

# HVS Market Pulse Update - Pacific Northwest

📅 February 8, 2021 / 👤 By Kasia M. Russell, MAI, Rod Clough, MAI



**Rod Clough**, President – Americas, interviewed **Kasia Russell**, Managing Director and Senior Partner overseeing the U.S. Pacific Northwest region, on February 3, 2021, to discuss the current market dynamics and the outlook for recovery. Kasia provides her insights on what the market looks like today, the factors contributing to current performance levels, and what will help drive improvements in future performance. She provides her forecast of occupancy and average rate for both Portland and Seattle, as well. This short, nine-minute video

provides important insights and aspects to consider for those currently invested or considering investing in this region.

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[Try watching this video on www.youtube.com](#), or enable JavaScript if it is disabled in your browser.

## Summary

Rod Clough, President – Americas, interviewed Kasia Russell, Managing Director and Senior Partner overseeing the U.S. Pacific Northwest region, on February 3, 2021, to discuss the current market dynamics and the outlook for recovery.

Comments

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Hotel Investments & Ownership

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## About **Kasia M. Russell, MAI**



Kasia M. Russell, Executive Vice President - Development, has been with HVS since 2006. HVS leaders now live in and work from more than 30 markets throughout the North American region, including San Diego, LA, San Francisco, Sacramento, Portland, Seattle, Las Vegas, and Phoenix in the U.S. West. Kasia has front-line hotel experience with Extended Stay America and Best Western and also worked for the Hotel Bellwether in Bellingham, Washington, and the Skagit Valley Resort in Bow, Washington. She holds the MAI designation and is a state-certified appraiser in Oregon and surrounding states.

Contact Kasia at +1 (970) 227-7799 or [\[email protected\]](#).

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## About **Rod Clough, MAI**



Rod Clough is the President of HVS Americas. He is responsible for the overall direction, management, and ongoing success of 40+ offices across North and Latin America. Under his leadership, HVS Americas conducts over 3,500 valuation and consulting engagements annually. During his 30-year tenure, Rod has been instrumental in leading the growth of the firm; this includes significantly expanding the number of offices across the United States, as well as launching multiple divisions, including U.S. Hotel Appraisals, HVS Latin America, HVS Brokerage & Advisory, and HVS Asset Management & Advisory.

A frequent speaker at the nation's largest hotel conferences, Rod is a designated member of the Appraisal Institute (MAI) and a state-certified appraiser. He earned his BS from Cornell University's School of Hotel Administration and also holds a Colorado real estate broker's license. Furthermore, Rod is proudly Latino and gay, and his firm is welcoming of all races and colors, sexual orientations, ages, genders, and gender identities. Once associates join HVS, they tend to stay due to the extraordinary culture Rod has inspired—a culture defined by the ideals of balance, connectivity, efficiency, collaboration, honesty, integrity, kindness, and excellence, among others. Rod resides in Northern Colorado where he and his husband Jeff are raising their daughter, Rory. Contact Rod at (214) 629-1136 or [\[email protected\]](#).