

HVS Market Pulse Update Phoenix, AZ

📅 April 9, 2021 / 👤 By McKenna Luke, MAI, Rod Clough, 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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For more information, contact **McKenna Luke, MAI** at [\[email protected\]](#) or **Michael Smithson** at [\[email protected\]](#).

Summary

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.

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About McKenna Luke, MAI



McKenna Luke, MAI, co-leads the direction of HVS practices and appraisal thought leadership as a Managing Director. She has overseen and completed thousands of assignments spanning hotel appraisals, market studies, and feasibility studies for hotels, resorts, resort-residential properties, waterparks, casinos, mixed-use assets, and portfolios. Furthermore, McKenna has extensive nationwide hotel consulting and valuation experience having lived and worked throughout the Southwest, West, and Southeast. She holds numerous state-certified general appraisal licenses and is a

Designated Member of the Appraisal Institute (MAI). Contact McKenna at +1 (303) 704-2636 or [\[email protected\]](#).

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 [\[email protected\]](#).