MARKET REPORT

20-Minute Talk with Hala Matar Choufany

OCTOBER 25, 2021

Eye on Saudi Arabia - Watch Hala Matar Choufany in a live interview at HORECA 2021

In her interview, Hala describes KSA's hotel market and recent trends, specifically the luxury segment and domestic tourism and how the 2030 Vision impacted tourism so far.

Hala also discussed the status of the kingdom's tourism sector as we enter a period of post-pandemic recovery and shared insights on KSA's hospitality industry in the short and long term.

