

## Exploring HVS Middle East & Africa's New Service Lines, Market Outlook, and Regional Trends with Hospitality News Middle East

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**Hala Matar Choufany** chats with **Hospitality News Middle East** and Rita Ghantous about **HVS** Middle East & Africa's new service lines, market outlook, growing trends and regional sentiment:

- Strong demand growth continues across major cities in the region;
- New supply will be supported by further growth in accommodated demand;
- Average rates are projected to stagnate and, in some markets, decline, reducing the gap between asset types and submarkets.
- Operational costs are increasing and margins are compressing. Is your asset optimised?
- Efficient designs and mixed-use schemes will continue to drive new developments.



### Summary

In this interview, Hala Matar Choufany discusses with Hospitality News Middle East and Rita Ghantous the new service lines offered by HVS Middle East & Africa, along with insights into the market outlook, emerging trends, and regional sentiment impacting the hospitality industry.

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## About Hala Matar Choufany



Hala is an experienced Regional President and Managing Partner, an industry expert, and is recognized as one of the most influential leaders in the hospitality industry, notably in the Middle East and Africa region.

Hala has advised on more than 5,000 hospitality and mixed-use projects in the last 20 years across Europe, the Middle East, Africa and Asia. She has advised clients in areas such as Valuations, Acquisitions, Asset Management, Strategic investments and development, Contract Negotiations, and general Real Estate Strategic Advisory.

Hala has authored more than 50 publications and speaks frequently at investment and hospitality related conferences on a range of topics including asset valuation, investments, management issues and women leadership.

In addition to being a Board Member of HVS Global, Hala sits on the Boards of Harvard Business School Club of the GCC, Hotel Investment Advisory Board, and is regularly invited to Boards as a subject matter expert in the industry. Hala is frequently invited to discuss hotel and tourism trends on major news channel including Alarabiya, Bloomberg, Abu Dhabi TV, Forbes, Breaking Travel News and CNN.

Hala is also a member of the International Society of Hospitality Consultants (ISHC).

Hala completed Executive Education at Harvard Business School. She also holds an MBA in Finance and Strategy from IMHI (Essec- Cornell) University, Paris, France and a BA in Hospitality Management from Notre Dame University, Lebanon. Hala is fluent in English, French and Arabic.

Born in Beirut, Hala lived and worked in several cities across Europe, Asia and Middle East and is a mother of three.

For more information, contact Hala at [\[email protected\]](#).