

## Hospitality News Middle East Interview with Hala Matar Choufany

📅 June 2, 2021 / 👤 By Hala Matar Choufany



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