Concept3D Platforms See Surge in Campus Use During Move-In and Welcome Week

Interactive campus maps and event calendars help students and visitors navigate, discover events, and connect with their campus communities.

DENVER, CO, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- As colleges and universities welcome students back to campus, usage data from Concept3D highlights just how important interactive campus maps and university event calendars have become during some of the busiest and most important days of the academic year.

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>
> *Jill Bobrick, Concept3D Head of Product*

During Move-In Day and Welcome Week, the five most-used Concept3D Interactive Maps collectively served 202,133 active users. Penn State University led with 41,896 active users, followed closely by the University of Colorado with 41,619 and Florida State University with 41,337.

At the same time, university event calendars powered by Concept3D's Localist Events saw significant engagement as students looked for ways to participate in Welcome Week activities and connect with their campus communities. The five most-viewed calendars generated 73,000 views, led by Loyola University Chicago with 28,634 views.

The usage reflects the critical role digital campus resources play during periods such as move-in, orientation, and Welcome Week. Students and families arriving on campus need to find residence halls, parking, dining, academic buildings, and other destinations, while new and returning students also look for events, activities, and opportunities to get involved.

"Move-in and Welcome Week are some of the most exciting and demanding moments of the year for a campus, and students need information quickly," said Jill Bobrick, Concept3D Head of Product. "Seeing this level of engagement reinforces how important maps and events are to the campus experience. Whether someone is trying to find their residence hall, navigate an unfamiliar campus, or discover an event where they can meet other students, these digital resources help institutions make that experience easier and more welcoming."

The five Concept3D Interactive Maps with the highest active user counts during Move-In Day and

Welcome Week were:
1. Penn State University: 41,896 active users
2. University of Colorado: 41,619 active users
3. Florida State University: 41,337 active users
4. San Diego State University: 40,001 active users
5. University of Texas at Dallas: 37,280 active users

For Welcome Week event calendars, the five most viewed were:
1. Loyola University Chicago: 28,634 views
2. Ohio University: 15,227 views
3. Bowling Green State University: 11,994 views
4. University of Kansas: 8,756 views
5. University of Texas at Dallas: 8,389 views

The University of Texas at Dallas appeared among the five highest-traffic institutions for both Interactive Maps and Localist Events, illustrating how students can rely on multiple digital resources as they transition into a new academic year.

Interactive campus maps play a particularly important role during move-in because campuses can be unfamiliar and operate differently than on a typical day. Students, families, and visitors may need information about designated parking areas, residence halls, check-in locations, accessible routes, dining options, and other campus destinations. An accurate digital campus map puts that information directly in visitors' hands when they need it.

Welcome Week presents a different challenge. Colleges and universities may offer hundreds of activities designed to introduce students to organizations, resources, traditions, and one another. A centralized university events calendar makes those opportunities easier to discover and gives institutions a digital hub to build awareness and encourage participation.

Together, interactive campus maps and event calendars can help bridge the physical and digital campus experience. One helps people understand where to go, while the other helps them discover what to do once they get there.

For higher education institutions, that engagement also demonstrates the value of investing in digital experiences that can perform during periods of peak demand. Campus technology must be useful year-round, but its value becomes especially clear when thousands of students and visitors need accurate information at the same time.

Concept3D partners with more than 700 colleges and universities to create accessible, engaging digital experiences across the student lifecycle. Its Interactive Maps and Localist Events solutions help institutions support campus navigation, event discovery, student engagement, accessibility, and community building during Welcome Week and throughout the academic year.

About Concept3D

Founded in 2006, Concept3D is the trusted institutional partner for creating immersive, accessible digital experiences across the student lifecycle. Through a connected suite of solutions including interactive mapping, virtual tours, centralized event calendars, and room reservations, Concept3D helps colleges and universities attract, engage, and retain students with a digital-first approach to recruitment, campus navigation, and community building. Today, more than 700 institutions rely on Concept3D to power engaging, accessible digital campus experiences.

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