

Bloomberg HT Interview: Hospitality Market in Turkey

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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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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 [\[email protected\]](#)