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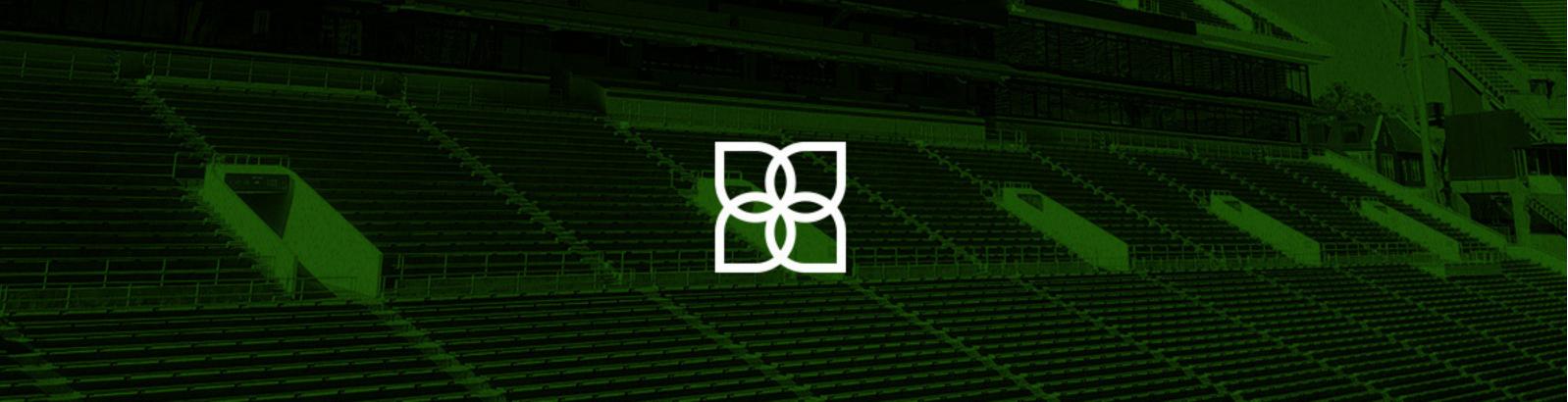
COLLEGE SUBMARKET MATCHUP

THE PLASENCIA GROUP TOP 25

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*Thank you for following our
College Submarket Matchups series this Fall!
As the college football season draws to an end,
The Plasencia Group is pleased to present its
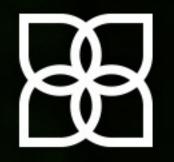2023 Top 25 College Submarket Hospitality Rankings.*

*Click through to find out which schools excelled,
how the Top 25 submarkets shook out,
and what college town took the #1 spot!*

#1

BATON ROUGE, LOUISIANA

Home of the Louisiana State University Tigers,
Baton Rouge, Louisiana, takes the top spot in our rankings
this Fall, driven by an incredible football program
(five National Championships and this year's
Heisman Trophy winner), rapidly growing student body
(22.0% growth since 2018), and consistently improving
hotel market (22.6% RevPAR growth since 2019).

