

## CASE STUDY



# FOOTBALL, THE PRADO AND SPANISH HISTORY

**180**

people

**5**

travel groups

**4**

hotels

**3**

days

**Bayer 04 Leverkusen were drawn against Atlético Madrid in the last 16 of the UEFA Champions League 2016/17. HRG Sports Travel, the official travel agent for Bayer 04 Leverkusen, handled the travel arrangements perfectly in Madrid for the team as well as the accompanying VIPs, sponsors, media representatives and fans, and also organized a varied program of supporting events in Spain's sunny capital city.**

HRG Sports Travel ensured everything ran as smoothly as possible throughout the trip, with flights and transfers as well as the perfect accommodation for the team, leaving them to focus on preparing for the crucial game against Atlético Madrid. Alongside the game, guests explored Madrid; a city where the Spanish architecture with its Moorish influences adds a unique touch, offering the world famous Prado museum for lovers of culture and elegant avenues with sophisticated boutiques for shopping fans. The tours of businesses with a history stretching back over more than a century immersed attendees in the country's crafts, steeped in tradition, such as the long-established production of the regional delicacy Serrano ham; a mouthwatering highlight for everyone present!



### Services at a glance

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

### HRG Sports Travel

Your travel experts for professional sports

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