

## Redesigning Hospitality

📅 November 30, 2020 / 👤 By Hala Matar Choufany



During the Gulf travel show, Hala Matar Choufany gave an exclusive interview on the topic of "redesigning hospitality in the Middle East". Hala addressed the key changes and current disruption in the hospitality industry, identified investment opportunities and development gaps, and discussed market recovery. She also provided a framework for overcoming the current travel and tourism challenges and highlighted some of the wins achieved despite these challenging times.

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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

Interview with Hala Matar Choufany on redesigning hospitality in the Middle East during the Gulf travel show.

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