

## Collegiate Hospitality: What Can a Hospitality and Conferencing Facility Do for Your University?

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Next year, George Mason University will open The Mason Inn Conference Center Hotel on its main campus in Fairfax, Virginia. The new 150-room hotel and 20,000 square foot conference center, currently under construction, will begin accepting guests in the summer of 2010. This facility is designed to celebrate the culture of George Mason University, recognize the character of George Mason, the man, and provide a full service hospitality experience for meetings, visitors and guests.

Concord Eastridge, serving as Mason's developer, has worked in partnership with the University to tailor a high-quality facility that is uniquely George Mason University. From the design of the interiors to the inclusion of on-site facilities for the University's School of Management, this facility will help George Mason University achieve its strategic goals.

What could a hotel and conference center do for your university?

Many universities are looking for new ways to strengthen relationships with Alumni. A collegiate hotel and conference center supports this objective by:

- Providing a way for Alumni to enjoy an on-campus, or official affiliation experience;
- Allowing Alumni to establish a "home" on campus if the university does not have an Alumni house;
- If the university does have an Alumni House a collegiate hospitality project offers additional services and benefits – such as guest rooms.
- Offering additional naming rights opportunities for university fund-raising;
- Providing a centralized location for Alumni events; and
- Strengthening emotional ties to the university.

In the area of student recruitment/student retention, as well as faculty and staff recruitment, a collegiate hotel and conference center does many things, such as:

- Offers both a "front door" and an "official University Hotel" when prospective students take campus tours;
- Provides a central location for families and friends visiting the campus;
- Allows the university to present itself as a more complete academic experience and appeal to more select prospective students;
- Enhances the reputation and the brand of the university;
- **Affords a first class venue to host, entertain and interview; and**
- **Offers cross selling opportunities for campus-related and logo products through the gift shop or university bookstore outlets**

**Many universities seek an extended relationship with alumni, business professionals and leading corporations in the area.**

- **The university can create a lifelong learning relationship with these target audiences.**
- **The university can grow or create programs to appeal to these target professionals such as:**
  - o Executive MBA (EMBA) programs
  - o Certificate programs
  - o Software training courses
  - o Invitations to the community to audit courses
- **The university recognizes these as methods of enhancing its reputation at both a regional and national level.**
- **An on-or-near campus Hotel and Conference Center provides a platform for building relationships with local businesses through faculty consulting and at conference presentations; through stand alone business meetings or events; and through other informal social activities that are effective for building the profile of the university within the regional and national business and research communities.**

**In these tough economic times, a well-located and well-designed hotel and conference center can provide enterprise revenue opportunities for the university, whether the facility is owned by the university or is privately owned by a private sector partner. The hotel and conference center:**

- **Provides a non-academic amenity on campus that can generate revenue for the university. Concord Eastridge creates a true partnership with the university to ensure that this amenity on campus enhances the university's bottom line, either through a ground lease with Concord Eastridge ownership or with university ownership.**
- **Offers naming opportunities that are not academic-related. A hotel and conference center can afford potentially higher visibility for a charitable donor.**
- **Creates the opportunity to host potential donors with a quality campus lodging experience.**

**For further information about whether a collegiate hotel and conference center can make sense for your campus, please contact Mike Haller at Concord Eastridge (877.850.5070 or email Mike at mhaller@concordeastridge.com).**