

Transforming Corporate Housing:

Trends for 2024

The corporate housing sector has seen significant advancements in 2024, **solidifying its role as an essential solution for businesses and professionals** requiring accommodation for corporate travel.

As work dynamics evolve and international mobility increases, **companies are prioritizing options that combine comfort, flexibility, and a personalized approach**—particularly for medium- to long-term stays.

This report highlights **the key trends that have shaped the year**, offering a comprehensive analysis of rental prices in top destinations.

In markets such as **Spain and Portugal**, the rise in hotel prices has been a driving force behind businesses opting for more cost-effective and functional accommodations. In **France**, the Paris Olympics have spurred demand for alternative

housing solutions.

Similarly, in **Italy**, business travel costs have prompted the search for accommodations that blend **efficiency and comfort**, cementing corporate housing as a strategic choice.

This report not only provides detailed data from each market but also delves into the dynamics shaping the future of corporate accommodation, **reaffirming the importance of this model as a key tool** for optimizing resources and ensuring the well-being of traveling employees.



MOST DEMANDED CITIES: AVERAGE PRICE/NIGHT



Key Features Requested:

Average Stay:

50 nights

Two-Bedroom Apartments:
1 double bed, 2 single beds

Fully Equipped Kitchen

Central Location

*Prices are based on two-bedroom apartments booked with Apartool

COUNTRY-SPECIFIC TRENDS: SPAIN



In 2024, corporate housing in **Spain has strengthened its position as a key solution for businesses** managing employee relocations for medium to long-term stays. This surge is driven by the **comfort and flexibility these accommodations provide**, offering employees a home-like experience during their travels.

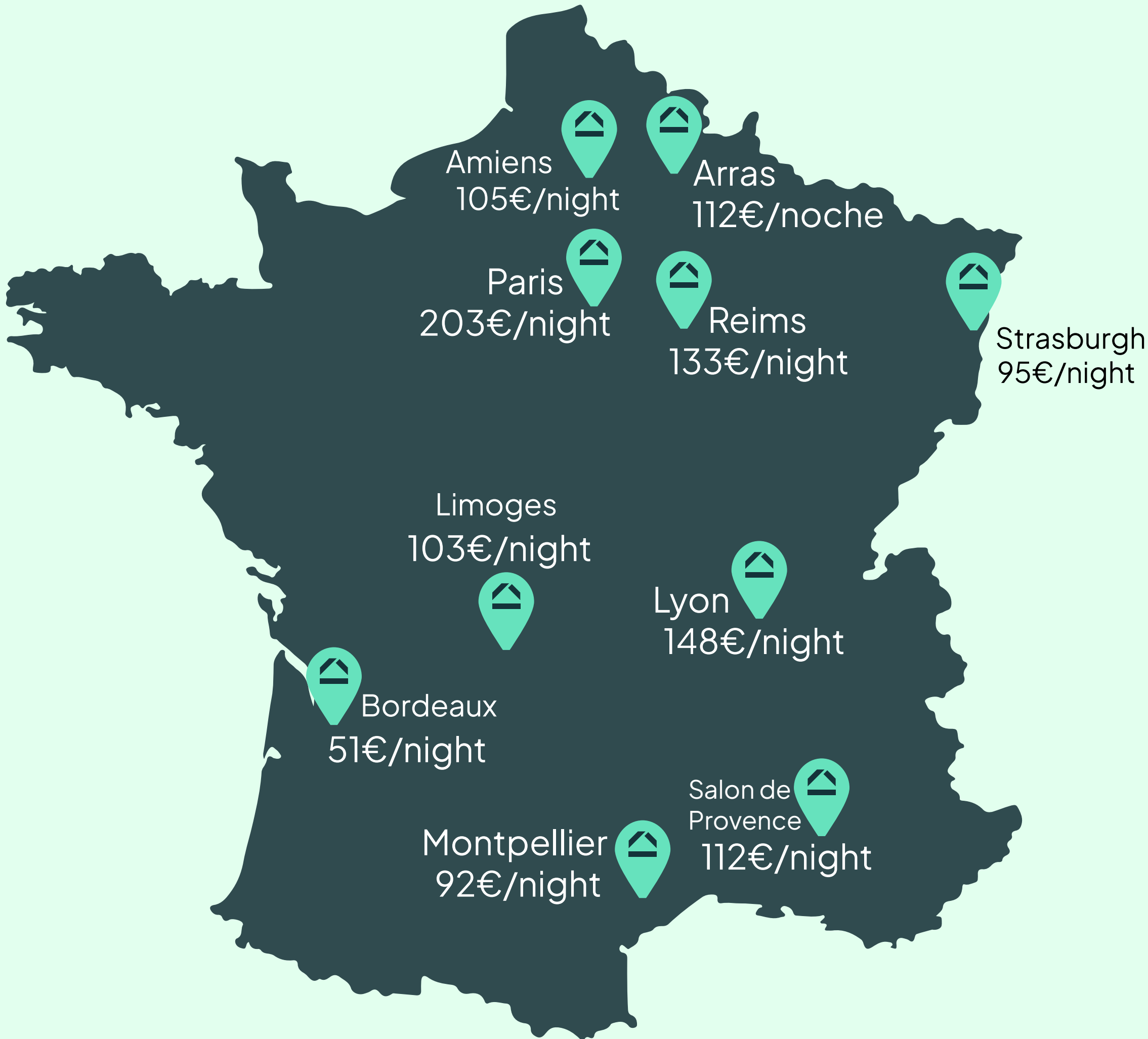
Streamlined booking and management processes, coupled with the digitalization of corporate operations, **have simplified cost control and enhanced the traveler experience**. Moreover, the rise of "bleisure" (business + leisure) travel has spurred interest in accommodations that support **work-life balance**.

