

CASE STUDY



**FIFA WORLD CUP 2006™:
A TIME TO MAKE FRIENDS**

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.