



# Apartool

Corporate housing,  
simplified.

# Soluções de habitação personalizadas para viagens de negócios

*Personalised accommodation solutions for business trips*

**A hotelização da agência e a experiência do viajante**

*The hotelisation of the agency and the traveller's experience*



**Apartool**

**Sobre nós/*About us***



## Corporate housing, simplified.

Apartool é a solução completa para solicitar, reservar e gerir as reservas de alojamento para empresas. **De uma semana a um ano, e de uma pessoa a +1000 pessoas. Tudo é simplificado com a nossa plataforma fácil de utilizar.**

*Apartool is the complete solution for requesting, booking and managing accommodation reservations for companies. **From one week to one year, and from one person to +1000 people. Everything is simplified with our easy-to-use platform***

## Queremos hoteleirar o alojamento empresarial

**Ao normalizar e digitalizar** a procura e a gestão de alojamento empresarial, de modo a que a empresa possa deslocalizar facilmente os seus talentos para qualquer local, o gestor imobiliário chega aos melhores **clientes empresariais e a pessoa deslocalizada sente-se em casa.**

***By standardising and digitising*** the search for and management of corporate accommodation, so that the company can easily relocate its talent to any location, the property manager reaches **the best corporate clients and the relocated person feels at home**

# A quem ajudamos/ *How can we help you?*

Fornecemos soluções à medida para empresas e agências, ajudando-as a acomodar e a deslocar talentos em todo o mundo sem problemas.

*We provide tailor-made solutions for companies and agencies, helping them to accommodate and relocate talent around the world without any problems.*



## Agências de viagens

Otimizar as reservas para viagens de negócios



## Agências de relocation

Garanta opções de aluguer temporário enquanto trabalha na localização final.



## Corporações

Centralizar todas as estadias num único fornecedor global de alojamento



## Eventos especiais e produções audiovisuais

# Cobrimos todos os principais destinos de viagens de negócios

Atualmente, **operamos em + 85 países**, mas sinta-se à vontade para solicitar uma estadia em qualquer lugar: nós podemos fazer com que isso aconteça. Os nossos especialistas locais estão à sua disposição em qualquer parte do mundo onde precise de ajuda.

## ● Europa

Portugal, Espanha, Itália, França, Grécia, Alemanha, Países Baixos, Reino Unido, Suíça, Áustria, Bélgica, Irlanda, Dinamarca, Finlândia, Suécia, Noruega  
Turquia, Polónia, Hungria

