

## CASE STUDY



### **Bundesliga champions' celebrations**

Event date: May 11, 2013  
Location: Postpalast, Munich  
Number of guests: 500

### **UEFA Champions League final**

Match date: May 25, 2013  
Location: London  
Number of guests: 3,200

### **German Cup final**

Match date: June 1, 2013  
Location: Berlin  
Number of guests: 2,000

**In 2013, FC Bayern Munich celebrated winning the German Bundesliga, the German Cup and UEFA Champions League - an unforgettable achievement in the club's history. The FC Bayern Tours team supported this masterful performance with its professional and proficient handling of travel, logistics and event management, leaving the club management and players free to focus on sporting success.**

From the pre-travel details to the return flight, from logistics and the framework program to the gala event, the whole thing was a masterful feat of organization by Managing Director Robert Ostermeier's team. The travel and event experts were there to support FC Bayern Munich throughout the Bundesliga season and subsequent champions' celebrations, as well as winning the UEFA Champions League and the German Cup.

Their goal throughout was to organize comfortable travel and overnight stays, all to optimize preparation for the matches themselves. As well as the players, the entire coaching team, delegation members, sponsors, media and fans also relied on travel to matches that was tailored to their needs. The end-of-season highlight was the impressive final celebration.

FC Bayern Tours was able to draw on its many years of experience in both national and international travel and events.





# FC BAYERN TOURS



## TRAVEL MANAGEMENT FROM A TO Z AND EXCITING EVENTS THROUGHOUT THE SEASON

### May 11, 2013 | Champions' celebrations in Munich

From the planning beforehand through attendee management and all the graphics work to the coordination of all the show acts on the evening of the event, FC Bayern Tours showed its dedication and commitment to organizing an unforgettable champions' party that was a fitting celebration of FC Bayern Munich's achievements.

### May 25, 2013 | UEFA Champions League final in London

Straight after the team won their thrilling semifinal, preparations for the big final in London went into overdrive. Three charter flights for the players and around 1,200 VIP guests, nine flights carrying 1,800 FC Bayern fans and 200 guests traveling individually; FC Bayern Tours coordinated and planned everything perfectly. The events team also organized a banquet where some 2,000 guests gave the players a unique welcome reception.

### June 1, 2013 | German Cup final in Berlin

FC Bayern Munich's triple victory was something that no other German team had ever achieved, and FC Bayern Tours were at their side until the final whistle! Arrangements were made to get 17 coaches carrying 1,000 fans, 600 guests traveling individually and two charter flights with 400 VIPs to Berlin and look after them there. As well as all the necessary consultancy services beforehand, FC Bayern Tours also handled the project management, graphic design and accreditation for the winners' banquet after the match.



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