

Graduate Hotels

A Brand Profile



Summary

Graduate Hotels is a hotel chain that targets universities and college towns throughout the United States. Initially launched in 2014 by Nashville-based AJ Capital Partners, the brand primarily focuses on acquiring existing hotels and remodeling to reflect the culture and charm of the local university vs. new construction. As of 2023, Graduate Hotels has 33 properties open.

The Official Story

We are where the school of life meets your favorite place to stay. Our collection of hand-crafted hotels reside in the most dynamic university towns across the world. Each of our 30+ locations is brimming with local charm and nostalgic nods to collegiate culture.

Here, you can bask in the unexpected—little moments of surprise and discovery will meet you down every hallway and around each corner. Our warm, friendly and whip smart staff can guide you in and around town so that you feel like a local, even if it's your first time in town.

Sure, we could go on about our comfy beds and Malin + Goetz amenities, but rest assured you've never had a stay quite like this before. In other words, we've done our homework. Because at Graduate, we are all students.

Key Attributes

- ✓ **Primary Target Market:** Universities & College Towns
- ✓ Very playful on “university”/educational language:
- ✓ Each property is unique in design & culture towards a particular university or college town (e.g., Graduate Oxford represents Ole Miss, Graduate Knoxville represents UT Knoxville, etc.)
- ✓ A recently launched campaign labels all guests as part of “Generation G,” inviting anyone of any age to relive old memories while creating new ones.
- ✓ A firm belief that “we are all students.”
- ✓ **Happy Hour:** Every Friday from 5–6:30 pm for nostalgic drink specials at throwback prices
- ✓ **Tailgate U:** Traveling tailgate party hosted by Graduate, Duke’s Mayo, and Bacardi Rum. Events are the night before the game and offer complimentary food, drinks, games, giveaways, and live entertainment.

Hotel Name	Location	Room Count	Year Built	Year Affiliated
Graduate Hotel Tempe	Tempe, AZ	140	1971	2014
Graduate Hotel Athens	Athens, GA	122	1974	2014
Graduate Ann Arbor	Ann Arbor, MI	207	1969	2015
Graduate Oxford	Oxford, MS	136	2015	2015
Graduate Hotel Charlottesville	Charlottesville, VA	134	1973	2015
Graduate Hotel Richmond	Richmond, VA	205	1971	2015
Graduate Hotel Madison	Madison, WI	72	1961	2015
Graduate Berkeley	Berkeley, CA	144	1928	2017
Graduate Hotel New Haven	New Haven, CT	72	1894	2017
Graduate Minneapolis	Minneapolis, MN	304	1985	2017
Graduate Lincoln	Lincoln, NE	231	1974	2017
Graduate Hotel Seattle	Seattle, WA	154	1931	2017
Graduate Iowa City	Iowa City, IA	231	1984	2018
Graduate Hotel Bloomington	Bloomington, IN	150	2018	2018
Graduate Fayetteville	Fayetteville, AR	234	1981	2019
Graduate Hotel Evanston	Evanston, IL	119	1927	2019
Graduate Annapolis	Annapolis, MD	216	1985	2019
Graduate Columbus	Columbus, OH	171	2019	2019
Graduate Eugene	Eugene, OR	275	1982	2019
Graduate State College	State College, PA	150	1988	2019
Graduate Providence	Providence, RI	294	1922	2019
Graduate Columbia	Columbia, SC	119	2005	2019
Graduate Hotel Nashville	Nashville, TN	205	2019	2019
Graduate Cambridge	Cambridge, GBR	148	1922	2020
Graduate Hotel Tucson	Tucson, AZ	164	2020	2020
Graduate Hotel Storrs	Storrs, CT	100	2001	2020
Graduate Chapel Hill	Chapel Hill, NC	70	2007	2020
Graduate Hotel Cincinnati	Cincinnati, OH	203	1999	2020
Graduate Knoxville	Knoxville, TN	112	1969	2020
The Randolph Hotel by Graduate Hotels	Oxford, GBR	151	1866	2021
Graduate Hotel East Lansing	East Lansing, MI	194	2021	2021
Graduate Roosevelt Island	Roosevelt Island, NY	224	2021	2021
Graduate Hotel Palo Alto	Palo Alto, CA	100	2023	2023
Total	33	5,551		

A large, multi-story brick hotel building with many windows, some of which are illuminated from within. The building is set against a warm, orange-hued sky, suggesting a sunset or sunrise. The word "Graduate" is visible in a script font on the upper left side of the building's facade.

