



# GERMAN APPLICATION UEFA EURO 2024™

**155**

hotels

**100**

training grounds

**13**

month-long  
processing time

**10**

game venues

The affirmative decision was received on 27 September 2018. After 1988, 2006 and 2011, Germany will once again host a major sporting event: the UEFA EURO 2024! DFB-Reisebüro was also pleased: thanks to its expertise, it had a considerable part to play in the success of the excellent application by the German Football Association (DFB). For the perfect preparation of the German Bid Book, DFB-Reisebüro assumed responsibility for accommodation and training opportunities for teams, UEFA officials, referees and partners such as sponsors and broadcasters.

Fulfilling UEFA's requirements 100% and, moreover, guaranteeing the DFB's requirement for an open, transparent and non-discriminatory procedure for the selection of German candidate cities and stadiums: this was the ambitious goal that DFB-Reisebüro was able to achieve thanks to decades of experience in major sporting events.

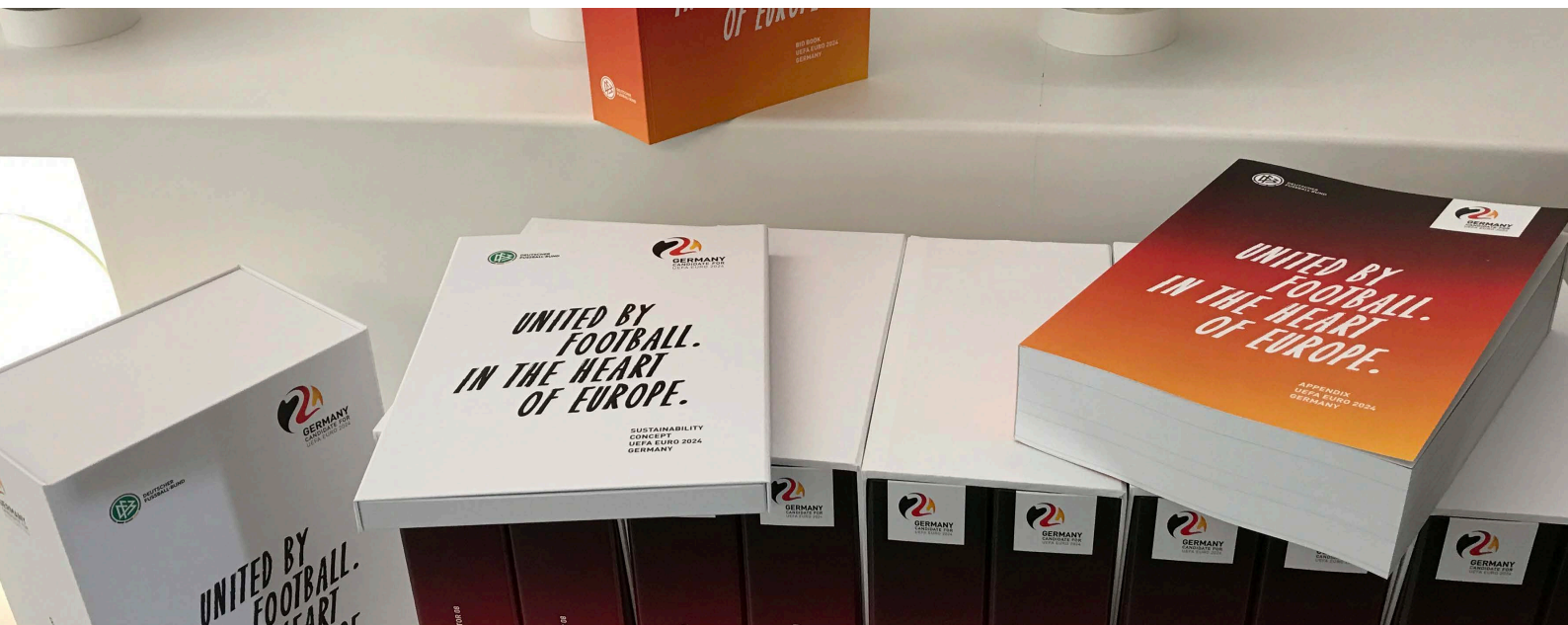
The preparation time for this was a bit of a sprint, too. There was just one year from the handover of the declaration of interest to UEFA on 1 March 2017 to the submission of the complete application on 27 April 2018. The perfect teamwork between the DFB and DFB-Reisebüro teams coordinating the national and international application process was indispensable in this.

### National application phase:

As part of the call for national applications, the application documents from 18 venues with stadiums were requested. DFB-Reisebüro compiled the requirements for the cities in terms of accommodation and training facilities and was responsible for evaluating the submitted documents. This served as the basis for the DFB application committee's final selection.

### International application phase:

After the ten venues had been named, the submitted proposals were further optimised together with the respective cities and alternatives were worked out in order to present them in an appealing manner to UEFA. The selection of the team base camps was another central task for DFB-Reisebüro.



## EFFECTIVE CONSULTING FOR MAXIMUM SUCCESS

DFB-Reisebüro took over the project management in terms of accommodation and training facilities. Partners such as the DFB regional associations and candidate cities were deliberately involved in the detailed preparation of the application documents in order to create a highly professional image of Germany as a host for international football. As the official travel and logistics partner of the FIFA World Cup 2006™ and the FIFA Women's World Cup 2011™ in Germany, DFB-Reisebüro was a winner thanks to its unrivalled experience and competence. In consultation with the DFB, further, alternative suggestions for hotels and training grounds were included. This doubled the amount of necessary accommodation. This created significantly more effort for over-fulfilling UEFA requirements, leading to the desired success!

### Services in terms of accommodation and training facilities

- Creation of application criteria for the national procedures based on UEFA requirements
- Evaluation of the 14 candidate cities, preparation of an evaluation report
- Tender for team base camps
- Selection and procurement of 75 team base camps (hotel and training grounds) throughout Germany
- Selection and procurements of another 80 hotels and 40 training grounds in the ten selected venues
- Textual elaboration for the German Bid Book
- Contact for everybody involved in the application



„Through its experience with numerous World and European Championships and international matches, DFB-Reisebüro selected the best hotels and training grounds in Germany, in cooperation with the 21 regional associations. We and our partners benefited from the team's unique network in this!“

Markus Stenger, DFB, Head of Application Process  
UEFA EURO 2024 (2018)

### DFB-Reisebüro GmbH

Joint Venture of DFB German Football Association and GBT Deutschland

Otto-Fleck-Schneise 6a  
60528 Frankfurt am Main, Germany

P +49 (0) 69 677207 20

E [DFBReisen@dfb-reisebuero.de](mailto:DFBReisen@dfb-reisebuero.de)

W [dfb-reisebuero.de](http://dfb-reisebuero.de)