

Albert (Shengxi) Zhong *Senior Consultant*

Albert Zhong specializes in strategic analyses for airlines, airports and other aviation-related entities. He is experienced in the development of passenger route operating performance and has conducted supporting analyses for numerous air service marketing and hub assessment assignments. Throughout his 10 years of aviation consulting experience, Albert has focused on the analysis of network-related issues through the use of complex data modeling. He has been instrumental in the development of the Eclat Air Service Index (ASI), which is used extensively in a wide range of analyses.

Representative Projects

- Created detailed traffic forecast for LAN and LAB based on different routing possibilities and codeshare scenarios with American airlines for the Metropolitan Washington Airports Authority.
- Performed in-depth traffic forecast and created an air service profile for each airport in the State of Michigan for its Department of Transportation.
- As part of the study on the effects of the repeal of the Wright Amendment on small communities commissioned by American Airlines, performed detailed study on traffic stimulation factors for Low Cost Carriers, as well as the fares premium network carriers were able to command in different routes. Prepared detailed air service profiles for nearly 100 routes in helping the communities understand the potential impact on air services caused by the Amendment's repeal.
- Provided detailed air service analysis for all Pennsylvania airports, which helped to identify the short and long term goals of air service marketing for each individual airport.
- Prepared supporting data and analysis in assisting Harrisburg Airport Authority's various air service marketing efforts.
- Assisted the Independent Pilots Association (IPA) in its recent efforts to update a comprehensive pilot contract comparison among major airlines. Analysis included a complete review and comparison of all industry pilot contracts.
- Provided extensive routes and traffic analysis to support an Asian regional airline in securing service rights to some of its most profitable routes.
- Prepared a comprehensive analysis of traffic and revenue potential for a startup regional airline in Europe, including traffic and revenue estimates obtained by modeling new and competitive services in Europe.
- Provided traffic and revenue modeling that supported Airbus in identifying market trends, as well as the financial outlook of several network carriers in the wake of 9/11 attacks.
- Advised Air China in the transformation of Beijing Capital International Airport (BCIA) into a major international gateway/hub. The analysis included traffic and revenue analysis,

as well as airline costing. Albert also led the Eclat team in preparing the proposed new schedule for Air China.

- Assisted Beijing Airport in a comprehensive review of their operations, focusing primarily on air service issues and data collection.
- Utilized complicated network models to analyze the benefits to each carrier of proposed alliance partnerships between carriers, including a comparison of Star and SkyTeam alliances for bmi British Midland.
- Performed analysis for Manchester International Airport on the impact of growth constraints and competitive issues at select European airports. Focused on the competitive environment that Manchester faced and will face in the future due to infrastructure constraints.
- Provided analysis for Aeroports de Montreal in its efforts to reschedule its hub/gateway. The analysis included an air service marketing plan and presentations to Air Canada for expanded service. The project resulted in Air Canada announcing a second hub at Montreal.
- Provided research and analyses for a major international corporation to help identify possible hub opportunities among some major secondary European airports.
- Provided research support for analysis of both Frankfurt and Munich and various dual hub strategies for Lufthansa. The analysis included a complete competitive review of services and a comparison of other hub operations in Europe.

Education

Albert spent three years studying at Renmin University of China in Beijing. He holds an M.B.A. from The George Washington University and a Bachelor of Arts from the University of the District of Columbia.