



My Place Hotel—West Jordan, UT opened early 2017 as the brand's 30th Hotel nationwide, and its 2nd within the Salt Lake City area.

Welcome to My Place

by Ngoc Thach - My Place Hotels of America

Now more than ever, a guest's first action after choosing a travel location is to get their smartphone or tablet out and look up online reviews for hotels. A recent survey carried out by Search Engine Land found that 88% of people surveyed now trust online reviews as much as personal recommendations. While the local team behind St. George's upcoming My Place Hotel works to

enhance brand recognition in Utah's premiere travel and leisure destination, the new hotel will lean on a brand-wide reputation of excellent customer service and high-quality amenities as evidenced by thousands of online reviews.

Review sites can be a tough space for many growing brands, but on the ground floor at My Place Hotels of America, it's

where we go to (gleefully) listen to our guests' feedback and stories. With 36 locations from Atlanta to Anchorage, sites such as TripAdvisor and Facebook have allowed us to hear from thousands of guests who have enthusiastically received our concept. What's so cool about hearing instant feedback from our guests? For one, learning that such a wide range of short and long-term guests enjoy My Place

Hotels for the same reasons. Take this review from online user "Grangemont" of Idaho who stayed at a My Place Hotel in West Jordan, Utah for example:

"My husband was working in West Jordan for about 10 days; this was our home away from home," began Grangemont. "The room was very clean, bed was comfy and staff were friendly."

Or how about this TripAdvisor review from guest Patricia B. who also had a great stay in West Jordan: "Cleanest hotel rooms we have ever had. New bedding. Very friendly staff. Will definitely go back again."

So, why My Place? The answer is really as simple as our concept. We offer guests the comforts of home with a focus on cleanliness, comfort, and friendly service at the best possible value for both short and long-term guests. It's made to be your home away from home, no matter how long the stay. Every room has a kitchen with essential appliances for those who cook, but even guests with culinary challenges, like myself, can find something so satisfying in ordering pizza with a supply of paper towels on hand, a



full-sized fridge for leftovers, and ice from our own in-room freezer.

There's more to our concept and its amenities that can be found chain-wide, of course, but what makes each My Place Hotel special? The people. My Place Hotels of America is a recently launched franchise company, so each of our locations is independently owned by families or partnerships, and managed by a dedicated team of hospitality professionals — all passionate about providing the best in service and quality. As the guests above have mentioned, the people are always top of mind at My Place.

The owners and team behind St. George's developing My Place Hotel is no exception to this rule. Led by owner and developer Craig Larsen and family, My Place Hotel, St. George, Utah will soon open to serve the area's traveling families, workers, and adventurers. As a Utah native, Craig is undeniably excited to open his third Utah My Place Hotel which will be in St. George, where his family has long enjoyed vacations.

With the area's diverse range of guests in mind, Craig describes the hotel's mission best: "Delivering a special kind of hospitality that makes guests feel at home the moment they walk through the door is invaluable," Craig said. "Having family of our own, we have personally experienced the need for a quality night sleep, with home-like amenities and conveniences, all at a fair price. We all look forward to providing St. George's travelers with the level of comfort, quality, and value that My Place has standardized." 

To book your stay with My Place Hotels visit www.myplacehotels.com or call toll free (855) 200-5685.



Owner Craig Larsen (in red), celebrated the groundbreaking of My Place Hotel-St. George, UT with City officials and community leaders on October 19, 2017.