

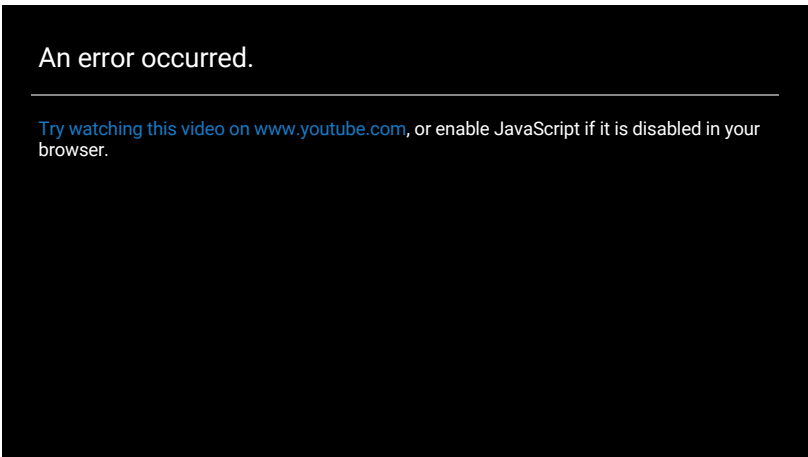
# HVS Market Pulse Update - the U.S. Heartland

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.

[Comments](#)

## FILED UNDER CATEGORIES

Hotel Investments & Ownership

Valuations & Market Studies

Economic Trends and Cycles

Hotels - Distressed

COVID-19

St. Louis

Missouri

United States

### 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**



Rod Clough is the President of HVS Americas. He is responsible for the overall direction, management, and ongoing success of 40+ offices across North and Latin America. Under his leadership, HVS Americas conducts over 3,500 valuation and consulting engagements annually. During his 30-year tenure, Rod has been instrumental in leading the growth of the firm; this includes significantly expanding the number of offices across the United States, as well as launching multiple divisions, including U.S. Hotel Appraisals, HVS Latin America, HVS Brokerage & Advisory, and HVS Asset Management & Advisory.

A frequent speaker at the nation's largest hotel conferences, Rod is a designated member of the Appraisal Institute (MAI) and a state-certified appraiser. He earned his BS from Cornell University's School of Hotel Administration and also holds a Colorado real estate broker's license. 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 [\[email protected\]](#).