

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 M. Russell, Executive Vice President - Development, has been with HVS since 2006. 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 +1 (970) 227-7799 or [\[email protected\]](#).

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About **Rod Clough, MAI**



Rod Clough, MAI, President – Americas, is in his 30th year with HVS and leads the Americas region from its headquarters office in Colorado. As President, Rod has developed the vision and strategy for the Americas and oversees its execution throughout the Americas' 40 locations. He has cultivated a firm that thrives with an extraordinary culture and remains the thought leader in the hospitality consulting space. He is proud to lead a group of 175 exceptional team members that execute thousands of engagements annually. Rod also has a passion for speaking, regularly sharing the insights and thought leadership of HVS at the nation's leading hospitality conferences. Rod is a graduate of Cornell's School of Hotel Administration, a Designated Member of the Appraisal Institute (MAI), a state-certified general appraiser, and a licensed hotel broker. Contact Rod at (214) 629-1136 or [\[email protected\]](#).