



DFB Cup Final: FC Bayern Munich

German Football Association (DFB) Cup Final – April 19th 2008 in Berlin

FC Bayern Munich is Germany's foremost football club and one of the most successful clubs in the world. When the Bavarian team qualified for the German Football Association Cup Final in early spring 2008, they entrusted FC Bayern Tours Ltd., an HRG Sports joint venture, with all travel arrangements for this important match.

In addition to booking exclusive charter flights and making hotel reservations for the team, their families, and VIP guests, we organised coach transfers for 1000 supporters.



THERE IS A FINE LINE BETWEEN BEING GOOD AND BEING GREAT. WE NEVER LOSE SIGHT OF THAT.

Transportation

On Thursday evening, two nights before Saturday's final match, the team, coaches, managers, and staff flew from Munich to Berlin with a special Lufthansa charter flight. Their hotel rooms were already waiting, so the players could relax, and focus on preparing for the final. The sponsors, the official delegation, guests of honour, and the team's families and friends arrived with two additional charter flights on Saturday morning. To ensure a smooth travel experience, FC Bayern Tours sent out personalised itineraries ahead of time. Upon check-in, the guests also received special packets with tickets, VIP passes, shuttle bus numbers, the hotel brochure, and even a scarf in the team colours for the final!

On top of making travel arrangements for the team and the invited VIP guests, FC Bayern Tours Ltd. took on another challenging task: finding comfortable and reliable but reasonably priced transportation from Munich to Berlin for 1000 devoted team supporters. These loyal fans were willing to cover the 500 km distance *twice* in one day just to watch the final match and cheer their favourite team.

"Berlin, Berlin, we're going to Berlin!"

Even though a train charter seemed like the most reliable, cost-effective option, it was quickly ruled out. "We decided it would be more comfortable for the supporters to travel on private coaches in smaller groups," explains Robert Ostermeier, FC Bayern Tours managing director. Relatively inexpensive, coaches provided more flexibility than the train. Early in the morning on the day of the final match, 19 coaches left Munich and Nuremberg to arrive in Berlin perfectly on time. Late at night, they picked up the joyous but tired supporters directly at the stadium to safely bring them back home.

Team Hotel

The Regent Berlin, often referred to as the most comfortable luxury hotel in Berlin, was chosen because of its very high standards and exquisite personal service. FC Bayern Tours experts, familiar with the football players' special needs, briefed the hotel staff on the type of services required and possible requests. The menu was also carefully planned with the hotel chefs to make sure the athletes' particular nutrition needs would be met. The team's personal chefs, who usually travel along, were not required thanks to the unique expertise provided by FC Bayern Tours!

"It is one thing to win the DFB Cup and quite another to ensure superb organisation for such a big event. Thank you for everything!"

FC Bayern Munich

Additional Services

HRG's FC Bayern Tours supported the team with the following additional services:

- Hotel reservations and flight arrangements for the guests of honour, the team's families, official delegation, and the invited FC Bayern employees
- Coach transfers between the stadium and hotels
- VIP parking permissions at the stadium
- Guest list coordination for the evening banquet
- Immediate response to special requests with extra support and personalised service
- Managers on site to coordinate and assist with flights, coach transfers, and hotel check-in