## ● América do Sul

Argentina, Brasil, Chile, Peru, Colombia, Ecuador

## ● América do Norte

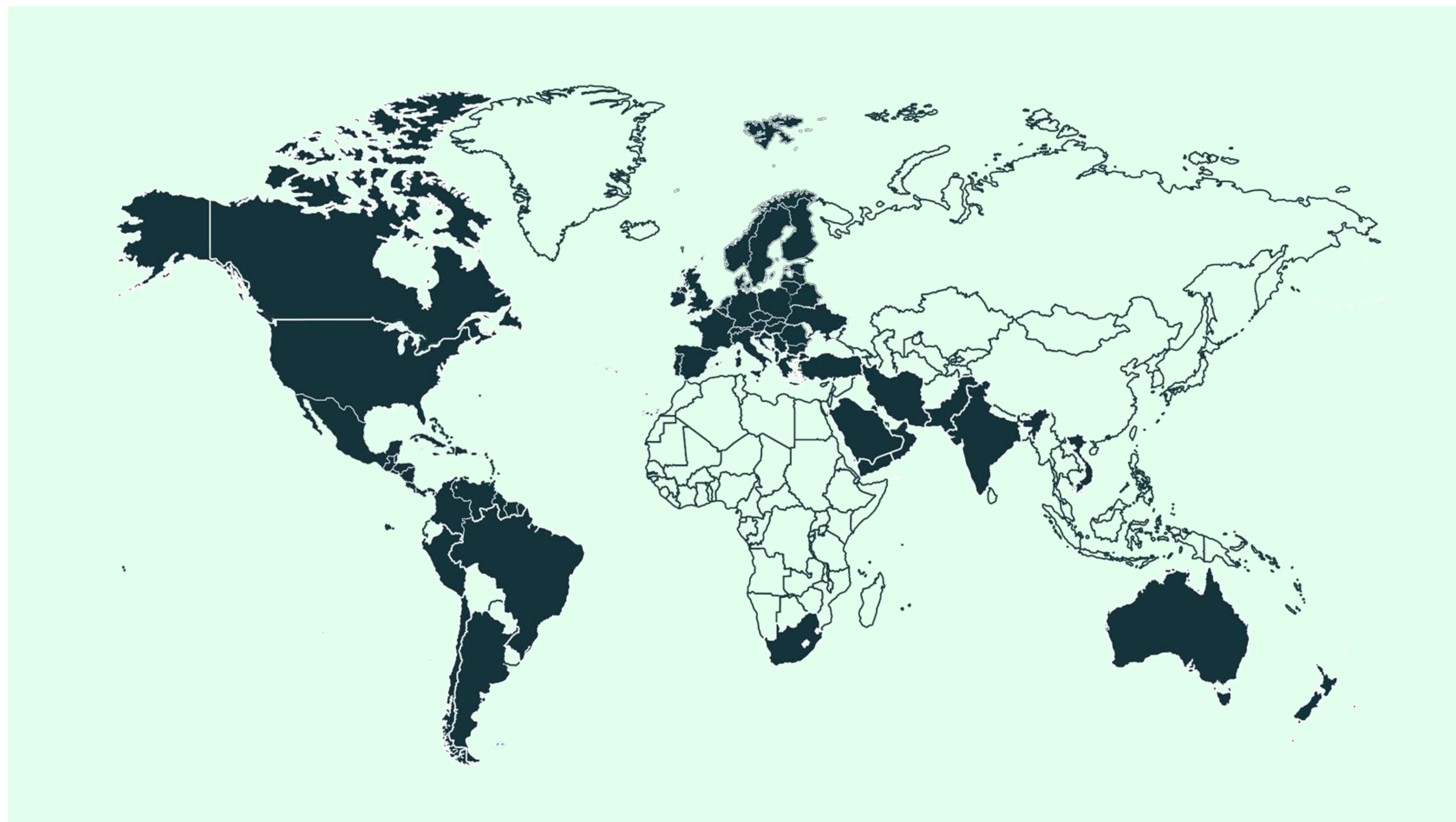
Estados Unidos, Canadá

## ● América Central

México, Panamá, Costa Rica, Guatemala

## ● Medio Oriente

Arabia Saudí, Emiratos Árabes Unidos, Kuwait, Qatar, Bahrein



**Porquê um apartamento com serviços?**

# Habitación de hotel vs Apartamento con servicios



Espaço reduzido, 15–25 m<sup>2</sup>.



Mobiliário funcional, geralmente um espaço único com uma cama de casal e uma secretária.



Quartos confortáveis adaptados para estadias curtas, para satisfazer as necessidades básicas do viajante.



Sem cozinha. Comodidades opcionais para preparar chá e café e mini-bar. Comer fora tem um custo adicional à viagem.



Casa de banho funcional com equipamento básico. Casa de banho com banheira ou duche e secador de cabelo. Serviço de lavandaria opcional, limitado e com custo adicional.



Serviços adicionais com custo adicional. Os serviços adicionais têm um custo adicional.



Pouca flexibilidade nos preços. Os hotéis partem de custos fixos, o que resulta em estadias mais caras, com poucas opções para negociar as tarifas numa base individual. Preços sujeitos a flutuações sazonais.



**Mais metros quadrados** e espaço a partir de 40–50m<sup>2</sup>.



**Espaçoso, totalmente mobilado e funcional.** Espaços independentes e cozinha totalmente equipada.



**Sentir-se em casa.** Possibilidade de uma estadia confortável em família, com a possibilidade de receber convidados e de organizar encontros com amigos, como uma casa longe de casa.



**Cozinha totalmente equipada.** Possibilidade de cozinhar de acordo com o gosto do hóspede e poupanças significativas nos custos alimentares.



**Casa de banho confortável com máquina de lavar roupa e equipamento adicional.** Casa(s) de banho privativa(s) com opção de banheira ou duche. A máquina de lavar roupa reduz os custos adicionais para estadias mais longas.



**Serviços adicionais incluídos.** Ampla gama de serviços: limpeza, serviço técnico, serviços aos hóspedes e concierge. Pequeno-almoço opcional, estacionamento, área de ginásio e estadia com animais de estimação.



