



CASE STUDY

Champions League Final 2024

EVENT OVERVIEW

Date: 1 June 2024

Location: Wembley Stadium, London

Purpose: Transport attendees safely and efficiently to and from the event venue.

ABOUT US

We want to deliver better experiences for you and your customers.

We are leading experts in transport management, coach hire and travel and transport strategies for major sporting events, airlines, rail support services, festivals and more.

We offer simple coach hire solutions and major event planning from our team of in-house experts.



[firsttravelsolutions.com](https://www.firsttravelsolutions.com)



0345 528 0270



Cert No. 13760

BACKGROUND

The Champions League Final, one of the most prestigious events in European football, required seamless transportation for attendees at Wembley Stadium. Last-minute road closures and operational challenges necessitated quick thinking and adaptability.

PLANNING AND COORDINATION

- **Client Collaboration:** Worked closely with the client to address logistical challenges, including the need for real-time updates due to changing road conditions.
- **Route Planning:** Adapted routes on the day of the event to accommodate unforeseen traffic diversions.
- **Operational Approach:** Mitigated delays on the network by utilising standby vehicles ensuring minimal impact on attendees.

TRANSPORTATION PROCESS

Pick-up: Deployed 11 vehicles to designated locations, ensuring timely pick-ups and drop-offs for attendees.

On-site Support: Staff were stationed at Wembley to manage queues and assist with boarding, ensuring a smooth return process after the event.

Return Journey: Despite delays caused by traffic and closures, coaches departed promptly to minimise attendee wait times.



Conclusion

The shuttle services provided for the Champions League Final 2024 were a success. Our commitment to efficient operations, safety, and customer satisfaction ensured a smooth experience for all attendees and the event organisers. With strong client relationships and key lessons learned, we are well-positioned to enhance and expand our services for future Wembley events.

Get in touch with us today:
Joe.Bryant@firstbus.co.uk



Our expert team set us apart – scan above to meet the team

OPERATIONAL DETAILS

- **Shuttle Frequency:** Across the designated locations, we operated a reliable shuttle service with continuous vehicle rotation. The deployment of 11 vehicles ensured efficient transport throughout the event period, minimising delays and maintaining a consistent flow of attendees.

OUTCOMES

- **Relationship Development:** We enhanced our relationship with the client for future opportunities based on our ground operations improvements, agility to respond to live issues and our reliability during the event support process.
- **Client Feedback:** The client was happy with the service, highlighting the team's professionalism and problem-solving capabilities under challenging circumstances. They appreciated our ability to adapt to last-minute changes while maintaining a smooth transport experience.

