schools.

What's included in a SHARE Center membership?

Hotel and Tourism Data

- Hotel Performance (Occupancy, ADR, RevPAR) data
- Hotel Profit & Loss (accounting/profitability) data
- Hotel Pipeline & Supply (development) data
- User-defined Destination/Tourism reports
- Hotel Sales Transaction data
- Hotel Census data (attribute information)
- Hotel Company information
- Property & Room Counts
- Forecast reports

And in addition to Data ...

- **Training programs with supporting material (applications)**
- **Research related support – collaboration, special data requests, help merging/correlating third party data**
- **Access to articles – HotelNewsNow.com our sister company**
- **Global Industry publications – country, continent, cities**
- **Webinars for faculty or students**
- **Speaker support for Deans, Directors and Department Heads**
- **Sample reports and hotel industry reference information**
- **Regular SHARE newsletter for professors**
- **Educator forums connecting academia with industry**

Help with Student Research Projects

- **Hotel-Related Overviews**

1. Local Market Overview
2. Comparable Market Analysis
3. Tracking Ongoing Performance
4. Existing Supply Analysis
5. Conversion Activity Analysis
6. Future Supply Analysis
7. Profitability Study
8. Destination Forecasting

- **Impact Analyses**

9. Weather-Related
10. Sporting Event
11. Holiday Shift Study
12. Crisis-Related
13. Potential Special Event
14. New Attraction

15. Selected Hotel Comparative Study

16. Correlating Hotel & Other Travel Data

17. Development Potential

- **Market Segment Research**

18. Weekday/Weekend and DOW Analysis

19. Group versus Transient Analysis

20. Seasonality Analysis

21. School Vacation/Schedule Analysis

22. Compression/Overflow Analysis

23. Sellout Night Analysis

- **Special Studies**

24. Traveler Origin/Intention, Visitor Profile

25. Guest Satisfaction/Review Analysis

26. Feasibility Study

27. Valuation

28. Financial Statement Analysis

Students can obtain “hands-on” experience working with live data.

Framework is provided to help guide students through actual projects.

Presentations

STR staff conduct presentations around the world, about one every business day of the year. Available samples include:

- Hotel Industry Overview – performance, development, and pipeline trends for regions, countries, or cities all over the world**
- Hotel and Tourism Data Available for Research**
- Introduction to Hotel Industry Analytics**
- Aligning Research with Hotel Industry Hot Topics and Current Issues**
- The Effective Presentation of Hotel and Tourism Data**
- How to Conduct a Market Study, Impact Analysis, and Feasibility Study**
- Using Student Projects to Provide Hands-on Experience Working With Live Industry Data**
- Helping to Bridge the Gap Between Industry and Academia**

Certification in Hotel Industry Analytics

- Since the start of the SHARE Center, the single biggest request from professors was for some sort of industry “stamp of approval” for their students.
- In 2012, we launched the “Certification in Hotel Industry Analytics”. The abbreviated name is “CHIA”.
- The certification is offered jointly by the ICHRIE, AH&LEI, and STR to undergraduate and graduate students, as well as professors.
- Over 1400 students have received the CHIA certification.
- Over 250 universities are involved and over 600 professors have attended twenty one Train-the-Trainer sessions.

Certification in Hotel Industry Analytics

- Since we started the SHARE Center, the single biggest request from professors was for some sort of industry “stamp of approval” for students.
- In 2012, we met with representatives from AH&LEI (the Educational Institute of the AH&LA) and decided to jointly launch an academic certification for students and professors.
- The name is the “Certification in Hotel Industry Analytics”. The abbreviated name is the “CHIA”.
- In 2014, we launched an industry version of the certification for industry professionals.

Academic CHIA - Progress

- Nearly 2,000 students have received the CHIA certification from all over the world.
- Twenty six Train-the-Trainer sessions have been conducted in all parts of the world.
- Nearly 600 professors have participated from 300 different schools.
- Qualifying students and professors receive certificates and can use the “CHIA” designation after their name on their business card or resume/CV.
- Their names and schools appear on the EI website.

Academic Certification - Details

- The exam cost to the student is \$75. Need-based scholarships will be considered.
- Testing is administered by EI. Hardcopy or online exams are available.
- There are 50 multiple choice questions on the exam and the minimum passing score is 70%.
- Universities that are interested in offering the certification are encouraged to send at least one professor to a free Train the Trainer session.
- In 2015, schools will need to have one professor that has obtained the CHIA certification.

