

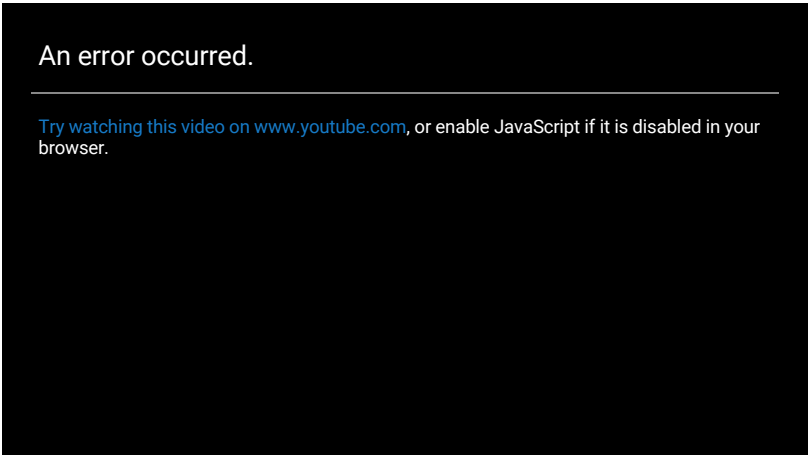
# The Journey to Alternative Management

📅 October 28, 2020 / 👤 By Hala Matar Choufany



Many in the industry believe that franchising or third-party management is the future of hotel ownership in the Middle East. Owners are looking for alternatives, and the question is whether franchising offers them a viable option.

During AHIC on the Road event, Hala Matar Choufany was in conversation with Khalid Anib, Bani Haddad and Christophe Landais about the evolution of different type of hotel agreements as well as the journey to the alternative management



## Summary

Hala Matar Choufany is discussing with Khalid Anib, Bani Haddad and Christophe Landais at AHIC on the Road, about the evolution of different type of hotel agreements as well as the journey to the alternative management.

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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 [\[email protected\]](#)

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