

# Recovery Potential and Investment Opportunities in GCC

📅 March 9, 2021 / 👤 By Hala Matar Choufany



Hala Matar Choufany, President of HVS Middle East, Africa and South Asia in an interview with **Nadine Hani** on **Al Arabiya** news channel, discusses the current hospitality performance in the region, recovery potential and investment opportunities.

Hala shared her views on recovery model and specifically markets that are likely to show stronger recovery on account of a number of government led initiatives. Hala also commented on the role of local and domestic demand which contributes a fair amount of base demand in certain markets.

The overall global and regional outlook was discussed including discussion around the increase in hotel companies share price, acquisitions and potential investment opportunities. Ecofriendly, Lifestyle, Remote and Glamping concepts seem to be gaining popularity in the region and travelers have a stronger preference to book such accommodation over the mainstream city/beach hotels.

## Summary

Hala Matar Choufany, in her interview in Arabic on Al Arabiya News summarizes the current hospitality performance in the region as well as how the recovery path looks like.

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