

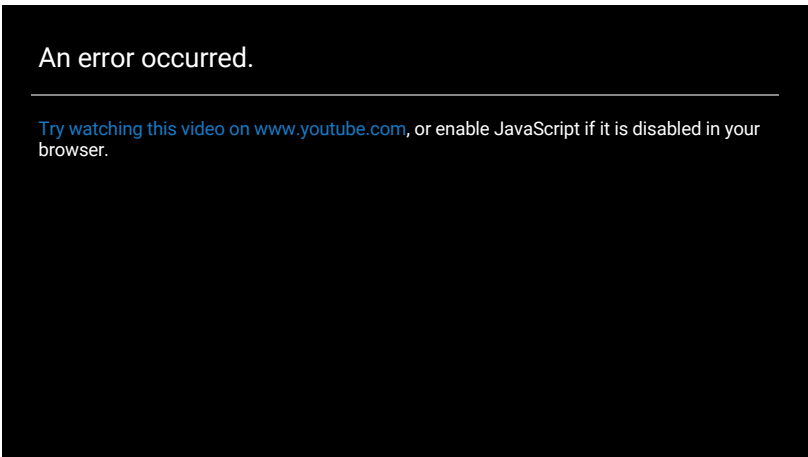
HVS Market Pulse Update - the U.S. Heartland

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



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.



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, MAI**



As the HVS Practice Leader for the Midwest, Dan McCoy, MAI, oversees the firm's seven offices in this region. A Senior Managing Director at HVS, Dan is a recognized thought-leader, collaborative advisor, and invaluable resource for the Midwest'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) 215-0620 or [\[email protected\]](#).

About **Rod Clough, MAI**



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. Contact Rod at (214) 629-1136 or [\[email protected\]](#).