

CASE STUDY



32

teams

12

cities

680

hotels

1 Million

supporters

FIFA World Cup 2006™, held in Germany from 9 June to 9 July 2006! The Local Organising Committee (LOC) chose HRG Germany as its official travel and logistics partner for the biggest sporting event of the year. With the help of specially established joint ventures, such as „2006 FIFA World Cup™ Travel and Event Services“ and „2006 FIFA World Cup™ Accommodation Services“, HRG Germany was able to centralise the entire process of project management.

Franz Beckenbauer – welcome tour

From October 2005 to March 2006, HRG Germany planned Franz Beckenbauer’s trips with the DFB delegation to all the countries that had qualified for the World Cup. With one large event plus meetings, speeches, presentations and a jam-packed entertainment program, they showed off Germany and the stadiums around the world.

Team services

All the teams with support staff received the best all-round care from the moment they arrived: in the hotels at the game location and in the team hotel, with a total of 160 exclusive special flights and transfers between airports, hotels and stadiums with their own bus in their national colours.

Delegation management

Coordinating all the transport and support services provided by FIFA and LOC officials, sponsors, referees, media representatives and other VIPs required the expertise, precision, and above all, the discretion, for which HRG Germany is renowned.

Destination management

HRG Germany ensured optimal accommodation, a varied supporting programme and the efficient transport of fans between airports, stadiums and hotels. HRG Germany successfully handled the short-notice bankruptcy of a national airline and large numbers of visitors, some of whom took up the entire capacity of a whole city.



OFFICIAL WORLD CUP PARTNER FOR TRAVEL AND EVENT MANAGEMENT

With careful planning and the competent execution of services related to accommodation, transportation, transfers and the event, HRG Germany was able to cater to the large number of national and international guests. All the subsidiaries of HRG Germany worked together to organise this successfully. They are also official travel partners of German football: DFB-Reisebüro, Liga Travel, FC Bayern Tours and HRG Sports Travel.

Overview of services

- + Site inspections in hotels and venues
- + Procurement, booking, administration, billing and allocation of hotel rooms within 40 km of the stadiums
- + Assistance with the planning and organisation of LOC events and the welcome tour
- + Planning, booking and coordination of the entire transport network: scheduled and special flights, train and bus travel, transfers by rental car and limousines for all the target groups such as national teams, officials, sponsors, the media and fans
- + Negotiation and organisation of separate security checks and accelerated passport checks for teams and VIPs on entry
- + Welcome desk providing assistance at airports and at railway stations
- + Event organisation and social programmes such as restaurant visits, sightseeing tours with native language guides, wine tastings and evening events

„2006 FIFA World Cup™ Travel and Event Services is really a success story. For the first time in the history of the World Cup, only one company has been contracted to provide all the services.“

Horst R. Schmidt, First Vice President of the LOC Organising Committee (2006)

„The excellent preparation work was crucial to the success of the welcome tour. Across North, Central and South America, we visited eight countries in 12 days. It was an incredible show of logistical skill!“

Franz Beckenbauer,
President of the Organising Committee (2006)

HRG Sports Europe

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