

About the Authors

Hassan Al Ibrahim

Hassan is a tourism executive and a project manager with commercial and public policy background currently working on leading and directing the tourism development sector at the Qatar Tourism Authority. He is stewarding the implementation and monitoring of national tourism strategy and institutional strategic plans at the Qatar Tourism Authority. Prior to that he was the director of strategy at the Qatar Tourism Authority. Hassan is also the co-founder of Fikra Policy and Research and his previous experience includes working as a senior marketer at RasGas. Hassan has a BEng in Computer Engineering from the University of Portsmouth, a MSc in Management of Projects from the University of Manchester, and is currently an EMBA candidate from HEC Paris in Qatar.

Roberto Crotti

Roberto is an Economist with The Global Competitiveness and Risk team at the World Economic Forum. His responsibilities include analysis, management and computation of indexes for various projects and studies, including the *Global Competitiveness Report* and the *Travel & Tourism Competitiveness Report*. His main areas of expertise are quantitative research, forecasting and development economics. Prior to joining the Forum, he worked as an Analyst in the private consulting and forecasting sector. Mr Crotti holds a five-year degree in Economics/Economic Policy from Università Cattolica del Sacro Cuore in Milan, Italy, and an M.A. in Economics from Boston University, and he is currently pursuing his doctorate at the Graduate Institute of International Studies (Geneva).

Ghida El Hassan

Ghida is a Senior Associate with Strategy& (formerly Booz & Company) and a member of the firm's public sector practice. She has over seven years of consulting experience in the Middle East. Ghida's primary focus is on the tourism sector, where she has helped key government entities across the region develop their long-term national tourism sector strategies, develop and implement the strategic plans of central tourism-planning entities, as well as develop tourism human capital development strategies. In addition to her experience in the tourism sector, Ghida has also worked on a number of large-scale government restructuring programs, as well as economic development and public policy assignments. Ghida holds an MBA from Harvard Business School, a Master of Biotechnology from the University of Pennsylvania's School of Engineering and Applied Sciences and a Bachelor of Science in Biology with Distinction from the American University of Beirut.

Chucrallah Haddad

Chucrallah is a partner with Strategy& (formerly Booz & Company). Over the past 15 years, he led multiple programs covering turnaround strategies, organization and restructuring, large scale transformation, and socio-economic development plans, across a number of sectors and geographies. His recent focus has been on serving public sector clients. He has been advising his clients on topics around public administration restructuring and modernization, and public policy strategy. His clients include key ministries and prime ministerial offices in a number of Middle Eastern countries where he is bringing to decision makers the firm's foresight in public policy.

Chaitan Jain

Chaitan is currently Assistant Director, External Affairs for IATA, based in Geneva. In this capacity he works in the areas of public policy development and advocacy. Before coming to External Affairs Chaitan oversaw the internal and external communications for IATA's Simplifying the Business programme and BSP Operations. Prior to joining IATA in 2008, Chaitan undertook consulting work with the Government of Abu Dhabi in addition to the Centre for Asia Pacific Aviation in India.

Katharine Le Quesne

Katharine is a Director in Deloitte's international Travel, Hospitality and Leisure (THL) advisory practice. Recognized as a leader in its field, the team is part of Deloitte's global THL industry group, which provides corporate finance, consulting, tax and assurance services to the international travel, hospitality and leisure industries. Katharine's 15-year career began in China with Jones Lang LaSalle. She subsequently joined Arthur Andersen's hospitality consulting team in London and Singapore; and then Deloitte, where she has worked in corporate finance, restructuring and consulting, always in the THL sector. She is currently based in London. Her work has taken her to an extensive range of international markets, advising a broad mix of investors, operators, industry observers and Governments. Not only has Katharine worked in places undergoing or on the cusp of immense change, but she has also worked through multiple economic cycles and observed first-hand the impact of various demand shocks on the hotel industry.

Tiffany Misrahi

Tiffany is Manager of Aviation & Travel Industry at the World Economic Forum. She has a background in international development and tourism, having worked at the International Trade Centre where she collaborated on the development and implementation of Tourism-led Poverty Reduction Programme. At the Forum, she has developed an expertise in the Mobility Industries and a passion for the Travel & Tourism Industry in particular. She is currently working with key government and industry leaders in developing strategies and implementing innovative projects in the fields of T&T competitiveness, the future of travel and tourism industries, travel facilitation and security in travel and tourism. Ms Misrahi has a BSc in International Business from Warwick University and a Master in Development Management from the London School of Economics and Political Science.

Antoine Nasr

Antoine is a Principal with Strategy& (formerly Booz & Company) and a member of the firm's public sector practice. He has over ten years of consulting experience acquired through various projects in the Middle East. Antoine leads the Tourism Sector Platform in the Middle East, where he has helped key government entities across the region in shaping and revamping their tourism sector. For example, he led the development of the long-term tourism sector strategy of a country in the Gulf Cooperation Council (GCC), as well as led the development of multiple tourism product strategies, such as the long-term business tourism strategy for a GCC country. Antoine also has extensive experience in developing tourism destination marketing strategies, tourism human capital development strategies and leading the restructuring of central tourism-planning entities. In addition to his experience in the tourism sector, Antoine has also extensively advised government centers in leading MENA countries on a broad range of public policy and national agenda assignments, namely around economic development, environment and education.

Mr. Nasr holds an MBA from INSEAD with Distinction and a BE in Computer and Communications Engineering from the American University of Beirut with Distinction.

Simon Oaten

Simon is a Partner in the Deloitte UK Travel, Hospitality & Leisure group, with over 14 years of experience advising and supporting hospitality and leisure businesses. He has worked at a senior level with some of the leading players across the industry in the United Kingdom, Europe and globally. Simon brings a considerable breadth of experience in the sector across strategy, business planning, market review, economic impact assessment, and financial and commercial due diligence engagements. In the last 24 months, he has worked extensively in the Middle East, North America and Europe leading large complex strategy and business planning projects.

David Oxley

David is a Senior Economist at IATA. An economist with international experience in both the public and private sectors, he is responsible for delivering economic analysis and forecasts within IATA's Economics team. He was formerly employed by the economic forecasting team of the New Zealand Treasury in Wellington, and by Capital Economics and Oxford Economics in the UK.

Harry Segal

Harry is a Research Manager in Deloitte's Insight team and specializes in the Travel, Hospitality and Leisure sector. The team produces a variety of thought leadership and other materials to keep clients and stakeholders informed on the issues that matter. Prior to joining Deloitte in 2014, Harry worked as an analyst in the travel and tourism team at market insight firm Mintel.