

# Bloomberg HT Interview: Hospitality Market in Turkey

📅 April 20, 2021 / 👤 By Hala Matar Choufany



Hala Matar Choufany, in an interview with **Ersoy Erkazanci** on **Bloomberg HT** news channel, discusses the current hospitality performance in Turkey and recovery potential.

Turkey has long been an established tourism destination for both domestic and international markets. The plan to attract 65 million visitors is realistic and achievable, as the country registered 45 million visitors in 2019.

The interview in Turkish is also available on **HVS MEA Youtube**.

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[Try watching this video on www.youtube.com](#), or enable JavaScript if it is disabled in your browser.

## Summary

Hala Matar Choufany, in her interview on Bloomberg HT, summarizes the current hospitality performance in Turkey and the recovery potential.

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- Travel & Tourism
- Hotel Brands
- Hotel Companies
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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 [\[email protected\]](#).