



**CERTIFICATION IN  
ADVANCED HOTEL AND  
TOURISM ANALYTICS (CAHTA)  
BY PATA/STR**

**November 19-20, 2018**

*PATA Engagement Hub  
Bangkok, Thailand*





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## OVERVIEW

Data is fast becoming the lifeblood of any successful business. Within the travel industry, data analytics is essential to understanding traveler trends in order to provide convenient and exciting travel experiences. Hotel chains, for example, can use data analytics to create customised packages offering add-on services and discount coupons based on travel patterns. Tourism boards are also turning towards data analytics to understand tourism flows and uncover more investment opportunities for their destination.

The Certification in Advanced Hotel and Tourism Analytics (CAHTA) is a certification focused on data research for hospitality industry professionals geared towards revenue managers, general managers, corporate staff, and research professionals. Jointly offered by the Pacific Asia Travel Association (PATA) and STR, the training provides a comprehensive, step-by-step tutorial on how to design and implement a professional-level research project - specifically a Market Study for a major destination city.

Participants will gain practical skills in extracting and analysing data in order to identify historic trends and consumer patterns through foundational metrics and methodologies used by the hotel industry. Participants will also learn how to interpret and present analytic results through various methods of data visualisation. Finally, participants will gain hands-on practice by developing their own research project and presenting their findings to the group to complete the certification.

## BENEFITS

Participants will obtain real-world data analytics skills to grow their hospitality and tourism business, increase profits, and create maximum value for their shareholders.

Specifically, they will:

- Learn the STR Taxonomy of Data Familiarity: Organise, Recognise, Conceptualise, Analyse, Strategise, Visualise, Summarise and Publicise
- Gain experience in implementing a comprehensive Market Study for a city from conception to completion
- Practice applying the most popular types of industry data to create a professional-level research project
- Be able to personalise their research project based on their geographical area of interest
- Gain access to valuable current data to help them complete their research project
- Be awarded the PATA/STR Certification in Advanced Hotel and Tourism Analytics upon course completion

## TARGET AUDIENCE

Hotel managers, hotel company staff, tourism professionals, employees of consulting and investment firms as well as educators who teach related topics or students with similar career aspirations.

## ASSIGNMENTS/PROJECTS

Participants will be required to complete a comprehensive Market Study on a city of their choice. Participants will be able to work in groups, pairs or by themselves.

## PREREQUISITES

It is recommended that participants are experienced with PowerPoint and Excel, although that is not required. If experience is limited, they would be able to work in a group with other members that do have more experience with PowerPoint and Excel.

It is recommended that participants are familiar with basic hotel terminology and metrics (occupancy, average daily rate, market, chain). This material will be made available for participants to review prior to the training and there will be a quick review at the beginning of the workshop.

## ABOUT THE SPEAKERS



**Duane Vinson**  
**Vice President and the Assistant Director, STR SHARE Center, USA**

Mr. Duane Vinson is a Vice President and the Assistant Director of the STR SHARE Center (Supporting Hotel-related Academic Research & Education), a programme that works with hospitality and tourism schools around the world to provide thorough and timely data for academic research and to provide comprehensive and relevant training materials for the classroom. Mr. Vinson joined STR in 1997 and over the years he has been involved in many areas of operation at STR including Data Operations, Business Development, Client Services working with both hotel company and destination clients and STR's Database Operations Center. Mr. Vinson has often presented at hotel company conferences, tourism conventions and as a guest lecturer with hospitality and tourism universities worldwide. He has been quoted in leading trade publications and news sites such as HotelNewsNow, Lodging, Chicago Tribune, Miami Herald, New York Times, USA Today and the Wall Street Journal. He serves on the Board of Directors for the International Travel and Tourism Research Association (TTRA).



**Steve Hood**  
**Vice President of Research, STR, USA**

Steve is Senior Vice President of Research for STR. He has been with STR for over 22 years and was involved in the original development of the STAR programme. Steve is currently responsible for research-related activities and serves as the Founding Director of the SHARE Center. He represents STR at global industry and academic conferences related to hospitality and tourism. He serves on advisory boards and as an honorary professor for leading international hotel schools. In 2012, Steve was recognised by ICHRIE with the Industry Recognition Award for demonstrated commitment to advance hospitality and tourism education. In 2014, he was recognised by EuroCHRIE with the Nestle Pro Gastronomie Award for demonstrating excellence in training, education and development work in the hospitality industry. In 2017, he was recognised by the Hotel Schools of Distinction for his outstanding contribution to the field of hotel management education. STR is the leading authority on lodging industry performance trends and performance benchmarking. In 2011, STR launched the SHARE Center, providing hotel and tourism data and training resources including analytics related industry certifications to nearly 800 universities in 70 countries to support their research and classroom activities. The "Certification in Hotel Industry Analytics" has been earned by over 10,000 students, professors and industry professionals.

## ABOUT STR

STR is the source for premium data benchmarking, analytics and marketplace insights. We provide data that is reliable, confidential, accurate and actionable, and our comprehensive solutions empower our clients to strategize and compete within their markets. Our range of products includes data-driven solutions, thorough analytics and unrivalled marketplace insights, all built to fuel business growth and help our clients make better operational and financial decisions. STR is continuously working to enhance our product offerings while shaping the future of industries. We maintain a presence in 15 countries and collect data for more than 59,000 hotels across 180 countries.

## ABOUT PATA

Founded in 1951, the Pacific Asia Travel Association (PATA) is a not-for profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 95 government, state and city tourism bodies, 25 international airlines and airports, 108 hospitality organisations, 72 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond.

## PROGRAMME

### Day 1: Monday November 19, 2018

|                  |  |
|------------------|--|
| <b>0830</b>      | Room opens   |
| <b>0900-1030</b> | Introduction, analytical foundations, hotel industry reports |
| <b>1100-1230</b> | How to Conduct a Market Study, part 1                        |
| <b>1330-1430</b> | How to Conduct a Market Study, part 2                        |
| <b>1500-1700</b> | Group Projects, working with data, creating Market Studies   |
| <b>1700</b>      | Personalised assistance available ( <i>optional</i> )        |

### Day 2: Tuesday November 20, 2018

|                   |  |
|-------------------|--|
| <b>0830</b>       | Room opens   |
| <b>0900-1000</b>  | Review from day 1, Q&A, demonstrations   |
| <b>1000-1230</b>  | Group work with personalised assistance  |
| <b>1330-1500</b>  | Group presentations with input   |
| <b>1530- 1700</b> | Additional Hospitality and Tourism Research Projects, or Hospitality and Tourism Future Trends, or Asia Pacific Hotel Industry Overview ( <i>optional if time allows</i> ) |

## REGISTRATION FEES

|                  |                 |
|------------------|-----------------|
| PATA Members:    | <b>USD699</b>   |
| Chapter Members: | <b>USD899</b>   |
| Skal Members:    | <b>USD899</b>   |
| Non-Members:     | <b>USD1,099</b> |

Group discount rates are available.

Registration for 2 persons will receive a 10% discount, groups of 3 or more will receive a 20% discount (applicable for all categories).

For group registration, please email [HCD@PATA.org](mailto:HCD@PATA.org).

FOR ENQUIRIES AND FURTHER INFORMATION, please email: [HCD@PATA.org](mailto:HCD@PATA.org) or visit: [www.PATA.org/CAHTA-PATA-STR](http://www.PATA.org/CAHTA-PATA-STR)

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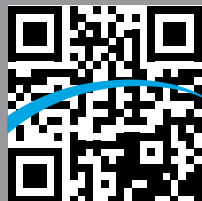
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