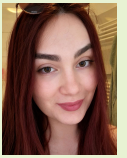




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Urban Dual: A New Standard of Sustainable and Inclusive Student Housing in Zagreb



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INTRODUCTION

The increasing number of **international students** in Zagreb has created a growing demand for **organized, safe, and community-oriented student accommodation**. Existing options, such as public student dormitories and private rentals, often fail to provide a balance between **affordability, privacy, flexibility, and social integration**.

Urban Dual was developed as an **innovative private student housing concept** designed primarily for **Erasmus and full-time international students**. The project combines two accommodation models within one residence: a **lower-budget wing with shared rooms** and a **premium wing with private rooms and bathrooms**. In addition to accommodation, the concept integrates **shared social spaces, academic support, digitalized services, and sustainable solutions** such as solar panels, rooftop gardens, and hydroponic food production.

The aim of this project was to develop a **market-oriented student residence concept** that responds to the specific needs of **international students** while positioning **Urban Dual as a modern, sustainable, and value-for-money student housing solution in Zagreb**.



MATERIALS AND METHODS

The project was developed through a combination of **secondary and primary research methods**. Secondary research included the analysis of **market trends, competitors, housing conditions, and international student accommodation practices** using academic literature, reports, online databases, and policy documents.

Comparative **7P marketing mix analysis** was conducted on three international student accommodation providers: **Unite Students (United Kingdom), Yugo Dualand (UAE), and Nido Prince Pio (Spain)**. The analysis evaluated **product, price, place, promotion, people, process, and physical evidence**. Primary quantitative research was conducted using an **anonymous online survey** created in **Google Forms**.

The survey was distributed through **Erasmus Student Network (ESN) groups** and international offices at universities in **Zagreb, Rijeka, and Zadar**. Data were collected over a **10-day period in February 2026**, with a total sample of **51 international students**. The questionnaire focused on **accommodation preferences, pricing expectations, desired facilities, and location preferences**.

The collected data were used to define the **target market, positioning strategy, and marketing mix elements for the Urban Dual concept**.



Link to survey:

RESULTS

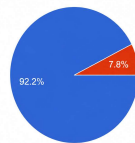
The research findings showed strong demand for **organized and community-based student accommodation** among international students. Results indicated that **72.5% of respondents preferred a more affordable accommodation option with shared facilities**, while **56.9% preferred private rooms**, suggesting the importance of combining both affordability and privacy within the same housing concept.

Students expressed the highest interest in **shared functional spaces**, particularly shared kitchens, study rooms, gyms, and social areas. Additionally, **92.2% of respondents stated that proximity to universities, the city center, and public transportation** was one of the most important factors when choosing accommodation.

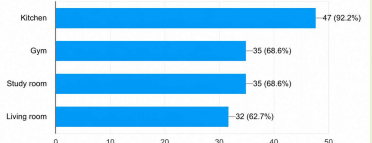
The competitor analysis demonstrated that existing providers usually focus either on **affordable accommodation or premium lifestyle housing**, while **Urban Dual differentiates itself through its dual-offer structure, integrated student support, sustainability orientation, and community concept**.

Based on the findings, Urban Dual was positioned as a **modern, international, and sustainable student residence** offering **flexible accommodation solutions** for students with different financial capabilities and lifestyle preferences.

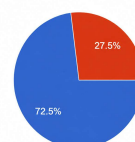
How important is location to you (near university, city centre and trams)?
51 responses



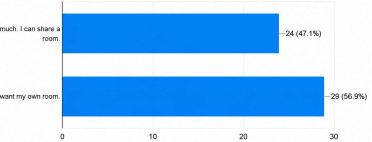
Mark which rooms would you like to have in your student dormitory.
51 responses



How important is price when you are choosing a private student dormitory?
51 responses



How important is privacy to you when sharing a room?
51 responses



CONCLUSIONS

Urban Dual represents an **innovative approach to student accommodation in Zagreb** by combining **affordability, privacy, sustainability, and community** within a single concept.

The research confirmed that **international students seek more than basic accommodation**; they value **security, social integration, modern facilities, and organized support services**.

The **dual accommodation model** enables **Urban Dual** to attract both **price-sensitive students** and students seeking **higher levels of comfort and privacy**. **Sustainable features, digitalized services, and community-oriented activities** further strengthen the **competitive positioning** of the project.

Overall, **Urban Dual** has the potential to become a **recognizable international student housing brand in Zagreb** and a **modern alternative to traditional student dormitories and private rentals**.

