



# My Place Hotels Rolls Out New Conversion Brand for Extended-Stay, Select-Service Hotels

Lodging Chain Expects First Trend Hotels & Suites to Go Live This Summer



My Place Hotels of America plans to sign agreements to convert existing hotels to Trend Hotels & Suites similar to this prototype. (My Place Hotels of America)

**By Randy Drummer**  
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My Place Hotels of America unveiled its first separately branded hotel, Trend Hotels & Suites, aimed at hoteliers looking to convert their properties to a new extended-stay or select-service brand.

The Aberdeen, South Dakota-based company has built new franchised hotels under the My Place Hotels brand since 2012, when Chief Executive Ryan Rivett and his grandfather Ron Rivett, who co-founded the Super 8 economy hotel brand in 1973, opened their first My Place hotel. The company this week opened its 56th My Place property, entering its 27th state with a 64-unit hotel at 4235 Market Center Drive in King George, Virginia. My Place has over 120 hotels in the development pipeline.

“Trend Hotels & Suites is aimed at the diversification of the parent company,” Ryan Rivett told CoStar News. “We see an opportunity to continue and bolster the growth of our core My Place Hotels brand by adding a new sibling brand. Being an all-new construction brand by intention, we haven't have an option to grow through hotel conversions.”

Rivett discussed adding a separate conversion brand to the company as early as 2017, but has resolved that My Place Hotels, the company's core brand, will continue to be built from the ground up, despite opportunities to grow by adding conversions.

Conversions of upper-midscale and upscale select-service or extended-stay properties converted into Trend Hotels “will drive our second phase of growth,” said Rivett, who expects the first Trend Hotel to go live this summer.

“With conversations beginning today, I expect the next 30 to 60 days will give us more indication of pace,” Rivett said. “By this time next year, I anticipate the development ratio between My Place Hotels and Trend Hotels being one to one, or close to it.”

The company made Trend Hotels & Suites franchise applications available Wednesday. It plans to initially focus on signing franchise agreements for single hotels owned by operators who control multiple lodging properties and are seeking to change their franchise affiliation.

“Trend Hotels is really initially designed to be a safe haven for franchisees who have not only seen rising costs but also have felt the effects of the COVID-19 crisis and over-saturation of hotel rooms in many markets,” Rivett said.

The coronavirus pandemic has forced lodging companies to reevaluate construction projects as financing dries up and the economy enters recession in part as a result of COVID-19 closures and travel restrictions. Executives of several large hotel chains told investors last month that they expect projects to convert independent hotels to their brands to ramp up as the pace of new-build development slows down.

Some chains, including Choice Hotels International Inc., have invested more heavily in the extended-stay segment, which is viewed as more resistant to changes in economic cycles than luxury and resort properties.

“Conversions will probably be a much larger contributor to our unit growth over the next couple of years as we recover from COVID-19,” Choice Hotels Chief Executive Patrick Pacious told analysts in May.

Rivett said that he expects conversations with incoming Trend Hotels franchisees to also result in agreements for those operators to develop new My Place Hotels.

“We are very much relationship- and repeat-business oriented,” he said. “Over 90% of our My Place franchisees have purchased more than one franchise.”