

Certification in Hotel Industry Analytics (CHIA) Train-the-Trainer Sessions

The Certification in Hotel Industry Analytics (CHIA) is the leading hospitality and tourism certification, obtained by nearly 30,000 students and professors. Training includes foundational metrics, definitions, formulas, methodologies, benchmarking and industry reports as well as analyzing property and market level data. This workshop prepares educators to offer the CHIA training to their students. Qualifying students receive a certificate of accomplishment and can use the CHIA designation on their resume/CV and business cards. For more details or to register, please contact sharecenter@str.com.

The CHIA takes place in 2 hour sessions over 5 weeks. The following opportunities are available in 2021:

- 10:00am and 8:00pm Wednesdays, May 26, June 2, 9, 16, & 23, 2021
- 10:00am and 8:00pm Thursdays, July 8, 15, 22, August 5 & 12, 2021
- 10:00am and 8:00pm Tuesdays, Aug 24, 31, Sept 14, 21 & 28
- 10:00am and 8:00pm Wednesdays, Oct 13, 30, 27, Nov 7, 14 & 21

Certification in Advanced Hospitality and Tourism Analytics (CAHTA) Train-the-Trainer Sessions

The “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA) is a comprehensive training program where students demonstrate analytical skills to conduct an industry quality hotel or tourism research project (Market Study, Event Impact Analysis, Feasibility Study and Economic Analysis). This workshop prepares educators to offer the CAHTA training to their students. For more details or to register, please contact sharecenter@str.com.

The CAHTA takes place in 2 hour sessions over 5 weeks. The following opportunities are available in 2021:

- 10:00am and 8:00pm Tuesdays, June 22, 29, July 6, 13, & 20, 2021
- 10:00am and 8:00pm Wednesdays, Aug 4, 11, 18, 25, & Sept 1, 2021
- 10:00am and 8:00pm Thursdays, Sept 23, 30, Oct 7, 14 & 21, 2021

The train-the-trainer workshops are free sessions for academics and will include industry professionals as well. To find out more about the CHIA and CAHTA certification and to register for the upcoming sessions, please contact sharecenter@str.com

Announcing the 2021 STR Virtual Student Market Study Competition

This year’s competition will again be held as an online event with schools around the world invited to participate. Each team will be tasked with conducting a Market Study on a market (city) of their choice using STR data. Schools may enter one team in the undergraduate division and a second in the graduate division. The competition will start in September and finish in November.

Teams will receive training materials on how to conduct a Market Study. A special online workshop will be held in June on “How to Conduct a Market Study” for faculty wishing to serve as an advisor for their school’s team. Each team will prepare their presentation, and then present online to a panel of industry judges. Certificates will be awarded to students and advisors. Plaques will be awarded to the top teams and the first-place team will receive a \$1,000 USD prize. To receive the competition details or to discuss participation, please email Duane Vinson at dvinson@str.com

Research Roundtables

STR are planning a series of research roundtables during June and July. A comprehensive analysis of academic research utilizing STR data over the years will be provided, including distinguished guest speakers. STR will demonstrate new types of STR data available for research and will also be brainstorming on research opportunities in various concentrations including COVID-related topics. After an initial meeting, STR will transition to special interest group meetings for those interested. If you need data or would like to discuss a research idea before June, please contact sharcenter@str.com