

# LARGE-SCALE ACCOMMODATION FOR **Emirates** *TEAM NEW ZEALAND*

  
  
37TH  
AMERICA'S  
CUP  
BARCELONA

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## THE CLIENT

# EMIRATES TEAM NEW ZEALAND

This case study showcases one of the most celebrated and iconic teams in the history of the America's Cup, during the sailing championship held in Barcelona.

As defending champions and winner in 2017, 2021, and 2024, ETNZ has established itself as the first team ever to achieve a historic three-peat in the 173-year history of the competition.



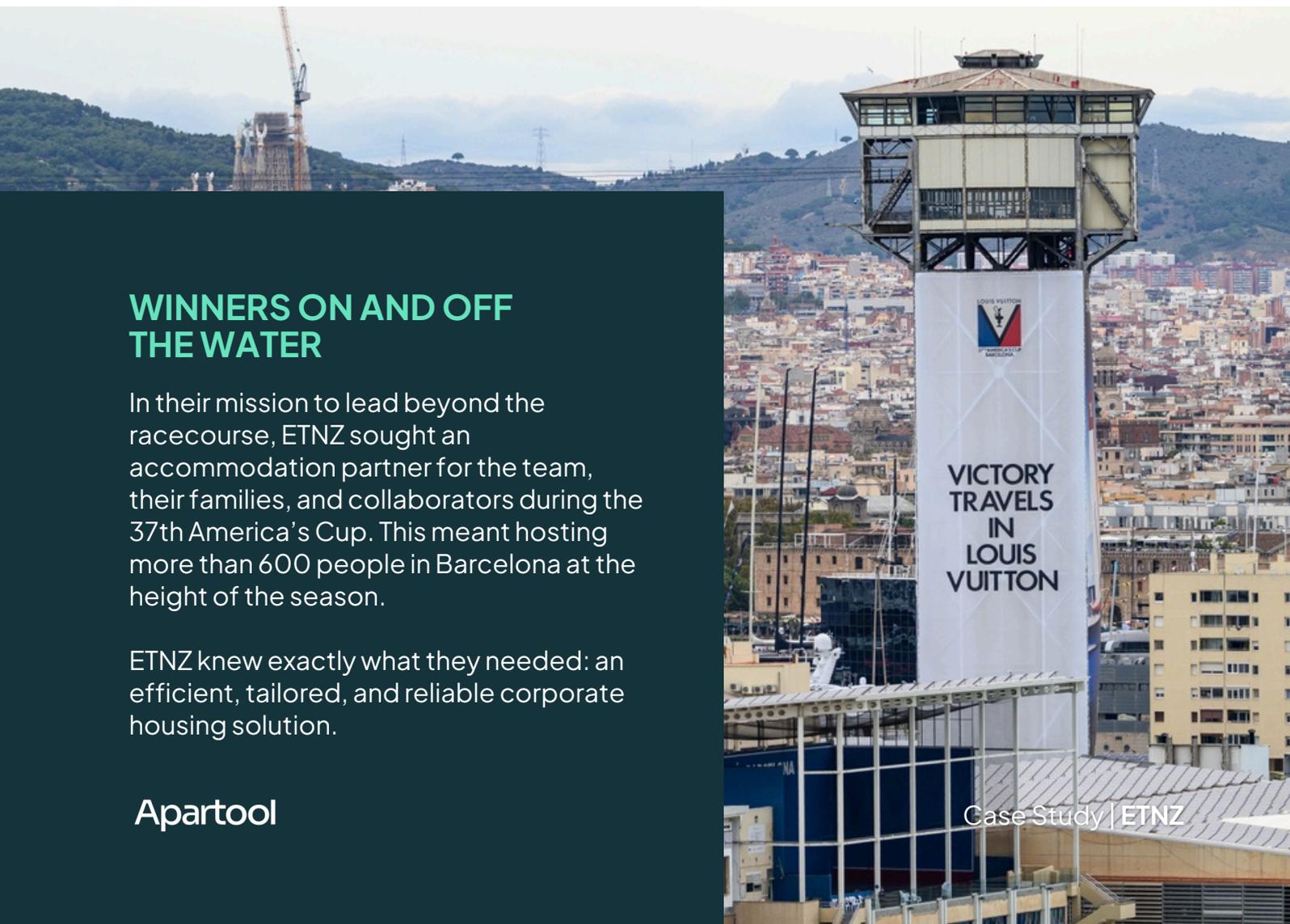
## WINNERS ON AND OFF THE WATER

In their mission to lead beyond the racecourse, ETNZ sought an accommodation partner for the team, their families, and collaborators during the 37th America's Cup. This meant hosting more than 600 people in Barcelona at the height of the season.

