

23 April 2020

New Zealand's national stadium takes out international innovation award for its Staydium Glamping experience

Eden Park has won an international award for 'Product Innovation' for its Staydium Glamping experience after defeating several big hitters in the American stadia industry.

The Stadium Business Awards, based in the United Kingdom, recognises leadership, innovation and achievement in the delivery, operation and management of leading sports facilities globally.

Aotearoa's largest stadium was competing against global brands in the United States including the Staples Center (home of the Los Angeles Lakers), the Chase Center (home of the Golden State Warriors), the Golden1 Center (home of the Sacramento Kings) and Levi's Stadium (home of the San Francisco 49ers).

Staydium Glamping began in July 2019 after the venue identified spaces around the facility that could be utilised for new concepts. Two custom-designed domes sit in the north-eastern corner of the 117-year-old stadium and overlook one of the world's most famous playing fields.

"We are thrilled that Staydium Glamping has been recognised on the world stage for the unbeatable accommodation experience it offers both local and international tourists. More than ever, during this unprecedented time, Eden Park is a blank canvas to attract new experiences to the city all whilst delivering significant economic benefits to our community," says Eden Park Chief Executive Officer Nick Sautner.

To celebrate the win, Eden Park is offering special pricing of \$199 per night and vouchers for future use can be purchased [here](#).

The product attracted attention from both local and offshore tourism operators, demonstrating widespread interest in the experience. Given the stadium's growing reputation for pioneering revenue streams, industry publications have followed updates closely which has cemented the stadium's growing position as a market leader.

An enviable view of the hallowed turf, private bathrooms and premium finishings are some of the benefits the Staydium Glamping boasts to ensure guests don't miss any of the action unfolding below them. Thanks to furniture supplier [Nood](#), guests enjoy a luxurious experience as they lay down to sleep. If movies or sport is on the menu Sky TV, Netflix and Spark Sport are available to enjoy on [Samsung's](#) state of the art appliances, as well as having the comforts of [Le Creuset](#) crockery and [Dyson](#) personal products.

The two-person facilities are available to be booked via staydiumglamping.com or via [Airbnb](#) on both match days and non-match days.

ENDS

For more information:
Greta Lawson
Communications Manager
Eden Park
glawson@edenpark.co.nz
0212 777 111

MEDIA RELEASE

About Eden Park

Eden Park is New Zealand's national stadium and a globally iconic arena, located in central Auckland.

Eden Park Trust operates as a statutory not-for-profit body corporate, registered as a charitable trust with the Charities Commission. Its objectives are to promote, operate and develop Eden Park as a high quality multi-purpose stadium for the use and benefit of rugby and cricket as well as other sporting codes and other recreational, musical, and cultural events for the benefit of the public of the Auckland region.

Its rich history and profile is unmatched by any other stadium in the country. From its beginnings as a cricket ground in 1903, Eden Park became the primary venue for major summer and winter sport in Auckland when in 1913, the owner, Auckland Cricket, leased winter use of the ground to Auckland Rugby.

A Deed of Trust establishing Auckland Cricket and Auckland Rugby as the beneficial owners of Eden Park was signed in 1926 and has since been enshrined in legislation. Most notably remembered for hosting the 1987 and 2011 Rugby World Cup Finals, Eden Park remains the home of both Auckland Cricket and Auckland Rugby as it has been for more than a century.

Each year, more than half a million sports and entertainment fans from around the world visit Eden Park. The stadium successfully hosts sell-out crowds of up to 50,000 on match days and hosts more than 1,000 non-match day functions per year.