



THE PLASENCIA GROUP | Market Insights

COLLEGE SUBMARKET MATCHUP



BIG TEN CONFERENCE





CONFERENCE SUPERLATIVES

BEST RECORD
SINCE 2018

**OHIO STATE
UNIVERSITY**

65-7

NATIONAL
CHAMPIONSHIPS

**UNIVERSITY OF
MICHIGAN**

9

HIGHEST T-12
SUBMARKET REVPAR

**UNIVERSITY OF
WISCONSIN**

\$108.01
(SEP 2023 T-12)
Madison CBD

HIGHEST SUBMARKET
REVPAR INDEX VS 2019

**INDIANA
UNIVERSITY**

127.5%
(SEP 2023 T-12)
Bloomington/Terre Haute

LARGEST
STUDENT BODY*

**OHIO STATE
UNIVERSITY**

47,106
(2022-2023)
*Undergraduate

FASTEST-GROWING
ENROLLMENT*

**PURDUE
UNIVERSITY**

16.2%
(2018-2023)
*Undergraduate

LARGEST
STADIUM CAPACITY

**UNIVERSITY OF
MICHIGAN**

107,601
(2023)

MOST HEISMAN
TROPHY WINNERS

**OHIO STATE
UNIVERSITY**

7