**Custo mais baixo por estadia.** Ficar num apartamento com um quarto é, em média, 40% mais barato do que ficar num hotel de 4\*. Esta poupança vem juntar-se à poupança resultante da possibilidade de cozinhar e evitar refeições fora e aos restantes serviços adicionais.



Corporate housing, simplified

# The Corporate Housing Landscape in Portugal.

*Insights from Industry Leaders*

# Key insights: 10- point summary

## 1. Portfolio Sizes Reflect Market Diversity

The corporate housing market in Portugal is highly fragmented, with a wide range of portfolio sizes. The smallest operators manage just a single unit, while the largest manage up to 200 units. This variation indicates that both large-scale operators and small, niche providers coexist in the market, catering to a broad range of corporate clients.

**25%** of respondents manage between 10 and 200 units

**75%** own between 1 and 9 units.



## 2. Geographic Distribution Shows Expanding Demand

While Lisbon and Porto remain dominant as key markets for corporate housing, providers are increasingly expanding into less traditional regions such as Algarve, Alentejo, and even smaller areas like Montalegre and Valada. This suggests that demand for corporate housing is not limited to major urban centers, but is also growing in less populated regions, driven by factors such as remote work, regional projects, and corporate retreats.

## 3. Demand for Corporate Housing is Mixed

The survey indicates that corporate housing demand in Portugal remains varied. While 50% of respondents report stable demand compared to the previous year, 28% saw a decline, and 22% experienced growth. This mixed picture suggests that while some providers are benefiting from recovery and growth in corporate travel, others continue to face challenges, likely due to reduced business travel or shifting corporate relocation policies post-pandemic.

**= 70%**

reported that demand for corporate housing has remained stable compared to the previous year

**↘ 28%**

noted that demand has diminished compared to the previous year

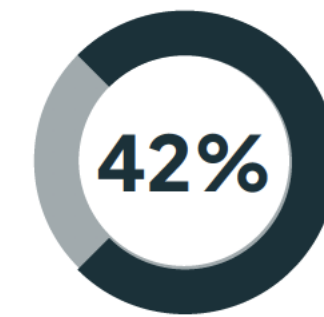
**↗ 22%**

observed an increase in demand

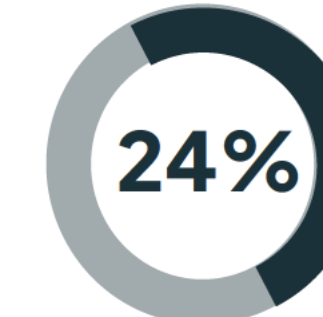
# Key insights: 10– point summary

## 4. Corporate Stays Vary in Length

The survey shows a broad range in the length of corporate stays. However, short-term stays (less than one week) make up 42% of the market, indicating that business travellers who require temporary housing for brief periods form a substantial part of the market. At the same time, medium-term stays (1–3 months) being 24%, and long-term stays (more than 3 months) representing 10%. Medium and long term stays account for 36%.



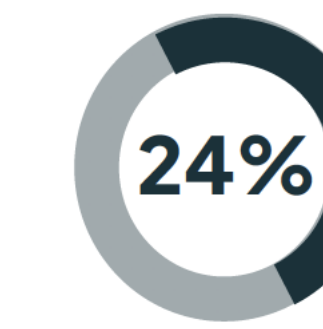
of respondents indicated that the average length of corporate stays in their properties is less than one week, highlighting the importance of short-term stays within the corporate housing market.



Another 24% of respondents reported stays ranging from 1–4 weeks, highlighting the diversity of stay durations corporate housing providers must accommodate.



of respondents indicated that stays in their properties last more than 3 months, reflecting a niche market for long-term corporate housing solutions.



of respondents reported that stays typically last between 1–3 months, indicating that medium-term stays are also a major component of corporate housing demand.

