

The Certification in Hotel Industry Analytics (CHIA)

The “Certification in Hotel Industry Analytics” is being offered globally to undergraduate/graduate students, professors, and industry professionals through a joint effort between STR, AHLEI and ICHRIE.

Over 15,000 CHIA certifications have been granted since the certification was launched in 2011. The CHIA is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs and a growing number of hotel industry professionals are obtaining the designation.

This recognition provides evidence of a thorough knowledge of the fundamental 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.

After attending the workshop, participants will have the opportunity to take the certification exam. More details will be provided. Upon passing the exam, recipients receive a certificate and can use the CHIA designation on their business cards and resumes/CVs.

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

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals, the metrics used by the Hotel Industry
- Property Level Benchmarking
- Hotel Industry Performance Reports

This is a one-day CHIA review workshop. Advanced access to online training will be provided to everyone that registers. Attendees are encouraged to do the online training before attending the workshop to receive the greatest benefit. All workshop materials and the agenda will be sent to attendees in advance of the session. The session also prepares instructors to be able to present the CHIA training to their students at their own schools. A more detailed content outline is available upon request.