

Center for Hospitality Research

2020-2021
Year In
Review



Mission Statement

The mission of the Center for Hospitality Research (CHR) is to advance hospitality thought leadership by publishing and disseminating impactful and actionable research, including reports, briefs, tools, and case studies that industry leaders can put in to practice today; facilitating the exchange of new ideas by bringing students, faculty, and industry professionals together at roundtables, panels, conferences, and other engaging events; and partnering with the other Centers and Institutes in the School of Hotel Administration to maximize research, event, and networking collaborations.

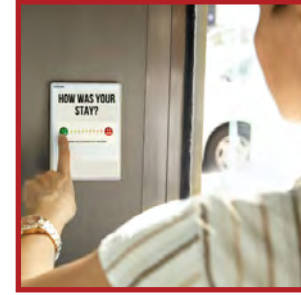
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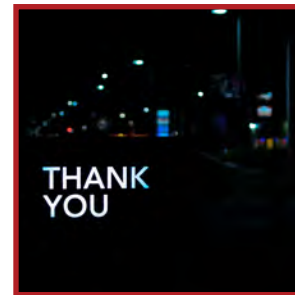
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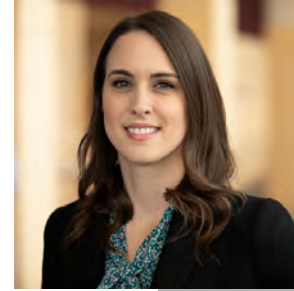
Thank You
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Leadership



[Linda Canina](#)

Dr. Michael Dang Director &
Georges C. and Marian St.
Laurent Professor in Applied
Business Management



[Nicole McQuiddy-Davis](#)
Program Manager

Dang Directorship Gift

In 2020, thanks to the generous support of [Dr. Michael Dang MMH '07](#), the Center for Hospitality Research has named the Directorship through 2025. Professor Linda Canina currently serves as the inaugural Dr. Michael Dang Director of the Center for Hospitality Research.



CHRBoard

As of June 2021



[Pablo Alonso](#)
Chief Executive
Officer
HotStats



[Scott Barghaan](#)
VP and American GM, Travel,
Transportation and
Hospitality Vertical
Salesforce



[Scott Berman '84](#)
Principal and US Hospitality
Industry Leader
PwC



[Vivek Bhogaraju MMH '06](#)
GM, Revenue Performance
Solutions, Lodging &
Vacation Rentals
Expedia Group



[Carolyn Corda MPS '89](#)
Chief Marketing Officer and
Chief Commercial Officer
ADARA



[Ian-Michael Farkas](#)
VP, Strategic Accounts
Local Measure



[Chuck Floyd P'15 & '18](#)
Global President of
Operations
Hyatt



[Eliot Hamlich](#)
EVP, Loyalty and Revenue
Optimization
Wyndham Hotels & Resorts



[Tim Hentschel '01](#)
Chief Executive Officer
HotelPlanner.com



[Steve Hood](#)
SVP of Research
STR



[Jamie Lane](#)
VP of Research
AirDNA



[Mark Lomanno P'08](#)
Partner and Senior Advisor
Kalibri Labs

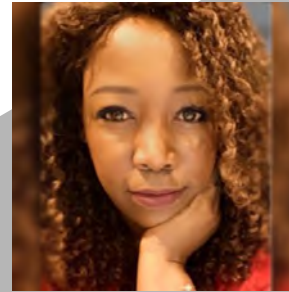
CHR Board



Robert Mandelbaum '81
Director of Research
Information Services
CBRE Hotels Research



Kelly McGuire MMH '01,
PHD '07
Managing Principal
Hospitality
ZS



Jacqueline Nunley
Senior Industry
Advisor - Travel and
Hospitality
Salesforce



David Oppenheim
SVP, Global Insights, Analyt-
ics, and Data
IHG



Dan O'Sullivan
VP of Sales, EMEA
Translations.com



Andrada Paraschiv
VP of Hospitality
Beekeeper



Michael Partridge '92
VP of Sales and Revenue
Analysis
Marriott International



Stephanie Perrone
Goldstein '01
Data, Analytics, and AI
Leader, Travel and
Hospitality Industry
Deloitte



