

Sports

College Football Playoff To Intercept Big Business For San Jose

Airbnb for one expects its hosts in the San Jose region to make about \$1.75 million in the hoopla surrounding the town's football cash cow.

By Sue Wood, Patch Staff | Jan 4, 2019 3:28 pm ET | Updated Jan 4, 2019 8:00 pm ET

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Hotels appear to be doing well too. In the heart of San Jose, Hotel Valencia on Santana Row is completely booked with groups and individuals for the college football playoffs. A spokeswoman for the upscale hotelier right on the major strolling route also noted that business is expected to be booming at Oveja Negra, Terrace and Vbar - - three notable eateries at the hotel with first-class cocktails and exquisite small plates.