The significant increase in hotel prices in 2024 has been a pivotal factor in shifting preferences. **Businesses are seeking cost-effective, functional alternatives**, with serviced apartments standing out for their autonomy and resource optimization.

Destination	Minimum (EUR)	Maximum (EUR)
Barcelona	102€/night	140€/night
Madrid	103€/night	194€/night
Bilbao	103€/night	450€/night
Málaga	116€/night	305€/night
Valencia	93€/night	179€/night

**Prices based on 1- to 3-bedroom apartments*

TRENDS BY COUNTRY: FRANCE



In France, the corporate housing market experienced significant growth in 2024, driven by events such as the Paris Olympics, which heightened the demand for alternative accommodation solutions. This housing model has been particularly valued for **medium- and long-term stays** due to its ability to provide **comfort, integrated services, and a personalized experience** for employees.

The rise in hotel prices, especially in cities like Paris, has prompted many organizations to consider **more cost-effective and sustainable options**. Sectors such as energy, particularly renewable energy, have greatly benefited

from corporate housing as a solution to accommodate teams in remote areas for extended periods.

This model offers a solution that combines **economic efficiency and comfort**, enabling companies to maintain employee productivity in demanding work environments.

Destination	Minimum (EUR)	Maximum (EUR)
Paris	164€/night	390€/night
Strasbourg	95€/night	129€/night
Arras	112€/night	137€/night
Lyon	102€/night	148€/night
Bordeaux	51€/night	114€/night

*Prices based on 1- to 3-bedroom apartments

TRENDS BY COUNTRY: ITALY



In 2024, corporate housing in Italy has established itself as a strategic alternative to traditional hotels, particularly for extended stays.

The forecasted stabilization of prices in the business travel sector for 2024 and 2025 has encouraged a more strategic approach to corporate mobility planning, enabling Italian companies to optimize their resources with greater precision.

In this context, serviced apartments have emerged as an optimal solution, offering an environment that combines functionality, comfort, and a home-like lifestyle. This approach is essential for enhancing both the well-being and productivity of relocated employees.