Jess Petitt '05
VP, Analytics
Hilton



Michele Sarkisian
Partner
Avenger Capital



Stacy Silver
President
Silver Hospitality Group



Dan Skodol MMH '04
VP of Data
Science and Analytics
Cendyn

CHR Board



[Liesl Smith](#)
SVP for Marketing,
Communications, and
Sales Enablement
FreedomPay



[Randell Smith](#)
Founder (Retired)
STR



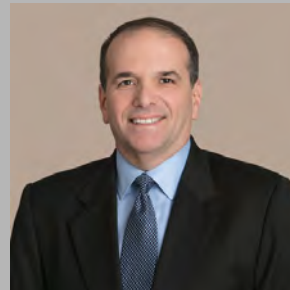
[Scott Taber '85](#)
SVP, Global Hospitality
Four Seasons Hotels and
Resorts



[Joanna Todd](#)
Head, Worldwide Business
Development,
Accommodation and
Lodging
Amazon Web Services (AWS)



[Ira Vouk](#)
Senior DPM, Data &
Analytics
Duetto



[Rick Werber '82](#)
SVP, Engineering and
Sustainability
Host Hotels & Resorts



[Michelle Woodley '89](#)
President
Preferred Hotels & Resorts

C&I Keynotes



200+

Speakers

66

Keynotes

120K+

Views

CHR Keynote Highlights



HOSPITALITY MARKETING:

Adjusting Your Approach and Messaging in the Face of COVID-19

July 8, 2020

As economies around the world struggle to rebound from the coronavirus outbreak, some travel restrictions are slowly beginning to lift and the hospitality industry is trying to get back on its feet. But with the pandemic still spreading in some areas, the travel landscape remains significantly altered. How can the industry attract guests in this environment?



RECOVERY BY THE NUMBERS:

What to Expect in the Lodging Industry

September 15, 2020

The COVID-19 pandemic has dramatically impacted the global economy, and one of the hardest-hit sectors is the travel industry. Nearly every aspect of the industry – from supply/demand dynamics to pricing and key markets – has been affected. While the past six months have been challenging, there is still much uncertainty about what might come next. How and when the lodging industry will recover remains very much unknown, but there are already some promising signs that things are bouncing back.



INNOVATING FOR A POST-PANDEMIC FUTURE:

Challenges and Opportunities in the Hospitality Industry

September 23, 2020

The COVID-19 pandemic, while paralyzing for many industries, is also spurring innovation and inspiration. This is particularly true in the hospitality industry, where pioneering thinkers and companies have taken steps to turn this unprecedented challenge into opportunity. Forced into reimagining the old ways of doing business, these thought leaders are introducing new initiatives that address the demands of this historic moment while also laying the foundation for the future of hospitality.

CHR Keynote Highlights

REOPENING EUROPEAN HOTELS: The Recovery and Investment Landscape

September 29, 2020

The effects of the coronavirus vary across continents, countries, states, industries, income levels, and consumer groups. As a result, hotel reopenings, economic recovery, and investment opportunities will differ across continents, countries, and customer segments.



THE HEALTH TRUST FACTOR: Embracing Healthcare Principles in Hospitality

October 5, 2020

Health and safety concerns are understandably a key barrier to attracting today's travelers, and the hospitality industry has quickly reacted to the COVID-19 pandemic by implementing preventive measures to provide a safe environment for guests. Yet travelers realize that no precautions are 100% effective, and they need additional assurance that hospitality companies can be trusted to protect their health and safety.



THE FUTURE OF AIR TRAVEL: Managing COVID-19 While Bringing Travelers Back

October 13, 2020

The airline industry has been rocked by the COVID-19 pandemic. With fewer people willing or even allowed to travel by air, demand has drastically decreased — and as a result, so have the number of daily flights offered by commercial airlines. In addition to the diminished interest, the airline industry is also facing new regulations as well as a change in booking patterns.



