

# EXCELLENCE IN HOSPITALITY

Hospitality has a vital role to play in the context of international sports events, marrying the magic of the big occasion with the creation of a privileged atmosphere for networking.

## **Excellence in Hospitality**

This is where Infront Hospitality Management comes into its own. Based in Lustenau (AUT), it specialises in the provision of hospitality services and facilities of the highest standard for leading international sports events throughout the world including the 2009 FIS Alpine World Skiing Championships in Val d'Isère and the FIFA World Cup South Africa 2010.

The company has recently entered into a strategic alliance with Kofler & Kompanie (K&K), a well-known and respected international catering company with its headquarters in Germany and nine offices in Europe, which is now the majority shareholder. This alliance has created a powerful force in the hospitality business; now one of the leading sport event hospitality groups in Europe.

## **A complete hospitality solution**

The Hospitality Management team represents a complete solution for major international sports events, providing a guarantee that hospitality guests will have the best of everything and a favourable impression of the organisation of the event.

Corporate hospitality in a sports context is a job for specialists. It is more than the provision of quality catering. It can require a complete marketing campaign to reach and sell hospitality to sponsors and companies. The venues are usually challenging; the construction of the needed facilities is often extensive and the needs of many different clients

are demanding. Infronts appointment turns these challenges into opportunities and brings you peace of mind.

## **Why hospitality matters**

Corporate hospitality is a major fundraiser for sport and an important revenue stream that has increased in value impressively in recent years.

Face-to-face entertainment has a vital role to play in developing and sustaining customer relationships within business. For sponsors, it can create networking opportunities and cement business relationships - one of the key tools in realising the value of sponsorship investments. It has become increasingly important as the cost of customer acquisition has soared. It now costs about five times as much to acquire a new client as it does to keep an existing one.

## **In search of perfection**

Today's successful event must offer a chain of perfected details that include the creative concept, design, decoration, lighting, entertainment and marketing activities. Infront Hospitality Management offers all these services on a flexible basis - from concept development to full implementation or a combination of services to suit your requirements.

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## Impressive hospitality portfolio/case history

Infront Hospitality Management's portfolio/case history is an impressive one in the context of sport.

### FIFA Events

- Hospitality at the 2006 FIFA World Cup Germany™
- VIP hospitality at the FIFA Confederations Cup South Africa 2009 and the 2010 FIFA World Cup South Africa™

### Doha Asian Games 2006

- VIP hospitality (together with a partner)

### America's Cup Valencia - BMW Oracle Racing

- 2005 – 2006 hospitality at the team base of BMW Oracle Racing
- Catering on the VIP yachts and VIP hospitality at the Team Base during the Louis Vuitton Acts 2006 & 2007 as well as the 32nd America's Cup 2007

### BMW Sauber Formula 1

- 2000 – 2009 BMW hospitality for all the European races
- 2006 – 2009 BMW Sauber F1 Team hospitality worldwide

### IIHF World Championship in ice hockey

Catering and hospitality at the IIHF World Championship

- 2005 in Innsbruck (AUT)
- 2006 in Riga (LAT)
- 2007 in Moscow (RUS)
- 2008 in Quebec (CAN)
- 2009 in Berne and Zurich-Kloten (SUI)
- 2010 in Cologne and Mannheim (GER)

### FIS Skiing

- VIP hospitality at the 2001 FIS World Ski Championships in St. Anton (AUT)
- 2007 in Åre (SWE) and 2009 in Val d'Isère (FRA)
- VIP hospitality at the 2008 FIS World Cup Final in Bormio (ITA)

### IBU Biathlon

- IBU World Championships Biathlon in Hochfilzen (AUT)
- IBU World Cup Biathlon in Antholz (ITA)

### FIM Superbike World Championship

- 2008 catering and hospitality at all races worldwide

### Le Mans 24 Hours

- 2006 – 2007 VIP hospitality for AUDI Motor Sport and the ABT Team

### MotoGP (Dorna Sports)

- "VIP Village" at all the European races since 2003