



# America's Newest and Best Economy Extended Stay Hotels™

## US EXPANSION CONTINUES: MY PLACE HOTEL-ST. GEORGE, UT IS COMING SOON!

**St. George, UT-April 18, 2017**—My Place Hotels of America is pleased to announce Utah's third My Place hotel is coming soon to the beautiful city of St. George! The brand new four-story, 63-room extended stay hotel will be located on the Northwest corner at 1670 South Street and 270 East. Sprouting from the convergence of three geological regions: The Mojave Desert, Colorado Plateau and Great Basin, St. George's newest hotel will serve the area's many visitors with easy access to surrounding state parks in addition to diverse dining and retail options nearby.

My Place Hotel-St. George, UT is independently owned by Hotel Barons STG, LLC. It is the fourth My Place hotel developed and owned by Principal Engineer Craig Larsen, a Utah native. Having exclusively owned My Place hotels, Larsen has opened one hotel a year since opening his first in Rock Springs, Wyoming in March 2015. After opening his third hotel in West Jordan, Utah, in February, Larsen is set to open his second hotel of the year in St. George by November.



Craig Larsen celebrated the grand opening of his third My Place hotel in West Jordan, Utah on April 4th, alongside staff, supporters and community members!

Though Larsen is not the lone industry newcomer in the My Place franchisee family, he is clear on why first time hoteliers can move as swiftly with My Place as he has. While its quality separates My Place from its economy peers, its simple concept is key to operational success. Having consulted My Place as a civil engineer prior to becoming a franchisee, Larsen possessed a more intimate knowledge of the hotels he would eventually build, and a keen awareness of their success.

"I first got to observe as an industry outsider, doing consulting work, and observing what they're building and what the results are," Larsen said. "After I had seen the product, seen the results and I got to observe the success, I knew I was ready when I made the decision to jump in!"

As a trailblazer for the My Place brand in Utah, Larsen is no stranger to introducing first time guests to the new concept, where only the price fits its economy designation. Having worked extensively with projects from other midscale hotel brands, Larsen said every first time My Place guest should expect the same high quality without the high cost.



My Place Hotel-St. George, UT will feature a first-of-a-kind exterior design with a color palette similar to its southern counterpart being built at the same time in North Las Vegas.

"We have the same things, but at a better price," Larsen said. "Guests should expect just as nice of a hotel room as any other midscale property, and they're going to get a midscale or greater value room at a more competitive price."

While the St. George hotel is a four-hour drive from its Utah counterparts in West Jordan and West Valley City, it will only be 90 minutes from Nevada's first My Place hotel, currently under construction in North Las Vegas. As My Place Hotels continues its aggressive campaign for US expansion, Terry Kline,



As southern Utah's largest city, St. George has become known as a getaway from harsh winters up north. Surrounded by national parks, the city is also a base from which to visit Zion National Park.

EVP of Franchise Development, said he is confident that the addition of the St. George location will fill the underserved niche in the southern Utah market and surrounding area."

"We are extremely pleased to continue our valued franchise partnership with Craig and his team at Hotel Barons as they commence the development of their fourth My Place hotel! Their commitment to developing My Place hotels has been and will continue to be an undoubtedly significant factor in the growth of My Place Hotels of America," Kline said.

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 32 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](http://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](http://myplacehotels.com) or contact Terry Kline at (605) 725-5685.

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