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## 5. Direct Corporate Bookings are Key, but Other Channels guarantee high occupation rates

Direct relationships with businesses are the primary source of bookings for most corporate housing providers. However, partnerships with Online Travel Agencies (OTAs) and relocation companies are also important, allowing providers to reach a broader audience and maintain high occupancy rates during periods of lower direct demand. **As companies expand their operations across borders, they increasingly rely on trusted intermediaries to help secure housing solutions for employees in new or unfamiliar locations.**



Wifi



Cleaning



Extra services



Tailored client support

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## 6. Service Quality is a Competitive Differentiator

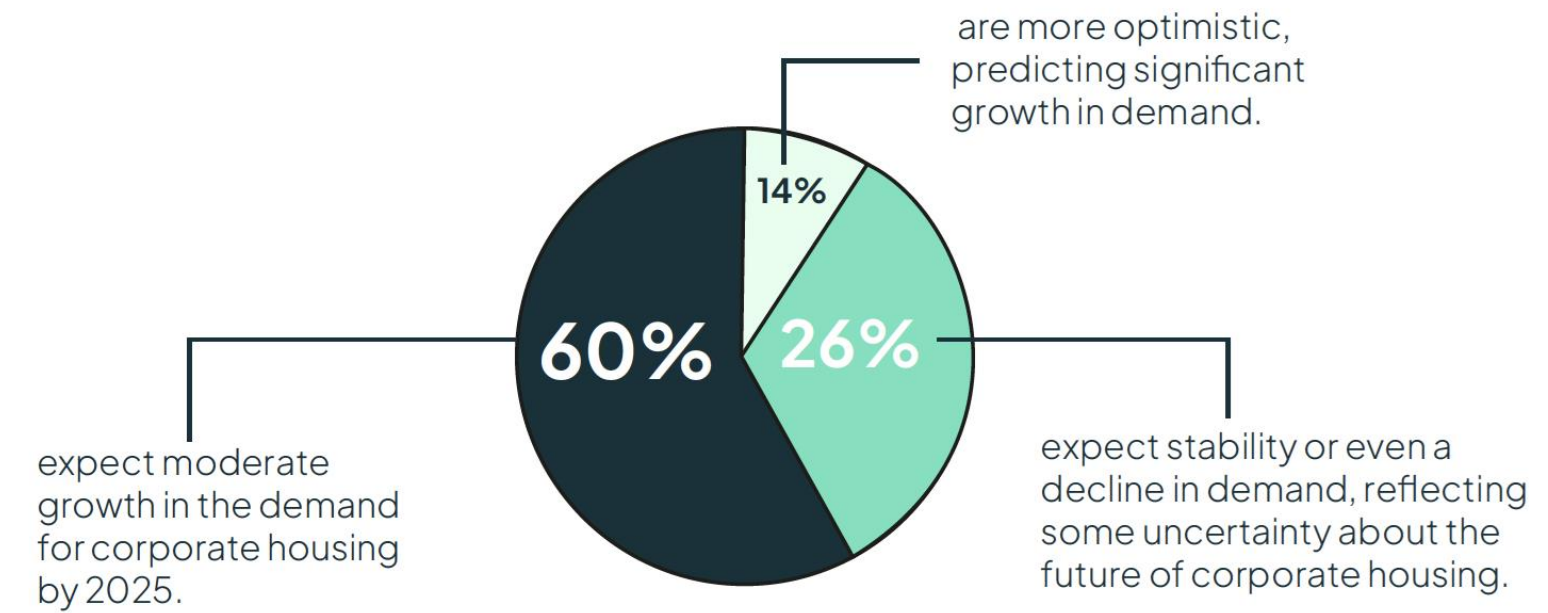
Corporate clients expect more than just accommodation, they demand high quality services such as WiFi, regular cleaning, and tailored support. The ability to provide these services is a key differentiator for corporate housing providers and helps them compete with hotels, which offer similar amenities. Providers that invest in improving their service offerings are likely to attract and retain more clients

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# Key insights: 10-point summary

## 7. Moderate Growth Expected in the Corporate Housing Market

Looking ahead to 2025, most respondents (60%) expect moderate growth in corporate housing demand, reflecting a cautiously optimistic outlook for the future. However, 26% expect stability or even a decline, suggesting some uncertainty about the future, especially in light of ongoing changes in corporate travel policies and remote work trends



42%

of respondents indicated that they *do not plan to make any major changes*, suggesting that these providers are confident in their current business model and expect stable demand in the coming years.

26%

of respondents plan to *increase the number of properties they manage*, reflecting confidence in future growth. These providers are likely looking to capitalize on expected increases in corporate travel and the growing demand for temporary accommodations as companies continue to expand their global reach.

30%

However, 30% of respondents are *planning to improve services, with a focus on enhancing the client experience*. This could include upgrading amenities, offering more personalized services, or investing in technology to streamline the booking and management process.