CHR Keynote Highlights



REOPENING RESTAURANTS AFTER COVID-19: Lessons From Asia

December 8, 2020

With coronavirus cases currently skyrocketing across the United States and in some areas a long, cold winter ahead, many questions remain as to how the nation's food and beverage industry can and should respond. Most restaurateurs are eager to reopen but unsure of how to do so safely and responsibly. With restrictions and guidelines varying from state to state, those in the industry are having to plan and adapt as best they can until specific guidelines from health organizations and legislators provide additional parameters.



REIMAGINING TRAVEL: Reinventing the Travel Experience & Using Data to Boost Recovery

January 14, 2021

2020 was a year like no other, as the travel restrictions and economic downturn brought on by the global pandemic devastated the entire travel industry. But with widespread vaccinations now underway, there are promising signs that recovery is just around the corner. The smart use of data presents a unique opportunity to shape the recovery and make it even better. Combining guest intelligence with revenue performance insights will allow us to do just that.



CUSTOMER SOCIAL ENGAGEMENT: Loyalty, Reputation, and Profits

January 21, 2021

The guest experience is at the heart of hospitality. The industry thrives on going the extra mile for customers and making them as comfortable and satisfied as possible during their stay. But how do hospitality leaders know if their efforts are successful? Guest satisfaction surveys are a good place to start when looking to quantify the impact of private interactions with customers. Yet simply getting guest feedback isn't enough; those survey results need to spur managerial responses in order to constantly improve the guest experience.

CHR Keynote Highlights

REFRAMING AND INNOVATING THROUGH THE PANDEMIC: The Story of the Canlis Brothers

February 2, 2021

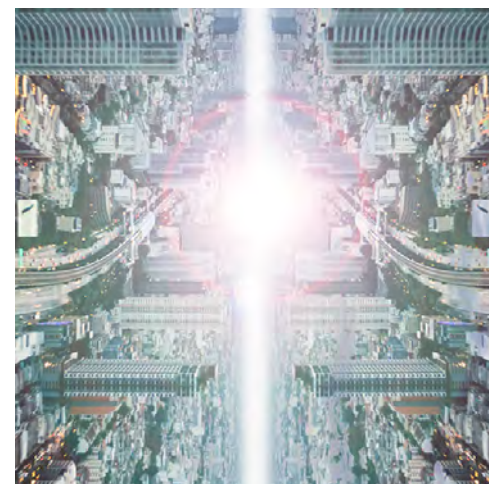
Canlis is a historic fine-dining restaurant that has served New American cuisine in Seattle, Washington since 1950. As third-generation owners of this family business, Mark '97 and Brian '01 Canlis have strengthened the restaurant's legacy and community connections and reframed the restaurant industry's human resource model of investing in the aspirational career goals of its employees. During the global pandemic, the brothers have found inspirational new ways to innovate and meaningfully support their community in ways that support their business model.



THE INDUSTRY'S VISION OF TOMORROW'S HOSPITALITY

March 10, 2021

Live-stream this webinar to hear hospitality leaders as they share their insights into the future of our industry. Learn about future innovations in the hospitality industry, current and emerging consumer behavior trends that are driving these innovations, and insights and adaptations from other industries.



POST-2020 FOOD AND BEVERAGE: Rebuilding an Embattled Industry

March 23, 2021

The last few years have seen industry icons exposed for sexual assault and misconduct, restaurateurs taken to task for cultural appropriation and racially insensitive concepts, and food media organizations exposed for discriminatory cultures. Will the lessons of social, economic, political, and cultural unrest in 2020 lead to long-lasting improvement in the industry, or will the industry return to its pre-pandemic dysfunction? What changes do restaurateurs hope to see and how will they reimagine and rebuild this embattled industry?



CHR Keynote Highlights



HOSPITALITY OUTLOOK 2021:

Hotel Performance, Capital Markets, and Consumer Behavior

April 15, 2021

All eyes are on the hospitality industry as the recovery is poised to begin. Despite the U.S. market being down 52% in RevPAR for 2020 and a slow start to 2021, the robust stimulus package passed by Congress and accelerating vaccination rates contribute to an optimistic view for the remainder of 2021. From shifts in hotel demand to improvements in the transaction and financial climate from lenders and the equity markets, hoteliers are gearing up for a busy second half of the year.



