



INTERNATIONAL HOTEL SCHOOL

(CHIA) Certification in Hotel Industry Analytics Specialty Designation

The Certification in Hotel Industry Analytics (CHIA) is the only hotel-related certification for industry professionals focussed 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 learn how to “do the math” and interpret the STAR (Smith Travel Analytics Reports) reports to identify specific areas of improvement. The CHIA designation may be used on letterhead, business cards and other writings.

Who should apply?

Hospitality professionals such as general managers, revenue managers, corporate staff, travel and tourism professionals, trainers, research staff as well as hospitality and tourism students.

Prerequisites

None
The CHIA provides an excellent introduction to the hospitality and tourism industry for non-hoteliars. This is a knowledge-based certification with no ‘time in position’ requirement, so anyone is eligible. (Individuals obtaining the Certification in Hotel Industry Analytics are awarded five recertification points that can be used for AHLEI certifications having a maintenance requirement.)

Topics covered

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

Obtaining the CHIA certification confirms recipients have:

- demonstrated an ability to analyse various types of hotel industry data and to make strategic inferences based upon that analysis
- a comprehensive understanding of benchmarking and performance reports
- a grasp of the current landscape of the hotel industry, including relevant current events

The CHIA is jointly offered by the American Hotel & Lodging Educational Institute (AHLEI) and STR.

Content

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.

Programme Details

Fee includes:

- CHIA online course (4-8 hours)
- First exam
- Certificate upon successful completion of the exam

Exam: The CHIA online review programme has been specifically developed to prepare candidates for the actual exam. This valuable resource provides an in-depth review of the programme content and includes both condensed and expanded versions of the training. Quiz questions are also included to help target preparation activities and test the candidate’s comprehension of hotel industry’s analytics.

- Testing is administered online by AHLEI
- Exam consists of 50 multiple-choice questions that must be answered within a 90-minute time period
- Passing score: 70% or higher.
- Two retakes are allowed if a candidate does not pass the exam. There is a fee per attempt and must be completed within the same six-month time frame of enrolment.

Recertification: Every five years. Recertification fees apply.



CONTACT DETAILS

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