## 8. Providers are Preparing for Growth and Enhancing Services

A significant portion of providers (30%) plan to improve their services in the coming years, while 26% plan to expand their portfolio by increasing the number of properties they manage. This shows that many providers are positioning themselves for future growth by enhancing their offerings and increasing capacity to meet the anticipated demand

## 9. Economic Conditions Will Shape the Future

The rise of remote work and broader economic conditions were identified as key factors influencing the corporate housing market. As more companies adopt flexible work policies and corporate travel keeps gaining importance, the demand for temporary housing in both urban and rural areas is likely to increase. Economic growth in key sectors could drive further demand for corporate housing, while economic downturns could lead to a decrease in demand.



Remote work



Economic conditions



Shift in corporate travel



Sustainability

## 10. Sustainability is Becoming a Priority

Sustainability is becoming an important consideration for corporate clients, as more companies adopt environmentally friendly policies. Corporate housing providers that can offer eco-friendly accommodations and sustainable practices are likely to be more attractive to clients who prioritize sustainability.

# Conclusion

*The corporate housing market in Portugal is in a state of transformation, driven by changing client expectations, the rise of remote work, and shifting economic conditions.*

Based on the results of the survey, it is clear that the market remains diverse, with providers of varying sizes and regional reach.

While many providers have seen stable demand, there is a growing recognition that flexibility and service enhancements will be key to future success. ***With most corporate housing providers preparing for moderate growth, the focus is on expanding services, improving the client experience, and adapting to new trends such as sustainability and longer-term stays.*** As Portugal continues to attract international businesses and professionals, the corporate housing sector will play an increasingly important role in meeting the accommodation needs of the global workforce.

***This survey provides valuable insights into the current state of corporate housing in Portugal and offers a roadmap for future growth.***

By understanding the key trends and challenges facing the market, providers can position themselves to meet the evolving needs of corporate clients and capitalize on new opportunities as the world of work continues to change.



# **Dados e tendências do mercado portuguese, espanhol e internacional**

# Espanha e Portugal. Cidades mais procuradas e preço médio por noite



	Demanda	Preço/noite
Barcelona	▲	▲ ▲ ▲
Madrid	▲	▲ ▲ ▲
Valencia	▲	=
Málaga	▲ ▲	▲
Bilbao	▲	▲ ▲
Sevilla	=	=
A Coruña	▼	=
Lisboa	▲	▲
Porto	▲	▲
Braga	▼	=

\*Cálculo efectuado para apartamentos de 1 quarto com serviços incluídos (WIFI de alta velocidade, equipados, limpeza semanal e mudança de roupa de cama).

# ROW. Cidades mais procuradas e preço médio por noite



	Demanda	Preço/noite
Nueva York	▲ ▲	▲ ▲
Boston	▲ ▲	▲ ▲
París	▲ ▲	▲ ▲ ▲
Milán	=	=
Londres	▲ ▲	▲
Dubai	▼	=
Ryhad	▲ ▲ ▲	▲

\*Cálculo efectuado para apartamentos de 1 quarto com serviços incluídos (WIFI de alta velocidade, equipados, limpeza semanal e mudança de roupa de cama).

# Portal do cliente Apartool

# Portal do Cliente

## A plataforma tudo-em-um para alojamento empresarial

- **Catálogo completo disponível**

Acesso direto ao catálogo completo de produtos disponíveis em cada destino, para uma escolha mais informada e personalizada. Em alternativa, pode fazer um pedido direto através do portal, e um dos nossos agentes escolherá as melhores opções com base nos parâmetros fornecidos.

- **Gestão simplificada de reservas**

Fazer pedidos e aceder a informações sobre o histórico de reservas será mais fácil do que nunca. A nova interface é intuitiva e semelhante às plataformas de reserva comuns, tornando-a fácil de utilizar.

- **Fluxos de trabalho otimizados**

O portal permite-lhe interagir com diferentes contas de equipa e visualizar todos os pedidos efetuados. Isto irá melhorar a coordenação e o acompanhamento das atividades da equipa.

- **Sustentabilidade**

Acompanhe a sua pegada de carbono: cada apartamento terá um valor diferente, que pode consultar na página de confirmação da reserva.

Start your request  
You can make more than one request for the same destination, to group by project or if you need the same destination but with different dates.

