

## Visitation Growth & Key Tourism Drivers in the MEA Region

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Tune in to **Hala Matar Choufany's** interview with **Maya Hojeij** on **Bloomberg Alsharq** discussing visitation growth and key tourism drivers in the region:

- International visitation has been staggering growth in 2024 and is expected to continue across the mid to long term;
  - Investments in tourism infrastructure, notably airports and airlines, continue to play a key role in enhancing visitation growth and tourism appeal;
- Morocco, Egypt and Saudi offer good investment opportunities supported by government plans and major upcoming international events;
- Project delays and cancellations are not uncommon in emerging destinations and quantifying actual supply is important for accurate feasibility studies.



### Summary

Hala Matar Choufany shares her insights on Bloomberg Alsharq with Maya Hojeij, discussing key drivers behind the region's impressive visitation growth and tourism expansion.

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