



GRAY DAWES  
SPORTS

# *CASE STUDY*

*EURO 2024 FOOTBALL TOURNAMENT*



***SPORTS  
TRAVEL  
SIMPLIFIED***

# 01. THE OBJECTIVE

One of our Sports customers wanted to say thank you to their 100 employees for contributing towards an exceptional year for the company. After discussing several possible events that would work around their schedule, we decided that the Euro 2024 football tournament in Germany was the perfect choice. The plans began in earnest more than a year in advance.

Our objective was to ensure that the client would see as much world-class football as possible over a long weekend. We also wanted to host staff events where all the attendees could enjoy the area, get to know colleagues better, and be thanked for their hard work.





## 02. THE APPROACH

The first step was to decide where in Germany to go. After scouring the match schedule, we decided that Dusseldorf was the best option; the city was hosting two games over the weekend while Cologne (just 25 minutes away on the train) was hosting a third.

All staff were given the option of how they wanted to travel with some going by train, some by car, and a number flying from the UK. A list of hotels was drawn up and judged by location, facilities, and number of required rooms. After an in-depth investigation, Radisson Blu was contracted.

Corporate Hospitality options were also secured for all the matches. These options were confirmed before the actual draw for the tournament had been made. This meant that our travellers had the added excitement of waiting to discover what teams they would be seeing as the tournament approached.



## 03. THE RESULTS

Despite the many moving parts, our team of sports travel experts managed to create a well-rounded itinerary over 4-nights in Germany.

The clients arrived on Friday 21 June in time to see a match in Dusseldorf that afternoon. The next day a hired coach took them to Cologne for a day of sight-seeing before attending another match that evening.

With no game planned in either city on the Sunday, the team allocated time for people to explore the area and attend a company event. This included a five-hour Rhine River Cruise and an expert English-speaking tour guide to take them into a pre-planned lunch.

On the final day, we had secured the hire of a local full-size 4G football pitch near the hotel just in case anyone wanted to re-enact any footballing exploits they had seen over the weekend. This was followed by one final match that evening in Dusseldorf – the perfect end to a football-filled long weekend.

This itinerary ensured that all the main objectives of the plan were met, and everyone had the opportunity to watch some wonderful

football, immerse themselves in differing fan cultures (none of the games involved England or Scotland), and see more of Cologne and Dusseldorf, the latter from the river.

It was also the perfect weekend for socialising with colleagues before enjoying a game of football among themselves.

Our work meant that the whole trip was covered from beginning to end. We arranged the accommodation, hospitality at three Euro 2024 matches, the local ground transportation, river cruise, and football pitch hire with equipment.

We also ensured that local staff were on the ground throughout the visit, all of whom were incredibly well received. The feedback told us it was a wonderful long weekend for all those that travelled and the engagement with all the company staff was outstanding.



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***THANK YOU***

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