

## Where hospitality is heading

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### Summary

While 2021 has been a turbulent year for tourism, the signs are promising for 2022. Hala Matar Choufany shares her industry forecasts and the trends we should be keeping an eye on in 2022.

💬 Comments

### Sustainable investments

The current events have undoubtedly taught the industry some valuable lessons, especially in terms of sustainable investments, flexible schemes and innovative solutions. The hospitality industry has recovered and will continue to do so, potentially exceeding historic levels, as it evolves and adapts to emerging trends and guests' preferences.

### Cultural experiences

The key to future success is how innovative and adaptable the industry will be moving forward. The traditional hotel model may no longer be as attractive to travelers who are now seeking experiences, uniqueness and have a wider choice of destinations/accommodations to choose from. Sustainable practices and cultural experiences will become key differentiating factors in travelers' decision-making processes.

### Remaining relevant

Travel and hotel demand will continue to grow as new destinations emerge and unique schemes are developed. While competition is increasing, travelers are becoming more sophisticated and have high expectations, which requires hoteliers, now more than ever, to change and realign their offerings and experiences in order to remain relevant.

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## About Hala Matar Choufany



Hala Matar Choufany is the President for HVS Middle East, Africa & South Asia and Managing Partner of HVS Dubai.

Hala is an experienced Managing Partner and Hospitality Advisor with a demonstrated history of working in the hospitality industry. Skilled in Contract Negotiation, Feasibility Studies, Development Recommendation, Valuation, Asset Management, and Strategic Advisory; she has advised on more than 2,500 hospitality and mixed-use projects in the last 15 years across Europe, MEA and Asia. Hala has in-depth expertise in regional hotel markets and a broad exposure to international markets and maintains excellent contacts with developers, owners, operators, investment institutions and government entities. Hala speaks frequently at investment conferences on a range of topics including asset valuation, management issues and women leadership.

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.

Hala is a board member of Harvard Business School club of the GCC and is a mum of three. Born in Beirut, Hala lived and worked in a number of cities across Europe, Asia and Middle East.

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