

My Place Hotels to Debut in Georgia

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ATLANTA—The My Place Hotel-Atlanta West/Lithia Springs, Georgia is set to open in October.

Through a partnership between global transportation and logistics provider Werner Enterprises, Inc., and My Place Hotels of America, LLC, the brand-new, four-story, 85-unit hotel will be the first My Place location in the state.

The modified prototype includes 50 newly designed double rooms to accommodate Werner's drivers in the Southeast's hub of transportation. When inefficiencies from older economy motels became a factor in ailing employee satisfaction, Werner Enterprises teamed up with My Place to bring the brand's modern economy concept to the site less than a mile from Werner's Atlanta terminal, according to the company.



Rendering of My Place Hotel-Atlanta West/Lithia Springs, Georgia

Located at 907 Bob Arnold Blvd. off I-20, exit 44, the hotel is accessible to restaurants, Six Flags Over Georgia, The World of Coca-Cola, downtown Atlanta and Turner Field.

My Place President and COO Ryan Rivett noted the modified prototype demonstrates Werner's commitment to the comfort of its employees while also showcasing My Place's flexibility in design and its penchant for efficiency.

"The creativity and coordination that took place between the franchisee, the design team and the management team was extraordinary. Working to adapt the My Place operating platform to meet a specific customer's needs for one portion of the building, while maintaining the consistent standards that the traveling public have come to rely on at a My Place was a challenging undertaking, however, much more simple than one would imagine," Rivett said.

The new driver accommodations are a testament to Werner's commitment to focusing on drivers as the company's top priority, according to Randy Kraft, VP of Terminal Management at Werner.

"Drivers are the heart and soul of what we do here. Without them, our economy and our company would cease to exist, so this project was undertaken with the goal of improving their quality of life in mind," Kraft said.

Georgia's first My Place Hotel is also the first to be independently owned by Werner Enterprises, Inc. The property is operated by TLC Management, LLC.
