



Delegation Transportation Management

2006 FIFA World Cup™

In addition to millions of football supporters from around the world, hundreds of VIP guests descended on Germany in the summer of 2006 for the world's biggest international football championship, the 2006 FIFA World Cup™. Naturally, the officials, delegates, and other VIPs invited by the Fédération Internationale de Football Association (FIFA) and the Local Organising Committee (LOC) required services fitting their status. HRG Sports worked in close cooperation with the LOC to make sure the transportation services provided met even the highest expectations.





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

The Project

During the 2006 FIFA World Cup™, football matches took place at stadiums in twelve different German cities. On top of other challenging projects, HRG's 2006 FIFA World Cup™ Travel & Event Services received a very special assignment: to coordinate all transportation and support services for the VIP guests throughout the transportation chain. The group included FIFA and LOC officials, sponsors, referees, the media, and other important persons.

By early April, after numerous site visits, meetings and discussions, detailed reports were prepared for every one of the 12 host cities. They included clear descriptions of the airports and train stations with maps, schedules, connections, pricing, and a list of arrangements and reservations already made. Mapping out the elaborate configuration of VIP transfers required expertise and precision.

Although the main goal was to make sure that all guests of honour got from point A to point B quickly and efficiently, HRG transportation experts did much more than that. The perfectly designed support network gave the VIPs much-needed peace of mind and reassurance that they were in the best of hands, every step of the way.

Challenges

- Strict airport regulations concerning security, parking, emergency policies, signage, etc.
- Ensuring that all VIP areas remain open 24/7 so that private charters could land at any time
- Educating and controlling staff and volunteers to handle VIP guests with the greatest sensitivity
- The sheer number of special permissions, additional contracts and negotiations required

The Outcome

Personal and discreet service was a fundamental part of the project. When guests arrived at the airport or train station, a hostess who spoke their native language welcomed and escorted them to their car. Thanks to meticulously planned out schedules, the drivers knew exactly where and when to wait and the limousines moved swiftly between the airports, train stations, hotels, stadiums, restaurants and evening events. Guests with a level of status above VIP had dedicated, professional drivers and cars. In most cases, they were picked up directly from the aircraft with their limousine following the airport security car.

"Welcome Desks" were built at airports and train stations to provide additional assistance whenever required. Volunteers were prepared to answer all kinds of questions from: "Where is my driver waiting for me?" to "I missed my plane, what can I do now?"

Special World Cup signage at airports ensured the guests would always quickly find their way. First Class lounges had been converted into private VIP areas and stocked with top quality refreshments. To make the travel experience even more pleasant for the VIP guests, HRG arranged faster security screenings and priority luggage handling.

"If you consider that Travel & Event Services looked after the entire FIFA family with all its trips and transfers, they deserve the highest praise."

Horst R. Schmidt
Senior Vice President LOC