ETNZ knew exactly what they needed: an efficient, tailored, and reliable corporate housing solution.

**Apartool**

Case Study | ETNZ



## THE CHALLENGE

# HOSTING A GLOBAL TEAM AT THE AMERICA'S CUP

Accommodating more than 600 people — including sailors, technicians, executives, mechanics, and families — during the 37th America's Cup in Barcelona posed a major logistical challenge.

## NAVIGATING COMPLEXITY

The event coincided with Barcelona's peak tourist season, a time of extremely high occupancy and soaring demand for accommodation.

ETNZ required medium- and long-term stays in locations well connected to Port Vell (their operations base) which further limited the available options. Added to this were:



### **Time Difference**

A 12-hour gap between New Zealand and Spain made direct, real-time communication a challenge.

### **Expectations**

The team was unfamiliar with Barcelona, which meant adjusting their expectations to the reality of the city's accommodation market.

### **Special Requirements**

Space for home offices, step-free access, and bicycle services.

### **High Standards**

ETNZ was accustomed to turnkey solutions and impeccable service.

### **Diversity of Local Providers**

Meeting the needs required the involvement of multiple local suppliers, who had to collaborate seamlessly to ensure the project's success.

# THE CHALLENGE

## BUILDING FOR THE LONG TERM

The project began in the summer of 2022 and concluded more than two years later, in October 2024. During that time, its management required:



### AGILITY

Creating a tailored proposal in just two weeks.



### EXPLORING

Visiting apartments and touring the city to align expectations.



### NEGOTIATION

Engaging with providers to secure apartments and lock in prices.

### Beyond That...

We also provided accommodation for the Broadcast team, Documentary crew, and additional America's Cup staff, as well as for several of the event's sponsors. The scale and diversity of these requests demanded centralised, agile, and highly organised management – where operational excellence made all the difference.



## THE SOLUTION

# ONE-STOP SHOP

Faced with this major international logistical challenge, Apartool mobilised its full operational, technological, and human capacity to deliver a comprehensive, flexible solution centred on the client experience. The focus was clear: not simply to provide accommodation, but to become a true partner to the team — ensuring the smoothest and most successful stay in Barcelona.



## INITIAL DIAGNOSIS AND TAILORED PROPOSAL

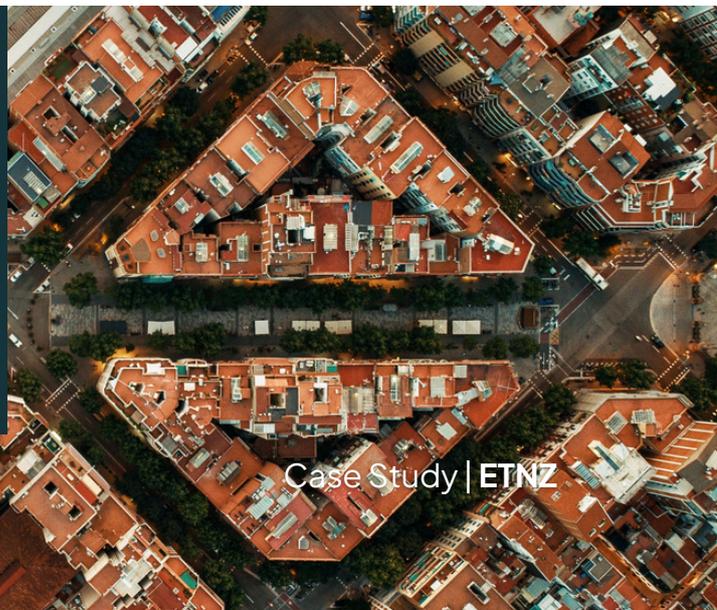
From the very first contact in the summer of 2022, Apartool knew that building immediate trust was essential.

In the first meeting, ETNZ received a welcome pack and a personalised tour of Barcelona. This not only showcased the best locations but also demonstrated Apartool's in-depth local knowledge and genuine partnership mindset.

In just two weeks, the team had a portfolio of options tailored to their needs and a budget that anticipated key aspects:

- ✓ Long-term availability and minimised dispersion.
- ✓ Strategic location for every single apartment.
- ✓ Proposals that included families.
- ✓ Connectivity and services included.

This proposal was validated by one of the team's executives during an on-site visit in March 2023. He personally tested one of the contracted apartments, marking a turning point that ultimately led to the agreement being finalised months later.



## END-TO-END PROJECT MANAGEMENT

Once the contract was signed, Apartool's specialised team for large groups and projects was activated. The solution covered the following points:



Booking of more than 300 apartments in key areas close to Port Vell.



Multichannel coordination: email for management, phone for quick decisions, and WhatsApp Business for guests.