RESTARTING THE CRUISE INDUSTRY:

Challenges and Opportunities

April 28, 2021

The cruise industry and destinations that rely on cruise ship visitors have been deeply impacted by the pandemic. Since a No Sail Order was issued by the Centers for Disease Control and Prevention in March 2020, cruises from U.S. ports have not resumed. However, with the guidance of top medical and public health experts, the cruise industry has spent the last year reimagining the entire cruise experience based on newly designed health and safety protocols.



POWER OF INTELLIGENT DATA STITCHING:

Personalizing the Customer Journey

May 27, 2021

Merchants are looking for ways to update their legacy payment technology systems to deal with the evolving needs of the consumer, particularly around data management, loyalty, and customer satisfaction. In this Keynote discussion, we'll examine why it's important to have innovative tech and the right technology partner, as well as how to enhance loyalty value to drive customer satisfaction utilizing these new tools.

CHR Keynote Highlights

SOCIAL LISTENING: An Essential Tool for Responsive, Customer-centric Service

June 2, 2021

Few businesses have shifted from using social media for brand communications toward experience management. Even fewer have found ways to recognize, surprise, and keep in touch with customers throughout their entire life cycle. In this session, our panel of faculty experts and service industry entrepreneurs will explore how to adopt a customer-centric business model to ensure that delight happens in all the right places. You'll discover key considerations for using social listening to create powerful, personalized customer experiences across all of your customer touch points.



THE CHOICE: Industry Leaders Envision the Future of F&B

June 8, 2021

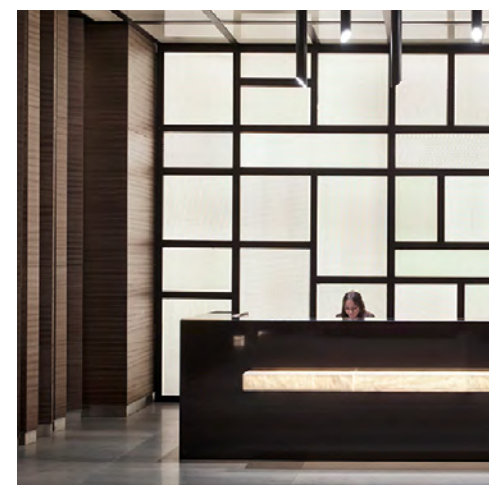
In this webinar, hosted by Cornell's School of Hotel Administration and the Center for Hospitality Research, leaders across the F&B landscape will explore what they think the future of foodservice could, should, and will be — as well as why there's no going back. Join the discussion to hear lessons learned during this tumultuous time along with the hopes for the future and plans for rebuilding a better and more equitable service industry.



SUSTAINABILITY IN THE HOSPITALITY INDUSTRY: Challenges and Opportunities

June 10, 2021

Sustainability has long been a key topic in the hospitality industry, with issues like elimination of food waste and single-use plastics, energy and water management, responsible tourism, and conservation important causes to be championed. But indirect emissions can make a company's total environmental impact difficult to quantify, and without knowing a company's true impact, it's a challenge to measure progress. New technology has the potential to make a company's sustainability measures as accessible and transparent as its financial records.



CHR Keynote Highlights



YOUR ITINERARY:

Preparing for the Comeback of Business Meetings, Conferences, and Travel

June 15, 2021

The pandemic necessitated global travel restrictions, prohibitions on large group gatherings, and corporate cutbacks. As we head into summer 2021, however, the group sales segment is poised for its long-awaited comeback. With 355 million people fully vaccinated worldwide, countries and companies are finally emerging from lockdowns and easing public health

Research and Insights

Focused on the Industry

The Center for Hospitality Research offers a wide variety of accessible reports aimed at providing specific approaches for addressing industry issues. The reports are written by faculty researchers at the School of Hotel Administration (SHA) and elsewhere, with a goal of answering specific questions facing the industry. Based on their direct contact with industry leaders, CHR experts explain the implications of their studies for the reader's benefit. Contributing SHA faculty members are listed below.

