DIVERSIFY YOUR PORTFOLIO

Over 120 hotels in the pipeline.
WHY WAIT TO ADD YOURS?

• 42% Brand Contribution
• 4.7 TripAdvisor Brand Average
• 78% Non-Commissionable Room Nights
• 70% Occupancy*
• $88.53 ADR*
• Low Fees
• Better ROI
• 20 Year Agreement
• No Liquidated Damages
• We’re sure you’ll be happy.

For more information on becoming a part of our franchisee family, visit myplacehotels.com!

BEGIN THE JOURNEY | Terry Kline • EVP of Franchise Development • (605) 725-5685 • franchising@myplacehotels.com

ADVERTORIAL

IT TAKES GREAT PEOPLE TO MAKE A GREAT PLACE

Looking good is no longer good enough, and perhaps, it hasn’t been enough for quite some time. As a new generation of consumers, workers, and hoteliers emerge during the age of information, companies must self-examine their culture just as much, if not more so, than their product. After all, the very consumers and workers these hoteliers hope to attract through product may actually derive more value from the former than the latter.

While other brands continue to proliferate and consolidate, seemingly addressing one generation, one segment at a time, My Place’s core values maintain its focus on what’s most important to most of them.

Since launching the franchise system in 2014, My Place Hotels has assembled a diverse and loyal staff dedicated to every franchisee’s development objectives and every operator’s need for support. With more than 120 hotels in the pipeline, the team has also grown a substantial network of franchisees, over 60% of whom having executed multiple franchise agreements. With a suite of new support offerings, the people of My Place have positioned the company for scalable growth by leading with the core values that drive it: Integrity, Efficiency, and Relationship.

With these principles as the driving forces behind My Place culture and identity, the entire brand and all of its participants are united by one common focus: people. And when a company is people-centric, rather than product-centric, much like a My Place Hotel itself, that culture benefits and belongs to everyone who encounters it.

*Based on the subset of twelve Group A Covered My Place Hotels as defined in the Franchise Disclosure Document dated March 30, 2018. “Covered My Place Hotels” have operated for at least one hundred days in states where we expect franchises to develop. See Franchise Disclosure Document for complete details. These results were achieved between January 1, 2017 and December 31, 2017. Your results may differ from the reported performance. Each franchise is independently owned and operated. © 2018 My Place Hotels of America, LLC. All Rights Reserved.