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CONTACT: Peter Clerkin

202-945-4950

peter@aahoa.com

AAHOA Launches New AAHOA Certificate in Hotel Ownership™

ATLANTA, Ga., Feb. 11 – AAHOA announced the launch of its new AAHOA Certificate in Hotel Ownership™ (CHO), the nation’s only certificate offered exclusively for hotel owners. This important educational tool is designed to meet hoteliers’ needs no matter what stage they are at in their careers. The redesigned CHO is an entirely digital platform that allows AAHOA Members to customize their learning experience and pursue professional development goals at their own pace.

“We are proud to offer America’s hoteliers yet another outstanding educational resource designed to help them become even more successful hotel owners,” said AAHOA Chairwoman Jagruti Panwala. “The new AAHOA Certificate in Hotel Ownership™ is the result of extensive planning and research that allows us to meet owner needs with twelve learning tracks that members can use to chart their own learning path. With input from AAHOA leadership both past and present, the AAHOA Education and Professional Development Committee, our professional staff, and countless others, AAHOA’s new CHO is designed for hoteliers by hoteliers.”

The digital format allows hotel owners to access the educational resources at any time and at any location. The coursework can be completed in as little as 30 hours, and the certificate never expires. Learning tracks and modules include a deep dive into twelve areas ranging from accounting and financing to human resources and revenue management.

AAHOA President & CEO Cecil P. Staton said, “Hoteliers asked for a one-stop resource for hotel ownership learning and growth, and AAHOA continues to deliver. The CHO is ideal for hoteliers whether they own branded or independent properties. Experienced and aspiring owners alike will find that this certificate program helps take their businesses to the next level. This is also an excellent resource for hoteliers who may be pressed for time and are looking for a convenient professional development opportunity.”

To learn more about the AAHOA Certificate in Hotel Ownership™ visit www.aahoa.com/cho.

About AAHOA:

AAHOA is the largest hotel owners association in the world. The over 19,500 AAHOA members own almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community. AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American dream.

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