Faculty Contributors



Aaron Adalja
Assistant Professor



Christopher Anderson
Professor



Elena Belavina
Associate Professor



Linda Canina
Georges C. and Marian
St. Laurent Professor
in Applied Business
Management



Chekitan S. Dev
Singapore Tourism
Distinguished Professor



Cathy Enz
Lewis G. Schaeneman
Jr. Professor of
Innovation and Dynamic
Management Emeritus



Sheryl Kimes
Professor Emeritus



Crocker H. Liu
Robert A. Beck Professor
of Hospitality Financial
Management



Gary Thompson
Burton S. Sack '61
Professor in Food and
Beverage Management



Jeanne Varney
Senior Lecturer



Cornell Hospitality Publications

Center for Hospitality Research Indices, Tools, Briefs, Reports and Case Studies are freely available for download from the [eCommons](#). Publications from the past year are highlighted below.

Indices

[Cornell Hotel Indices Second Quarter 2020: Are All Crises the Same?](#)

By Crocker Liu, Adam Nowak, & Robert White, Jr.

[Cornell Hotel Indices Third Quarter 2020: Is It Time for Bottom Fishing?](#)

By Crocker Liu, Adam Nowak, & Robert White, Jr.

[Cornell Hotel Indices Fourth Quarter 2020: A Glimmer of Hope Amidst a Hemorrhage](#)

By Crocker Liu, Adam Nowak, & Robert White, Jr.

[Hotel Sustainability Benchmarking Index 2020: Carbon, Energy, and Water](#)

By Eric Ricaurte & Rehmaashini Jagarajan

[Cornell Hotel Indices First Quarter 2021: The Phoenix Is Rising](#)

By Crocker Liu, Adam Nowak, & Robert White, Jr.

Reports

[Pre- and Post-COVID Travel Preferences](#)

By Linda Canina & Nicole McQuiddy-Davis

[Sustainability in the Era of COVID-19](#)

By Jeanne Varney & Aaron Adalja

[Consumer Perceptions of Restaurant Delivery Fees](#)

By Sheryl Kimes & Chaoqun Chen

Tools

[The Disaster Recovery Priority Ranking Tool: A Thinking Tool for Prioritizing Post-COVID-19 Recovery Initiatives](#)

By Cathy Enz & Gary Thompson

[Managing a Wine Cellar Using a Spreadsheet](#)

By Gary Thompson

[Duty of Care Benchmarking Tool](#)

By Cathy Enz & Gary Thompson

Briefs

[Crowdfunding for Hospitality Ventures](#)

By Elena Belavina

[Customer Engagement: The Key to Long-term Loyalty and Impact](#)

By Christopher Anderson & Saram Han

Case Studies

[Neemrana Hotels: Building a Heritage Hospitality Brand](#)

By Chekitan Dev, Laure Stroock

News & Features

Bookmark the [CHR BusinessFeed Hub](#) and sign up to receive the [CHR Research Roundup](#), our weekly e-newsletter, to stay up to date on center activities. CHR news and features from the last year are highlighted below.



SHA BUSINESSFEED

CHR, CIHLER, CREF, FACULTY, PIHE

Case study challenge invites students, alumni, and hospitality experts to weigh in

JULY 22, 2020

Chekitan Dev's co-authored case examines options for expansion of a luxury resort. Learn more about the challenge and see how the industry responded.



