

CASE STUDY



7,500

hotel rooms

75

hotels

2

accommodation concepts

Held every two years, the Ryder Cup is one of the best-known golf tournaments in the world, where the best US golfers compete against Europe's top players and prestige is at stake. Germany put itself forward as the host for the 2022 tournament. HRG Sports Europe assisted the organization bidding for the German Ryder Cup (RC Deutschland) as exclusive consultants and partners for accommodation.

In accordance with the requirements of Ryder Cup Europe LLP (RCE), who choose the venue for each Ryder Cup, HRG Sports Europe designed a sophisticated accommodation plan for players, officials, sponsors, media and guests. HRG Sports Europe was supporting the German bidders throughout the process: from the national pre-selection for the venue in January 2015 thru to the international decision from RCE in December that year.

1. step: national pre-selection of Hamburg and Berlin as potential venues

HRG Sports Europe produced draft accommodation plans for both cities that focused on the appropriate target groups. RC Deutschland chose the most challenging golf course in Germany as its bid for the host venue, proposing that the Ryder Cup 2022

would take place at the Faldo Course Berlin within the A-ROSA Scharmützelsee golf resort in Bad Saarow, just outside the city of Berlin.

2. step: detailed development of the accommodation concept

As travel experts, HRG Sports Europe had a two-pronged approach; firstly, to highlight the strengths of Berlin and Bad Saarow to the selection committee and, secondly, to negotiate with the local hotels and bring them on board. An event of this magnitude would require a long-term commitment beyond the standard booking deadlines for many hotels, so HRG Sports Europe also managed to get the Scharmützelsee Tourist Association and the German hotel and restaurant association, DEHOGA Bundesverband, involved.



AN ACCOMMODATION PLAN FITTING FOR A PRESTIGIOUS EVENT

RC Deutschland placed their bid to bring the Ryder Cup to Germany: it is viewed by the media as the most significant and emotionally charged golf event of the year. Hosting an event of this magnitude demands very special attention to detail and preparation skills. HRG Sports Europe, the number one travel partner for European top-class sport, drew on its many years of expertise in travel and event organization for major sporting events and dedicated itself completely to the bid.

Services at a glance

- + Preparing detailed accommodation plans for Hamburg and Berlin in line with the RCE requirements for the relevant target groups: players, officials, sponsors, media and guests
- + Selecting and booking 75 hotels in Berlin and Bad Saarow and surroundings
- + Making contact and communicating with tourist associations
- + Preparing text for the accommodation section of the German Bid Book
- + Acting as a point of contact for all stakeholders in the bid, regarding accommodation

Even though Germany was not the final choice, golf in Germany is now perfectly placed, with support from HRG Sports Europe, to host future major golfing events.



„We made the decision very early on in the bidding phase to bring HRG Sports Europe on board as consultants for accommodation. The team displayed professionalism and passion at all times when preparing the accommodation concept, and persuasiveness in bringing the hotels on board.“

Ilka Stepan
Managing Director, RC Deutschland GmbH (2015)

We will gladly offer you advice tailored to your needs!

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