

CASE STUDY



BAYER 04 LEVERKUSEN ON THE THAMES

270

people

7

travel groups

5

hotels

3

days

The fourth group match in the UEFA Champions League 2016/17 took Bayer 04 Leverkusen to London to face Tottenham Hotspur. As the team's official travel agent, HRG Sports Travel looked after the team, the U19 team, legends from the traditional team, VIPs, sponsors, media representatives and fans. They organized the relevant travel arrangements, including accommodation and excursions in the colorful and exciting London metropolis, which draws tourists from across the globe.

This left the team free to focus on training for their game against Tottenham, and the press conferences. Their accommodation and transfers were coordinated with this. The team's winning score of 0:1 in the legendary Wembley Stadium was a crucial victory that sent them through to the final 16. As well as attending the match, many guests used their stay as an opportunity to explore London, with its culture and history, futuristic buildings alongside historical monuments, flagship fashion stores, award-winning restaurants, as well as traditional pubs and famous landmarks like the London Eye. Activities like the Hidden London Walking Tour and the tour on the red double-decker bus were very popular. The dinner cruise on the Thames was the icing on the cake.



Services at a glance

- + Organizing travel and guest management
- + Providing support before and during the trip
- + Organizing a supporting program of events

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