

## Where hospitality is heading

📅 January 13, 2022 / 👤 By Hala Matar Choufany



### 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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*HVS Dubai has been featured in the prestigious Hospitality News Middle East magazine, leader in its field. This prominent publication has highlighted our expert opinion on the matter of 2022 hospitality trends and forecasts. Hospitality News Middle East is the go-to source for the latest news, developments and trends in the*

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region's hospitality and foodservice industries. [www.hospitalitynewsmag.com](http://www.hospitalitynewsmag.com) features essential market insights, analysis and guidance from experts in the field, in addition to special reports on the latest concepts and interviews with top international names in the sector. Widely regarded as a must read, the magazine has built a solid reputation as a reference for hospitality professionals in the Middle East and beyond. Daily news bulletins can be found **online**.

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