

# Recovery Potential and Investment Opportunities in GCC

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Hala Matar Choufany, President of HVS Middle East, Africa and South Asia in an interview with **Nadine Hani** on **Al Arabiya** news channel, discusses the current hospitality performance in the region, recovery potential and investment opportunities.

Hala shared her views on recovery model and specifically markets that are likely to show stronger recovery on account of a number of government led initiatives. Hala also commented on the role of local and domestic demand which contributes a fair amount of base demand in certain markets.

The overall global and regional outlook was discussed including discussion around the increase in hotel companies share price, acquisitions and potential investment opportunities. Ecofriendly, Lifestyle, Remote and Glamping concepts seem to be gaining popularity in the region and travelers have a stronger preference to book such accommodation over the mainstream city/beach hotels.

## Summary

Hala Matar Choufany, in her interview in Arabic on Al Arabiya News summarizes the current hospitality performance in the region as well as how the recovery path looks like.

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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 [\[email protected\]](#)