



# America's Newest & Best Extended Stay Hotels

## US EXPANSION CONTINUES: MY PLACE HOTEL-COLORADO SPRINGS, CO IS COMING SOON!

**COLORADO SPRINGS, CO—JANUARY 17, 2018—**My Place, America's Newest and Best Extended Stay Hotel brand, is pleased to announce Colorado Springs will soon be home to the Centennial State's second location. Construction has commenced on site at 369 Gleneagle Gate View, near I-25 and North Gate Boulevard. A breathtaking view of the Rockies combined with ease of access to the region's distinct attractions will be ideal for any adventurer or road warrior. The 3-story, 64-unit hotel is expected to welcome travelers to the Pikes Peak region by Summer of 2018.

Home to more than 55 area attractions and national headquarters such as the United States Olympic Committee, and Military institutions, including the United States Air Force Academy, Colorado's second largest city and the Pikes Peak region have seen record-setting growth in travel and tourism for several reasons. According to an annual visitor profile study by Longwoods International, visiting friends and family was the top reason for travelers visiting the region until 2016, which saw a 14% growth in revenue from travel and tourism.

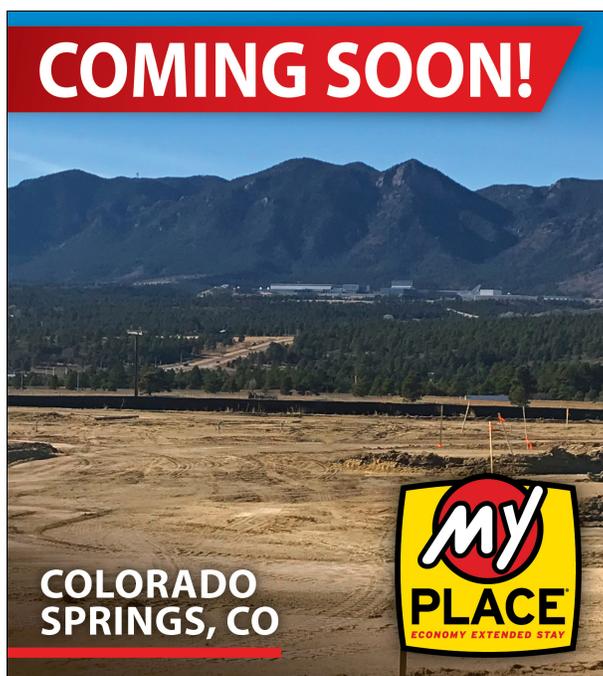


Pictured Above: Colorado's first My Place Hotel opened in Loveland/North Denver in August of 2016.

Beyond providing a comfortable guest experience that appeals to every economy traveler, My Place will serve the area's demand for extended stay as the region sees an extended average length of trip with 4.5 nights in Colorado Springs compared to the average US trip of 3.7 nights.

Located 100 miles south of its sister property in Loveland, My Place Hotel-Colorado Springs, CO will be the second hotel developed by John Segelke, a Colorado native who has worked throughout the Northern Colorado development scene for more than 20 years. Segelke said the tremendous growth in Northern Colorado Springs makes it an ideal location for the state's second My Place Hotel. Coupled with its location near I-25 and North Gate Boulevard, well-known as the northern entrance into the US Air Force Academy, the location will offer a diverse base of travelers close proximity to many dining and retail centers.

"My Place Hotel Colorado Springs will be well-suited to deliver what business and leisure travelers are seeking: a new, clean and comfortable hotel, complete with the essentials for both short and long-term stays," Segelke said. "We're excited to once again team up with My Place Hotels of America and look forward to providing



A breathtaking view of the US Air Force Academy nestled in the Rockies awaits future guests to Colorado Springs' newest hotel.



Designed for nightly and extended stays, the My Place concept delivers the value of convenience, quality, and friendly service to guests while providing efficiency and longevity to operators and owners.

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 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](http://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.

a quality lodging experience and friendly service to our guests visiting the Colorado Springs area."

Terry Kline, My Place EVP of Franchise Development, said Segelke's development experience has been integral to the brand's growth along the I-25 corridor, marked with My Place Hotels in Cheyenne, Loveland, and now, Colorado Springs.

"We're very pleased to work with John and his team to serve the guests of Colorado Springs and more adequately satisfy the marketplace needs within the region," Kline said. "John's developments within Northern Colorado and Colorado Springs have connected key markets, offering regional guests what will certainly be another outstanding place to call their home away from home."

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

**LOOK FOR A MY PLACE NEAR YOU!**

- OPEN LOCATIONS
- COMING SOON
- UNDER DEVELOPMENT

**IF WE'RE NOT THERE, WE WILL BE SOON!**



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