



THE PLASENCIA GROUP | Market Insights

COLLEGE SUBMARKET MATCHUP



BIG 12 CONFERENCE





CONFERENCE SUPERLATIVES

BEST RECORD
SINCE 2018

UNIVERSITY OF
OKLAHOMA
60-17

NATIONAL
CHAMPIONSHIPS

UNIVERSITY OF
OKLAHOMA
7

HIGHEST T-12
SUBMARKET REVPAR

UNIVERSITY OF
TEXAS
\$175.40
(OCT 2023 T-12)
Austin CBD

HIGHEST SUBMARKET
REVPAR INDEX VS 2019

BYU
128.3%
(OCT 2023 T-12)
Provo & Utah County

LARGEST
STUDENT BODY*

UNIVERSITY OF
CENTRAL FL.
58,749
(2022-2023)
*Undergraduate

FASTEST-GROWING
ENROLLMENT*

**TEXAS CHR.
UNIVERSITY**
11.4%
(2018-2023)
*Undergraduate

LARGEST
STADIUM CAPACITY

UNIVERSITY OF
TEXAS
100,119
(2023)

MOST HEISMAN
TROPHY WINNERS

UNIVERSITY OF
OKLAHOMA
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	Oct. 2023 T-12 Submarket RevPAR	Oct. 2023 T-12 RevPAR Index vs. FY 2019
Texas (Austin CBD)	Austin, TX	Darrell K. Royal Texas Memorial Stadium	100,119	50-25	4	2	41,309	1.2%	\$175.40	98.4%
Texas Christian (Fort Worth CBD/I-820 West)	Fort Worth, TX	Amon G. Carter Stadium	46,000	41-33	1	1	10,523	11.4%	\$101.10	120.9%
Central Florida (Orlando Central)	Orlando, FL	FBC Mortgage Stadium	45,301	52-23	0	0	58,749	-0.3%	\$97.52	115.8%
Cincinnati (Cincinnati Northwest)	Cincinnati, OH	Nippert Stadium	40,000	56-20	0	0	29,989	11.4%	\$87.19	113.2%
(Houston Medical Ctr/NRG Stadium)	Houston, TX	TDECU Stadium	42,822	39-33	0	1	37,943	-1.1%	\$84.40	107.6%
Brigham Young (Provo & Utah County)	Provo, UT	LaVell Edwards Stadium	63,470	48-28	1	1	31,401	-0.1%	\$79.49	128.3%
Baylor (Waco & Killeen)	Waco, TX	McLane Stadium	45,140	41-34	0	1	15,213	7.2%	\$61.83	115.1%
Texas Tech (Lubbock)	Lubbock, TX	Jones AT&T Stadium	58,930	34-38	0	0	32,579	1.9%	\$58.46	108.8%
West Virginia (West Virginia North Area)	Morgantown, WV	Mountaineer Field at Milan Puskar Stadium	60,000	38-33	0	0	19,059	-9.9%	\$58.26	106.6%
Kansas (Topeka/Lawrence)	Lawrence, KS	Memorial Stadium	50,071	22-48	0	0	19,241	-1.8%	\$56.12	117.8%
Oklahoma (Norman/Moore)	Norman, OK	Gaylord Family Oklahoma Memorial Stadium	82,112	60-17	7	7	21,294	-3.9%	\$52.81	96.9%
Kansas State (I-70 Corridor)	Manhattan, KS	Bill Snyder Family Football Stadium	50,300	43-31	0	0	15,046	-15.8%	\$50.99	113.5%
Iowa State (Fort Dodge/Ames)	Ames, IA	Jack Trice Stadium	61,500	42-33	0	0	25,241	-14.8%	\$48.54	102.0%
Oklahoma State (Oklahoma East Area)	Stillwater, OK	Boone Pickens Stadium	60,218	51-26	0	1	20,801	1.1%	\$44.45	118.8%

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!



VISIT [TPGHOTELS.COM](https://www.tpghotels.com) FOR MORE INDUSTRY NEWS