

**STR Certification in Advanced Hospitality and Tourism Analytics (CAHTA) Workshop**  
**Conducted by the STR SHARE Center on**  
**Wednesday May 22, 2019 Prior to the APacCHRIE + EuroCHRIE Conference in Hong Kong**

We are pleased to announce a “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA) Workshop to be held in conjunction with the 2019 APacCHRIE + EuroCHRIE Joint Conference (<https://www.chriehk2019.com/>). The session will be held Wednesday, May 22<sup>nd</sup>, from 0830 to 1700. The location will be Hong Kong Polytechnic University. We would like to thank our host Dean Kaye Chon and the faculty at HSTM for this opportunity.

**The Certification in Advanced Hospitality and Tourism Analytics (CAHTA)**

The “Certification in Advanced Hospitality and Tourism Analytics” (CAHTA) is being offered globally to undergraduate/graduate students and professors by STR with multiple industry endorsements. The CAHTA is a natural progression above and beyond the popular CHIA which has been received by over 16,000 students and professionals.

The CAHTA is a comprehensive training program on hotel and tourism research projects with a focus on experiential learning and industry relevance. Participants demonstrate step-by-step analytical skills to conduct popular research. Students observe a range of case scenarios and then apply what they have learned to complete their own research project. They must also pass a thorough certification exam. The training can be personalized related to a geographic area, type of research or related to the needs of a school or class.

**The CAHTA Workshop**

During the session we will review the CAHTA content, which includes the following components:

- How to Conduct a Market Study – analysis of hotel performance for a city
- How to Conduct an Impact Analysis – hotel performance related to an event
- How to Conduct an Economic Analysis – hotel data correlated to economic data for a country
- How to Conduct a Feasibility Study – is it a good business decision to build a specific hotel in a specific location?

Training materials will be sent to attendees in advance. The session prepares instructors to be able to present the CAHTA training to their students at their own schools.

**Workshop registration information**

At this time, the workshop is designed as a train-the-trainer session for professors who have already offered the CHIA certification to their students. The workshop 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](mailto:sharecenter@str.com).

**Session Location and Additional Details**

The Location will be at The Hong Kong Polytechnic University located at 17 Science Museum Rd, Hong Kong, China. The room will be announced. Wednesday, May 22<sup>nd</sup> the workshop will begin at 0830 and end at 1700. The room will be open by 0800. There will be coffee/drink breaks and a break for lunch at 1300. Breakfast will not be provided. Dress code is business casual. Please bring the training materials with you to the workshop on a laptop.

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](mailto: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 800 member schools from 73 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](http://www.str.com).