

## CALENDAR OF EVENTS

### May 15-17

HD Expo  
Mandalay Bay Convention Center  
Las Vegas  
hdexpo.com

### June 2-4

NYU International Hospitality  
Industry Investment Conference  
New York Marriott Marquis  
New York City  
nyu.edu/hospitalityconference

### June 5

Stay Boutique Live, The  
Investment Edition  
The Times Center  
New York City  
stayboutiquelive.com

### June 17-20

HITEC Minneapolis  
Minneapolis Convention Center  
Minneapolis  
hftp.org/hitec

### July 24-26

International African American  
Hotel Ownership & Investment  
Summit & Trade Show  
Miami Marriott Biscayne Bay  
Miami  
nabhood.net

### August 3-7

GBTA Convention 2019  
McCormick Place  
Chicago  
convention.GBTA.org

### August 14-16

Hotel Data Conference  
JW Marriott Nashville  
Nashville, TN  
hoteldataconference.com

### August 27-28

Southern Lodging Summit  
Memphis Convention Center  
Memphis, TN  
southernlodgingsummit-  
memphis.com



## HB ON THE SCENE

# My Place touts growth, reveals new loyalty program

By CJ Arlotta  
Senior Editor

SAN DIEGO—My Place Hotels of America LLC has more hotels open than ever before, has significantly increased the number of franchise agreements, and has launched a new loyalty program for guests.

Currently, My Place has 45 operating properties—with 50 only a couple of months away, an achievement President/CEO Ryan Rivett is ready for. “I’m excited about that milestone—to see 50 properties open and operating—but I know that going from 50 to 100 is going to happen twice as fast as the first few, maybe even more,” he said at this year’s brand convention, held here at Hard Rock Hotel San Diego.

There are no plans to shift the company’s strategy to hit 100 operating properties. “What we’ve been doing is working really well,” Rivett said. “One element that gives you a lot of confidence that we’ll grow quicker in the future is that we’ve got established franchisees with business plans to do more than one or two.”

My Place has sold 75 franchise agreements, with another deal in the works. The hotel chain can be found in 21 states today, but with 16 projects currently under construction or in pre-construction phases, Rivett said that number is “going to grow a significant amount.”

Where the brand doesn’t have any properties is the Northeast, but there are plans to change that. “2019 is the year we need to introduce the brand to the Northeast,” he said. “I don’t see any reason why it wouldn’t be as well accepted as it has been in any other area of the country.”

In 2018, My Place saw an 8.5% increase in occupancy and a 15% increase in RevPAR.

“On top of that, there’s a 32% increase in revenue coming through our brand.com website,” he said. “That represents a big success. We’ve been working hard on how to convert OTA traffic and third-party booking engine traffic to our own booking engine, and what we saw was a corresponding increase in bookings year-over-year through our myplacehotels.com website.”

And 2019 will see even more change. “2019 is going to be a big year of rolling out programs, and training franchisees and their operators on these programs, and really experiencing the fruits of the development labor that we’ve had over the past couple of years,” Rivett said.

My Place launched Stay Rewarded, a loyalty program with 7,000 pre-registered members. “I believe that Stay Rewarded is a loyalty program that will balance the demands of today’s guests with the operational objectives of our hotels,” said Irene Roberts, director of brand loyalty at My Place. “As a

Increasing construction costs, labor and ADA compliance were topics of conversation at the My Place convention.

points-based program with immediate perks, it’s sure to further our connection with loyal guests while enticing new guests to join and stay rewarded wherever they find us along the way.”

The program is expected to launch at every hotel in My Place’s portfolio on June 3.

To continue its growth as it evolves, the brand expects to continue investing in all kinds of development.

“It’s not just in real estate development,” Rivett said. “It’s not just in technology development. It’s in people development. It’s in communications development. The product is good. You don’t go on changing the product. We don’t go changing our approach because it’s working really well. It’s the evolution of the people, the understanding, communications that we have. Those things are a daily evolution.”

Panelists on the All-Star Panel discussed numerous topics, including ADA compliance, increasing construction costs, opportunities with My Place and finding labor.

The lodging industry is still combating frivolous ADA-compliance lawsuits. Many hoteliers agree on the following: While more needs to be done at the federal level to ensure individuals with disabilities are provided unfettered access to properties, additional legislation needs to be considered to protect hoteliers from money-hungry lawyers looking to make a quick buck.

“If you think of the entire landscape of the American industry, there’s no industry that does more to comply with the ADA and assist people with disabilities than our industry,” said Chip Rogers, president and CEO of the American Hotel & Lodging Association (AHLA).

One of the top issues for AAHOA is tax reform. “We want to make sure that the tax reform stays in place,” said HP Patel, then-chairman of AAHOA (now, the former chairman). “When it was passed two years ago, that really helped AAHOA members and small business owners with the tax deductions.”

Another challenge on AAHOA’s radar is human trafficking. “That’s one of the big initiatives that we took on last year: to make sure that we train all hoteliers, not just AAHOA members, [so]

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