

HVS Market Pulse Update - the U.S. Heartland

📅 February 23, 2021 / 👤 By Daniel P. McCoy , Rod Clough



Rod Clough, President – Americas, interviewed Dan McCoy, Managing Director and Senior Partner overseeing the U.S. Heartland region, on February 17, 2021, to discuss the current market dynamics and the outlook for recovery. Dan provides his insights on what the market looks like today, the factors contributing to current performance levels, and what will help drive improvements in future performance. He provides his forecast of occupancy and average rate for St. Louis, as well. This 16-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.

For more information, contact **Dan McCoy, MAI** at [\[email protected\]](#).

Summary

Rod Clough, President – Americas, interviewed Dan McCoy, Managing Director and Senior Partner overseeing the U.S. Heartland region, on February 17, 2021, to discuss the current market dynamics and the outlook for recovery.

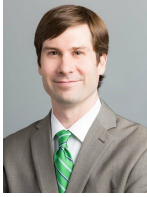
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About **Daniel P. McCoy**



As the HVS leader for the Heartland region, Dan McCoy, MAI, oversees the firm's St. Louis, Nashville, and Omaha offices. A Managing Director and Senior Partner at HVS, Dan is a recognized thought-leader, collaborative advisor, and invaluable resource for the Heartland's lodging industry. He combines a deep understanding of regional hotel markets with strong analytical thinking to provide a wide variety of clients with up-to-date hospitality intelligence and tailor-made solutions. Dan is a Designated Member of the Appraisal Institute (MAI) and a certified general appraiser. Contact Dan at +1 (970)

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