MARKET REPORT

Investment Opportunities in Post COVID-19 Era

JUNE 9, 2020

Sharing the full interview of Hala Matar Choufany, President of HVS Middle East & Africa, Recovery Townhall discussion with Sumaira Isaacs in a series of exciting and global interviews hosted by Global Tourism Forum to assess tourism and hospitality challenges as well as recovery and investment opportunities.

During a Recovery Townhall discussion on Global Tourism Forum, Hala addresses the current challenges since the outbreak of COVID-19 and highlights the importance of identifying the challenges that lie ahead and more importantly the need to develop a solid road map for recovery and a “sustainable” tomorrow.

These are undoubtedly very unusual times that are coupled with oversupply situation in certain markets, a negative political outlook, and a global and regional economic slow down. However, despite those challenges and the overall uncertainty that is troubling us on both personal and business levels; there will be better times and that the hospitality and travel market will eventually come out stronger and continue to grow.