Negotiation with property owners to secure the best prices 9 to 12 months in advance.

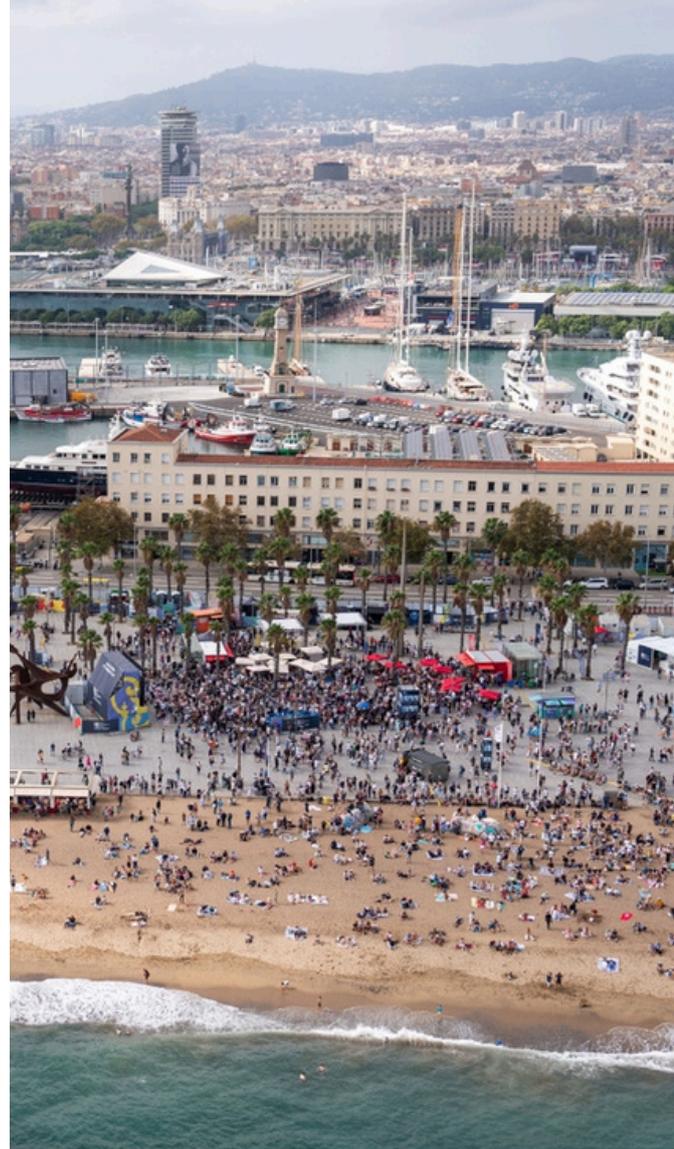


Assignment of a dedicated Account Manager with a direct line for the entire project.

## EXTRA SERVICES AND LOCAL ASSISTANCE

One of the project's key differentiators was the human and flexible approach, essential for managing an operation of this scale:

- Daily presence of the Apartool team at Port Vell, maintaining direct contact with the client.
- Coordination with multiple external providers to cover complementary needs, such as family assistance or e-bikes.
- Personalised experience for each team member: emails with access instructions, neighbourhood details, and tailored documentation.



### 360 Customer Care

We provided support at every stage — going beyond the contract— and ensured that every guest, regardless of their profile or role within the team, felt truly at home.

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Case Study | **ETNZ**

## KEY RESULTS

# PROJECT FIGURES AND IMPACT

The project with Emirates Team New Zealand became one of the most ambitious logistical operations ever managed by Apartool. Beyond the numbers, success was defined by the client's peace of mind, operational efficiency, and an outstanding experience for every guest.



Apartool

**600**

guests accommodated

**300**

apartments managed

**25.000+**

overnight stays

**100%**

occupancy secured in peak season

**And more...**

- Dozens of weekly check-ins and check-outs seamlessly coordinated.
- Presence across multiple strategic neighbourhoods of Barcelona.
- Zero critical incidents throughout the event.

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## IMPACT FOR EMIRATES TEAM NEW ZEALAND

### **All-in-One**

Accommodation, services, and support centralised in a single provider.

### **Peace of Mind to Compete**

Significant reduction of operational stress for ETNZ logistics teams.

### **Everyone Happy**

Total adaptation to highly diverse profiles — from elite athletes to families with young children.

### **Unforgettable Experience**

The stay strengthened the team's emotional connection with both the city and the project.

### **High Satisfaction and Instant Loyalty**

By 2024, the team had already confirmed they would return for future competitions — with double the number of apartments.

