

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 2022:

- 10:00am and 8:00pm CST Tuesdays, January 18 & 25, February 1, 8 & 15, 2022
- 10:00am and 8:00pm CST Wednesdays, March 9, 16, 23 & 30, April 6, 2022
- 10:00am and 8:00pm CST Thursdays, April 28, May 5, 12, 19 & 26, 2022

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 2022:

- 10:00am and 8:00pm February 10, 17 & 24, March 3 & 10, 2022
- 10:00am and 8:00pm Tuesdays, April 5, 12, 19 & 26, May 3, 2022
- 10:00am and 8:00pm Wednesdays, May 18 & 25, June 1, 8 & 15, 2022

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