



THE PLASENCIA GROUP | Market Insights

# COLLEGE SUBMARKET MATCHUP



**SOUTHEASTERN CONFERENCE**





# CONFERENCE SUPERLATIVES

**BEST RECORD  
SINCE 2018**

**UNIVERSITY OF  
ALABAMA**

**70-8**

**NATIONAL  
CHAMPIONSHIPS**

**UNIVERSITY OF  
ALABAMA**

**15**

**HIGHEST T-12  
SUBMARKET REVPAR**

**VANDERBILT  
UNIVERSITY**

**\$137.98**

(SEP 2023 T-12)

Nashville West/Midtown Submarket

**HIGHEST SUBMARKET  
REVPAR INDEX VS 2019**

**UNIVERSITY OF  
TENNESSEE**

**138.4%**

(SEP 2023 T-12)

Knoxville Submarket

**LARGEST  
STUDENT BODY\***

**TEXAS  
A&M**

**57,512**

(2022-2023)

\*Undergraduate

**FASTEST-GROWING  
ENROLLMENT\***

**LSU**

**22%**

(2018-2023)

\*Undergraduate

**LARGEST  
STADIUM CAPACITY**

**TEXAS  
A&M**

**102,733**

(2023)

**MOST HEISMAN  
TROPHY WINNERS**

**UNIVERSITY OF  
ALABAMA**

**4**



# COLLEGE HOSPITALITY SUBMARKET



# MATCHUP

School/STR Submarket	Location	Stadium	Stadium Capacity	W-L Record (since 2018)	National Championships	Heisman Trophy Winners	Current Year Enrollment (undergraduate)	Enrollment (undergraduate) Five-Year % Change	Sep. 2023 T-12 Market RevPAR	Sep. 2023 T-12 RevPAR Index vs. FY 2019
Vanderbilt (Nashville West/Midtown)	Nashville, TN	FirstBank Stadium	41,447	18-50	0	0	7,151	4.2%	\$137.98	101.8%
South Carolina (Columbia CBD)	Columbia, SC	Williams-Brice Stadium	80,250	31-39	0	1	27,343	2.3%	\$101.38	93.1%
Kentucky (Lexington CBD/Southwest Loop)	Lexington, KY	Kroger Field	67,842	46-26	0	0	22,735	2.7%	\$87.27	115.2%
Georgia (Athens/Gainesville)	Athens, GA	Sanford Stadium	92,746	69-8	3	2	30,714	3.7%	\$84.66	133.6%
Tennessee (Knoxville)	Knoxville, TN	Neyland Stadium	102,455	41-29	2	0	27,039	18.5%	\$82.31	138.4%
Florida (Gainesville)	Gainesville, FL	Ben Hill Griffin Stadium	88,548	46-27	3	3	34,552	-2.6%	\$78.60	125.3%
Auburn (Auburn/Opelika Area)	Auburn, AL	Jordan-Hare Stadium	87,451	39-32	2	3	25,379	3.0%	\$72.74	130.0%
Alabama (Tuscaloosa)	Tuscaloosa, AL	Bryant-Denny Stadium	100,007	70-8	15	4	32,458	-1.7%	\$72.48	108.3%
Arkansas (Fayetteville/Springdale)	Fayetteville, AR	Donald W. Reynolds Razorback Stadium	76,212	26-43	1	0	26,269	12.3%	\$71.16	115.3%
Texas A&M (Bryan & College Station)	College Station, TX	Kyle Field	102,733	44-25	2	2	57,512	7.0%	\$62.91	120.7%
Missouri (Columbia/Jefferson City)	Columbia, MO	Faurot Field	71,004	38-32	0	0	23,752	5.6%	\$60.40	120.3%
Louisiana State (Baton Rouge)	Baton Rouge, LA	Tiger Stadium	102,321	52-22	5	2	30,952	22.0%	\$57.99	121.2%
Mississippi State (Vicksburg/Central Area)	Starkville, MS	Davis Wade Stadium	61,337	38-34	0	0	18,305	-1.0%	\$51.63	115.9%
Ole Miss (Tupelo/North Area)	Oxford, MS	Vaught Hemingway Stadium	64,703	40-29	1	0	17,302	-3.9%	\$51.59	117.1%

Source: CoStar, STR, Collegeboard, Common Data Set, Sports Reference

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STAY TUNED FOR NEXT WEEK'S MATCHUP!



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