CERTIFICATION IN HOTEL INDUSTRY ANALYTICS

CHIA Description

The Certification in Hotel Industry Analytics (CHIA) is the leading certification for undergraduate and graduate students, as well as professors, in Hospitality and Tourism programs. 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 inferences based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports that are used by industry professionals. Recipients have a grasp of the current landscape of the hotel industry, including relevant current events. Achieving this distinction announces that these students have a place among the best graduates in their profession and opens the doors to future career opportunities. Qualifying students receive a certificate of accomplishment. Their names and schools are listed on the American Hotel & Lodging Educational Institute (AHLEI) website and they can use the CHIA designation on their resume/CV and business cards.

CHIA Content

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, 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. Universities are provided with a comprehensive training program, sample data, supporting materials, and train-the-trainer sessions to make it easy to present the training to their own students. Schools are presenting the certification training to students in labs and optional workshops as well as courses in lodging operations, revenue management, finance, and capstone classes. There is an abbreviated version of the CHIA certification called the Hotel Industry Foundations and Introduction to Analytics (HIFIA) specifically geared for two-year schools, technical programs and emerging nations. Please let us know if you would like details and a course content outline.

Details

The exam is administered by the AHLEI. There are 50 questions on the exam and a minimum score of 70% must be obtained. Retakes are available. The cost of the certification for students is $75. Need-based scholarships are available. Instructors can obtain the certification for free.

Train-the-Trainer Sessions

Free Train-the-Trainer (TTT) sessions are conducted all over the world on a regular basis. See the included schedule for upcoming dates and locations. The TTT sessions present the CHIA content and prepare instructors to be able to present the CHIA training at their own universities. We show how you can personalize the training related to your own country or city or any area of the world that you are interested in studying. Instructors can take an online exam after the TTT session and once they have taken a group of students at their school through the training and exam, either online or in the classroom, they will receive a special "CHIA Authorized Instructor" certificate.

Upcoming Train the Trainer Sessions- now conducted with an instructor 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

Progress

Since 2012, over 35,000 students, professors and industry professionals have received the CHIA. Almost 4,000 professors from 1,800 universities/colleges have attended over 100 Train-the-Trainer sessions. We regularly receive appreciative testimonials from graduates regarding the value of the CHIA during their interviews and when they start their hospitality careers. Starting in 2013, the CHIA certification is now being provided to industry professionals, so hotel companies are recognizing the importance of the analytical skills covered in the CHIA certification for their own staff.

The CHIA is offered globally through a joint effort between the AHLEI (American Hotel & Lodging Educational Institute), ICHRIE (International Council on Hotel, Restaurant, and Institutional Education) and STR.

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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 data (Analyze, Identify, Develop, Monitor)
   b. Benchmarking with Monthly STAR Data
      Getting started benchmarking, Monthly performance snapshot data,
      Types of data, Hints, Questions to ask, Case scenarios; WW differences; DOW & WD/WE report; Segmentation pages
   c. Benchmarking with Weekly STAR Data
      Types of data, Hints, MTD report; Perspective pages
   d. Additional Property Reports
      Daily, Bandwidth, RPM, Pulse, F&B STAR, and ForwardSTAR

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

Academic Testimonials

"The School of Hospitality Leadership at East Carolina University has been part of the Certification in Hotel Industry Analytics (CHIA) since the pre-pilot days. The integration of the exam and its corresponding materials has enhanced the professional recognition of our students and supported them in their job searches. SHL typically has 40 students taking the CHIA exam each semester. Since its introduction to the curriculum, almost one hundred fifty students have earned the CHIA designation. The CHIA material is integrated in my own class focusing on financial management and has assisted students in handling more complex problems. They strengthen their decision-making skills by focusing on the interpretation of data. The CHIA program integrated with ECU academics and combined with industry experience has been a positive addition to student education and professionalism."

- Robert M. O'Halloran, Ph.D., Professor and Director, School of Hospitality Leadership
  East Carolina University

"The hospitality students at Haga-Helia University of Applied Sciences have been very intrigued by the CHIA Certification. The students are very interested in studying revenue management and see it as a possible future area for a profession. The CHIA certification supports their professional growth and recognition well. Many of the skills learned and practiced, like formulas, analyzing outcomes, benchmarking reports, the interpretation of different types of data and strategic decision making are essential and valuable managerial skills. I strongly recommend cooperation with the SHARE Center and the CHIA Certificate to other universities and hospitality schools everywhere."

- Nina Niemi, Senior Lecturer
  Haaga-Helia University of Applied Sciences

"The CHIA certification has enabled my students to be more prepared for their future jobs in the hotel industry by giving them exposure to and learning one of the most used reports in the industry, the STAR report. In addition to their increased skills on reading and interpreting this report, their analytical skills in general have increased after earning this certification since many of the analytical skills used to read the STR reports are easily transferable to other reports. Many students have told me that after getting the certification and applying for jobs those potential employers are impressed with the student having the certificate and their current analysis skills right out of school."

- Toni Repetti, Ph.D., Assistant Professor, William F. Harrah College of Hotel Administration, University of Nevada Las Vegas

"The CHIA has been a great addition to our HRMT program here at Auburn, and we continue to offer it to our undergraduate and graduate students, with great success, since the very first year the CHIA was introduced by the SHARE center. Here at Auburn, we moved over the years from offering it to our students on an optional basis, to mandating it as part of our capstone course, to now a separate class; Hospitality Industry Analytics is also one of our proposed core courses for our graduate students in the new curriculum, both on-campus and online."

- Baker Ayoun, Ph.D., June M. Henton Endowed Professorship and Graduate Programs Officer, Hotel & Restaurant Management Program, Auburn University

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Academic Testimonials

"Understanding the dynamics of demand and the marketplace is essential to applying successful revenue management strategies in the hospitality industry. The Certification in Hotel Industry Analytics (CHIA) offered by the STR SHARE Center, has been a very valuable addition to our revenue management courses at Northern Arizona University. Students learn the Key Performance Indicators and can understand them and develop good selling strategies to maximize total hotel revenue. They see real time reports and develop the skills and knowledge necessary to successfully use them. This understanding is demonstrated when we attend actual revenue management meetings at major hotels and resorts in the Phoenix/Scottsdale market and our student are able to understand both the reports used and the resulting discussions of the management team. They would not be able to do this without the valuable information learned while preparing for the CHIA examination. It forms the foundation of our Revenue Management classes."

- Jonathan A. Hales, Ph D., Associate Professor, Revenue Management and Hospitality
  Accounting and Finance, School of Hotel and Restaurant Management
  Northern Arizona University

"As a faculty, we felt that CHIA knowledge and certification were required knowledge for our graduates. As such, we added the CHIA material in our lectures and the certification to a required Advanced Hotel Operations course. All of our graduates will be exposed to the CHIA training and take the CHIA certification exam. Our industry advisory board is thrilled with this requirement. We have had several graduates that have entered the hotel industry communicate with us that they frequently are involved in meetings that discuss STAR reports on their first day on the job, and they appreciate being able to understand the reports and contribute to the discussion. It makes a tremendous impression when a new employer assumes that a new graduate knows nothing about STAR reports, and they are able to contribute from day one."

-Dr. Daniel J. Mount, Associate Professor, School of Hospitality Management
 Penn State University

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