



GRAY DAWES  
SPORTS



BRITISH  
CYCLING

CASESTUDY



***SPORTS  
TRAVEL  
SIMPLIFIED***



# 01. THE OBJECTIVE

British Cycling were attending the Tissot UCI Track Nations Cup, the premier international track cycling series, featuring top riders from around the world.

The competition is held annually and consists of multiple rounds hosted in different countries. Each round includes various track cycling disciplines such as sprints, keirin, team pursuits, and omnium.

It's a key event in which nations can earn points to qualify for the UCI Track World Championships and the Olympic Games. Gray Dawes Sports were tasked with ensuring the athletes arrived safely alongside all of their equipment and bikes.





## 02. THE APPROACH

We started by researching flights to Toronto. The cycling team needed 28 seats. That was the easy part. Managing the 106 pieces of excess baggage that all needed to be on the same flight was far more difficult.

The extra baggage not only consisted of personal item, it included 42 competition bikes, additional cycling equipment, spare parts, clothing, medical equipment, massage tables, and everything else an international sports team could ever need.

Prices were obtained for the seats from both BA and Air Canada from London Heathrow. The costs of the additional baggage were added to the overall total, giving us a benchmark from which to begin negotiations for a lower fare. After speaking with one of the carriers, we managed to secure a lowest fare price match on top of a positive differential in the costs of the baggage.

As experienced sports travel specialists, we knew that we could save the client even more money by ensuring that an additional piece of baggage was allocated to each passenger as the first additional bag is cheaper than the second or third. The bikes themselves were priced per piece return at a flat rate.





# 03. THE RESULTS

By liaising with the chosen airline and the vastly experienced Head of Logistics at British Cycling, all the baggage weights and dimensions were pre-confirmed well ahead of time. Two vans carrying all the equipment arrived at the pre-determined location for swift airline tagging and customs clearance.

Check-in was as smooth as possible considering the number of travellers and additional baggage and the athletes enjoyed a very successful Championship in the lead up to the Olympic Games in Paris.





GRAY DAWES  
SPORTS

***FIND OUT MORE***

+44(0)113 468 9240 | [www.sports.gdg.travel](http://www.sports.gdg.travel) | [sports@gdg.travel](mailto:sports@gdg.travel)