



## 5 QUESTIONS WITH ...

# Ryan J. Rivett

President and COO of My Place Hotels of America talks new franchise development

### 1 How will the hotel industry fare in 2015 in terms of overall operating metrics and profits?

**RR:** I'm optimistic. I believe the positive trend we've

experienced in the past few years will continue, if not, increase its pace in 2015. With the extended-stay segment being a front-runner in operating

metrics and profits, and the economy extended stay sub-segment having so much room and demand for additional supply nationwide, I think My Place, likewise, has a great opportunity to increase its pace.

### 2 What specific or significant goals have you set for your company in 2015?

**RR:** With our initial proof of concept period for the system

and initial group of new-build My Place properties behind us as of the beginning of 2014, we've really focused this year on franchise development and creating some visibility for My Place within the industry. As we approach 2015 we're seeing the fruits of those efforts and have set significant goals for new franchise development in 2015.

### 3 What challenges—within the industry or within the world at large—have the possibility to upset the current general optimism within the industry?

**RR:** Political challenges are always at or near the top of the list. That said, I believe there has been some serious lack of focus on fundamentals in some areas within our industry for some time that are steadily gaining priority with hotel operators and 2015 may represent the beginning of some changes.

### 4 In 2015, where are you concentrating your company's growth and expansion?

**RR:** Regarding franchise development, our focus has been on growing as a mass to maximize regional product penetration, stimulate marketing and advertising economies of scale and capitalize on opportunities for guest loyalty growth. We'll continue with that goal through 2015.

### 5 What areas within the hotel industry will deserve the most attention in 2015 that may not be on our radar now? For example: Labor issues, government/economic issues, etc.

**RR:** Political and workforce issues are ongoing and always will be, and certainly, there are some critical path items such as health care that are likely going to remain high on the priority list. Additionally, I believe industry veterans will be giving a great deal of consideration to the somewhat out-of-control trend of standard and spec modifications, and their associated capital requirements across the mainstream brands.

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*In five words or fewer, give us your overall outlook for 2015:*

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