

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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About **Kasia M. Russell, MAI**



Kasia Russell, MAI is the Senior Managing Director and Practice Leader for the U.S. West Region. 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 (970) 227-7799 or [\[email protected\]](#).

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About **Rod Clough, MAI**



As President of HVS Americas, Rod oversees strategy execution for HVS throughout its 40 Americas locations. Rod's tenure with HVS spans over 25 years, during which time he has played an important role in growing the company from a few locations across the Americas to 40. In a typical year, Rod's group consults on over 2,500 existing or proposed hotels and resorts, and in 2021, he oversaw the 568-hotel Extended Stay America appraisal portfolio. In 2003, Rod founded the firm's sister appraisal division, U.S. Hotel Appraisals, which completes roughly 1,000 hotel appraisals annually. Rod is a

founding owner/partner of HVS Mexico-Latin America, and he re-launched the firm's U.S. Brokerage and Capital Markets division in 2018. Rod is a Designated Member of the Appraisal Institute (MAI) and a licensed real estate broker. 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 [\[email protected\]](#).