



## Alla Shershnova

### Research Manager



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Europe



Kyiv



Ukrainian, Russian, English



areas of expertise:

research + benchmarking

Alla Shershnova joined the PKF hospitality group in 2017 and is based in Kyiv. In her present capacity as a Research Manager, she manages the research team in a wide range of research, benchmarking and analytical projects throughout the world.

Alla has worked in the tourism and travel industry for more than 15 years in tourism product development. Prior to joining the PKF hospitality group, she worked for international tour operators SAM Travel Company (2004 to 2011) and Coral Travel Ltd. (2011 to 2016). She has extensive experience in the budget to luxury travel segments of multiple destinations in Europe, Asia, Africa and the Americas.

Alla has a master's degree in Geography and Tourism management from Taras Shevchenko National University of Kyiv.