

ExSTAY

Educating the Extended Stay Segment



POWERED BY ESLA



April 2, 2025 at
**Grand Prairie Events &
Convention Center**
2935 S State Highway 161
Grand Prairie, Texas, 75052

DALLAS / APRIL 2, 2025

Featuring presentations by Kalibri Labs and The Highland Group

After the resounding success of the first workshop in Atlanta, the **Extended Stay Lodging Association (ESLA)** and **Kalibri Labs** are presenting the second regional workshop in Dallas, featuring experts from Extended Stay:

- Brands
- Management companies
- Performance trend specialists
- Advisory groups

The Dallas Workshop will feature actionable market data reveals and **extended networking opportunities!**

Among the notable speakers will be Cindy Estis Green of Kalibri Labs and Mark Skinner from Highland Group who represent the gold standard in Extended Stay regional and market supply, demand and performance data.

You will see data about U.S. and regional extended stay demand, panels and Q&A segments on how to get Extended Stay lodging assets built, renovated, converted and successfully operated. Attendees can expect:

- In-depth exploration of the extended-stay hotel sector covering crucial aspects such as investment strategies
- Ownership challenges
- Operational best practices

REGISTER HERE

- **EXpect** to learn industry-leading best practices.
- **EXpand** your network with top hospitality leaders.
- **EXpert** peer-to-peer learning and collaboration.

Previous attendees and sponsors have included:



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