Destination	Minimum (EUR)	Maximum (EUR)
Milan	110€/night	175€/night
Portoscuso	54€/night	115€/night
Roma	138€/night	150€/night
Bérgamo	103€/night	120€/night
Modena	110€/night	128€/night

*Prices based on 1- to 3-bedroom apartments

TRENDS BY COUNTRY: PORTUGAL



In Portugal, corporate housing **gained significant traction in 2024**, driven by the growing preference among companies for more personalized accommodation solutions tailored to the needs of employees on extended business trips.

Tourist apartments experienced **an increase in bookings**, reflecting a shift toward longer, multifunctional stays. This growth is also tied to **more strategic**

and forward-looking corporate travel planning, with a focus on efficiency and cost control.

In this context, corporate housing has positioned itself as a **solution that adapts to the sector's evolving dynamics**, optimizing resources while ensuring a satisfying experience for relocated employees.

Destination	Minimum (EUR)	Maximum (EUR)
Lisbon	92€/night	159€/night
Coimbra	112€/night	145€/night
Porto	99€/night	107€/night

**Prices based on 1- to 3-bedroom apartments*

Top Industries for Corporate Housing:



Management
Consulting



Pharmaceuticals



Banking



Renewables &
Environment



Retail



Supply Chain



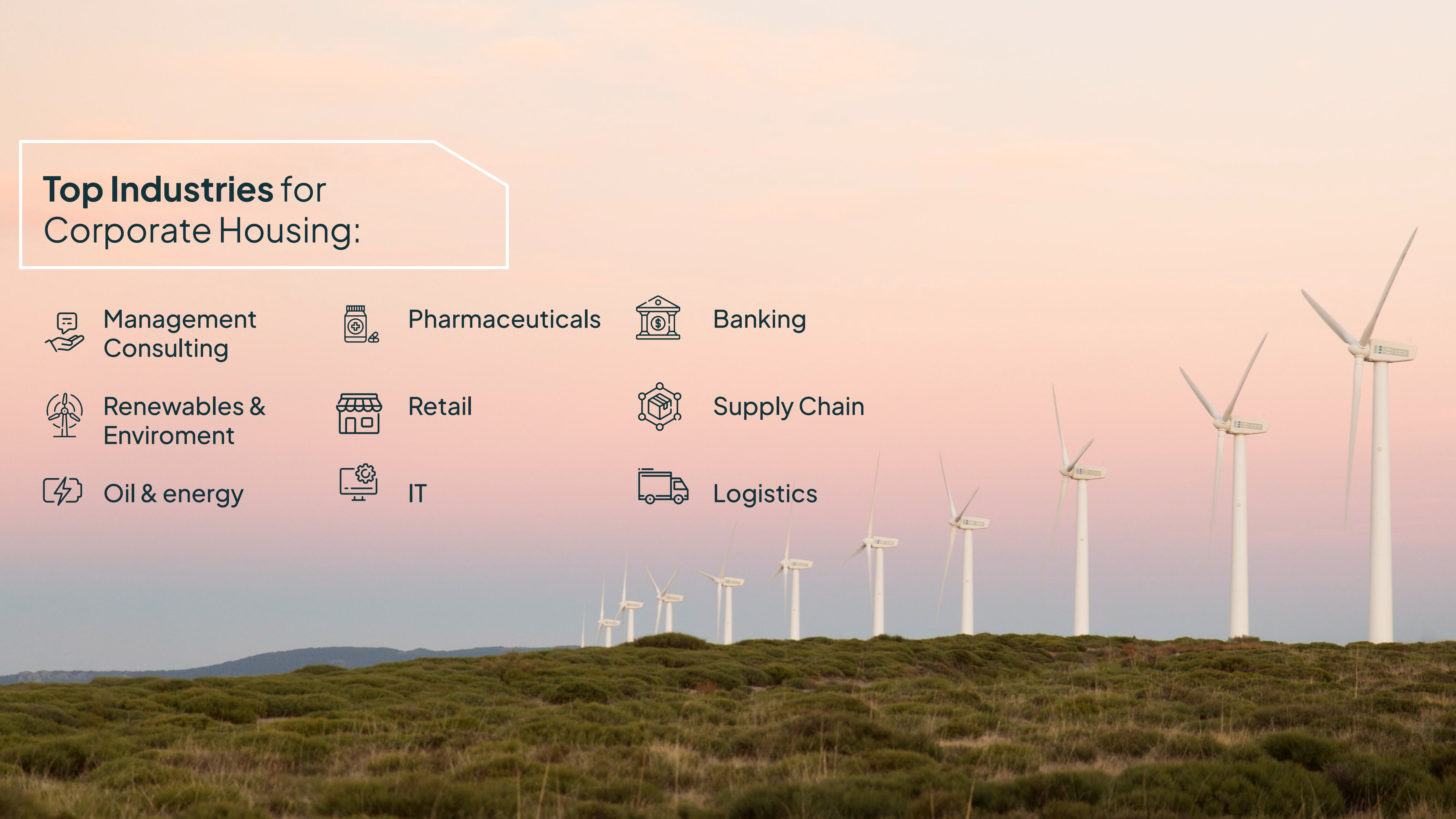
Oil & energy



IT



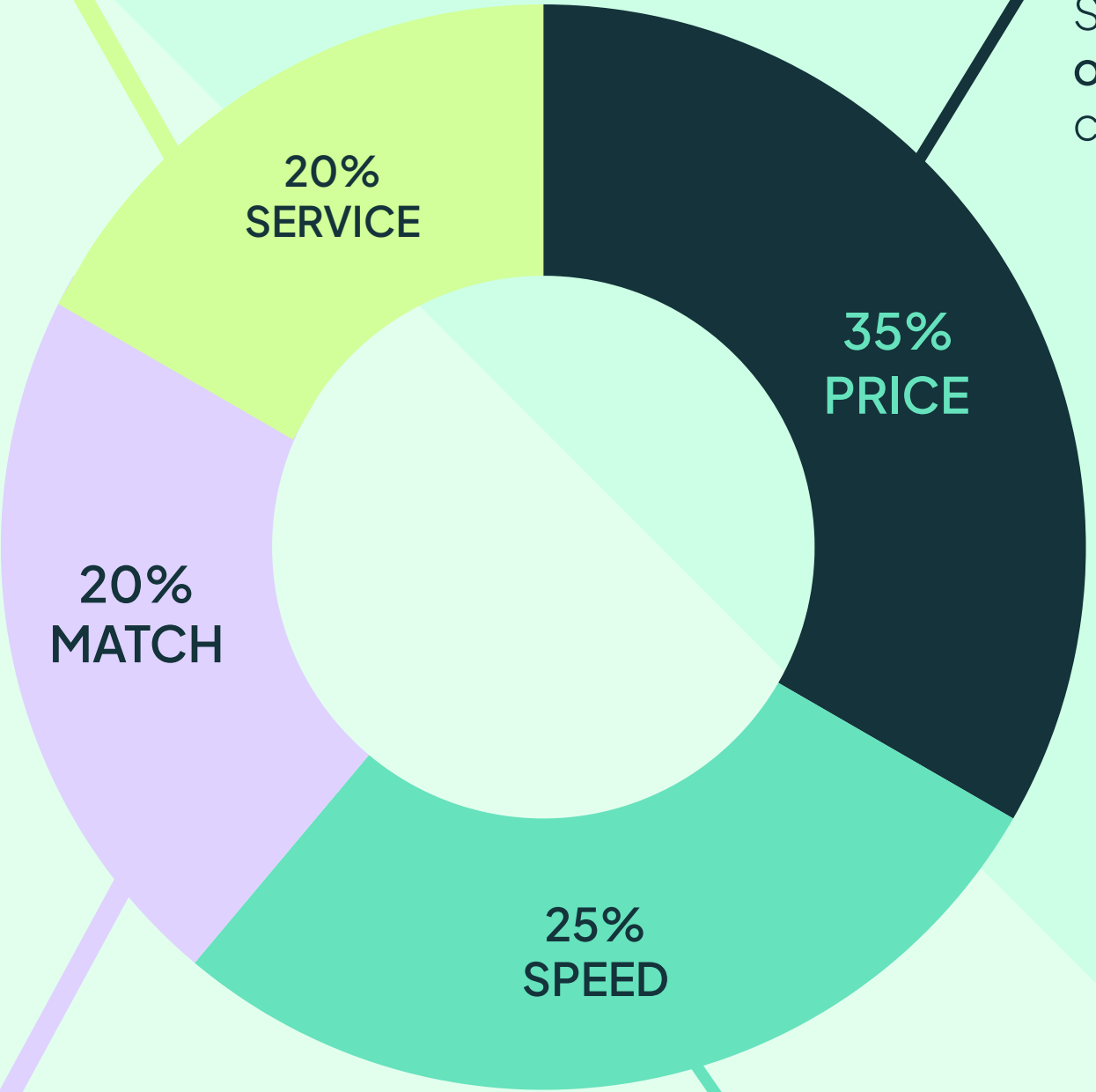
Logistics



DEMAND INSIGHTS: SERVICES AND DECISION-MAKERS



Having customer support staff available to handle issues, **focused on delivering high-quality service.**



