

# Pains and Gains - Hospitality in GCC

📅 June 18, 2020 / 👤 By Hala Matar Choufany



Hala Matar Choufany - President of HVS Middle East, Africa, and South Asia, discusses the current hotel operational issues, hotel reopening challenges, cashflows, and government support with owners of multiple hotel assets during the Arabian Hotel Investment Conference Webinar series.

The webinar includes the highlights of the **HVS Hotel Owner and Investor Survey** findings, as well as the panelists taking a deeper look into the hotels' operational status and challenges together with the hotel owners' requirements to survive.

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## Summary

With all the uncertainty that remains around the duration and outcome of this pandemic and its' prolonged impact on the hospitality industry in particular; HVS Hotel Owner and Investor Survey findings highlight hotel's operational status and challenges as well as hotel owners' requirements to survive. In this AHIC broadcast series, the panelists, both of which are multiple asset hotel owners, discuss with Hala Matar Choufany the current issues and future investment appetite.

Comments

## 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 [\[email protected\]](#)

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