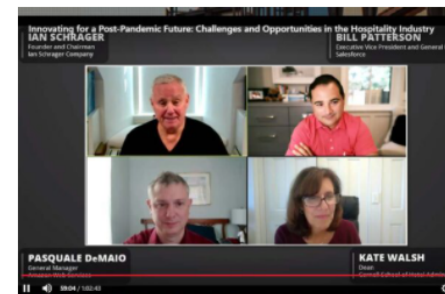
SHA BUSINESSFEED

CENTERS & INSTITUTES, CENTERS AND INSTITUTES, CHR, STUDENTS

The Importance of Social Listening: Using Technology to Provide Personalized and Customer-Centric Service

JUNE 16, 2021

A virtual keynote to explore how hospitality companies can leverage social listening to deliver personalized guest experiences



SHA BUSINESSFEED

CENTERS AND INSTITUTES, CHR, CIHLER, FACULTY, PIHE

Noteworthy: Innovating for a Post-Pandemic Future

NOVEMBER 17, 2020

Industry leaders discuss challenges and opportunities facing the hospitality industry in a post-pandemic world.



SHA BUSINESSFEED

CENTERS AND INSTITUTES, CHR, FACULTY

Experts respond to case study challenge with unique brand strategies

NOVEMBER 23, 2020

Professor Chekitan Dev's co-authored case study challenges readers to position the Neemrana Hotels brand to survive and thrive in a changing market. How did readers respond?



SHA BUSINESSFEED

CENTERS & INSTITUTES, CENTERS AND INSTITUTES, CHR

Ideas With Impact: Maintaining the Human Touch in a Contactless World

JUNE 9, 2021

Center for Hospitality Research and Medallia crowdsource ideas for contactless technology that elevates the guest experience without compromising connection



SHA BUSINESSFEED

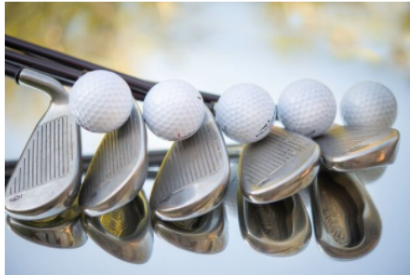
ALUMNI, CENTERS AND INSTITUTES, CHR, CIFBM, CIHLER, FACULTY, NEWS, PIHE, STUDENTS

Hotel Ezra Cornell Sponsors Virtual Conference on "Prioritizing People Over Dollars"

JANUARY 26, 2021

Industry leaders partnered with academic scholars to discuss people over dollars: prioritizing people-oriented solutions in a business landscape.

News & Features



SHA BUSINESSFEED

CHR, CHR INSIGHTS, HOSPITALITY

Country Clubs and Crisis: How one segment of the hospitality industry is surviving the pandemic

JANUARY 27, 2021

Country clubs offer socially-distanced outdoor amenities and activities that allow people an escape without flouting CDC guidelines or travel restrictions.



SHA BUSINESSFEED

ALUMNI, CENTERS AND INSTITUTES, CHR, CHR INSIGHTS, FACULTY, NEWS

Research Recap: Customer engagement is the key to long-term loyalty and impact

FEBRUARY 5, 2021

Professor Anderson's series of studies examine the long-term impacts of guest engagement upon guest satisfaction, loyalty, and booking channel selection.



SHA BUSINESSFEED

ALUMNI, CENTERS AND INSTITUTES, CHR, CIHLER, FACULTY, HOSPITALITY, PIHE

Innovative Tech Platforms Facilitate Better Communication

FEBRUARY 5, 2021

New tech platforms hope to facilitate communication between employer and employee.



SHA BUSINESSFEED

ALUMNI, CENTERS AND INSTITUTES, CHR, FACULTY, HOSPITALITY

Center for Hospitality Research Hosts Panel on Reimagining Travel

FEBRUARY 11, 2021

Recovery from the impact of Covid-19 on the hospitality industry is unpredictable and may take longer than we would like, but we have an opportunity to redesign.



SHA BUSINESSFEED

CENTERS AND INSTITUTES, CHR, FACULTY, HOSPITALITY, NEWS, STUDENTS

Center for Hospitality Research hosts panel with industry leaders on customer social engagement

FEBRUARY 17, 2021

Faculty and industry experts convened for a virtual keynote to explore how guest surveys can increase customer satisfaction and engagement.



