

Forecast of Hotel Performance in GCC Beyond 2020

📅 June 9, 2020 / 👤 By Hala Matar Choufany



This video summarizes the findings of the **HVS Traveller and Hotel Guest Sentiment Survey** along with hotel performance forecast 2020-2024 of the **COVID-19 - Beyond the Dust** article.

The goal of the Traveller and Hotel Guest Sentiment Survey was to understand the current confidence levels, changes in behavior and preferences, and most importantly the decision making when selecting destinations and hotel stays in the near term. We raise key concerns and questions that are worth reflecting on to address the complex “new normal” that will govern future investments and operations in our industry.

Although COVID-19 has challenged our fundamental forecasting approach that typically relies on market trends, supply and demand dynamics, other useful metrics such as development pipeline, induced demand generators and more has been taken into account to share with you our assumptions pertaining to what the recovery model may look like for select cities in the GCC region. For the purpose of future forecast, we have relied on publicly available information as on 4 May 2020 pertaining to travel and tourism national and international announcements.

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[Try watching this video on www.youtube.com](https://www.youtube.com), or enable JavaScript if it is disabled in your browser.

Summary

We raise key concerns and questions that are worth reflecting on to address the complex “new normal” that will govern future investments and operations in our industry. Although COVID-19 has challenged our fundamental forecasting approach that typically relies on predictable market trends and metrics, we share our assumptions pertaining to what the recovery model may look like for select cities in the GCC and the likely impact on EBITDA.

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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 [\[email protected\]](#).

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