

The right time and place

With a long history in hospitality as hotel owners, operators, and developers, we experienced firsthand the increasing rate at which a franchisor's response to change came with increasing cost at little to no value added to the property. When our founders returned to the table as franchisors, the My Place franchise system was launched with the determination to evaluate every enhancement from the perspective other franchisors missed: our own.

It's with that perspective that we have amassed a diverse network of franchisees as well as a remarkably talented pool of people who support them. As we surpass the opening of our 50th hotel with more than 100 on the way, there's never been a better time to join us.

A LOYALTY PROGRAM THAT REWARDS YOU, TOO

While My Place Hotels have developed an unmistakable brand identity and achieved organic loyalty by delivering the best value at the right price, we recently launched our first-ever loyalty program with the same principles we were founded upon. As a program that is simple for guests and operators alike, Stay Rewarded® is now rewarding guests for booking directly and its membership is growing just as we have—fast.

A GREAT GUEST EXPERIENCE, MADE BETTER

With industry-leading guest reviews and consistently high market rankings across the brand, our feedback showed just how much guests appreciated our approach to the guestroom. So, we made it even better.

While our 50th hotel will also be the first to open with our generation 2 guestroom, we know it's a hit. Paired with the successful implementation of our generation 2 lobby, a most efficient platform, and a convenient location, My Place isn't just fit for extended stays, but every stay.

WE MIGHT JUST BE YOUR KIND OF PEOPLE

We believe in the simple things. In the current landscape of shifting consumer behavior and increasingly distant franchise relationships, the business of hotel ownership we experience today can feel like a departure from the fundamentals we were steeped in. That's why we started. Beyond providing you with the platform and product we believe in, My Place comes with the promise of a true partnership.



MY PLACE HOTELS

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The generation 2 guest room replica at My Place University.