



2006 FIFA World Cup™

In the summer of 2006, an electric atmosphere began to spread around the world as the year's biggest sporting event approached. Germany had been chosen to play host to the 2006 FIFA World Cup™ and for exactly one month between June 9th and July 9th the country vibrated with football fervour. Specially set up for the occasion, HRG's 2006 FIFA World Cup™ Travel & Event Services Department provided unique event logistics expertise to guarantee the most efficient project management for the Local Organising Committee (LOC) and all target audiences.



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

World Champion Organiser

The HRG team had an enormous task at hand – to organise accommodation, logistics and destination management services for the 32 participating teams, thousands of officials and FIFA personnel and more than one million football supporters. Meticulous planning was essential to effectively cope with the sheer numbers of guests. Although the assignment was both complex and demanding, HRG rose to the challenge and there were virtually no problems throughout the whole tournament.

An excellent example of our unique capability to handle event logistics in even the most difficult situations was the qualifying match between Angola and Mexico when 1,000 Mexican supporters landed almost simultaneously at Hanover Airport and another 3,500 were already waiting in Düsseldorf. HRG arranged their transport to Hanover with six specially chartered high-speed InterCity trains. Eighty-five coaches were hired to bring everyone from the airport and train station to the stadium.

Accommodation Services

HRG was one of three joint venture partners forming the 2006 FIFA World Cup™ Accommodation Services. The goal was to make sure there would be enough hotel rooms available at reasonable prices for all visitors. We were responsible for the procurement, booking, administration and allocation of thousands of rooms, the invoicing, securing hotel contracts, and making sure the specific wishes of target groups in the hotels were met. We offered rooms at more than 680 hotels, all within 40 km of the stadiums. Overall, HRG had access to some 1.5 million hotel beds in Germany. The countries with the most bookings were Brazil with about 52,000 overnight stays, followed by England with 39,000 and Mexico with 35,000.

Travel & Event Services

HRG was also responsible for the transportation of all national teams during the tournament. Moreover, we supported the Organising Committee in the planning and organisation of their events and handled travel arrangements and logistics for one hundred FIFA World Cup™ referees plus numerous FIFA officials, sponsors, journalists, and hundreds of thousands of football supporters. HRG's 2006 FIFA World Cup™ Travel & Event Services mapped out the entire transportation network.

We booked regular and charter flights, trains and coaches, coordinated car and limousine transfers. "For the participating 32 national teams alone, we handled 164 charter flights during the tournament," explains Evelyn Schmidt, Head of HRG's 2006 FIFA World Cup™ project. The 160 staff at the Frankfurt headquarters and the twelve satellite offices across Germany were supported by nearly 900 field staff who looked after the individual visitors and groups.

At the height of the tournament,
we were responsible for transporting
more than 20,000 visitors a day.

Client Feedback

We received praise from the highest quarters, including Horst R. Schmidt, Senior Vice President of the Organizing Committee. "Travel & Event Services is quite a success story," he said. "For the first time ever in World Cup history all services were commissioned to one company."