AHLEI
AMERICAN HOTEL & LODGING
EDUCATIONAL INSTITUTE

Certification in Hotel Industry Analytics (CHIA)

The Certification in Hotel Industry Analytics (CHIA) is the only hotel-related certification for industry professionals focused on analytics. Online Review Program demonstrates how to analyze various types of hotel industry data and to make strategic inferences based upon that analysis. Learn how to "do the math" and interpret the STAR reports to identify specific areas of improvement.

Audience

Geared to revenue managers, general managers, corporate staff, and research professionals.

Materials To Prep

The following is a list of core content areas included in this exam:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals
- Property Level Benchmarking (STAR Reports)
- Hotel Industry Performance Reports

View a online training demo here >>

Fees include:
Online Review Program, online certification exam and certificate upon successful completion of the exam.

Exam

Upon ordering, you will receive an email with instructions on how to access the CHIA Online Review Program.

Access to the CHIA Online Review Program is available for six months from date of purchase. The CHIA certification exam must be successfully completed within the six-month period.

As a WH&R hotel, you enjoy a reduced fee of $250 USD (normally $300 USD) when you use the promotional code WHR during checkout.

RECERTIFICATION: To maintain your CHIA status, you must recertify every five years. You can complete the online tutorial by contacting AHLEI.

For more information visit www.ahlei.org/whr and search for "CHIA", email certification@ahla.com or call (888) 575-8726.

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