

# HVS Market Pulse Update - Pacific Northwest

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



**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**



Kasia Russell, MAI is a Managing Director and Senior Partner with the HVS Portland office. HVS leaders now live in and work from more than 30 markets throughout the North American region, including San Diego, LA, San Francisco, Portland, Seattle, Vancouver, Las Vegas, and Phoenix in the 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**



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