

My Place launches Trend Hotels & Suites brand

George Sell | 04 June 2020



US: My Place Hotels has launched Trend Hotels & Suites, a collection of upper midscale and upscale select service and extended stay hotels.

The company says the brand “welcomes unique select service and all-suite hotels to lower their relevant franchising costs while building upon the success of its predecessor”.

Trend will primarily lend itself to hoteliers who are currently reassessing their franchise affiliation in search of a more balanced relationship of support and contribution, the company adds.

While Trend is designed to welcome a variety of participants spanning diverse market and demographic profiles, My Place has established basic standards and qualifications for “high-quality and well-operated properties opened in 2005 or later”.

- Key Elements to Trend’s franchise offer include:
 - Five per cent franchise royalty fee (gross room revenue)
 - Franchises executed prior to September 1st 2020 will incorporate a provision for royalties to be 0 per cent for 30 days after 9/1/2020. Then 2.5 per cent for 60 days, and five per cent for day 61 and thereafter for the remaining term of the franchise agreement.
 - Immediate deployment of resources and departments from My Place Hotels of America upon signing.
 - My Place Hotels of America will tailor the Trend training experience for teams in transition to the brand while supporting further staff development through ongoing education initiatives.



Ryan Rivett, president and CEO of My Place Hotels of America, said: “The major brands in the hotel industry have grown more rapidly and less efficiently than ever over the past 15 years while the value of their reservations, loyalty, and brand support systems has not grown proportionately. At a time when support and guidance are needed most, but conventionally in limited stock, we truly believe Trend Hotels & Suites will set a new standard for the franchising experience.”

My Place chairman Ron Rivett added: “I can’t think of a better time than now to leverage the incredible support structure we have developed and maintained over the years at My Place Hotels of America. With the launch of Trend Hotels & Suites, we now have the opportunity to provide great value for the many more hoteliers and travelers across our country. Trend will not only stand out for its heritage in relation to our brand, but it will stand out for the way it supports its owners, operators, and guests.”

Terry Kline, EVP of franchise sales at My Place Hotels of America, said: “My Place Hotels of America has long stood out with our unmatched spirit for supporting our franchisees, hotel operators, guests, and each other. While other major brands continue to further distance the relationships they have with their franchisees and operators, we remain motivated to continue strengthening these relationships in new, impactful ways. The launch of Trend perfectly complements this motivation and gives us further opportunities to spread the incredible wealth of expertise and passion its support network possesses.”