**Special Invitation to a Hotel panel at the American Real Estate Society Conference -** You are invited to attend, at no cost, a special panel entitled “Impact of COVID-19 on the Hospitality Sector and Its Asset Management” on Friday March 19 from 1:00pm to 3:00pm ET.  The ARES Executive Board has kindly agreed to waive the $249 registration for SHARE Center member professors.  This is a unique opportunity to get to know a great group of real estate professors who are interested in the hotel industry.  A description of the panel is at the bottom of this email.  Please contact Steve to receive a link to this event, [shood@str.com](mailto:shood@str.com).

**Announcing the 2021 STR Virtual Student Market Study Competition -** This year’s competition will again be held as an online event with schools around the world invited to participate.  Each team will be tasked with conducting a Market Study on a market (city) of their choice using STR data.  Schools may enter one team in the undergraduate division and a second in the graduate division.  The competition will start in September and finish in November.

Teams will receive training materials on how to conduct a Market Study.  A special online workshop will be held in June on “How to Conduct a Market Study” for faculty wishing to serve as an advisor for their schools team.  Each team will prepare their presentation, and then present online to a panel of industry judges.  Certificates will be awarded to students and advisors.  Plaques will be awarded to the top teams and the first-place team will receive a $1,000 USD prize.  To receive the competition details or to discuss participation, please email Duane Vinson at [dvinson@str.com](mailto:dvinson@str.com)

**Upcoming Online CHIA and CAHTA workshops -** There are free train-the-trainer sessions being offered virtually almost every month for the CHIA and the CAHTA.  Let us know if you would like to discuss the certifications or register for a TTT session.

CHIA - 5-week, 2 hours, 10:00am or 8:00pm

                Tuesdays, April 6, 13, 20, 27 & May 4

                Wednesdays, May 26, June 2, 9, 16, & 23

                Thursdays, July 8, 15, 22, August 5 & 12

CAHTA - 5-week, 2 hours, 10:00am or 8:00pm

                Thursday, April 1, 8, 15, 22 & 29

                Tuesdays, June 22, 29, July 6, 13, & 20

**Research Roundtables -** We are planning a series of research roundtables during June and July.  A comprehensive analysis of academic research utilizing STR data over the years will be provided, including distinguished guest speakers.  We will demonstrate new types of STR data available for research.  We will also be brainstorming on research opportunities in various concentrations including COVID-related topics.  After an initial meeting, we will transition to special interest group meetings for those interested.  If you need data or would like to discuss a research idea before June, please contact us at [sharcenter@str.com](mailto:sharcenter@str.com)

**Impact of COVID-19 on the Hospitality Sector and Its Asset Management** (*37th ARES Annual Conference) -* Among all real estate asset types, hospitality real estate assets, together with retail, have witnessed the most disruption from the COVID-19 pandemic. As one of the most service-intensive real estate asset types, the risks facing by hospitality real estate underscore potential cascading damages to and fragilities of the global physical landscape. This panel focuses on the ongoing transformation of the hospitality sector, with specific attention to the short- and long-term impacts of COVID-19 on its business model and asset management strategies. Based on extensive data compilation and from academic and practical perspectives, this panel aims to help ARES members build their understanding on the changing performance of the lodging sector and adjustments in its practices brought about by the pandemic. Three main questions are addressed: 1) What scenarios are indicated by available data that can help advance research in and understanding of this sector? 2) How can owners, investors, and asset managers develop initiatives and strategies to build safety-focused and resilience-embedded practices in the field of hospitality real estate? 3) What are the long-lasting impacts of COVID-19 on future trends in asset management and operational practice for this sector? The panel features individual presentations followed by a group panel discussion.

Best to all,

Your SHARE Team