

STR “Certification in Hotel and Tourism Industry Analytics for Tourism” Workshop
Thursday, August 30th, 2018 – University of Venice in Treviso
Following the 68th Aiest Conference of Ideas

We are pleased to announce a “Certification in Hotel and Tourism Industry Analytics” (CHIA-T) Workshop to be held immediately following the Aiest Conference of Ideas in Treviso, near Venice, Italy. The session will be held on Thursday, August 30th, from 9:00am to 5:30pm. Special thanks to Mara Manente and the staff at the University of Venice for hosting.

Certification in Hotel and Tourism Industry Analytics (CHIA-T) - The Certification in Hotel and Tourism Industry Analytics is a new focused version of the CHIA, with special emphasis placed on how tourism organizations are using hotel related data. We’ll discuss why hotel industry analytics are important to tourism organizations, several types of analysis and studies that include hotel data and how different data and reports from STR and others are used to make strategic decisions. The session is open to both academics and industry professionals. Attendees can receive the certification themselves after the workshop by taking an online exam after the conference. Recipients receive a certificate and are able to use the designation on their business cards and resumes.

This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. 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 various performance reports commonly used in the hotel industry and how data and information from those reports may be used in tourism research. Achieving this distinction announces that these recipients have a place among the best professionals in our industry and opens the doors to future career opportunities.

The CHIA Workshop

During the session we will review the CHIA-T content, which includes:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Hotel Industry Performance Reports (STAR, Trend, Pipeline, HOST)
- Tourism Analytics, research and data for Tourism Organizations

A detailed outline is available. The session also prepares instructors to be able to present the CHIA-T training to students in tourism management programs. A comprehensive training package is available including PowerPoints, application exercises, supporting materials, quizzes and practice exams. It is easy to personalize the training related to a specific area of the world or for the specific needs of a school, company or organization.

Workshop cost and registration information

Industry professionals – The workshop is \$300 USD, which is a special discounted rate for friends of the University of Venice from the normal \$595. Register by emailing chia@ahlei.org

Professors/Instructors – The workshop and certification is free to faculty of STR SHARE Center member schools. If your school is not a member of the STR SHARE Center, there is a brief enrollment form to complete for a complimentary trial membership. Register by emailing sharecenter@str.com

Students – The workshop is \$75 USD, which includes the certification. Prior arrangements must be made with a qualified faculty member at your school to proctor the exam following the workshop. Register by emailing chia@ahlei.org

Session Location and Additional Details

The session will be conducted at the **University of Venice on the Treviso campus**. More details including address and room number/name will be made available closer to the training date. The room will open at 8:30 am and the workshop will start at 9:00am and last until 5:30pm. Dress code is casual. Training materials will be made available to participants prior to the session. This is just a one-day session, so it will be optimal for participants to review the training material prior to the session if at all possible. Please bring the training materials with you to the workshop on a laptop, or you can bring them in hardcopy format.

Once you have completed the training you will have the opportunity to take the certification exam online at your earliest convenience. It is a 50 question multiple choice test with a 90 minute time limit. Upon successful completion (70% or greater), you will receive your certificate.

We would be delighted to have you join us for an educational and enjoyable experience. Space is limited, so if you think you might be interested we encourage you to reserve your seat soon. Please email sharecenter@str.com with any questions.



About the STR SHARE Center

The STR SHARE (Supporting Hotel-related Academic Research and Education) Center supports schools around the globe by providing large volumes of hotel and tourism data, as well as related resources to professors and students for research, student projects and use in the classroom. The SHARE Center's objective is to help improve the quality and increase the industry relevance of hospitality and tourism research and education. Launched in 2011, there are over 750 member schools from 70 countries.

STR provides clients from multiple market sectors with premium, global data benchmarking, analytics and marketplace insights. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, and an international headquarters in London, England. For more information, please visit www.str.com



About the American Hotel & Lodging Educational Institute (AHLEI)

The American Hotel & Lodging Educational Institute (AHLEI) was founded in 1953 to provide working hospitality professionals with education and training. AHLEI continues to meet the needs of the industry with a variety of hospitality solutions, including online learning, professional certification, and resources for high schools, colleges, and workforce agencies. AHLEI is the global leader in hospitality training and hotel management certifications and offers online learning and courses with textbooks and digital material to enhance the hospitality learning experience. AHLEI's programs are all recognized by the American Hotel & Lodging Association (AH&LA) and conform to the best practices in the hotel and lodging industry. For more information, please visit www.ahlei.org