



SHARE
c e n t e r



**STR Certification in Hotel Industry Analytics (CHIA) Training Session and Train-the-Trainer
in conjunction with the THE-ICE IPoE Forum 2017
Date 14th November 2017, at William Angliss Institute, Melbourne**

You are cordially invited to attend a “Certification in Hotel Industry Analytics” (CHIA) training session and Train-the-Trainer workshop. The session will be held on Tuesday, November 14th, 2017. The location will be William Angliss Institute, Melbourne, Australia. We appreciate Paul Whitelaw from the William Angliss Institute, and Pauline Tang and Jane Gentle from STR for hosting and supporting.

The training is free for professors and instructors. Industry professionals are invited to attend. Grad students and undergrads are also invited if space allows. The cost for industry professionals is \$200 USD and the cost for students is \$100 USD. The “Certification in Hotel Industry Analytics” (CHIA) is jointly offered by STR, AHLEI and ICHRIE.

Certification in Hotel Industry Analytics (CHIA) - The “Certification in Hotel Industry Analytics” is being offered globally to students, professors and industry professionals through a joint effort between AH&LEI, ICHRIE and STR. Nearly 600 CHIA certifications have been granted, and over 60 public training sessions have been conducted. The CHIA is the leading certification for industry professionals focused on analytics and the leading hotel-related certification for students graduating from Hospitality and Tourism programs. It is endorsed by the Institute of Hospitality and many other hotel organizations.

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 decisions based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports. Achieving this distinction announces that these recipients have a place among the best professionals in the industry and opens the doors to future career opportunities. Participants receive a certificate and are able to use the CHIA logo on their business cards and resumes.

The CHIA training covers the following content:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Property Level Benchmarking
- Hotel Industry Performance Reports

A detailed outline and also testimonials are available. The session also prepares instructors to be able to present the training to their students. A comprehensive training package is available including PowerPoints, application exercises, materials, quizzes and practice exams. It is easy to personalize the training related to a specific area of the world or the specific needs of a school, company or organization.

Workshop Details and Registration – The training location details will be made available prior to the training. The training will open on Tuesday at 8:30 am. The workshop will begin at 9:00 am and end at 5:30 pm. There will be coffee/drink and a break for lunch at around 12:00. Breakfast will not be provided. Dress code is business casual. Training materials will be available to participants prior to the session. It will be optimal for participants to review the training material prior to the session if at all possible. Please bring the training materials with you to the workshop on a laptop, or you can bring them on a CD-ROM format. There are a lot of slides so if you create hardcopies of the PowerPoints, you might want to print multiple copies and use both sides of the page. Training will be presented in English. Once you have completed the training you will have the opportunity to take the CHIA exam online at your earliest convenience. It is a 50 question multiple choice test with a 30-minute time limit. Upon successful completion (70% or greater) you will receive your CHIA certificate.