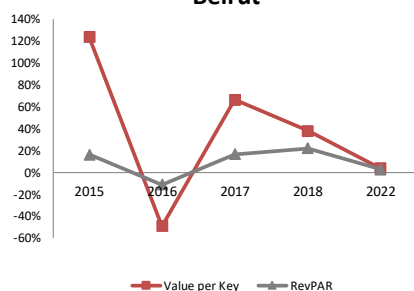




## IN FOCUS – Other Arab Cities

### Beirut



### Beirut – Lebanon

Historically, Lebanon has been positioned as one of the strongest hospitality players in the Middle East region; nevertheless, the political and social unrest in the neighboring countries resulted in a drastic decline in the market in the last five years.

Since 2017 the market has shown recovery with a strong demand gained from European visitors. In 2018, hotel values grew by 38% on account of an improvement in RevPAR and net operating profit margin, which has increased by four percentage points.

There is limited new hotel supply in the market when compared to other major cities in the Middle East. On account of the anticipated rise in tourist arrivals and the ease of GCC travel ban to Lebanon, HVS outlook remains positive and hotel values are forecasted to grow.



### Amman – Jordan

Despite Jordan being renowned as one of the attractive and safe tourism destinations in the Middle East, Amman experienced a fluctuating performance in the last five to seven years due to the economic and political instability in the region, as well as the increase in hotel supply in the capital.

Both RevPAR and hotel values grew in 2018, and in line with the Jordan Economic Growth Plan 2018-2022, it is forecasted that the tourism sector will further grow supported by the government marketing efforts as well as investments in infrastructure and tourists' sites to attract international visitors.

Furthermore, airport refurbishment and new flight route connections from European low-cost carriers will aid the growth in hotel demand and ultimately result in an improvement in hotel values.



### Amman

