



Sarah Bey

Research Assistant



+213 770 236 673



sarah.bey@pkfhospitality.com



Middle East



Dubai



Arabic, French, English

areas of expertise:



feasibility studies
research + benchmarking

Sarah Bey joined PKF hospitality group in 2022 and is based in Dubai. In her present capacity as Research Assistant, her consulting activities include feasibility studies and research and benchmarking primarily in Africa and the Middle East. Sarah also assists with various 196+ events in these regions.

Prior to joining PKF hospitality group, Sarah spent the last six years accumulating diversified experience in the hospitality and tourism industry. Her broad range of international experience includes, travel agency management, hotel operations, lodging, event sales and catering with various companies. In addition to this, she was a carbon auditor and consultant with Sustainable Travel International, a research-assistant at the University of Central Florida, and a travel agency co-founder and manager in Algeria.

Sarah holds a Bachelor's degree in Business and Hotel Administration from L'Ecole Nationale Supérieure du Tourisme in Algeria and a Master's degree in Hospitality & Tourism Management from the University of Central Florida, USA. She is a Fulbright Alumnus.