



America's Newest & Best Extended Stay Hotels

US EXPANSION CONTINUES: MY PLACE HOTEL-ALTOONA/DES MOINES, IA IS NOW OPEN!

DES MOINES, IA-OCTOBER 23, 2017—My Place Hotels of America is pleased to announce Iowa's 2nd and America's 34th My Place Hotel is now open in Altoona! The three-story, 64-unit hotel is located at 2315 Adventureland Drive, where guests enjoy immediate access to a movie theater and popular dining options, as well as easy access to Adventureland theme park and downtown Des Moines. Altoona's newest hotel is the 2nd of three Iowa My Place Hotels to open this Fall, and will soon be joined by its sister property in nearby Ankeny.

The opening of My Place Hotel-Altoona/Des Moines, IA marks the first of many for owner Matt Eller of Eller Enterprises, who first announced his plan to build 40 My Place Hotels at the property's groundbreaking in May. Eller said that while Altoona is only the beginning, his team has been working hard to debut the concept they've been so eager to share with their friends, families, and neighbors.



Iowa's 2nd My Place Hotel welcomed its first guests on Thursday, October 19th.

"Beginning our journey with My Place so close to home makes this not only exciting, but extremely meaningful for us," Eller said. "We knew My Place would surprise guests with quality, at a price made possible by the platform's efficiency, so it's satisfying to deliver on the value-driven concept we've been working to debut in our own neighborhood."

Altoona's own De Ann Malfero is at the helm of operations as the property's General Manager. Malfero is applying her My Place University training in addition to her wealth of intimate local knowledge to lead the staff and educate guests. With a brand-new facility and concept to share, Malfero said she's most excited to share the functionality and efficiency behind every design and decision.

"I felt like Christmas arrived many times over in the past month, and I hope our guests feel that way too," Malfero said. "Everyone can see we have a beautiful and inviting hotel, but I've been so excited to see the functionality behind



Designed for short and long term stays, the My Place concept offers a unique guest experience with household conveniences travelers most often miss on the road.



Iowa's 2nd My Place Hotel will soon be joined by its sister property less than 10 miles away in Ankeny next month.

every component of it. We've surprised guests who think they typically have to sacrifice quality for better rates, but it doesn't work that way at My Place. Our efficiency keeps us sustainable without diminishing quality, and that is true hospitality."

All My Place Hotels offer modern amenities at an affordable price including nightly, weekly, and monthly rate options. Each extended stay guest room will feature a My Kitchen, complete with a two-burner cooktop, a microwave and a full refrigerator. The property is pet friendly and will also include on-site laundry facilities, complimentary high-speed Internet service and a 24-hour My Store, located in the hotel lobby and stocked with an array of supplies for the guests' convenience. Additionally, guests are invited to enjoy the new Breakfast in Bed option for a minimal cost.

My Place Hotels of America, LLC. is persistently advancing in its campaign for U.S. expansion of the recently launched franchise system. The chain currently has 33 hotels open and operating with a near-term pipeline of 32 additional hotels and midterm commitments for upwards of 40 more hotels to follow. To book your stay at My Place, please call the toll-free reservation line at: 855-200-5685, or visit myplacehotels.com to book online.

My Place Hotels of America, LLC. is a Franchise company that focuses on providing a clean and comfortable facility, with modern amenities, and great customer service, all at an affordable price. My Place Hotels of America, LLC. is based out of Aberdeen, SD, and offers franchisees a new construction brand, designed to ensure quality, consistency and the highest of standards for delivering marketplace value. For more information on becoming part of our growing franchisee family, please visit myplacehotels.com or contact Terry Kline at (605) 725-5685. This is not an offer. Offers are only made through an effective franchise disclosure document.



myplacehotels.com • 855-200-5685
My Place Hotels of America, LLC • PO Box 4850 Aberdeen, SD 57402

