MARKET REPORT

The Journey to Alternative Management

OCTOBER 28, 2020

Hala Matar Choufany is discussing with Khalid Anib, Bani Haddad and Christophe Landais at AHIC on the Road, about the evolution of different type of hotel agreements as well as the journey to the alternative management.

Many in the industry believe that franchising or third-party management is the future of hotel ownership in the Middle East. Owners are looking for alternatives, and the question is whether franchising offers them a viable option.

During AHIC on the Road event, Hala Matar Choufany was in conversation with Khalid Anib, Bani Haddad and Christophe Landais about the evolution of different type of hotel agreements as well as the journey to the alternative management