Academic CHIA - Audience

- The certification content is perfectly suited for hospitality management students. Participants learn the metrics, formulas, benchmarking reports and strategies that are used by hotels and hotel companies.
- The material regarding definitions, methodologies, performance reports, and analyzing market data is just as relevant for tourism students.
- Many universities are presenting the certification training to restaurant, meeting/events, and other students to ensure they understand the hotel and tourism industry and to provide career flexibility in the future.

Academic CHIA - Presentation Options

- Schools are using a variety of different formats to present the training to their students.
- Universities have incorporated the certification in Lodging Operations, Revenue Management, and Capstone classes. Some universities are offering the training in a workshop and some have offered it as a lab.
- Some schools are presenting the material in one class. Others are spreading the material out over multiple classes. Some have made it optional and others have made it mandatory.
- Many schools have offered the certification to their graduate students.

Certification Description

- This is the leading hotel-related certification for undergraduate and graduate students in Hospitality and Tourism programs (or industry professionals).
- 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.
- 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 graduates in your profession and opens the doors to future career opportunities.

Certification Content

- **Hotel Industry Analytical Foundations**
 - Who are the players, affiliations, size and structure, categorization basics, benchmarking in the hotel industry, competitive sets, creating, changing, rules, stats, hotel industry lingo, industry hotel topics
- **Hotel Math Fundamentals, the metrics used by the Hotel Industry**
 - Foundational metrics, definitions, formulas (Supply, Demand, Revenue, Occupancy, ADR, RevPAR, % changes, multi-year, index, yield, penetration, market share, ranking), methodologies, interpreting the numbers, Excel-based
- **Property Level Benchmarking (STAR Reports)**
 - Step through each page of a monthly, weekly, and daily STAR report; how do hotel managers use the data to make strategic decisions, hints, questions, case scenarios
- **Hotel Industry Performance Reports**
 - Step through each page of each ad-hoc report (Trends, Pipeline, HOST, Forecast, Destination Reports, others), explain all the metrics and how they are used, hints

CHIA Train-the-Trainer Sessions

- Free Train-the-Trainer sessions are provided to prepare professors to present the training to their students.
- Upcoming sessions will be conducted all over the world:
 - November 20 in Bologna, Italy
 - January 7 in Tampa, Florida
 - January 20 in Philippines (possibly India, and Singapore)
 - March in Copenhagen, Paris, and Lausanne
 - April in China: Beijing, Shanghai (possibly Hong Kong)
 - May in Manchester, UK
 - June in Auckland, NZ and possibly Australia
 - July in Orlando, Florida
- Online training is also available.

New – Abbreviated Version of the CHIA – “Hotel Industry Foundations and Introduction”

- **We are launching an abbreviated version of the CHIA, called the Hotel Industry Foundations and Introduction, HIFI for short. We have conducted several pilot programs.**
- **This is a certification program that covers 5 modules instead of all 16 like the CHIA. We are looking to translate this.**
- **Less content on math and reports; still builds an appreciation for analytics and emphasizes “not rocket science”**
- **This program is targeted at two-year colleges, technical schools and schools in developing areas of the world.**
- **More information and an outline are available.**

Academic Certification – Industry Response

- The industry quickly became aware of the academic version of the CHIA Certification.
- One major hotel company recently asked a hospitality and tourism department head for her list of CHIA-certified students for two RM trainee positions and hired two.
- We've received many testimonials from graduates who felt the CHIA was instrumental in them obtaining their new job.
- We've also heard great feedback from graduates where they were able to demonstrate their analytics knowledge to their new employers.

Industry CHIA - Progress

- An industry version of the CHIA certification was launched in 2014.
- Pilot programs have been conducted for many international hotel companies. The training has been presented to GMs, RMs, trainers and corporate staff. Over 200 industry professionals have already been certified.
- There are a variety of formats: online, public workshop, private workshop for a company or organization (delivered at a corporate HQ or prior to their conference).
- The cost of the industry certification is \$300 USD.
- Schools will be able to offer the CHIA training to industry professionals.

We would be delighted to have you and your university involved in the SHARE Center!

- Let us know if you are interested, sharecenter@str.com.
- To get started, there is just a simple form to fill out. The rules are very simple.
- We offer complimentary trial memberships, so schools can have an introduction to the data and resources.
- We are sensitive to budget challenges. We never want a school to miss out due to financial issues. Let us know if you need help.

Getting Started

- **When a school enrolls, we send them a welcome email with sample reports, instructions on how to access the Dropbox, how to request data, and how other professors are utilizing the resources.**
- **We can conduct webinars to introduce faculty to the materials. We are glad to talk to professors about needs or research ideas.**
- **You would be welcome to attend a free Train-the-Trainer session for the “Certification in Hotel Industry Analytics”. We would be delighted to help you offer the CHIA training to your students.**



*We look forward to working together!
Let us know how we can help.*

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