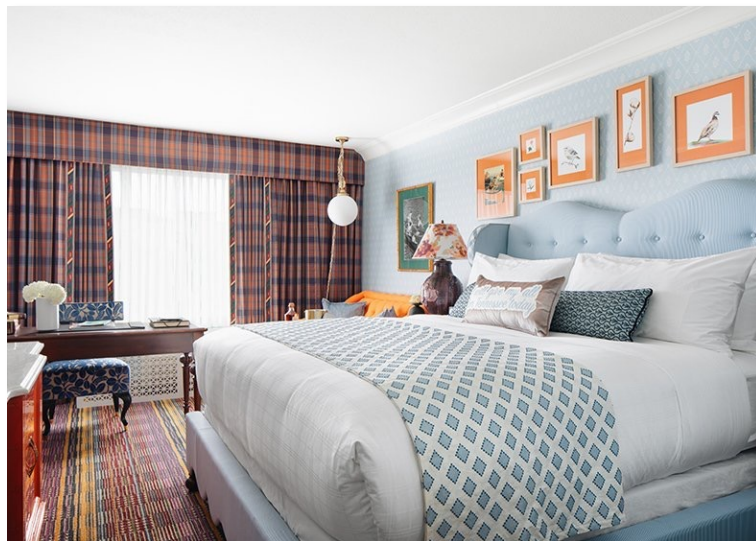
Knoxville, TN

Graduate
HOTELS



Knoxville, TN

Guestrooms



Knoxville, TN
Bar/Restaurant



Charlottesville, VA

Graduate
HOTELS

Charlottesville, VA

Public Space





Charlottesville, VA

Bar/Restaurant



Richmond, VA





Richmond, VA

Guestrooms

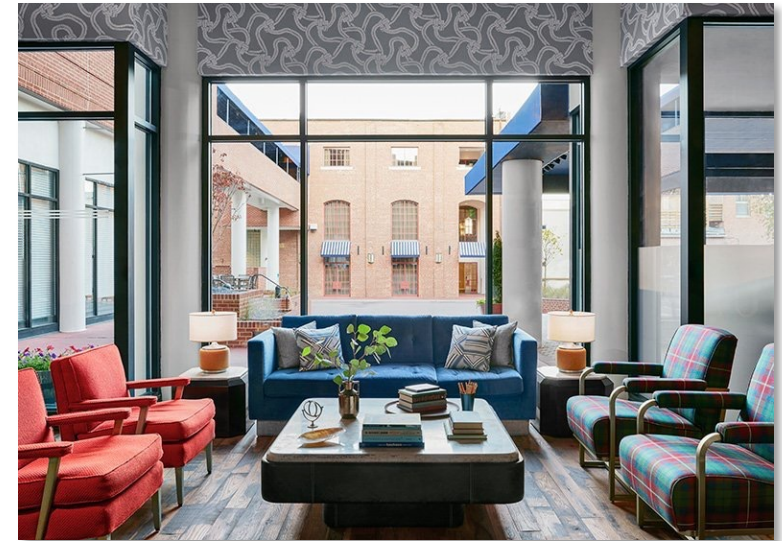


Richmond, VA
Bar/Restaurant



Annapolis, MD



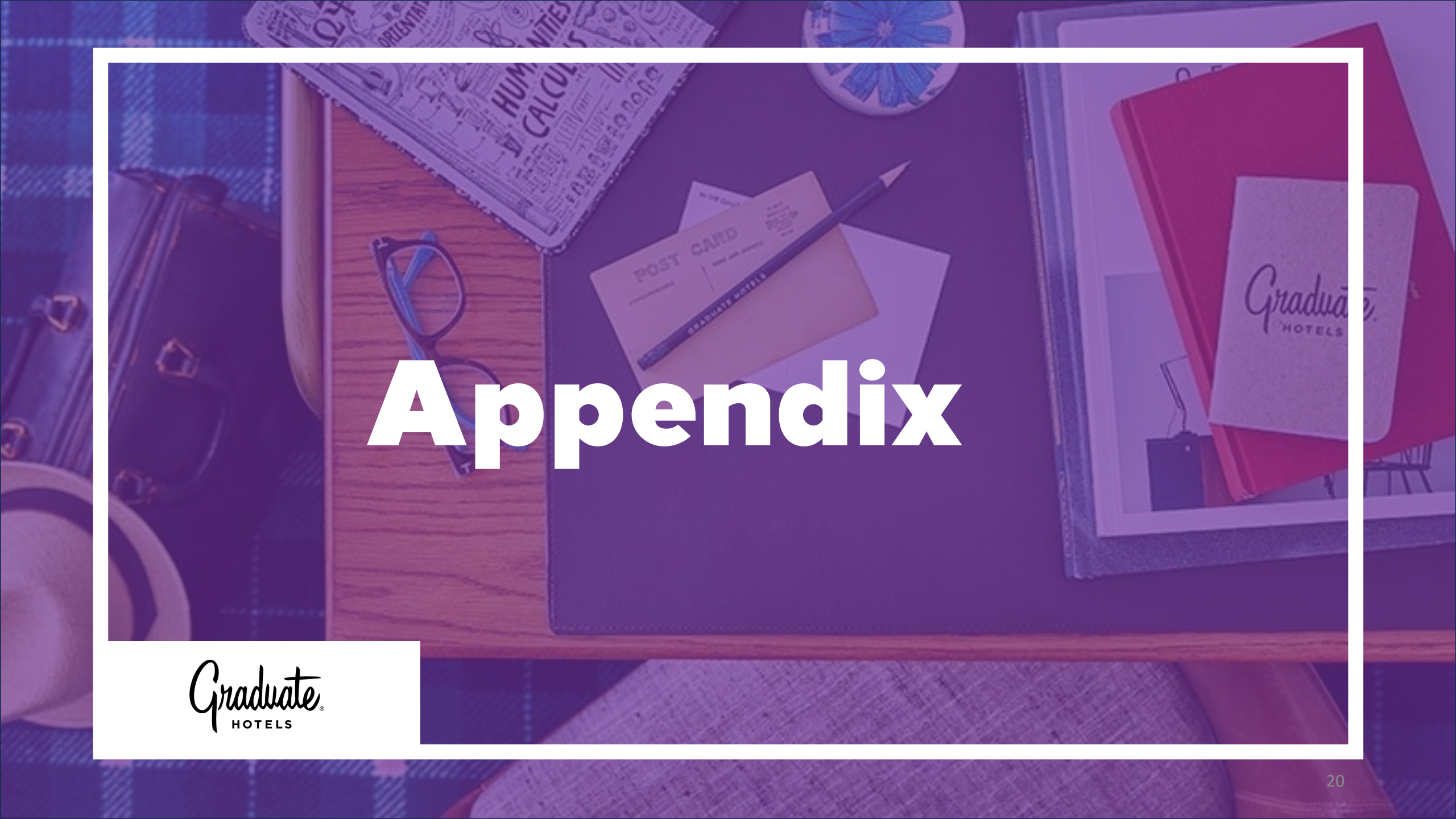


Annapolis, MD

Guestrooms







Appendix

Graduate.
HOTELS

CLASS Overview

As the largest owner of independently owned and branded hotels in U.S. Campus Lodging Markets, AJ Capital has developed CLASS®, a public-private partnership program dedicated to helping universities successfully finance, develop, and operate a Graduate Hotel on campus.

CLASS® offers university partners an operationally strategic, and financially sustainable, approach to delivering a best-in-class hotel amenity as a part of their campus experience.

Key Components

CLASS® Program partnerships allow university partners to enhance campus amenities while leveraging private-market resources and expertise.

- ✓ **External Development Expertise:** AJ serves as a single, strategically aligned development partner with in-house hotel ownership, development, and operational expertise.
- ✓ **Off University Balance Sheet + No Impact to Credit:** AJ uses its own equity and debt, enabling the project to be “off-balance sheet” for the university with no credit impact.
- ✓ **Premier Recruitment Tool:** A hyper-localized and uniquely authentic experience through the Graduate Hotels® brand can elevate the recruitment experience for prospective students, faculty, and administrators.
- ✓ **Tailored Campus Lodging Solution:** Tailored partnership structures enable universities to achieve their financial, programmatic, and mission-oriented objectives.

