

## CASE STUDY



# AN IMPORTANT FOOTBALL TARGET MARKET: USA

**4**

travel groups (team, fans, sponsors, family & friends)

**10**

days at the training camp

**2**

games in the Florida Cup

The US weather forecast for Orlando in sunny Florida at the start of January 2017 was a balmy 26 degrees Celsius: just one of the reasons why the Sunshine State was the perfect choice for the Bayer 04 Leverkusen winter training camp. The close proximity to the hotel with its training facilities and the Florida Cup provided the ideal setting for their careful preparations for the second half of the Bundesliga season and were also a good way of promoting the team on an international level.

As the official travel agent of Bayer 04 Leverkusen, HRG Sports Travel handled all the travel arrangements for the team and accompanying groups, prioritizing the club's sporting and internationalization goals. The two Florida Cup games that the team won against top South American clubs successfully raised awareness of German football.

Alongside their preparations for the next Bundesliga matches, Bayer 04 Leverkusen players also attended selected events on the ground, as well as watching games involving other US sports like Basketball.

There were also meetings between Leverkusen's international players representing the team and the Bundesliga and their many enthusiastic supporters in the USA and South America.

### Program points

- Training camp in Orlando
- Attending the NBA Orlando Magic vs. Houston Rockets game with a half-time free-throw contest by a Leverkusen player in Orlando
- Florida Cup: first game against Estudiantes de la Plata (Argentina) in St. Petersburg, Florida
- Florida Cup: second game against Atlético Mineiro (Brazil) in Kissimmee, Florida



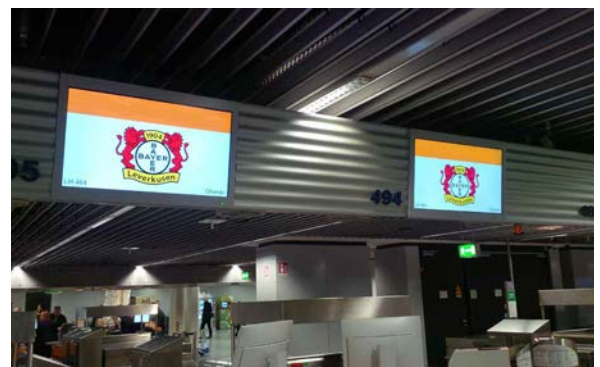
## PERFECT TRAVEL MANAGEMENT ENSURES IDEAL PREPARATION

This is Bayer 04 Leverkusen's third successive visit to the warm south-eastern USA, which offers ideal winter training conditions. The tried and tested accommodation suitable for the requirements of a professional team also helps to create the perfect blend of intensive training and recuperation. All in all, the right foundation to build support for the association and the Bayer 04 Leverkusen brand on an international level.

HRG Sports Travel ensured its travel package and organization were tailored to Bayer 04 Leverkusen's requirements, drawing on its many years of experience in sports and travel to deliver consistently top service for every travel group.

### Services at a glance

- Planning and organizing flights
- Providing comprehensive support during the arrivals process and for visa-related issues
- Planning and organizing all transfer logistics in Germany and the USA, including coaches, trains and rental cars
- Providing support throughout the trip
- Organizing a supporting program of events



„As usual, HRG Sports Travel handled our trip with total dedication. The transitions between the individual elements like flights and travel from the hotel to game venues were perfectly organized, so our team always felt that they were very well looked after.“

Jochen Rotthaus,  
Director of marketing and communication

**HRG Sports Travel**  
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professional sports

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