



Assistance from the STR SHARE Center

Supporting Hotel-related Academic Research and Education

Hotel Data, especially related to COVID-19



1. For research, student projects and for use in the classroom
2. Daily data as current as last week
3. All areas of the world: China, Asia, Italy, Europe, MEA, US, Americas
4. Countries, markets, class groups, user-defined sets of hotels
5. Data on prior recoveries and economic cycles – 2001, 2009, SARS, ...
6. Segmented data for now and during past cycles – group/transient, luxury vs. non, resort, ...
7. Hotel P&L data to estimate profitability impacts
8. Additional data - STR: hotel closures, cancellations, forward booking, travel intention; Tourism Economics: economic, domestic/intl travel
9. Samples of the type of data that is available can be found on <https://str.com/data-insights-blog/coronavirus-hotel-industry-data-news>

Data-related Possibilities



1. **Research opportunities**
2. **Recovery scenarios and how to plan (V, W, ...)**
3. **Helping industry, takeaways, lessons from prior cycles**
4. **Correlating STR data with 3rd party data (Google search)**
5. **Real world problem solving for students**
6. **Unlimited student project opportunities**
7. **Industry relevant data analysis**
8. **Career-related guidance to students – areas, types of hotels**
9. **Identifying bright spots, reasons for optimism**

Online Training



- **The Certification in Hotel Industry Analytics (CHIA) was launched in 2012 and has been obtained by nearly 20,000 students, professors and industry professionals.**
- **The Certification in Advanced Hospitality and Tourism Analytics (CAHTA) was launched last year. Building upon the CHIA it introduces students to the four most popular types of hospitality and tourism research projects.**
- **Both certifications are available to offer in a totally online format. Contact dvinson@str.com for more info, outlines and support.**
- **Recipients receive certificates and can use the “CHIA” designation on their business cards and resumes. Students stand out. We can share great testimonials.**

Additional training



- **Courses that could be moved to online format**
 - **Hot Topics in Hospitality and Tourism** – current issues, hot topics and future challenges including current data trends, latest news, industry concerns, conference updates, what are professionals talking about; chapters include: Performance, Development, M&As, Branding, Disruptors, Sharing Economy, Revenue Mgt, Technology, Big Data & Analytics, Int’l Tourism, and H&T Talent
 - **A Global Survey of the Hotel Industry** - worldwide hotel industry stats, rankings, chains, companies, definitions; introduce students to the hotel industry in other parts of the world
- **Courses under construction**
 - **Visualizing Hospitality and Tourism Data with Tableau**
 - **Accounting Hands-On**
- **Certification under construction**
 - **Student Certification in Revenue Management** – with RevME, Revenue Management Educator Group



Additional ways to help

- **STR Market Study Competition**

- Conducted for 5 years in NYC, planning for November 8, 2020
- Last year conducted in London, Hong Kong and Mexico City
- Will be distributing survey to gauge interests and abilities

- **Hotel News Now**

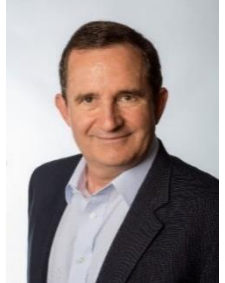
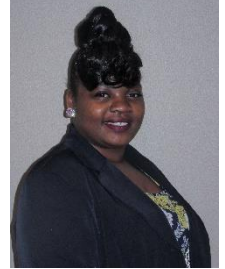
- Valuable tool for students to keep their fingers on the pulse of the hotel industry
- Up to the minute reports on virus impact around the world



Contacting the SHARE Center

We look forward to serving you.

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STR by the numbers

20 offices

400 employees



Data from
180 countries



68,000
hotel customers
globally (properties)



9.1 million
rooms on the platform



- Over 200K in hotel census database

- Participation of almost all hotel chains
- Provide data to hotel companies, tourism organizations, consulting firms and many other businesses

Source: STR

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- Stands for “Supporting Hotel-related Academic Research and Education”
- Launched in 2011, there are nearly 900 schools involved from 75 different countries.
- The SHARE Center partners with 50 different academic associations and support organizations.
- STR has been in business since 1985, has over 20 offices around the world, conducts regular presentations at international conferences, and provides a variety of products and services to hotels, hotel companies, tourism organizations, consulting firms and many other businesses.
- The SHARE Center is STR’s way to “give back” to academia.



***We look forward to working together!
Let us know how we can help you, your
colleagues, faculty or students.***