**Apartool**

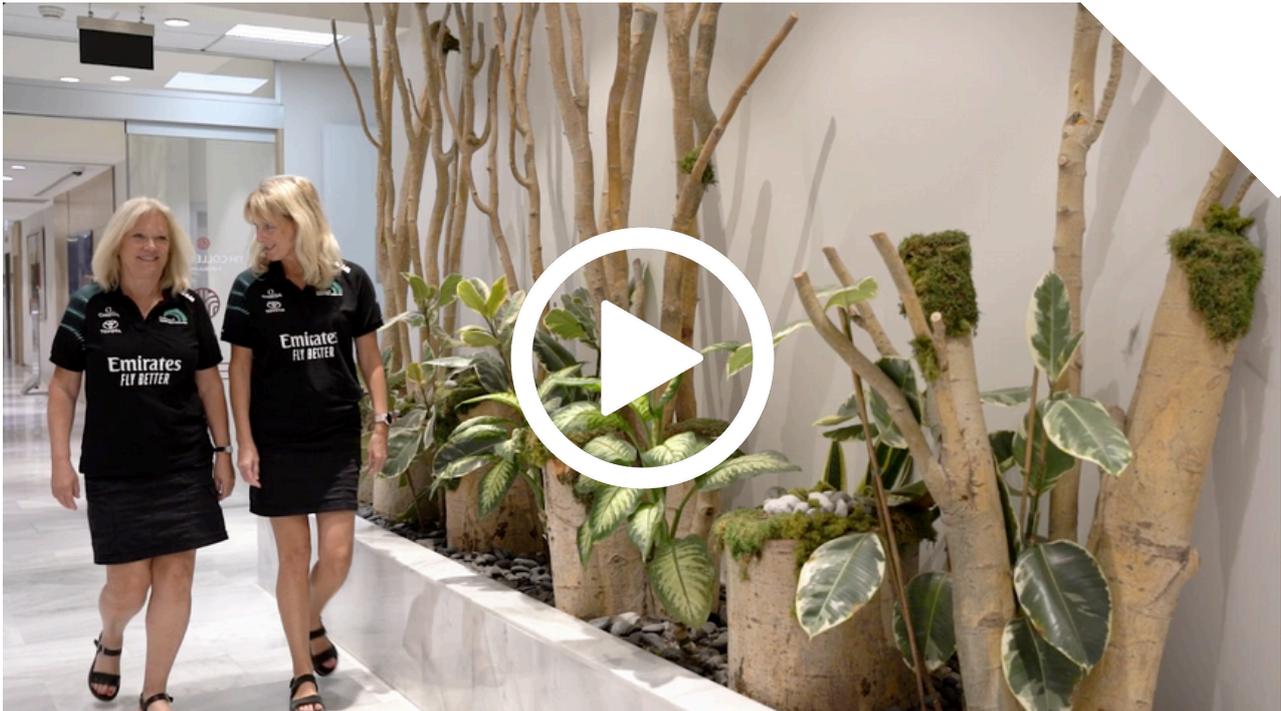
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CLIENT

# TESTIMONIAL

This testimonial not only validates Apartool's operational excellence but also confirms the importance of having a specialised corporate housing partner for global events.



## MOST VALUED:

The personalised attention given to every team member.

Deep local knowledge and agile solutions.

Smooth communication despite the time difference.



“Welcoming a large team and their families requires excellent partners to guarantee a seamless experience from start to finish. Apartool understood our needs from the very beginning and delivered a comprehensive, flexible, and professional service. We would work with them again without hesitation.”

— Steph Stubbs, Emirates Team New Zealand

## WHY APARTOOL

# SUCCESS DRIVERS

The project with Emirates Team New Zealand was not just about scale, but about expert execution, operational sensitivity, and a vision focused on the client experience. These were the differentiating factors that made Apartool the ideal partner for such a global and complex challenge:

**01**

**Local Know-How,  
Global Vision**

Apartool acted as a true destination expert, guiding the client through Barcelona's real estate market, aligning expectations, and designing realistic solutions.

**02**

**Pro Management  
of Large Groups**

Apartool has a team dedicated exclusively to groups and special projects. The ability to coordinate hundreds of accommodations simultaneously made all the difference.

**03**

**Personalisation  
in Every Detail**

From personalised emails for each guest with maps and neighbourhood recommendations, to installing cots or delivering e-bikes — Apartool provided not just accommodation, but a tailor-made experience.

**04**

**Technology +  
Human Connection**

Apartool's technology enables automated bookings and full visibility of the inventory — but the true value lies in its people: present at Port Vell, accessible 24/7, and always one step ahead.

**05**

**True Client  
Commitment**

Apartool didn't just deliver what was agreed: it resolved issues and provided additional services whenever it was needed, ensuring nothing was ever missing.



 Apartool

# THANK YOU

Ready to turn your event into our next case study?

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