



# America's Newest & Best Extended Stay Hotels

## US EXPANSION CONTINUES: MY PLACE HOTEL-ST. GEORGE, UT BREAKS GROUND!



**ST. GEORGE, UT-OCTOBER 19, 2017**—My Place Hotels of America is pleased to announce the groundbreaking of Utah's third My Place Hotel, located in the beautiful city of St. George. The city's community members celebrated the groundbreaking alongside My Place executives, owners, and operators at 1670 South Street where construction has commenced on the four-story, 63-unit hotel. Located at the convergence of three geological regions: the Mojave Desert, Colorado Plateau, and the Great Basin, St. George's newest hotel will serve the area's many visitors with easy access to surrounding state parks in addition to the diverse dining and retail options nearby.

My Place Hotel-St. George, UT is independently operated by Hotel Barons Management, LLC. and owned by Hotel Barons STG, LLC. It is the fourth My Place Hotel developed and owned by Principal Engineer Craig Larsen, a Utah native who frequents St. George

with his family. Having exclusively owned My Place Hotels, Larsen has opened one hotel per year since opening his first in Rock Springs, Wyoming in March, 2015. As a fervent My Place supporter, Larsen said he's excited to meet the diverse lodging needs in St. George with a brand new, moderately priced hotel.

"We are thrilled to be a part of this great community," Larsen said. "Delivering a special kind of hospitality that makes guests feel at home the moment they walk through the door is invaluable. Having family of our own, we have personally experienced the need for a quality night sleep, with home-like amenities and conveniences all at a fair price. We all look forward to providing St. George's travelers with the level of comfort, quality, and value that My Place has standardized."

Terry Kline, My Place EVP of Franchise Development, said My Place is confident the St. George location will fill the underserved niche in the Southern Utah market. "We are extremely pleased to continue our franchise partnership with Craig and his team at Hotel Barons as construction commences on their fourth My Place Hotel. They're a fast moving team with expertise in all facets of hotel development and operation, making them an exciting hospitality group to watch for many years to come."

All My Place Hotels offer modern amenities at an affordable price including nightly, weekly and monthly rate options. Each extended stay guest room features a My Kitchen, complete with a two-burner cooktop, a microwave and a full refrigerator. The property is pet friendly, includes on-site laundry facilities, complimentary high speed internet service and a 24-hour My Store, located in the hotel lobby and stocked with an array of supplies for the guests' convenience. Additionally, guests are invited to enjoy the new Breakfast in Bed option for a minimal cost.

My Place Hotels of America, LLC. is persistently advancing in its campaign for U.S. expansion of the recently launched franchise system. The chain currently has 33 hotels open and operating with a near-term pipeline of 32 additional hotels and midterm commitments for upwards of 40 more hotels to follow. To book your stay at My Place, please call the toll-free reservation line at: 855-200-5685, or visit [myplacehotels.com](http://myplacehotels.com).

My Place Hotels of America, LLC. is a Franchise company that focuses on providing a clean and comfortable facility, with modern amenities, and great customer service, all at an affordable price. My Place Hotels of America, LLC is based out of Aberdeen, SD, and offers franchisees a new construction brand, designed to ensure quality, consistency and the highest of standards for delivering marketplace value. For more information on becoming part of our growing franchisee family, please visit [myplacehotels.com](http://myplacehotels.com) or contact Terry Kline at (605) 725-5685. This is not an offer. Offers are only made through an effective franchise disclosure document.



[myplacehotels.com](http://myplacehotels.com) • 855-200-5685  
My Place Hotels of America, LLC • PO Box 4850 Aberdeen, SD 57402

