

# CERTIFICATION IN HOTEL INDUSTRY ANALYTICS

## CHIA Description

This is the only certification for hotel and tourism industry professionals focused on analytics. 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 to identify areas of improvement. 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 professionals in the hotel industry and opens the doors to future career opportunities.

## Audience

The CHIA is targeted at industry professionals such as general managers, revenue managers, corporate staff, travel and tourism professionals, trainers, and research staff from a variety of organizations:

- Hotel companies and hotels
- Management companies and owners
- Tourism/Travel organizations
- Hotel associations
- Convention and Visitor Bureaus
- Developers, consultants, and appraisers
- Accounting and financial firms
- Hotel-related vendors
- Other organizations serving the hotel industry

## Content

The CHIA is a knowledge-based certification with no “time in position” requirement, and no proctor required.

The certification is based upon four core content areas:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals – the metrics used by the Hotel Industry
- Improving Property Performance using STAR Data (STAR Reports and dSTAR)
- Analyzing Market Performance using STR Industry Data (Trends, Development Data, P&L, and Destination Reports)

A detailed outline of the training content and a sample exam are available. CHIA training includes case scenarios, hints, sample reports, industry “tricks of the trade,” analysis examples, quizzes, discussion questions, and application exercises where participants gain hands-on experience working with hotel data.

## CHIA Exam

The test will be administered online after the workshop. There are 50 questions on the exam and a minimum score of 70% must be obtained. Retakes are available. The cost of the certification is \$300 (\$250 for AHLEI members) and our instructor led workshop fee is \$195, for a total cost of \$495.

## Recertification/ Every 5 years

Recertification requires successful completion of a short test. An online tutorial will assist you in preparing for the recertification exam.

## Upcoming Workshops – now conducted with instructors online

5-week, 2 hours, 10:00am or 8:00pm (U.S. Central Time)

Wednesdays, November 15, 29, December 6, 13 and 20  
Thursdays, January 18, 25, February 1, 8 and 15  
Wednesday, March 27, April 3, 10, 17 and 24

## Private Workshops

There are one and two-day workshop options that include either a review of the training content or a thorough coverage of the training content and application exercises. These can be conducted at a company or associations headquarters or in conjunction with a scheduled event. A comprehensive training package is provided to attendees and the training can be personalized.

## Progress

The CHIA was first made available to industry in November 2013. Since then we have conducted training sessions with many major hotel companies, management and owner companies. Sessions have included general managers, revenue managers, corporate staff and training personnel. Hundreds of industry professionals have already achieved the CHIA designation.

*The CHIA is offered globally through a joint effort between the AHLEI (American Hotel & Lodging Educational Institute) and STR.*

For more information contact:



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## Testimonials

"Our attending group was hotel veterans, not students. Day in and day out, one of their most important functions is to be better than their Compset in every measurable aspect, as in turn, guests will see the results and become loyal to you. They not only learned how to read these reports accurately and correctly, but have a full understanding of all of the components that drive the numbers, where to concentrate on making those numbers more favorable, and how to predict future results based on historical practices. With the leadership instructional teams of Steve Hood and Duane Vinson from STR, our group mastered the course with logic, skill, attention, and humor. These properties show the greatest percent improvement in the past 90 days than those that did not attend."

Oliver Evancho  
Vice President, Franchise & Development Administration  
LQ Management LLC  
La Quinta Franchising LLC

"It is vital at Carlson Rezidor Hotel Group that our operators and revenue optimization team have a thorough understanding of the metrics used in the hotel industry. The Certification in Hotel Industry Analytics training has significantly helped further develop their knowledge of these fundamentals and has enhanced their daily job performance. Those that attended a CHIA training session and successfully received their certification are more confident in their ability to read and interpret not only the STR reports, but other reports commonly used in the hotel industry. We would highly recommend this training to any professional working in the hospitality industry."

