

COVID-19: Survival and Revival

Call-in Forum for Airport Concessions Industry – No. 38

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About this Session: Passengers are the lifeblood of the entire aviation sector. The sector won't recover until passengers return. Obviously, COVID-19 is still in charge, and recovery awaits widespread vaccination. But, even then, economic conditions and consumer sentiment will affect the return of passengers. This week, we'll hear from two expert researchers who will review various broader economic factors and consumer behavior metrics that will influence the recovery in air travel, as well as the outlook for 2021 into 2022.

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Sharon is an economist with more than 30 years' experience, including 25 years leading Unison's airport economics practice. She has served more than 50 airports, large and small, on projects involving transportation demand forecasting, benefit-cost analyses, economic impact studies, master plans, and financial feasibility studies. Sharon applies her expertise in transportation economics and data analytics—visual, predictive and risk analytics—in providing airport planners and managers with the information they need to make decisions in a highly dynamic and uncertain business environment. She also contributes to the airport industry by serving as a panelist and helping plan conferences—she leads the annual AAEE/Unison CIP Planning and Finance Workshop.



Myha Gallagher

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Destination Analysts is a full-service market research company that provides the greater travel, tourism and hospitality industry with a breadth of insights—from the comprehensive understanding of target audiences, to ROI analysis and economic forecasts. As Destination Analysts' Senior Director of Research, Myha manages the operational planning and implementation for Destination Analysts' suite of research studies. She has presided over comprehensive, multi-year visitor profile research programs as well as designed and executed comprehensive audience analysis, traveler persona research and meetings market research for destinations across the U.S.