



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



