

**Yelong Han**  
*Senior Consultant*

Yelong Han has over 10 years of experience in aviation industry market research and analysis. Proficient at various aviation databases and database programs, she leads analyses on a wide range of projects for airline and airport clients. With her knowledge and understanding of the aviation industry and market environment, she is able to skillfully extract meaning from disparate aviation data and perform in-depth analyses involving air service development and market penetration/development projects. Yelong has also played a significant role in the successful development and proper maintenance of the Eclat Air Service Model, a valuable database tool to monitor industry trends and to measure airline market shares.

**Representative Projects**

- Performed numerous new service forecasts and route analyses for airline and airport clients. Covering geographically both U.S. domestic and non-U.S. markets involving all individual regions of the world, these analyses and studies are mainly provided for major U.S. airlines, Air China, China Southern Airlines, the Metropolitan Washington Airports Authority (MWAA), Phoenix Sky Harbor International Airport, San Diego International Airport, San Francisco International Airport, Hickory Airport, Harrisburg International Airport, State of Pennsylvania, Beijing Capital International Airport, Shenandoah Valley Regional Airport, and Shenzhen Huangtian International Airport.
- Performed traffic and market analysis to assist in Eclat's independent assessment of the impact of the proposed repeal of the Wright Amendment on the DFW hub complex.
- Performed comprehensive in-depth air service deficiency studies and drafted domestic and international air service development plans for a number of airport clients, including Phoenix Sky Harbor International Airport, San Diego International Airport, Philadelphia International Airport, the Metropolitan Nashville Airport Authority, Beijing Capital International Airport, and Peoria Regional Airport.
- Developed presentations for airport clients with intensive community economic and demographic studies and traffic data analyses that target specific airlines in support of various air service marketing efforts and development projects.
- Performed carrier and market analysis for the assessment of U.S. Airways' prospective operation for the Commonwealth of Pennsylvania (PENNDOT).
- Participated in the successful development and ongoing maintenance of the Eclat proprietary Air Service Model -- an analytic tool used in a wide range of projects for accurate measurement of competitive carrier market share, carrier service premiums, and passenger movement throughout a network system.

- Performed analyses on the market strengths and positions of the network and LCC carriers, cost reduction strategies and restructuring efforts of the U.S. network carriers, and the growth cycle by the U.S. LCC carriers segment for presentations delivered at the annual MIT Airline Industry Conference.
- Conducted cost analyses in support of airline management planning and labor negotiations. Projects involved include: Alaska Airlines, ALPA, AFA at United Airlines and US Airways, and Air Canada.
- Participated in the comprehensive strategic analysis and evaluation to assist Air China in the transformation of Beijing Capital International Airport into a major international gateway/hub.
- Played a significant role in the China market penetration and development projects for MWWA, Motorola, FedEx, United Parcel Service, Honeywell, the Tennessee Valley Authority, Host Marriott Services, and Air Tiger Group.
- Co-directed the professional and management training program series for officials from the Civil Aviation Administration of China and major Chinese airlines/airports.

## **Education**

Yelong holds both a Ph.D. and an M.A. in International Relations from the University of Chicago and a B.A. in English from Anhui University in China. She has also completed several courses on statistics, Visual Basic, database design, and processing and management in support of her project work for Eclat Consulting.