



THE PLASENCIA GROUP | Market Insights

COLLEGE SUBMARKET MATCHUP



ATLANTIC COAST CONFERENCE





CONFERENCE SUPERLATIVES

**BEST RECORD
SINCE 2018**

**CLEMSON
UNIVERSITY**

68-13

**NATIONAL
CHAMPIONSHIPS**

**UNIVERSITY OF
MIAMI**

5

**UNIVERSITY OF
PITTSBURGH**

**HIGHEST T-12
SUBMARKET REVPAR**

**UNIVERSITY OF
MIAMI**

\$165.00
(OCT 2023 T-12)
Downtown South

**HIGHEST SUBMARKET
REVPAR INDEX VS 2019**

**SYRACUSE
UNIVERSITY**

127.6%
(OCT 2023 T-12)
Syracuse Hancock Airport/CBD

**LARGEST
STUDENT BODY***

**FLA. STATE
UNIVERSITY**

32,936
(2022-2023)
*Undergraduate

**FASTEST-GROWING
ENROLLMENT***

**GA. TECH
UNIVERSITY**

14.7%
(2018-2023)
*Undergraduate

**LARGEST
STADIUM CAPACITY**

**FLA. STATE
UNIVERSITY**

82,300
(2023)

**MOST HEISMAN
TROPHY WINNERS**

**FLA. STATE
UNIVERSITY**

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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	Oct. 2023 T-12 Submarket RevPAR	Oct. 2023 T-12 RevPAR Index vs. FY 2019
Miami (Downtown South)	Coral Gables, FL	Hard Rock Stadium	64,767	40-33	5	2	12,504	12.5%	\$165.00	122.2%
Georgia Tech (Atlanta CBD)	Atlanta, GA	Boddy Dodd Stadium	55,000	27-44	3	0	18,416	14.7%	\$122.95	95.2%
Pittsburgh (Pittsburgh CBD)	Pittsburgh, PA	Heinz Field	65,050	44-33	5	1	19,928	3.1%	\$105.95	104.9%
Virginia (Charlottesville)	Charlottesville, VA	Scott Stadium	61,500	34-37	0	0	17,496	4.3%	\$104.34	116.3%
Boston College (Dedham/Marlborough)	Chestnut Hill, MA	Alumni Stadium	44,500	34-38	0	1	9,532	1.7%	\$103.94	111.2%
North Carolina State (Raleigh Crabtree Mall)	Raleigh, NC	Carter-Finley Stadium	57,583	47-27	0	0	26,254	4.2%	\$97.01	111.1%
Louisville (Louisville CBD)	Louisville, KY	Cardinal Stadium	55,000	38-36	0	1	15,921	1.8%	\$95.50	101.7%
Duke (Durham/Chapel Hill)	Durham, NC	Wallace Wade Stadium	33,941	34-39	0	0	6,883	4.6%	\$90.05	109.3%
North Carolina (Durham/Chapel Hill)	Chapel Hill, NC	Kenan Memorial Stadium	63,000	40-35	0	0	19,897	4.1%	\$90.05	109.3%
Florida State (Tallahassee)	Tallahassee, FL	Doak Campbell Stadium	82,300	41-30	3	3	32,936	1.4%	\$76.33	103.2%
Syracuse (Syracuse Hancock Airport/CBD)	Syracuse, NY	Carrier Dome	49,250	34-39	1	1	15,421	1.3%	\$75.51	127.6%
Clemson (Anderson/Clemson)	Clemson, SC	Memorial Stadium	81,500	68-13	3	0	22,566	14.7%	\$64.35	115.7%
Wake Forest (Wake Forest/Route 1)	Winston-Salem, NC	BB&T Field	31,500	42-32	0	0	5,447	4.2%	\$62.03	111.3%
Virginia Tech (Blacksburg & Wytheville)	Blacksburg, VA	Lane Stadium	66,233	34-39	0	0	30,434	9.4%	\$61.29	115.9%

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

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STAY TUNED FOR NEXT WEEK'S MATCHUP!



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