



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



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 Submarket RevPAR	Sep. 2023 T-12 RevPAR Index vs. FY 2019
Wisconsin (Madison CBD)	Madison, WI	Camp Randall Stadium	80,321	43-27	0	2	37,230	14.0%	\$108.01	101.8%
Maryland (Bethesda/College Park)	College Park, MD	Bryd Stadium	51,500	31-34	1	0	30,353	-1.3%	\$95.59	104.8%
Ohio State (Columbus CBD/Ohio State)	Columbus, OH	Ohio Stadium	104,944	65-7	8	7	47,106	0.6%	\$86.91	89.4%
Minnesota (Minneapolis CBD)	Minneapolis, MN	Huntington Bank Stadium	50,000	44-25	6	1	39,248	13.3%	\$86.11	78.5%
Rutgers (Brunswick/Edison Area)	New Brunswick, NJ	Rutgers Stadium	52,454	21-47	0	0	36,344	0.8%	\$77.88	110.3%
Purdue (Lafayette/Kokomo)	West Lafayette, IN	Ross-Ade Stadium	62,500	32-36	0	0	37,949	16.2%	\$76.55	123.9%
Michigan (Ann Arbor/Jackson)	Ann Arbor, MI	Michigan Stadium	107,601	56-14	9	3	32,695	7.8%	\$76.19	113.0%
Northwestern (Chicago North)	Evanston, IL	Ryan Field	49,256	28-41	0	0	8,659	5.2%	\$73.92	99.2%
Indiana (Bloomington/Terre Haute)	Bloomington, IN	Memorial Stadium	52,929	28-39	0	0	35,660	7.1%	\$73.84	127.5%
Illinois (Champaign-Urbana)	Champaign, IL	Memorial Stadium	60,670	30-38	2	0	35,120	3.6%	\$65.21	120.4%
Michigan State (Lansing/East Lansing)	East Lansing, MI	Spartan Stadium	75,005	35-33	0	3	39,201	-0.6%	\$61.59	99.0%
Pennsylvania State (Pennsylvania Central Area)	State College, PA	Beaver Stadium	107,282	50-21	4	1	41,745	3.4%	\$61.34	116.7%
Nebraska (Lincoln)	Lincoln, NE	Memorial Stadium	81,091	24-42	5	3	19,189	-7.9%	\$59.99	109.4%
Iowa (Iowa City/Waterloo)	Iowa City, IA	Kinnick Stadium	70,585	51-20	1	1	21,973	-8.4%	\$58.85	113.8%

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

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STAY TUNED FOR NEXT WEEK'S MATCHUP!



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