COLLEGE HOSPITALITY
2023 TOP 25 SUBMARKETS

Rank	School/STR Submarket	Athletic Conference	Location	Stadium	Stadium Capacity	W-L Record (since 2018)	National Championships	Heisman Winners	Current Year Enrollment (undergraduate)	Enrollment (undergraduate) Five-Year % Change	Nov. 2023 T-12 Submarket RevPAR	Nov. 2023 T-12 RevPAR Index vs. FY 2019
1	Louisiana State (Baton Rouge)	SEC	Baton Rouge, LA	Tiger Stadium	102,321	52-22	5	3	30,952	22.0%	$58.68	122.6%
2	Michigan (Ann Arbor/Jackson)	Big 10	Ann Arbor, MI	Michigan Stadium	107,601	56-14	9	3	32,695	7.8%	$76.18	113.0%
3	Georgia (Athens/Gainesville)	SEC	Athens, GA	Sanford Stadium	92,746	69-8	3	2	30,714	3.7%	$84.26	132.9%
4	Texas A&M (Bryan & College Station)	SEC	College Station, TX	Kyle Field	102,733	44-25	2	2	57,512	7.0%	$63.37	121.6%
5	Miami (Downtown South)	ACC	Coral Gables, FL	Hard Rock Stadium	64,767	40-33	5	2	12,504	12.5%	$164.35	121.7%
6	Ohio State (Columbus CBD/Ohio State)	Big 10	Columbus, OH	Ohio Stadium	104,944	65-7	8	7	47,106	0.6%	$88.85	91.4%
7	Yale (New Haven/Waterbury)	Ivy Lg.	New Haven, CT	Yale Bowl	64,246	34-16	17	2	6,645	11.4%	$85.84	121.4%
8	Texas (Austin CBD)	Big 12	Austin, TX	Darrell K. Royal Texas Memorial Stadium	100,119	50-25	4	2	41,309	1.2%	$175.90	98.7%
9	Pennsylvania State (Pennsylvania Central Area)	Big 10	State College, PA	Beaver Stadium	107,282	50-21	4	1	41,745	3.4%	$61.23	116.5%
10	Tennessee (Knoxville)	SEC	Knoxville, TN	Neyland Stadium	102,455	41-29	2	0	27,039	18.5%	$83.21	140.0%
11	Florida (Gainesville)	SEC	Gainesville, FL	Ben Hill Griffin Stadium	88,548	46-27	3	3	34,552	-2.6%	$79.21	126.3%
12	Southern California (Los Angeles CBD)	Pac 12	Los Angeles, CA	Los Angeles Memorial Coliseum	93,607	40-29	9	7	20,699	4.0%	$130.00	92.6%
13	Alabama (Tuscaloosa)	SEC	Tuscaloosa, AL	Bryant-Denny Stadium	100,007	70-8	15	4	32,458	-1.7%	$72.69	108.6%

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14	Auburn (Auburn/Opelika Area)	SEC	Auburn, AL	Jordan-Hare Stadium	87,451	39-32	2	3	25,379	3.0%	$75.38	134.8%
15	Wisconsin (Madison CBD)	Big 10	Madison, WI	Camp Randall Stadium	80,321	43-27	0	2	37,230	14.0%	$110.68	104.3%
16	Washington (University/Lynnwood)	Pac 12	Seattle, WA	Husky Stadium	72,500	49-20	1	0	36,872	14.9%	$94.67	106.9%
17	Clemson (Anderson/Clemson)	ACC	Clemson, SC	Memorial Stadium	81,500	68-13	3	0	22,566	14.7%	$64.35	115.7%
18	Minnesota (Minneapolis CBD)	Big 10	Minneapolis, MN	Huntington Bank Stadium	50,000	44-25	6	1	39,248	13.3%	$87.86	80.1%
19	Brigham Young (Provo & Utah County)	Big 12	Provo, Utah	LaVell Edwards Stadium	63,470	48-28	1	1	31,401	-0.1%	$79.77	128.7%
20	Florida State (Tallahassee)	ACC	Tallahassee, FL	Doak Campbell Stadium	82,300	41-30	3	3	32,936	1.4%	$76.83	103.9%
21	Arizona State (Tempe)	Pac 12	Tempe, AZ	Sun Devil Stadium	71,706	31-36	0	0	65,492	52.9%	$98.82	121.3%
22	UCLA (Hollywood/Beverly Hills)	Pac 12	Los Angeles, CA	Rose Bowl	92,542	34-34	1	1	32,423	2.7%	$241.33	104.7%
23	Texas Christian (Fort Worth CBD/ I-820 West)	Big 12	Fort Worth, TX	Amon G. Carter Stadium	46,000	41-33	1	1	10,523	11.4%	$102.08	122.1%
24	Pittsburgh (Pittsburgh CBD)	ACC	Pittsburgh, PA	Heinz Field	65,050	44-33	5	1	19,928	3.1%	$105.56	104.5%
25	Oregon (Eugene)	Pac 12	Eugene, OR	Autzen Stadium	53,800	56-18	0	1	19,565	2.4%	$93.24	140.3%

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*We hope this series was a fun, informative,
and unique way for you to think about hospitality
submarkets and where your next Big Play might be!*

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the hospitality industry, be sure follow us on LinkedIn
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