

Case Study



Liverpool City Council

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The Click Travel team really went the extra mile with the booking and communications methods they put in place for us

JEN FALDING

GIANTS PROJECT MANAGER

4

DAY EVENT

110

TRAVELLERS

234

FLIGHTS



Photo by Mark McNulty

This October, the city of Liverpool played host to some rather large guests...

Following two spectacular events in 2012 and 2014, Royal de Luxe, a world-class street theatre company, returned to Liverpool in 2018 to perform a parade spanning over 20 miles through Liverpool and the Wirral.

The event drew an audience of over 1.3 million people, all present to see 110 performers and technicians from across Europe tell the tale of 'Liverpool's Dream' with the help of 50-foot marionettes.

With so many individuals attending from multiple destinations, all with specific flight requirements, Culture Liverpool, part of Liverpool City Council, called on Click Travel to ensure that travelling to the city was a giant success.

THE CHALLENGE

In previous years, Culture Liverpool had found this element of the event extremely time-consuming, unnecessarily sapping resources from the rest of the event planning. Managing flights for large groups of people is a major undertaking that can prove a formidable task for any event, so for the Giants, which involved travellers arriving from different cities across a number of days, the expertise of a travel management company proved critical.

For 2018, Culture Liverpool appointed Click Travel as their preferred travel partner, based on their expertise in booking and administration and the dedicated project manager they received for the event.

THE SOLUTION

The process began in December 2017, where members of the Click Travel team including the project manager and reservations agents visited Liverpool City Council onsite to set out a plan of action.



Liverpool Giants could not be delivered by one organisation – the Click Travel team played an important part in delivering what was a spectacular event. The stunning photos, the outpouring of emotion from residents and visitors to the area and the reaction of the media following this year's event should remind us all of what we have achieved together.

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GIANTS PROJECT MANAGER AT LIVERPOOL CITY COUNCIL.

This was followed by a meeting in 2018 to gather passenger information and ensure all stakeholders were satisfied with the process thus far.

Click Travel's dedicated team of Reservations Agents worked on behalf of Culture Liverpool to manage travel logistics from start to finish, involving a variety of departure locations and dates.

“Managing flights for large groups can be difficult, but these sorts of events are second nature to us,” says Justin Asquith, Senior Business Travel Consultant at Click Travel.

“We managed over 200 individual flights and numerous European Rail and Eurostar bookings to get everyone to where they needed to be, with the baggage and equipment they needed.”

The Click Travel team leveraged years of experience in booking rail and flight tickets in conjunction, allowing sufficient time for transfers and connections. Consequent itineraries were then automatically generated in Click's booking tool, travel.cloud, for each traveller to access as required on their mobile device. As with any travel plans, some changes and amendments are often required, so Click Travel's dedicated team were on hand to amend and rearrange bookings as required throughout the process. Every traveller had instant access to all their travel details, meaning they could focus on putting on a great performance, rather than worrying about how to get to the parade.

The Click Travel team kept in regular contact with key members of Liverpool City Council to ensure they were confident with the travel plans ahead of time, without having to oversee every aspect of the



Photo by Jason Roberts

travel management process. This involved a series of collaborative documents to consolidate all the bookings and logistics. This process, supported by the expertise of the reservation agents working on the event, reduced the resource required from Culture Liverpool so they could allocate their time to ensuring the success of other elements of the event.

With the help of Click Travel, and the support of a strong network, the Liverpool Giants 2018 performance ‘Liverpool's Dream’ was the most successful year yet for the Royal de Luxe company, allowing the Giants to go out with a bang.

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This year was by far the most successful process with regards to travel logistics and the Click Travel team really went the extra mile with the booking and communications methods they put in place for us.

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GIANTS PROJECT MANAGER AT LIVERPOOL CITY COUNCIL



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Our detailed case studies will give you a great insight into what our customers think of working with Click Travel and the results they've achieved with us. Covering clients across various sectors, you can learn why Red Bull, RNIB, Whitbread and many more came on board with Click.



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Our complimentary, in depth guides give you exclusive insider insight into specific areas of corporate travel management. From procurement best practice to implementation methods, our guides will have you in the know in no time.



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With useful, spin-free advice and guidance on travel management, top travel tips for business travellers and all the latest updates from Click HQ, our range of blogs are perfect for anyone interested in the finer points of travel management or the wider world of travel.

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