SHA BUSINESSFEED

ALUMNI, CENTERS AND INSTITUTES, CHR, HOSPITALITY, NEWS

Mark Nasr '07 and Industry Panel Discuss Managing the Impacts of COVID-19 on Air Travel

FEBRUARY 22, 2021

The airline industry has been rocked by the COVID-19 pandemic. With fewer people willing or able to travel by air, demand has drastically decreased—and as a result, so have the [...]

News & Features



SHA BUSINESSFEED

CENTERS AND INSTITUTES, CHR, CIFBM, CIHLER, CREF, FACULTY,
HOSPITALITY, PIHE

Roundtable Recap: Sustainability in the era of COVID-19

FEBRUARY 22, 2021

Participants from around the world gathered virtually for the Center for Hospitality Research's 11th Annual Sustainability Roundtable to discuss sustainability in the era of COVID-19.



ALUMNI, CENTERS & INSTITUTES, CENTERS AND INSTITUTES, CHR,
CIFBM, FEATURE, NEWS, PIHE, STUDENTS

Alumni Mark and Brian Canlis Pivot During a Pandemic and Flourish

MARCH 31, 2021

Canlis restaurant owners practice flexibility to thrive and flourish during pandemic.



CENTERS & INSTITUTES, CENTERS AND INSTITUTES, CHR,
CHR INSIGHTS

Research Recap: How Contactless Technology is Transforming the Hospitality Industry Forever

APRIL 14, 2021

FreedomPay SVP shares findings from a recent white paper on how hospitality can leverage contactless and touchless technology to create frictionless and customized guest experiences.



ALUMNI, CENTERS & INSTITUTES, CENTERS AND INSTITUTES, CHR

ESG Innovations in Hospitality

MAY 6, 2021

Members of the Center for Hospitality Research's sustainability subcommittee author report on the technologies that are enabling organizations to meet their ESG goals.



CENTERS & INSTITUTES, CENTERS AND INSTITUTES, CHR, CIFBM

Re-Electrified After Circuit Breaker: Singapore's Restaurant Recovery

MAY 7, 2021

SHA Lecturer Lilly Jan, discusses Singapore's restaurant recovery with chef-owners Travis Masiero '03 and Ivan Brehm.



CENTERS & INSTITUTES, CENTERS AND INSTITUTES, CHR

Ideas with impact: What can hospitality organizations do to support employees and frontline staff?

MAY 17, 2021

Center for Hospitality Research collaborates with Medallia to create online Hospitality Ideas Community to crowdsource innovative ideas for supporting frontline employees

Internships and Student Engagement

Through the [C&I Internship Program](#), corporate advisory board members provide opportunities for students to gain practical experience in innovation, entrepreneurship, food & beverage management, research, real estate finance, labor and employment relations, and other hospitality focus areas.

FAQs



How long should an internship be?

2 - 12 weeks



Are internships paid or unpaid?

Competitive salaries are encouraged



Who should interns report to?

Entrepreneurs or senior executives

Events



11th Annual Sustainability Roundtable

October 16, 2020

Sessions included: COVID-19 and the New Frontier of Sustainability, Consumer Preferences and Incentives, and Research and Hot Topic Round Robin



Fall Advisory Board Meeting

November 13, 2020

Highlights: Presentations from Professors Helen Chun and Heeyon Kim, Dr. Michael Dang Directorship, 14 new industry engagements, Medallia hospitality community, and FreedomPay CTO study



Faculty Research Presentation:

Peng Liu

March 19, 2021

"Performance Comparison of Branded and Independent Hotels"



Spring Advisory Board Meeting

April 16, 2021

Highlights: Presentations from Professors Peng Liu, Linda Canina, & Gordon Potter; 17 new industry engagements, launch of cybersecurity study in collaboration with FreedomPay



Faculty Research Presentation:

Alexei Tchisty & Eva Steiner

May 21, 2021

"Distorting Effects of PPP Loans on Competition: Evidence from the Hotel Industry"

Select Projects

The CHR collaborates frequently with its corporate advisory board, industry experts, and faculty to develop projects and bring attention to those which advance hospitality thought leadership. [Select current projects](#) are listed below.



