

# Exploring HVS Middle East & Africa's New Service Lines, Market Outlook, and Regional Trends with Hospitality News Middle East

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In this interview, Hala Matar Choufany discusses with Hospitality News Middle East and Rita Ghantous the new service lines offered by HVS Middle East & Africa, along with insights into the market outlook, emerging trends, and regional sentiment impacting the hospitality industry.

**Hala Matar Choufany** chats with **Hospitality News Middle East** and Rita Ghantous about **HVS Middle East & Africa's** new service lines, market outlook, growing trends and regional sentiment:

- Strong demand growth continues across major cities in the region;
- New supply will be supported by further growth in accommodated demand;
- Average rates are projected to stagnate and, in some markets, decline, reducing the gap between asset types and submarkets.
- Operational costs are increasing and margins are compressing. Is your asset optimised?
- Efficient designs and mixed-use schemes will continue to drive new developments.



