

# COVID-19: Survival and Revival

*Call-in Forum for Airport Concessions Industry – No. 68*

**November 17th, 2021, 4:00 PM ET**

**Phone Number 408-418-9388; Access Code 791-700-478#**

**About this Session:** Reno Recap. ACI-NA held its first in-person annual Conference & Exposition in 26 months last week in Reno. At the conference, the Commercial Management Committee sponsored a meeting titled “Airport Concessions Business Models – What’s Next?” The meeting comprised four roundtable discussions about major topics our industry faces, including the bottom line for airports and concessionaires, operational flexibility, operational costs, and rent and capital. More than 50 representatives of both airports and concessionaires participated in a lively discussion about current challenges and potential opportunities to advance our industry. On our next Survival & Revival Call-In Forum, ARRA presents a recap of the meeting for all our listeners who couldn’t attend the conference. Ingrid Hairston (outgoing Chair of the Commercial Management Committee) and Pat Murray (Chair of ARRA) will review the committee meeting and discuss next steps to continue the industry conversation to collectively identify strategies to evolve resilient and sustainable concessions business models.



**Ingrid N. Hairston, A.A.E., PMP**

*Vice President Properties & Business Development  
Birmingham Airport Authority*

Ingrid N. Hairston is the Vice President of Properties and Business Development at the Birmingham Airport Authority, which operates the Birmingham-Shuttlesworth International Airport (BHM). She has over 30 years of experience in concessions, properties, business development, and airport operations. Ms. Hairston manages commercial leasing at BHM. This includes terminal food and beverage, retail and passenger services agreements, airline agreements, rental car and certain ground transportation agreements, cargo, FBO and corporate hangar agreements.

Prior to BHM, Ms. Hairston served as the Director of Business Initiative at the Raleigh-Durham International Airport (RDU), where she was responsible for strategic business initiatives. Prior to this, Ms. Hairston served as the Director of Business Development at RDU. She was responsible for business development, leasing and management of the terminal concessions, advertising and rental car programs generating over \$220 million in annual sales. Ms. Hairston was named the 2019 Property Manager of the Year by Airport Experience News for her many accomplishments. Additionally, Ms. Hairston served as an Operations Officer at RDU and Operations Supervisor at Louis Armstrong New Orleans International Airport where she worked to ensure the safe operation of both airports.

A native of Gary, Indiana, Ingrid holds a Bachelor of Science degree in Aviation Technology and Master of Public Administration from Western Michigan University. She is an Accredited Airport Executive and Project Management Professional. Currently, Ingrid Chairs the ACI-NA Commercial Management Committee.



**Pat Murray**

*Executive Vice President  
SSP America*

Pat Murray is SSP America’s Executive Vice President and is charged with developing and growing the company’s portfolio across North America. Pat oversees a division responsible for business development, design & construction, brands & concepts, strategic partnerships and, corporate marketing and communications.

Pat has been an instrumental force in realizing SSP America’s vision of delivering a ‘taste of place’ to North American airports, driven by SSP’s strong alliance of award-winning local brands, impassioned culinary professionals and leading restaurateurs. He is also recognized for spearheading unique strategic partnership models that have helped to drive innovation and transform business development within the travel food and beverage industry. His leadership and extraordinary commitment to the industry have been integral to SSP America’s dramatic and continued growth.