Securing **competitive prices or preferential rates** via commercial agreements

Proposals tailored to **specific needs and locations**

Fast, flexible booking processes (closed within **120 minutes**)

Trends for 2025

In 2025, corporate housing **will continue to establish itself** as a **key alternative** to traditional hotels in the business travel sector.

Traditionally associated with long-term stays, this accommodation model is now expanding its reach to medium and short-term stays to meet the evolving needs of businesses and corporate travelers. Emerging trends in the sector, such as **sustainability, user experience, and the integration of advanced technologies**, are accelerating this transition and positioning corporate housing as a strategic option for optimizing business travel.

One of the primary drivers behind the increased adoption of corporate housing is the growing demand for **personalized and comfortable solutions for business travelers**.

Often led by Human Resources teams, user experience has become a cornerstone of decision-making when organizing corporate travel, particularly for extended stays. Serviced apartments **provide a home-like environment** with added privacy, spacious living areas, and amenities such as kitchens and separate spaces for leisure and rest—features highly valued by employees. **This level of comfort not only enhances the traveler's well-being but also contributes to their productivity**, a factor that is increasingly recognized by decision-makers in corporate travel planning.

Sustainability is playing an increasingly important role in corporate accommodation decisions.



By 2025, companies are **prioritizing solutions that minimize their carbon footprint** and align with their corporate social responsibility objectives. In this context, **corporate housing emerges as a more sustainable alternative** compared to traditional hotels, as it consumes fewer energy resources per employee and allows for a more efficient use of space.

Moreover, many corporate housing properties are adopting **eco-friendly practices**, including the **implementation of renewable energy, efficient waste management, and the use of sustainable materials**. Another key factor is the integration of advanced technologies in business travel management. Tools such as **Artificial Intelligence (AI) and automation** are transforming how companies plan and manage employee travel. These technologies **enable the analysis** of large data volumes **to personalize accommodation** options according to the specific preferences and needs of each traveler.

In this context, corporate housing stands out as a **flexible and adaptable** option that can easily meet individual user requirements.

The rise in hotel rates in 2025 is another critical driver of corporate housing growth. In an environment of widespread inflation, companies are **seeking ways to optimize travel budgets without compromising employee experience**.