Roles

✓ Universities

- ✓ **Ground Lessor:** University leases hotel land to AJ as a part of the partnership; University retains ownership of that land and receives annual or upfront ground rent from AJ.

✓ AJ Capital

- ✓ **Ground Lessee/Owner:** AJ owns the leasehold interest of the land, allowing the right to operation and revenue. Pays annual or upfront ground rent to university partner.
- ✓ **Hotel Brand:** The Graduate Hotels® brand serves as the value proposition for the hotel's guest experience.
- ✓ **Hotel Operator:** The Graduate Hotels® brand handles on-property execution of the hotel's hospitality brand standards and services.

Program Overview

Graduate Hotels provides an “entry-level” partnership opportunity to local college students. Being dubbed “Campus Insiders,” they will be responsible for representing the Graduate Hotels brand through storytelling, event planning, and promotional opportunities. In return, Insiders are offered unique benefits.

Key Responsibilities

- ✓ Represent Graduate Hotels through community outreach, event planning, insight gathering, ongoing partnerships and social media engagement by completing specific challenges.
- ✓ Network with local businesses and stay up to date on all the latest community and campus events.
- ✓ Share original content that drives back to Graduate Hotels brand pages, promoting events and bringing friends, family, students and locals through hotel doors.
- ✓ Ideate, support and partner with our field marketing team to create campus events that drive awareness to Graduate Hotels initiatives and ongoing partnerships.

Benefits

- ✓ \$350 food + beverage credit each semester to use toward hosting groups and events.
- ✓ Graduate Campus Insider swag & gifts from our brand partners.
- ✓ A free hotel stay during your Campus Insider introduction event.
- ✓ Unique booking code payouts: 30% off Graduate hotel bookings for friends, family and yourself at all our properties! Earn 5% of the total sales when your code is used for room bookings.
- ✓ Cash payments - earn up to a guaranteed \$2000/semester if you complete all challenges.

- ✓ [Graduate Hotels Unveils Global “Generation G” Brand Campaign](#) – Hospitality.net | 8/28/23 - Celebrating the brand’s curious, adventurous guests, Generation G brings new meaning to Graduate’s motto “We Are All Students”.
- ✓ [Graduate Hotels Enters Short-Term Rentals With Eye on College Football Fans](#) – Skift | 8/8/22 - Fans of college football teams such as the Ole Miss Rebels and Michigan Wolverines are about to find that booking accommodations for home games has gotten a bit easier – if they’re willing to stay in a house instead of a hotel. Graduate Hotels has just launched Graduate Homes, a short-term rental program that targets major college football markets while adding crucial inventory during busy periods.
- ✓ [The First Hotel on NYC’s Roosevelt Island Is Now Open](#) – Travel + Leisure | 6/1/21 - On June 1, the Graduate Roosevelt Island opened its doors and is now ready for guests to come to explore what the charming island has to offer. “We’re thrilled to be opening our first property of the year at Graduate Roosevelt Island,” Ben Weprin, founder and CEO of Graduate Hotels, shared in a statement about the 224-room hotel that sits on the Cornell Tech campus.
- ✓ [Calling All Tennessee Volunteers: Take a Peek Inside the Brand-New University of Tennessee Themed Hotel](#) – Southern Living | 9/14/20 - The Graduate Hotels is a rapidly expanding brand featuring a collection of hotels in university-anchored towns across the United States. Each location boasts one of a kind décor that pays tribute to the home team—literally. Their newest hotel opened its doors this August, bringing this unique brand of school spirit to Knoxville. This will be the must-stay location for any true blue, or shall we say orange, Tennessee Volunteer.
- ✓ [A Look Inside Peyton Manning’s New Knoxville Saloon](#) – Sports Illustrated | 8/16/20 - Peyton Manning has partnered with the Graduate Knoxville Hotel just steps away from Tennessee’s campus, to make an unparalleled experience through “Saloon 16.” The hotel’s website states: We’ve partnered with UT great Peyton “The Sheriff” Manning for our western-inspired, high-end watering hole. Put some money in the jukebox and grab a seat at the bar. Great for gamedays or weekdays, Saloon 16 offers private dining space and outdoor seating, too.