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Inside Olympia Hospitality's Niche: Managing Campus Hotels with Heart and Strategy

At The Lodging Conference, Glenn Haussman sat down with Sara Masterson and John Schultzel of Olympia Hospitality to explore a business model you don't hear about every day – managing campus-based hotels in partnership with universities.

They shared how Olympia turns academic environments into thriving [#hospitality](#) experiences, why [#boutiquehotel](#) operations demand equal parts creativity and precision, and how their philosophy of blending "the art and science of hospitality" keeps them ahead of the curve.

Plus, they discuss what's next for [#independenthotels](#), the rise of soft brands, and how distribution tools are leveling the playing field for operators of all sizes.



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