

CASE STUDY



7.000

guests

20

special flights

13

hotels

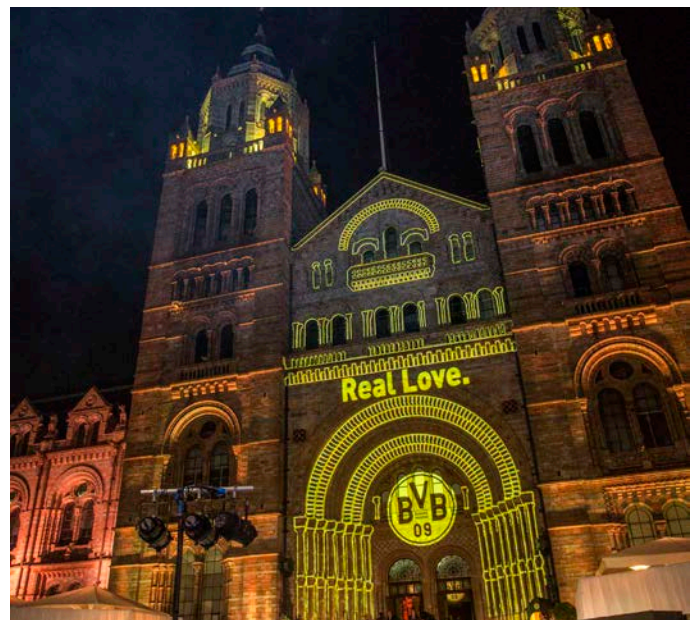
60

transfers (coaches and limousines)

For HRG Sports Europe, the UEFA Champions League final on 25 May 2013 in London was a very special event: with two German teams in the final and two agencies of travel and event experts supporting them with the utmost skill and experience. FC Bayern Tours was responsible for all the travel and event management for FC Bayern Munich, while besttravel dortmund provided competent travel organisation for Borussia Dortmund and its target groups.

Around the time of the final, London was full of fans who wanted to be part of the first time that this elite football event saw two German teams in the final. Immediately after the victories in the semi-finals, preparations were already well underway at FC Bayern Tours and besttravel dortmund for the grand finale in London. There were only three weeks left to finalise the travel options for all the target groups and ensure that the travel arrangements were perfectly organised.

For the teams and assistants, players' families and friends, sponsors, VIPs, media and fans, FC Bayern Tours and besttravel dortmund organised hotels, flights, transfers and supporting programmes. For FC Bayern Munich, FC Bayern Tours also designed the final banquet, at which 2,000 guests congratulated the team on their victory.





ALL-ROUND TRAVEL MANAGEMENT FOR PRESTIGIOUS FOOTBALL

With eight times more participants than sports trips usually have, both sports agencies had their hands full. The successful organisation of the trips was only made possible thanks to their structured planning with well-briefed contacts, the agencies' decades of experience and the foresight this gave them.

Travel management by FC Bayern Tours and besttravel

- + Preparation for the final with partner agencies in England
- + Research, quotes, negotiations, reservations, quota management, organisation:
 - 20 special flights
 - 13 hotels
 - 60 transfers (coaches and limousines)
 - Restaurants
 - External and internal employees on the ground
- + Social programmes such as dinner cruises on the Thames and a visit to the London Eye
- + Participant management for all guest groups

Event management by FC Bayern Tours

Champions League banquet for FC Bayern Munich, held in the ballroom of the JW Marriott Grosvenor House Hotel

- + Target groups: team and delegation, family and friends, partners and sponsors, VIPs, press
- + Various programme variants depending on the outcome of the game including a speech by CEO Karl-Heinz Rummenigge



We will gladly offer you advice tailored to your needs!

E event@hrgsports.com
W hrgsports-europe.com

HRG Sports Europe
Solmsstraße 73
60486 Frankfurt am Main