MARKET REPORT

Hospitality News Middle East Interview with Hala Matar Choufany

JUNE 2, 2021

Hala Matar Choufany, in her interview with Hospitality News Middle East, discusses the global post-pandemic situation, the new normal and her vision for Lebanon.

Hala Matar Choufany, President of HVS Middle East, Africa and South Asia in an interview with Hospitality News Middle East, discusses the current hospitality performance in the Middle East region, recovery potential and the future investment opportunities.

During the interview, Hala addressed the key anticipated changes, ongoing trends and disruptors in the hospitality industry as well as identified potential investment opportunities and development gaps. Hala also discussed the Lebanese tourism potential and recovery path in particular and highlighted that, amidst the current travel restrictions, tourism recovery could follow slightly different curve to travel in general on the back of the growth in domestic tourism.

