

# HVS Market Pulse Update Phoenix, AZ

📅 April 9, 2021 / 👤 By Rod Clough, MAI , McKenna Luke, MAI , Michael Smithson



**Rod Clough**, President – Americas, interviewed **McKenna Luke**, Senior Vice President, Albuquerque and **Michael Smithson**, Vice President, Phoenix overseeing the Southwest region, on April 8, 2021, to discuss the current Phoenix market dynamics and the outlook for recovery. McKenna and Michael outline what the market looks like today, the factors contributing to current performance levels, and what will help drive improvements in future performance. They provide their forecast of occupancy and average rate for Phoenix, as well.

This nine-minute video provides important insights and factors to consider for those currently invested or considering investing in this region.

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## Summary

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💬 Comments

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## About Rod Clough, MAI



Rod Clough, MAI, President – Americas, is in his 30th year with HVS and leads the Americas region from its headquarters office in Colorado. As President, Rod has developed the vision and strategy for the Americas and oversees its execution throughout the Americas' 40 locations. He has cultivated a firm that thrives with an extraordinary culture and remains the thought leader in the hospitality consulting space. He is proud to lead a group of 175 exceptional team members that execute thousands of engagements annually. Rod also has a passion for speaking, regularly sharing the insights and thought leadership of HVS at the nation's leading hospitality conferences. Rod is a graduate of Cornell's School of Hotel Administration, a Designated Member of the Appraisal Institute (MAI), a state-certified general appraiser, and a licensed hotel broker. Contact Rod at (214) 629-1136 or [\[email protected\]](#).