



NEWS

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Considerate Hoteliers Association forms Strategic Alliance with BAHA (British Association of Hospitality Accountants)

The Considerate Hoteliers Association (CHA) is delighted to announce that it has entered into a strategic alliance with BAHA (British Association of Hospitality Accountants) – the organisation for hospitality professionals involved in financial management, revenue management and IT; and the UK's authoritative voice in the hospitality industry on financial management, technical accounting issues, taxation, and hotel valuation.

With the ever increasing need for environmental best practice and cost-effective measures in the current difficult trading conditions, the strategic alliance represents a natural fit for both BAHA and the CHA – the association of like-minded hoteliers whose purpose it is to encourage, assist, cajole and motivate fellow hoteliers to adopt sustainable, environmentally friendly and socially responsible practices.

Commenting on the strategic alliance, CHA Association Secretary John Firrell said: “We greatly welcome the strategic alliance with such a highly professional and influential association as BAHA. It is a ‘win-win’ situation for both organisations. At CHA, we look forward very much, through BAHA, to demonstrating the importance and significant benefits of exercising ‘environmental best practice’ to hospitality finance, revenue and IT professionals; and offering guidance, encouragement and support for implementing effective sustainability policies.

“The professional synergies between the CHA and BAHA make such an alliance a natural fit for both industry bodies, which can only be a positive step for the UK hospitality industry as a whole.”

Equally, BAHA has much to offer CHA members; and BAHA Chief Executive Carl Weldon added: “We are very pleased that the CHA – which shares BAHA’s professional values and commitment to the promotion of ‘best practice’ management – has invited us to enter into this agreement at a time when there can be few more important issues than sustainability on the national and global agenda. The resulting urgent need for effective Corporate Social Responsibility (CSR) across the UK’s industries and businesses, regardless of size, will not only benefit the planet and the local community, but also bottom-line profits – an area where BAHA naturally has much expertise to offer CHA members, especially in the current difficult economic climate.

“At BAHA, we are constantly seeking ways of improving our membership services and this alliance will present members with an invaluable opportunity to enhance their professionalism in addressing this rapidly growing area of importance for their businesses. Whilst the initial agreement with the CHA is for a twelve month period, we would hope that this is the start of a long and sustainable relationship.”

What does the strategic alliance entail? For an initial renewable 12 month period – that commenced on Tuesday, 1 September 2009 – BAHA will act as the CHA’s nominated expert on hospitality industry financial matters and training related to the environment, and will offer impartial collective advice to the CHA’s members via the CHA website, newsletter, joint case studies, and activities such as the Association’s newly introduced ‘Environmental Best Practice Events’, open to all professionals in the hospitality, tourism and leisure industry. These take place at exemplary environmental award-winning CHA member establishments nationwide – the next such event will take place on Tuesday, 13 October 2009, at Beales Hotels’ West Lodge Park at Hadley Wood in Hertfordshire.

Likewise, the CHA will be contributing expert impartial advice to BAHA members via, amongst other things, the BAHA website, the *BAHA Times* and the Association’s events.

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About BAHA (British Association of Hospitality Accountants)

BAHA is a non-profit educational organisation, formed in 1969 – with the aim of bringing together those professionals involved in financial management, revenue

management and IT, within the hospitality industry. Since its inception, the membership has expanded to over 800 members and is recognised as the United Kingdom's authoritative voice in the hospitality industry on financial management, technical accounting issues, taxation, and hotel valuation. BAHA is also the leading arena for debate on hotel systems and Revenue Management topics through their annual Conference and meetings programmes. BAHA provides the only industry specific Hospitality Finance qualification and is currently developing similar qualifications for Revenue Management and IT within Hospitality.

For more information, visit: www.baha.co.uk