

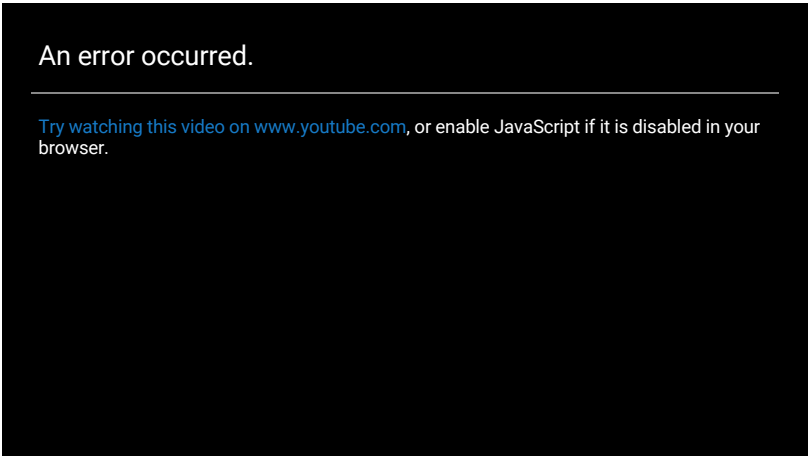
HVS Market Pulse Update Phoenix, AZ

📅 April 9, 2021 / 👤 By McKenna Luke , Rod Clough , Michael Smithson



Rod Clough, President – Americas, interviewed **McKenna Luke**, Senior Vice President, Albuquerque and **Michael Smithson**, Vice President, Phoenix overseeing the Southwest region, on April 8, 2021, to discuss the current Phoenix market dynamics and the outlook for recovery. McKenna and Michael outline what the market looks like today, the factors contributing to current performance levels, and what will help drive improvements in future performance. They provide their forecast of occupancy and average rate for Phoenix, as well.

This nine-minute video provides important insights and factors to consider for those currently invested or considering investing in this region.



For more information, contact **McKenna Luke, MAI** at [\[email protected\]](#) or **Michael Smithson** at [\[email protected\]](#).

Summary

Rod Clough, President – Americas, interviewed McKenna Luke, Senior Vice President, Albuquerque and Michael Smithson, Vice President, Phoenix overseeing the Southwest region, on April 8, 2021, to discuss the current Phoenix market dynamics and the outlook for recovery.

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About McKenna Luke



McKenna Luke, MAI, a Managing Director with HVS, resides in New Mexico. McKenna earned her bachelor's degree in Hospitality Management and her MBA with a concentration in Finance from University of Denver. She holds a certified general appraisal license and is a Designated Member of the Appraisal Institute (MAI). McKenna's background in hospitality spans from hotel operations to advisory roles related to full-service hotel acquisitions and new developments. Her expertise includes small independent motels, extensive resorts, full-service metropolitan hotels, and historic conversions. Contact McKenna at +1 (303) 704-2636 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.