



GRAY DAWES
SPORTS



CASE STUDY



SPORTS

TRAVEL

SIMPLIFIED

01. THE OBJECTIVE

Warrington Wolves are a professional rugby league team who play in the Super League, the top tier of the sport in Britain. The team were invited to participate in the first ever Super League fixture in the United States, a landmark event which saw them play Wigan Warriors at the Allegiant Stadium in Las Vegas.

Gray Dawes Sports was entrusted with managing the team's international travel logistics, specifically organising seamless, efficient, and coordinated flights from London Heathrow to Las Vegas and back. Our role was to ensure the squad and support staff arrived on time - a task that required us to navigate additional complexities surrounding the transport of medical equipment, electronic mouthguards, and batteries.



02. THE APPROACH

We used our global reach to get things moving. We arranged group flights for 36 players and staff traveling from London Heathrow to Las Vegas. The outbound journey on Sunday, 23rd February, was secured with British Airways, the only nonstop carrier available for that route.

Originally, the return was scheduled for 2nd March. However, due to high demand, BA group fares were unavailable for that date. As a result, we needed a one-way return flight from Las Vegas to London. To address this, we booked seats on American Airlines. Since this was a US-originating, one-way flight, our US office arranged a competitive group fare, which resulted in significant savings for Warrington Wolves by routing through Dallas/Fort Worth.

The trip also involved several logistical complexities, including the transport of medical equipment such as defibrillators, electronic mouthguards, and additional batteries. These items required clearance from both BA and American Airlines, which we acquired.

We also had to manage potential late name changes due to Warrington Wolves' Super League game on the Friday night before departure, which carried the risk of player injuries. We identified that BA's policy allowed name finalisation up to five days before departure, whereas AA required names a month in advance.

On the day of departure, Warrington had a dedicated group check-in desk at Heathrow, along with kerbside bag drop and trolleys arranged for convenience, as the team had 14 excess bags beyond the standard one-per-person allowance.



03. *THE RESULTS*

Though Warrington Wolves lost the game, by utilising our US office for the return flight, they saved a significant amount of money.

By leveraging the expertise of our local office in the US, Gray Dawes was able to secure a highly competitive group fare for the return journey via American Airlines, significantly reducing the overall travel costs for the team. This strategic move, routing the group through Dallas/Fort Worth, enabled substantial savings compared to standard one-way fares out of Las Vegas.

Our coordination extended well beyond just booking flights. We handled every aspect of the complex air logistics. This included securing approvals for the transport of sensitive medical equipment such as defibrillators, battery-powered mouthguards, and other electronic items, with minimal disruption. Our longstanding relationships with both British Airways and American Airlines proved invaluable, with BA in particular facilitating a smoother clearance process.

We also successfully navigated the challenge of potential last-minute name changes due to injuries during a Super League fixture just 48 hours before departure. Our team ensured compliance with both BA's and American Airlines's strict naming policies and timelines, mitigating any risk to travel plans.

On departure day, we arranged a seamless airport experience for the squad. A dedicated group check-in desk at Heathrow, along with kerbside baggage support and trolleys for excess bags, ensured the team could focus on performance rather than logistics.

In short, despite the complexities and tight timelines, Gray Dawes delivered a stress-free and cost-efficient travel solution. This allowed Warrington Wolves to represent the Super League in their historic-first game without distraction.



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THANK YOU

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