

CHIA Practice Test Questions and Answers

1. What does CHIA stand for in the hospitality industry?

- A) Certified Hotel Information Administrator
- B) Certified in Hotel Industry Analytics
- C) Commercial Hotel Investment Analysis
- D) Customer Hospitality Industry Assessment

2. Which metric is most important for measuring hotel revenue performance?

- A) Average Daily Rate (ADR) only
- B) Occupancy rate only
- C) Revenue Per Available Room (RevPAR)
- D) Total number of rooms

3. What is the primary purpose of competitive benchmarking in hotel analytics?

- A) To copy competitor pricing exactly
- B) To understand market position and identify improvement opportunities
- C) To eliminate all competition
- D) To reduce hotel services

4. Which data source is most valuable for understanding guest satisfaction trends?

- A) Financial reports only
- B) Guest reviews and feedback surveys
- C) Competitor advertising
- D) Staff scheduling reports

Answers: 1-B 2-C 3-B 4-B

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