Jeff Wermager, CRME  
Director, Revenue Optimization, Americas  
Carlson Rezidor Hotel Group

"We had a small team of IT developers go through a Certification in Hotel Industry Analytics training with the SHARE Center. These employees regularly work with industry data but did not fully understand how certain performance metrics were calculated, the terms used on some industry reports and the availability of other information. Through the CHIA training they significantly improved their knowledge and understanding. It gave each of them the opportunity to ask questions and provided hands on experience working with reports and data through the different exercises. I would definitely recommend this training for those in all areas of operations."

Raj Patel  
Senior Director, Business Applications  
Host Hotels & Resorts

"The CHIA certification is groundbreaking certification that combines pertinent industry information from two industry leading organizations Smith Travel Research and the Educational Institute of the American Hotel & Lodging Association (AHLEI). This certification is relevant, topical and something that all hoteliers should obtain to increase their knowledge, skill set and proficiency in utilizing the STAR Report. Review the course materials and see the untapped opportunities and resources available to maximize your revenue generation and profit."

Michael E. Nalley, MAOM, CHA, CHE, CHT  
Director, Education, Training & Guest Feedback  
Best Western International

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# CERTIFICATION IN HOTEL INDUSTRY ANALYTICS

## Certification in Hotel Industry Analytics (CHIA) Training Outline

### 1. Hotel Industry Analytical Foundations

- a. Who are the players? – Affiliations in the Hotel Industry  
Chain, Parent Company, Management Company, Owner, Asset Management Company, Operation Types, Independent Hotels
- b. Industry Categorizations – Geographic  
Continent, Sub-continent, Country, Market, Tract/Submarket, others
- c. Industry Categorizations – Non-geographic  
Scale, Class, Location, Extended Stay, Type, Boutique, Resort, others
- d. Competitive sets  
Introduction to benchmarking, Levels/types of benchmarking; Comp Set questions: what, who, when, why, and how; The four P's to creating comp sets; Rules; Changing; Additional Comp Sets; Nameback; Reverse Comp Sets

### 2. Hotel Math Fundamentals

- a. Property Data  
Raw data, Key performance indicators, Percent changes, Date related definitions, Multiple time periods, Segmentation and Additional Revenue definitions
- b. Competitive Set Data  
Index numbers (yield, penetration), Index percent changes, Ranking, Sufficiency, Weekly vs. monthly, Full availability, Non-reporting hotels
- c. Industry Data  
Industry segments, Modeling of US data, Consistent sample, Supply numbers over time
- d. International Issues and Additional Data  
WW vs. US industry segments, Local currency, Exchange rates, Constant Currency

### 3. Improving Property Performance using STAR Data (STAR Reports and dSTAR)

- a. Introduction to the STAR Report  
XLSTAR Report and dSTAR, STAR report questions: what, how, when, why, who am I compared to?; How do I use the STAR Reports (Analyze, Identify, Develop, Monitor)
- b. Benchmarking with Monthly STAR Data  
Every page: Types of data, Hints, Questions to ask, Case scenarios; WW differences; DOW & WD/WE report; Segmentation pages
- c. Benchmarking with Weekly STAR Data  
Every page: Data, Hints; MTD report; Perspective pages
- d. Additional Property Reports  
Daily, Bandwidth, RPM, Pulse, F&B STAR, ForwardSTAR, Monthly P&L, SpaSTAR, CasinoSTAR, others

### 4. Analyzing Market Performance using STR Industry Data

- a. Introduction to Ad-hoc Reports and Trend Reports  
Difference between STAR reports and Ad-hoc reports and Destination reports; Trend reports: selecting hotels, rules, types of data, dates, currencies; Each page: data, hints, graphing; 12-month moving average page
- b. Development Data (Pipeline Reports & AM:PM)  
Phase definitions, Supply, Pipeline, and Brand summary; Supply changes; Property and project detail; Hints; Graphing
- c. HOST/Profitability Reports  
P&L accounts; Ratio to Sales; Amount per available and occupied room; variance; Each page: data, hints; Analyzing and graphing
- d. Additional Ad-hoc Reports and Destination Reports  
Destination reports, Prop & Room counts, Census database, others

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