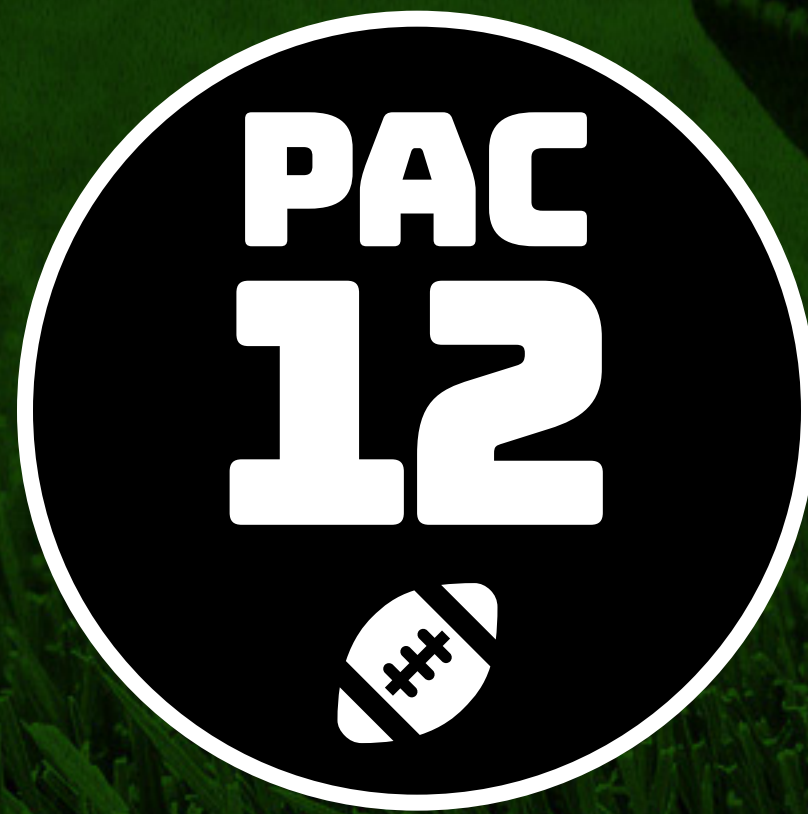




THE PLASENCIA GROUP | Market Insights

# COLLEGE SUBMARKET MATCHUP



**PAC 12 CONFERENCE**





# CONFERENCE SUPERLATIVES

BEST RECORD  
SINCE 2018

**UNIVERSITY OF  
OREGON**

56-18

NATIONAL  
CHAMPIONSHIPS

**UNIVERSITY OF  
SOUTHERN  
CALIFORNIA**

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HIGHEST T-12  
SUBMARKET REVPAR

**UCLA**

\$242.53  
(OCT 2023 T-12)

Hollywood/Beverly Hills

HIGHEST SUBMARKET  
REVPAR INDEX VS 2019

**UNIVERSITY OF  
OREGON**

138.2%  
(OCT 2023 T-12)

Eugene

LARGEST  
STUDENT BODY\*

**AZ. STATE  
UNIVERSITY**

65,492  
(2022-2023)

\*Undergraduate

FASTEST-GROWING  
ENROLLMENT\*

**AZ. STATE  
UNIVERSITY**

52.9%  
(2018-2023)

\*Undergraduate

LARGEST  
STADIUM CAPACITY

**UNIVERSITY OF  
SOUTHERN  
CALIFORNIA**

93,607  
(2023)

MOST HEISMAN  
TROPHY WINNERS

**UNIVERSITY OF  
SOUTHERN  
CALIFORNIA**

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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
UCLA (Hollywood/Beverly Hills)	Los Angeles, CA	Rose Bowl	92,542	34-34	1	1	32,423	2.7%	\$242.53	105.2%
Stanford (San Jose Northwest/Palo Alto)	Stanford, CA	Stanford Stadium	50,000	26-41	1	1	8,049	13.6%	\$140.91	77.2%
Southern California (Los Angeles CBD)	Los Angeles, CA	Los Angeles Memorial Coliseum	93,607	40-29	9	7	20,699	4.0%	\$130.45	92.9%
Colorado (Boulder & Longmont)	Boulder, CO	Folsom Field	53,613	23-43	1	1	31,103	6.9%	\$117.03	111.1%
Utah (Salt Lake CBD/Airport)	Salt Lake City, UT	Rice-Eccles Stadium	45,017	51-22	0	0	26,355	6.5%	\$106.92	116.9%
Arizona (Tucson/East Tucson)	Tucson, AZ	Arizona Stadium	57,803	24-41	0	0	40,407	14.7%	\$102.07	115.4%
Arizona State (Tempe)	Tempe, AZ	Sun Devil Stadium	71,706	31-36	0	0	65,492	52.9%	\$99.42	122.0%
California - Berkeley (Oakland/Berkeley/Hayward)	Berkeley, CA	Memorial Stadium	63,186	31-35	2	0	32,831	4.7%	\$95.54	76.8%
Washington (University/Lynnwood)	Seattle, WA	Husky Stadium	72,500	49-20	1	0	36,872	14.9%	\$94.76	107.0%
Oregon (Eugene)	Eugene, OR	Autzen Stadium	53,800	56-18	0	1	19,565	2.4%	\$91.83	138.2%
Oregon State (Oregon West Area)	Corvallis, OR	Reser Stadium	46,200	34-35	0	1	28,905	12.5%	\$87.40	134.4%
Washington State (Washington State Area)	Pullman, WA	Martin Stadium	35,117	37-31	0	0	22,612	-13.4%	\$75.66	120.5%

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

The Plasencia Group ("TPG") has compiled the above information from sources deemed reliable, and the information is presumed to be accurate. However, TPG does not warrant that the information is accurate, up-to-date or complete. Use of this information without verification from independent sources is at your own risk.

STAY TUNED FOR NEXT WEEK'S MATCHUP!



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