Destination Information  
Specify location \*  
Apartool  
We will use this location to find the nearest accommodations

Preferences about your destination

Locality: Barcelona Province: Barcelona Country: España ISO Country: ES

#1 Request an apartment

Request preferences  
Check-in / Check-out \*  
23-01-2024 - 30-03-2024  
Adults \*  
4  
Children  
0  
3-11 years  
Babies  
0  
0-2 year  
Pets

Accommodation preferences  
Number of apartments \*  
2  
Bedrooms \*  
2  
Bathrooms  
2  
Apartment type  
Apartment - Duplex

Budget details  
€ - European Euro  
Price for  
Night  
Desired price  
200

Desired amenities  
 Air Conditioning  Heating  Washing Machine  24/7 Attention  Parking [View all](#)

Comments  
Preferences about your accommodation

Guest details

Request Summary  
Destination  
Apartool, Barcelona, España  
#1 ( 2 units - 4 adults )  
Check In  
23/01/2024  
Check Out  
30/03/2024  
( 67 nights )  
Budget: 200,00 € / night  
[Send request](#)

Max budget  
200€/night

Hi Jane,  
We have prepared some personalized corporate housing options just for you

[Check housing options](#)

### Quotation

Request Information #14012-1

In: 2024-01-15

Out: 2024-01-31

Nights: 16

City: barcelona

Area: Catalunya

Accommodation: 1

Bedrooms: 1

Adults: 1

Children: 0

Pets: 0

3 available proposals

Sorted by: Default



Two bedroom apartment  
Aparta-Hotel - Duplex , barcelona  
2 bedrooms- 1 bathroom

Option 1



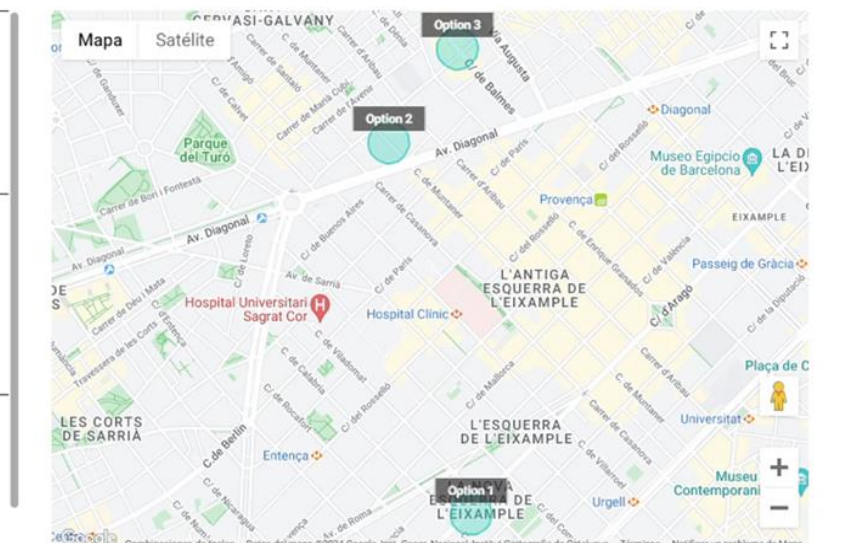
One bedroom apartment  
Apartment - Regular/Others , barcelona

Option 2



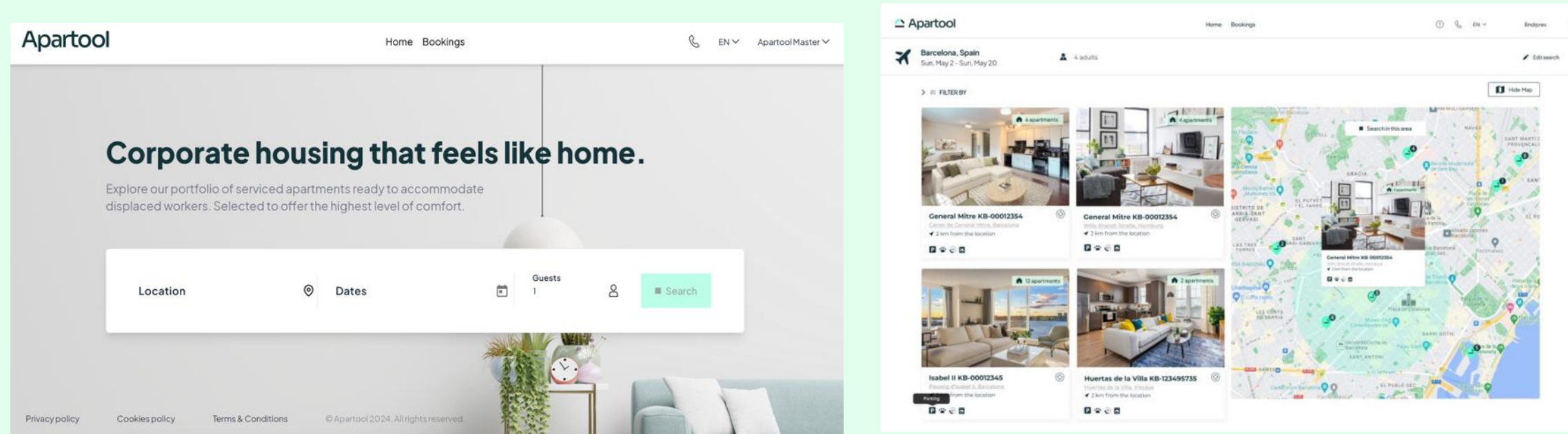
Duplex three bedrooms  
Apartment - Regular/Others - Sarrilá-Sant Gervasi, barcelona  
1 bedroom- 1 bathroom

