

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

