

Hospitality News Middle East Interview with Hala Matar Choufany

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Hala Matar Choufany, President of HVS Middle East, Africa and South Asia in an interview with **Hospitality News Middle East**, discusses the current hospitality performance in the Middle East region, recovery potential and the future investment opportunities.

During the interview, Hala addressed the key anticipated changes, ongoing trends and disruptors in the hospitality industry as well as identified potential investment opportunities and development gaps. Hala also discussed the Lebanese tourism potential and recovery path in particular and highlighted that, amidst the current travel restrictions, tourism recovery could follow slightly different curve to travel in general on the back of the growth in domestic tourism.

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Summary

Hala Matar Choufany, in her interview with Hospitality News Middle East, discusses the global post-pandemic situation, the new normal and her vision for Lebanon.

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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.

For more information, contact Hala at [\[email protected\]](#)