Option 3

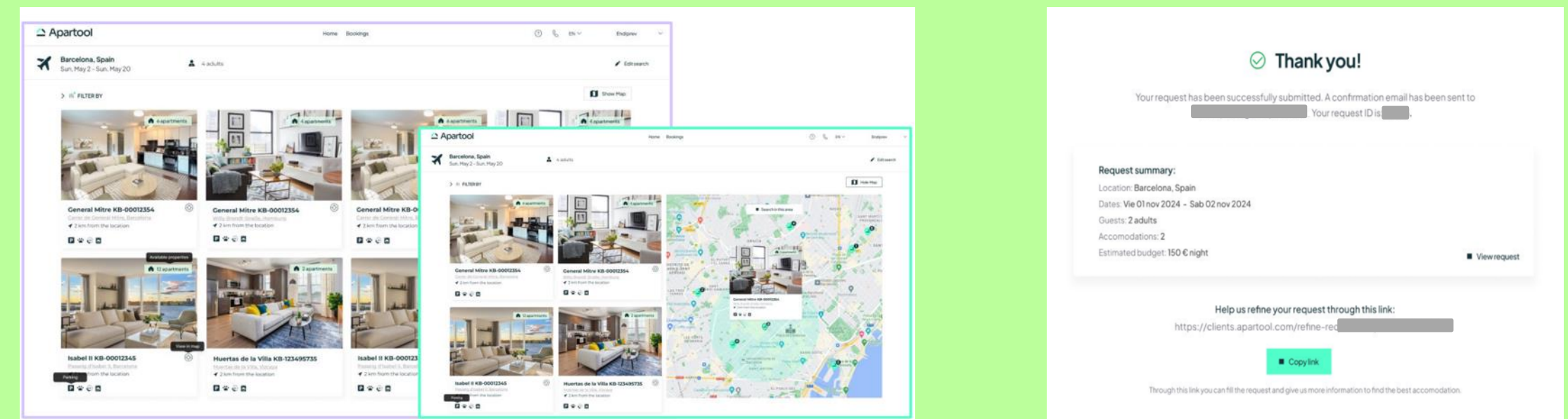


# Processo de reserva simplificado

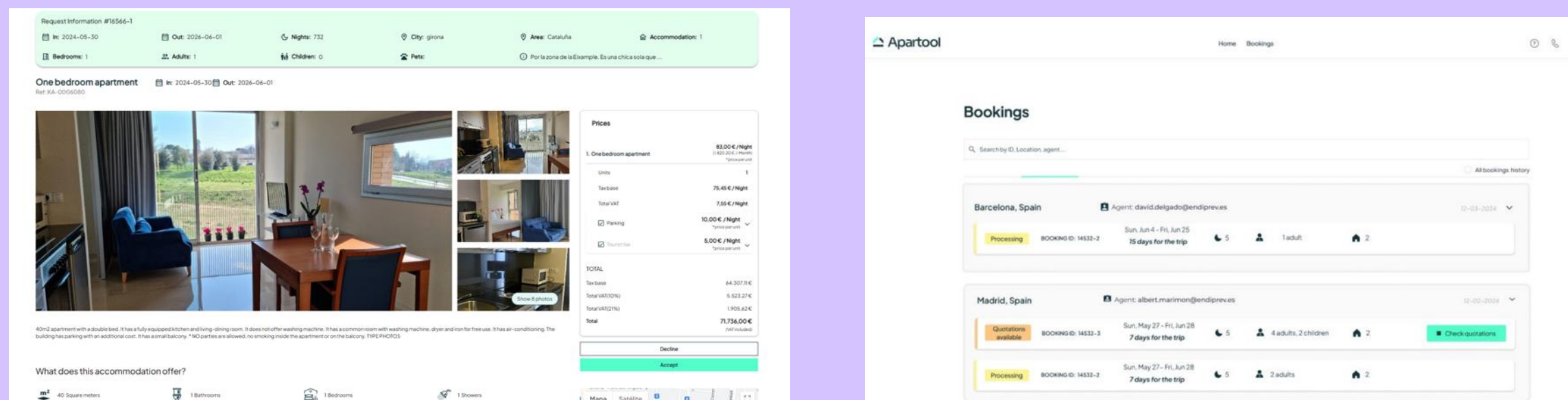
1. Aceder à pesquisa do catálogo e navegar nos resultados do inventário (visualização de mapas e grelhas).



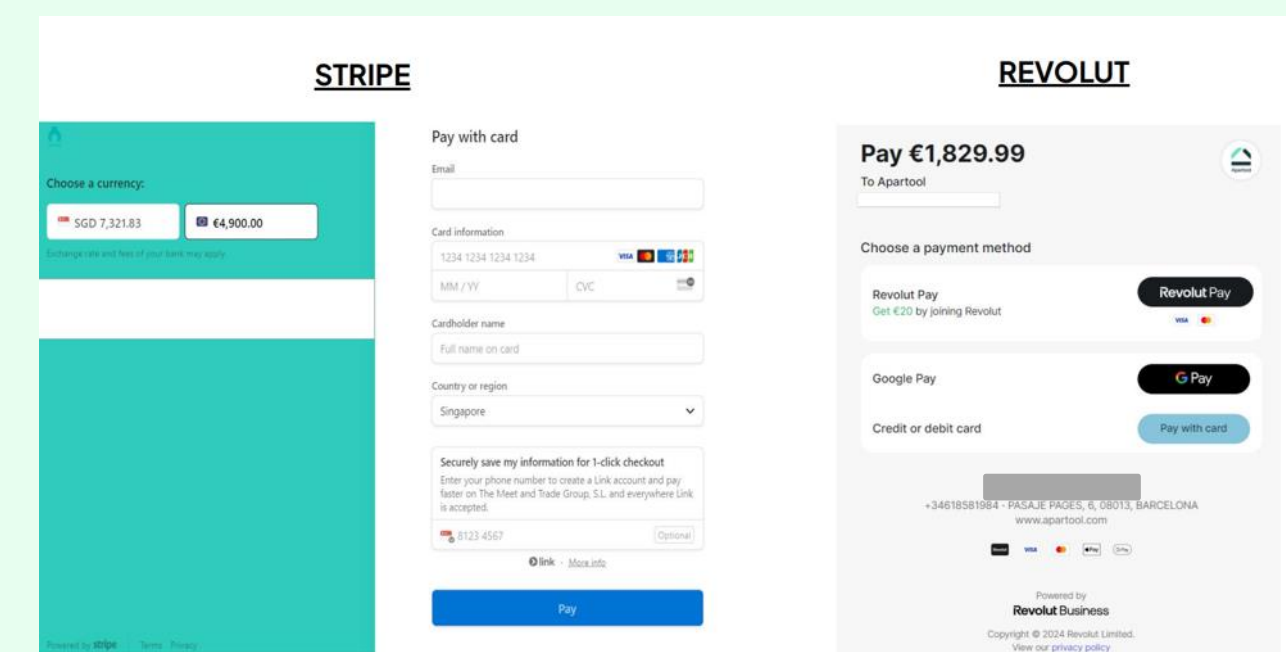
2. Selecione o apartamento a que pretende candidatar-se e acrescente detalhes adicionais à reserva. Em seguida, envie o seu pedido e obtenha o seu ID de pedido.



3. A nossa equipa encontrará a combinação e o orçamento perfeitos. Pode acompanhar o pedido e o estado da reserva na plataforma.



4. Confirme e pague escolhendo o método de pagamento que mais lhe convém.





**If you want more information, please  
contact me.**

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