

**Organization: Camplus, Italy and Spain**

Camplus is the top housing provider for university students in Southern Europe: 8,000 beds in 13 Italian and Spanish cities. Camplus was founded to help off-campus university students find a home while studying. Our goal is to find the ideal solution for anyone who wants to feel at home during their stay: whether for study, work or travel. We are offering a place where students, young professionals and travellers can have that feeling of “home away from home”, even for a single night, and let their full personality emerge just like at home. Beautiful, safe places, each with their own distinctive character, where you will be met by teams ready to support and serve living communities.

**Project Title:** Consumer Market analysis - Student Survey. Destination - Spain.

**Project objectives:**

- Incorporate the outcomes from the project into a set of services and future developments in architectural and service development projects.
- Implement the findings in fall campaign

**Expected Outcomes:**

Market scan analysis report (analysis within the students, identifying their needs, identifying the consumers-students)

**Deliverables:**

- Data collection/Survey - min 300 students of the Spanish universities (100 international and 200 local; even spread of respondents among first and last year students)
- Report identifying the key points for development and forecast of the expected services
- Questionnaire:
  - Structure of the facilities (shared facilities, bedrooms, bathrooms, common areas, etc - what are their preferences)
  - Sustainability (are buildings, facilities and other services meeting SDG criteria; does carbon footprint matter)
  - Location (city center, student district, close to university)
  - Safety and Security (services, facilities)
  - Extracurricular activities
  - Healthcare and Wellbeing
  - Campus spirit/environment
  - Additional services options (whether they are ready to pay extra for: restaurant, cleaning, small shops, pharmacy, vending machines, legal advice for international students, faster wifi, etc)
  - Facilities (Study rooms, TV rooms, gaming rooms, entertainment, socializing areas, gym)
  - Transportation links (shuttle buses to the university, bike rent, etc)

**Is this project reoccurring?**

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Yes - the 2nd one to be built on the outcomes of the first one

**Would you like for this project to be delivered by more than one team?**

Yes - two teams please

**Which sector is this project focused on?**

Hospitality and Leisure

**Which skills might be required for the successful delivery of your project?**

Language skills-Spanish

Sociology- Research-Qualitative and Quantitative

Data analysis

Soft Skills Storytelling

**Can the project outcomes be shared with the public?**

Yes - after written consent

**SDGs related to this project: #3, 4, 11**

**Resources available to the team:**

<https://we.tl/t-vyyxFInZh3>

The link includes:

- Brochure Camplus Group and presentation of Camplus Spain
- Sample of internal Survey
- Sample of Market analysis (city of Valencia)
- Sample of Market research (city of Leon)

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