



THE PLASENCIA GROUP | Market Insights

# COLLEGE SUBMARKET MATCHUP



**IVY LEAGUE**





# CONFERENCE SUPERLATIVES

BEST RECORD  
SINCE 2018

**PRINCETON  
UNIVERSITY**

40-10

NATIONAL  
CHAMPIONSHIPS

**YALE  
UNIVERSITY**

17

HIGHEST T-12  
SUBMARKET REVPAR

**COLUMBIA  
UNIVERSITY**

\$319.35  
(OCT 2023 T-12)

Uptown

HIGHEST SUBMARKET  
REVPAR INDEX VS 2019

**DARTMOUTH  
COLLEGE**

122.1%  
(OCT 2023 T-12)

Concord/New Hampshire North Area

LARGEST  
STUDENT BODY\*

**CORNELL  
UNIVERSITY**

15,735  
(2022-2023)

\*Undergraduate

FASTEST-GROWING  
ENROLLMENT\*

**BROWN  
UNIVERSITY**

8.5%  
(2018-2023)

\*Undergraduate

LARGEST  
STADIUM CAPACITY

**YALE  
UNIVERSITY**

64,246  
(2023)

MOST HEISMAN  
TROPHY WINNERS

**YALE  
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
Brown (Providence/Warwick)	Providence, RI	Richard Gouse Field at Brown Stadium	20,000	13-37	0	0	7,639	8.5%	\$95.05	108.4%
Columbia (Uptown)	New York, NY	Kraft Field at Lawrence A. Wien Stadium	17,000	25-25	0	0	8,902	-1.1%	\$319.35	119.2%
Cornell (Ithaca/Elmira)	Ithaca, NY	Schoellkopf Field	21,500	13-33	3	0	15,735	3.6%	\$75.19	115.0%
Dartmouth (Concord/New Hampshire North)	Hanover, NH	Memorial Field	11,000	36-14	0	0	4,458	0.9%	\$93.77	122.1%
Harvard (Cambridge/Waltham)	Cambridge, MA	Harvard Stadium	30,323	32-18	8	0	7,240	6.7%	\$163.39	102.7%
Pennsylvania (Philadelphia CBD)	Philadelphia, PA	Franklin Field	52,593	28-22	4	0	9,760	-4.2%	\$134.26	87.8%
Princeton (Princeton/Central)	Princeton, NJ	Powers Field at Princeton Stadium	27,773	40-10	15	1	5,604	3.2%	\$84.50	106.5%
Yale (New Haven/Waterbury)	New Haven, CT	Yale Bowl	64,246	34-16	17	2	6,645	11.4%	\$85.36	120.7%

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

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STAY TUNED FOR OUR FINAL RANKINGS NEXT WEEK!



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