Hospitality Ideas Community

In March 2021, Medallia, in collaboration with the Center for Hospitality Research, launched an online hospitality community to crowdsource ideas with impact. With the COVID-19 pandemic hitting travel and the hospitality industry especially hard, the community was conceived as a place for hospitality thought leaders – from industry professionals to SHA professors and alumni – to support each other with innovative ideas and solutions to the industry’s most pressing issues and challenges. Since its launch, the community grew quickly to 276 members, who, together, came up with 24 original ideas to the three challenges:

- What organizations can do to create a hospitable contactless environment for guests
- What your organization is doing to support employees and staff during this time
- How the travel booking and planning process is being reimagined for today’s traveler



Digital Transformation

FreedomPay, in collaboration with J.P. Morgan, conducted a study about digital transportation in the retail and hospitality sectors. The CHR assisted in recruiting C-Suites professionals and other senior decision-makers in the hospitality industry to provide anonymous and aggregated feedback on investment in and implementation of new technology to support the collection of customer-derived data collection.

[Download and read the full report](#)

Membership Benefits

The CHR is a meeting place for forward-thinking academics, industry practitioners, and researchers. As a CHR member, you become an active participant in the research process—working with leading hospitality researchers and other experts from around the world, exchanging ideas, developing research questions, and making an impact.

[Click here to learn how you can become a corporate advisory board member](#)



Membership Benefits

Corporate Member Benefits

Annual level of support - \$25,000 (tax deductible), 3 year commitments are recommended

- A seat on the Corporate Advisory Board. One representative from your company will be appointed as a board member of the CHR Corporate Advisory Board. The board, composed of senior-level industry leaders who represent other CHR corporate member companies, meets twice annually. The meetings provide an opportunity for board members to discuss research possibilities, set the direction for the Center, and network with each other.
- Invitations to exclusive events. Receive invitations to participate in webinar panels, external conference panels, networking events, and all roundtables sponsored by the CHR.
- Research and publications. Generate ideas for potential faculty and student research. Gain special access to faculty through referrals from the CHR. Collaborate with CHR to create a report, tool, or research brief to share industry insights, or create an interactive case study to challenge students, alumni, and industry to send in solutions for a real business dilemma. Use your industry expertise to review manuscripts for publication.
- Student engagement. Receive invitations to guest lecture in classes and share your experiences with students during the annual career Q&A session during the spring advisory board meeting. Collaborate with CHR to share your company's internship opportunities with talented students.
- Co-branding opportunities. Your corporate name listed as a CHR member on all CHR publications and your corporate name, logo, and website featured in the CHR e-newsletter on a rotating basis, which circulates to hospitality executives, practitioners, and educators worldwide. Your corporate logo, a link to your company's website, and the advisory board member's personal bio and photo featured on the CHR website. Opportunities to submit PR items, such as white papers and articles, to be shared with CHR's email and social media subscribers.



Membership Benefits

Additional Giving Opportunities

Naming Opportunities

- Name the center: \$10,000,000

Support the Educational Mission

- Roundtables: \$2,500 – \$10,000/event
- Student travel: \$1,000 – \$15,000/year
- Conference sponsorships: \$1,000 – \$50,000/event
- Student research assistant: \$5,000/year

Experiential Learning

- Networking programs and events: \$2,500/event



The CHR Research Roundup will be taking a two week break. We'll resume our regular schedule on Friday, July 2nd.

FEATURED CHR INSIGHTS

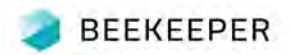


Ideas With Impact: Maintaining the Human Touch in a Contactless World

This March *Medallia*, in collaboration with the Center for Hospitality Research, launched an online hospitality community to crowdsource ideas with impact. In this second article of the series, we cover the top-voted ideas and insights from Challenge 2: How can organizations create a hospitable environment in a contactless society? and learn that Striking a balance between exciting technological advances and genuine human connection is the key.



Thank You



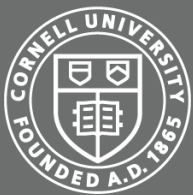
Thank You



Center for Hospitality Research
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