

HVS Market Pulse Update, Charleston, SC

June 11, 2021 / By Heidi S. Nielsen , Rod Clough



Rod Clough, President – Americas, interviewed **Heidi Nielsen**, Managing Director, Charleston overseeing the Carolinas and Coastal Georgia, on June 10, 2021, to discuss the current Charleston market dynamics and the outlook for recovery. Heidi outlines what the market looks like today, the factors contributing to current performance levels, and what will help drive improvements in future performance. She provides the forecast of occupancy and average rate for Charleston, 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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About Heidi S. Nielsen



Heidi Nielsen, the Managing Director of the HVS Charleston office, conducts hotel appraisal and consulting engagements in markets throughout the South. Her assignments range from single-asset and regional hotel portfolio appraisals to feasibility studies for proposed full- and select-service hotels. Heidi earned her bachelor's degree from the College of Charleston and gained front-line hotel experience with The Sanctuary at Kiawah Island Golf Resort. Contact Heidi at +1 (843) 847-1986 or [\[email protected\]](#).

About Rod Clough



Rod Clough, MAI, President - Americas, oversees strategy execution throughout 40 Americas locations. He recently brought together all US Valuation Consulting offices under common ownership, and has revolutionized the way the company is led and managed. This group of offices represents over 120 hotel industry professionals and executes over 4,000 assignments a year. Rod has been working in the hospitality industry for 30 years and is a graduate of Cornell's School of Hotel Administration. He is a Designated Member of the Appraisal Institute (MAI) and a state-certified general appraiser. Contact Rod at (214) 629-1136 or [\[email protected\]](#).