

**CASE STUDY**



**BAYER 04 LEVERKUSEN ON TOUR IN CHINA**

<b>50</b> people (team, management, Bayer 04 employees)	<b>8</b> days on tour with a sporting, cultural and economic program	<b>3</b> cities: Beijing, Foshan and Shanghai	<b>2</b> games against China's national team and Olympic team
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**An emotional, intercultural brand! As part of the DFL Deutsche Fußball Liga's internationalization strategy, Bayer 04 Leverkusen accepted the invitation from the Chinese Football Association on May 13, 2010. The eight-day promotional trip featured friendly games and a cultural exchange program. HRG Sports Travel – the team's official travel agent – was responsible for managing all the travel and designing a special supporting program of events.**

Precise planning for all the different aspects of the trip was essential if the promotional tour was to be a success. Thanks to the thorough preparation work, the arrival process, clearing customs and checking into hotels went quickly and smoothly.

The games against China's national and Olympic teams were the highlight of the trip. Meticulous organization allowed the players to focus immediately on their sporting duties, while official association representatives, like sporting director Rudi Völler, focused on the marketing aspects which included being guests of the German pavilion at the EXPO world exhibition in Shanghai. To promote a cultural exchange, HRG Sports Travel also organized transfers and tour guides on the ground for exclusive trips to the Great Wall of China and to Beijing.







## INTERNATIONAL TRAVEL MANAGEMENT LINKS FOOTBALL AND CULTURE

HRG Sports Travel organized and delivered a sophisticated and professional travel package that met the economic, sporting and image-related objectives of Bayer 04 Leverkusen and DFL. The travel experts effortlessly handled the challenges involved in the language, cultural and structural differences during the planning and implementation phases.

Thanks to comprehensive communication, detailed preparation and excellent commitment from team members, HRG Sports Travel provided Bayer 04 Leverkusen with the expected high level of service during the trip to China.

### Services at a glance

- Ensuring comprehensive planning, organization and implementation of all national and international flights
- Ensuring customs and arrivals formalities are kept as simple as possible; handling the relevant communication and negotiations with the authorities
- Planning, implementing, actively making checks and modifications for transfer logistics and for tour guides on the ground
- Researching and selecting all hotels and restaurants and designing special supporting programs of events
- Obtaining and assessing quotations, negotiating optimum conditions
- Handling billing for customers and service providers



„Yet again, the team at HRG Sports Travel has demonstrated its perfect organization of a complex trip without losing sight of any of the various interests involved.“

Martin Kowalewski,  
Managing director of Bayer 04 Marketing GmbH  
(2010)

**HRG Sports Travel**  
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professional sports

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