

IT'S BACK, AND IT'S BETTER THAN EVER

The AAHOA Certificate in Hotel
Ownership™ (CHO) is your one-stop
resource for hotel ownership
learning and growth!



INVEST IN YOUR FUTURE

AAHOA's highly sought after CHO is back, and it's better than ever. The new AAHOA Certificate in Hotel Ownership[™] offered exclusively through the AAHOA HOTEL OWNERS ACADEMY[™] has been recreated to meet the demands of today's hotelier, with all-new modules, industry-leading content designed specifically for hotel owners, and a completely customizable all-digital platform.

As you know, the hospitality landscape is ever-changing and ever-evolving, and that's why we've reinvented the way you can expand your knowledge, make better decisions, and grow your businesses and bottom lines. Invest in your future with AAHOA's all-new CHO.



Demonstrate to the industry your commitment to learning by proudly displaying your CHO designation.

EARN YOUR CERTIFICATE

WHO IS THE CHO FOR?

✓ Hotel owners at every stage of your career

From first-time owners who own one property to those of you who are expanding your business and portfolio at an exponential rate.

✓ Hotel owners who want to learn more about retaining staff and operating a more profitable business

With specific modules on human resources, leadership, and finance and accounting, the CHO can equip you with the knowledge to run a better business.

✓ Hotel owners who own branded or independent properties

The CHO is beneficial for hotel owners who own independent properties, branded properties, or a combination of both. Equipping you with the tools and skills to become a better hotel owner and operator, the CHO offers value regardless of your business model.

✓ Aspiring hotel owners

Whether you're a current hotel owner or aspire to own your own hotel one day, the CHO can prepare you with the essential knowledge to start and grow a profitable business.

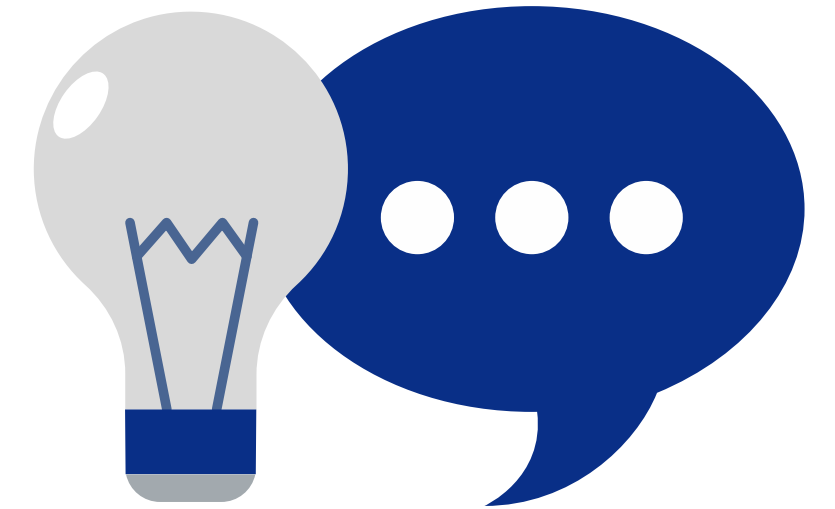
✓ Hotel owners who want to take your business to the next level

While you may already run a profitable, growing, and successful business, the fully customizable CHO can introduce you to new ideas that can help you make incremental change with big results.

✓ Hotel owners who are short on time but value your professional development

The CHO allows you to work at your own pace through an online educational offering that can be accessed 24/7/365.

WHAT OTHERS ARE SAYING ABOUT THE CHO



The AAHOA Certificate in Hotel Ownership™ (CHO) is a comprehensive program designed for hotel owners. It is important for owner-operators to continue to build their toolbox so they can adapt and evolve as the industry changes and as their opportunities change. The CHO provides valuable skills development specifically for hotel owners, which can safeguard their business and assets for their family.

- AAHOA MEMBER AND RECENT CHO GRADUATE

Taking the AAHOA Certificate in Hotel Ownership™ (CHO) has been a great journey in building and reinforcing foundational knowledge to further empower me to be a better hotel owner and operator. The ease of being able to access it online 24/7 allowed me ample time and convenience to complete it at my pace. I recommend all hoteliers to take the CHO as it provides great value and even better ROI.

- AAHOA MEMBER AND RECENT CHO GRADUATE

WITH THE CHO, YOU CAN...



- Access industry-leading resources and learning specifically created for today's hotel owners and operators, available anytime, anywhere
- Customize your learning experience and "pick your own path" based on your interests and areas of expertise
- Explore legal topics that most affect hoteliers and property owners
- Complete in as little as 30 hours, all on your own time
- Earn your certificate without worrying about renewing it in the future; the new CHO never expires
- Better understand, utilize, and invest in technology to run a more profitable business
- Grow as a leader and be introduced to new ideas
- Learn more about effective sales and marketing tactics and strategies
- Grow your understanding of the latest in property development and financing
- Make better decisions and retain employees with expanded human resources and leadership modules
- Improve the effectiveness of your front office and major support departments
- Access additional resources that can be referenced now and into the future
- Demonstrate to the industry your commitment to learning by proudly displaying your CHO designation

CHO LEARNING TRACKS AND MODULES



With the AAHOA Certificate in Hotel Ownership™, you'll dive deep into the following 12 learning tracks. The CHO is customizable, allowing you to choose those courses which provide the best return on your investment and complement your existing knowledge base.

12 LEARNING TRACKS TO CHOOSE FROM

- Accounting
- Financing
- Front Office
- Hotel Ownership
- Human Resources
- Technology
- Leadership
- Legal & Compliance
- Major Support Depts.
- Revenue Management
- Sales & Marketing
- Investment & Development

CHO INVESTMENT

AAHOA Lifetime Members can earn your certificate for \$199. Note that once you begin the CHO program, you'll have 90 days to complete.

AAHOA LIFETIME
MEMBERS

\$199 one-time
investment

AAHOA ANNUAL
MEMBERS

\$249 one-time
investment



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**BROUGHT TO YOU BY THE
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Your Resource for Hospitality
Industry Knowledge

AAHOA.com/CHO

