HVS

MARKET REPORT

# An Eye on Africa

NOVEMBER 30, 2020

In Global Tourism Forum Hala Matar Choufany was moderating ''An Eye on Africa Hospitality and Investment Opportunities'' with Paul Gardiner, Bani Haddad and Ramsay Rankoussi.

In Global Tourism Forum, Hala Matar Choufany was in conversation with Ramsay Rankoussi, Vice President of Development Radisson Hotels Africa & Turkey, Bani Haddad, Managing Director of Aleph Hospitality and Paul Gardiner, CEO of Mantis Collection about the Africa hospitality and investment opportunities. Throughout the session, they have covered and shared insights about the following points;

1. Where do the opportunities lie for hotel development in Africa? What are the key differences between Africa and more mature hotel markets?
2. What is the commitment received or required from the respective tourism authorities and ministries in Africa for hotel development?
3. How relevant is domestic tourism and reliance on internationmal tourism?
4. What are the challenges for internationally branded hotel developments in Africa?
5. How can the issues around financing and resources be resolved?
6. What asset classes/segments are going to dominate the African hotel development landscape moving forward?
7. Is product differentiation going to be the key for future success in Africa?

