



FIFA WOMEN'S WORLD CUP 2011 IN GERMANY

16

teams

15

countries visited
during welcome tour

9

game venues

40

travel specialists

From 26 June to 17 July 2011, Germany was at the heart of women's football. The local organising committee (LOC) chose DFB-Reisebüro as its official travel partner. DFB-Reisebüro also organised a welcome trip for LOC President Steffi Jones through 15 states so that the participating nations could be personally invited in advance, and to present Germany in all its diversity.

With the completion of the 2011 FIFA Women's World Cup™ draws in December 2010, DFB-Reisebüro only had five months to finalise the World Cup schedule. The aim was to select suitable hotels for 16 teams, to arrange the transfers between the nine venues and to coordinate transport logistics on the ground. In addition, DFB-Reisebüro developed travel programmes for other target groups such as the press, fans and VIPs.

In order to present and promote Germany as a first-time host of the FIFA Women's World Cup, LOC President Steffi Jones travelled to all the participating nations in the shortest possible time. DFB-Reisebüro was challenged to create a travel itinerary that allowed 15 countries to be visited in six months.

DFB-Reisebüro as a specialist for major sporting events

DFB-Reisebüro had already successfully coordinated the 2006 FIFA World Cup Germany™ as an official travel and logistics partner. As a reliable and experienced specialist in all areas of travel planning, hotel selection and logistics, from club trips to offering extensive support to all participants and individuals involved in major sporting events, DFB-Reisebüro was able to master the tasks professionally. At the heart of things: a team of experts who looked after the travellers from a specially created central travel desk, as well as in a decentralised manner at all the game venues.



FULL SERVICE TRAVEL MANAGEMENT AS FIFA'S TRAVEL AND LOGISTICS PARTNER

As at the 2006 FIFA World Cup Germany™, the team from DFB-Reisebüro also came through with an excellent result at the 2011 FIFA Women's World Cup™, which was characterised by a high level of satisfaction among all target groups.

Overview of services

- Creation of flight plans
- Organisation of transfers
- Selection of suitable hotels
- Selection of suitable event locations
- Planning and implementation of travel quotes for various target groups, e. g. media, fans, family & friends

DFB-Reisebüro managed to implement Steffi Jones' welcome tour efficiently and successfully. The LOC President visited as many as four countries in a row, enabling her to present Germany, as a location, in a positive light in a very short amount of time.

For the World Cup period itself, the travel experts selected 13 accommodation providers for the teams, located throughout Germany, and managed the contingents across all target groups. This ensured optimal use of them and minimised cancellation costs. DFB-Reisebüro negotiated special fares for flights in order to be flexible and cost-effective. An experienced logistics team coordinated the transfers between accommodation and venues. The exclusive assistance concept allowed the teams to concentrate fully on their tasks.



„The teams were very satisfied! Again, that was the biggest compliment that you could give our travel agency in 2011!“

Wolfgang Niersbach,
DFB Secretary General (2011)

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