

# Forecast of Hotel Performance in GCC Beyond 2020

June 9, 2020 / By Hala Matar Choufany



This video summarizes the findings of the **HVS Traveller and Hotel Guest Sentiment Survey** along with hotel performance forecast 2020-2024 of the **COVID-19 - Beyond the Dust** article.

The goal of the Traveller and Hotel Guest Sentiment Survey was to understand the current confidence levels, changes in behavior and preferences, and most importantly the decision making when selecting destinations and hotel stays in the near term. We raise key concerns and questions that are worth reflecting on to address the complex “new normal” that will govern future investments and operations in our industry.

Although COVID-19 has challenged our fundamental forecasting approach that typically relies on market trends, supply and demand dynamics, other useful metrics such as development pipeline, induced demand generators and more has been taken into account to share with you our assumptions pertaining to what the recovery model may look like for select cities in the GCC region. For the purpose of future forecast, we have relied on publicly available information as on 4 May 2020 pertaining to travel and tourism national and international announcements.

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[Try watching this video on www.youtube.com](https://www.youtube.com), or enable JavaScript if it is disabled in your browser.

## Summary

We raise key concerns and questions that are worth reflecting on to address the complex “new normal” that will govern future investments and operations in our industry. Although COVID-19 has challenged our fundamental forecasting approach that typically relies on predictable market trends and metrics, we share our assumptions pertaining to what the recovery model may look like for select cities in the GCC and the likely impact on EBITDA.

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- Hotel Investments & Ownership
- Asset Management
- Valuations & Market Studies
- Hotel Management
- COVID-19

## 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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