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New Hotel Chain Uses College Nostalgia to Lure Guests

Collegiate Aesthetics Meet Boutique Hotel for a Cool Night's Stay



By Melanie Renzulli
United States Travel
Expert

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A room at Graduate Hotels. Graduate Hotels

One needs only to look [NCAA Football attendance statistics](#) to know that college nostalgia is big business in the USA. Now new hotel chain [Graduate Hotels](#) is betting that it can lure guests with its college-themed boutique hotels near college campuses.

Over the next five years, hotel investment company [AJ Capital Partners](#) plans to open 20 new Graduate Hotels in college towns across the USA. The first five hotels in Graduate's portfolio are opening in classic university towns known for their large student body and devoted alumni. [Graduate Athens](#) (University of Georgia) and [Graduate Tempe](#) (Arizona State University) will be the first two hotels to open this fall. Charlottesville, home of the University of Virginia; Madison, the main campus of the University of Wisconsin; and Oxford, Mississippi, home of Ole Miss, will see new Graduate Hotels in 2015.

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its first model room. There was even a rendering of a red Solo cup on the original room, but the designers decided not to include the iconic cup in its final plans, perhaps to discourage its guests from thinking about other college traditions like binge drinking and wild parties. "We actually hate the red Solo cup," Weprin told [FastCo.Design](#). "It was the first model room we had. That won't be in the [final] room."

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College towns often pose a conundrum for visitors who need to stay overnight. On the one hand, there are the bare bones motels and flop houses near campus that serve college students who are in town for the big game. Then there are the stuffy, long-established hotels that are popular for visiting parents in town for a campus tour or graduation. Finding a mid-range hotel in a college town is definitely possible, but they often

lack personality. Graduate Hotels looks poised to grab plenty of attention from college town-bound travelers in the coming years.

Learn more: [Graduate Hotels](#)