HRG SPORTS EUROPE

CASE STUDY

SUMMER IN THE CITY: EVENT OF SUPERLATIVES

8,000
guests with individual travel plans

5,700
hotel rooms in 65 hotels

4,000
items of luggage and their logistical management

2,700
tickets for regular flights, further special flights, -trains and -buses

The task was an enjoyable challenge for the HRG Sports Europe event professionals: An international company invited eight thousand guests to Dusseldorf for an important company anniversary. The participants travelled from all over Germany as well as from Europe to spend two days in Dusseldorf. The big event took place in June 2015. HRG Sports Europe assumed responsibility for the entire travel management and participant management.

HRG Sports Europe scores with a global network

The ESPRIT Arena in Dusseldorf was the ideal location for the event. The event team was able to access the global network of the Hogg Robinson Group (HRG) for organising and booking the hotel quotas. The guests were thus accommodated in 65 hotels with 5,700 hotel rooms.

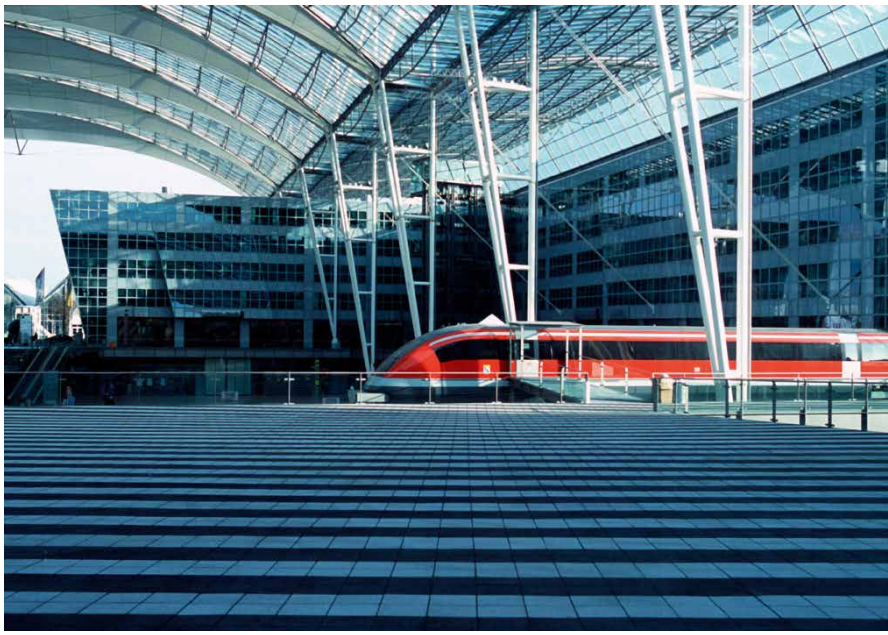
A logistical masterpiece

Ensuring the timely arrival and departure of the participants was a logistical masterpiece: 11 special flights, 2,570 places on scheduled flights, 2 special trains, 2,500 trips on regular trains of the German railway and 14 buses had to be coordinated. In addition, 320 transfers arrived. Own catering was used for the meals of the participants. Before the event location, the baggage management for 4,000 pieces of baggage took place.

Online participant management

The entire guest management was handled online with a complex participant tool, in which the guests could register and enter their booking requests. A total of 12,000 online invitations were sent and 8,000 individual travel plans including event information and QR code ticketing were created. A 24-hour hotline handled more than 7,000 inquiries by telephone and e-mail. More than 70 employees ensured that the event ran smoothly on site as well as at the departure points throughout Germany.

HRG SPORTS EUROPE

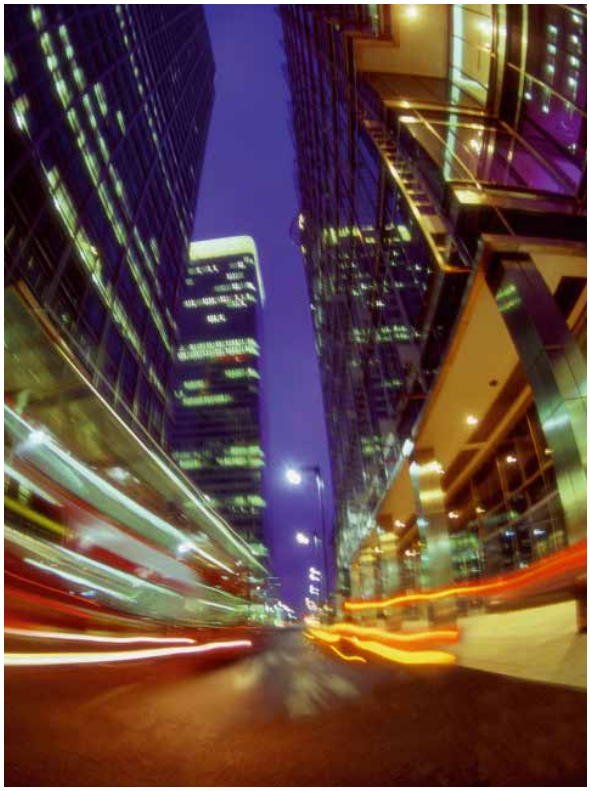


"SUMMER IN THE CITY" AS PART OF CREATIVE EVENTS WORLDWIDE

HRG Sports Europe stands for unique events - with and without a sporting background. From sophisticated conception via detailed planning to perfect implementation, HRG Sports Europe offers the entire value chain from a single source. For events abroad, HRG Sports Europe relies on a comprehensive network of international agencies, HRG and American Express Global Business Travel, the world's leading business partner for managed travel.

Overview of services

- Travel planning and logistics
- Co-ordination with service providers
- Online participant management for 8,000 guests
- Purchasing and administration of hotel quotas:
  65 hotels
  5,700 hotel rooms
- Arrival and departure / transfers:
  11 special flights
  2,700 places on scheduled flights
  2 special trains
  14 buses
- On-site support
- Baggage logistics (over 4,000 cases)
- 24-hour hotline



HRG Sports Europe
The sports brand of American Express Global Business Travel

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