

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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[Try watching this video on www.youtube.com](https://www.youtube.com), or enable JavaScript if it is disabled in your browser.

Summary

Rod Clough, President – Americas, interviewed 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.

Comments

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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



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.