Serviced apartments offer a more favorable cost-to-quality ratio, particularly for group travelers or extended stays, where the total cost per night can be significantly lower than that of a hotel.

Furthermore, when factoring in savings on meal expenses or the ability to integrate additional services (such as cleaning, maintenance, and reservation management), **the comparison becomes even more favorable**.

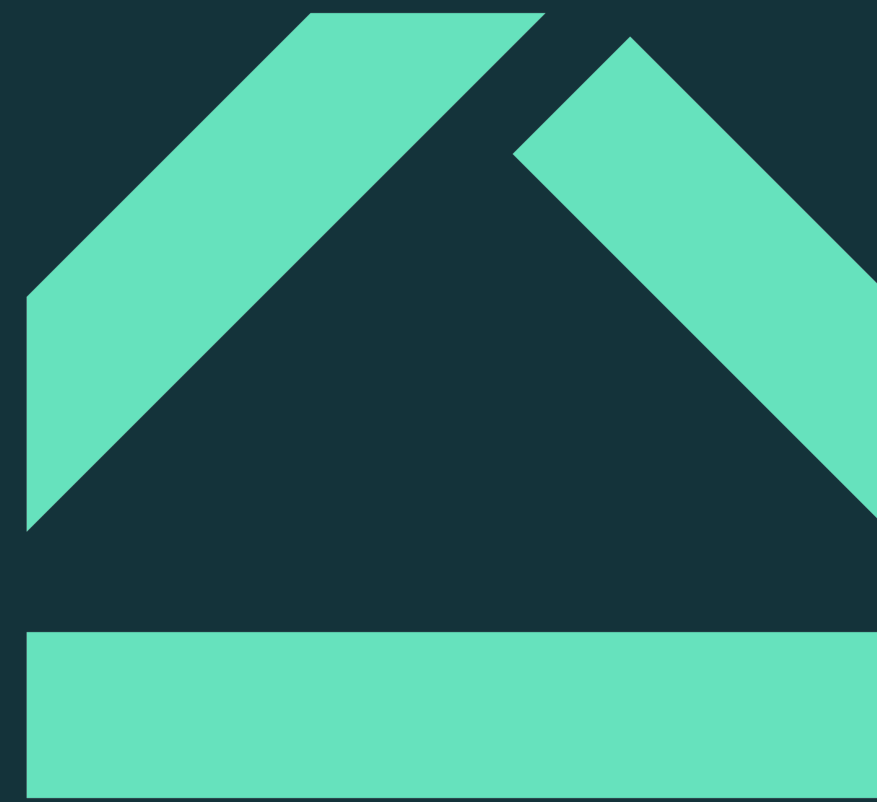
To ensure these trends drive greater adoption of corporate housing, business travel agencies must continue to play a **strategic and transformative role**.

In 2025, these agencies are expected to lead the shift toward more **diversified and flexible accommodation options**, actively promoting solutions like serviced apartments. By evolving their approach and embracing more detailed and personalized planning, agencies can create proposals **tailored to the specific needs** of each client. This not only adds value to their offering but also positions them as key partners in optimizing the corporate traveler's experience.

Specialized corporate housing platforms enable agencies to access a wide range of verified properties, **ensuring high-quality standards and service**. Additionally, the integration of digital management technologies will **simplify price comparisons, proposal customization, and efficient reservation management**, enhancing both the client experience and the operational efficiency of the agencies.

In conclusion, **corporate housing is expected to undergo significant evolution in 2025**, driven by trends such as sustainability, digitalization, and the growing focus on user experience.

This accommodation model **not only meets companies' cost-optimization demands but also aligns with HR teams prioritizing employee well-being** by offering a more comfortable, functional, and sustainable alternative to traditional hotels. As both companies and business travel agencies adapt their strategies to incorporate corporate housing solutions, **this model will continue to gain momentum** as an essential component of the corporate travel landscape.



Apartool
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