

New Flight Centre brand catering to sports and entertainment industries

Flight Centre Travel Group's newest company, Stage and Screen, has been set up because the sporting and entertainment industries have very different requirements to other travellers according to Robyn van Staden, GM for Stage and Screen South Africa.



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“Sports teams have large amounts of luggage, from their uniforms to their equipment. And they often comprise a large number of business class travellers requiring group treatment. Stage and Screen is able to negotiate special extra baggage rates with travel providers and source various options for transporting large amounts of equipment. And with sports teams, we’ve had to negotiate with airlines to book out the entire business class section on an aircraft so that the teams are not split which could affect their team morale and spirit,” she points out.

Van Staden says the entertainment industry involved more than just transporting the performer/s, but also their crew and equipment.

“Many performers are adamant about having their instruments in the aircraft with them and not in the hold. Not only are there large amounts of additional luggage, but also odd dimensions for equipment. A videographer isn’t easily going to part with his equipment as cargo. Privacy is an essential element for touring celebrities, whether they are from the music, sporting or entertainment industries, and Stage and Screen understand this,” she says.

A flexible service

Van Staden says Stage and Screen are experts in helping sports teams, performers, and TV crews travel with the minimum amount of fuss. “We have negotiated inclusions specific to these industries like additional luggage, flexible changes, and inbound pricing. A big challenge for all the industries we service is the uncertainty around their travel which constantly changes, to a much larger degree than your average business traveller. We need suppliers to offer flexible rates and flexible service and we need to be prepared for any eventuality.

“Stage and Screen offer very hands-on assistance and we are not bound to our desks like a traditional travel management company. If needed, we can sit on set for the day and make the bookings live with the client. We anticipate the client’s needs and challenges before they themselves see them and deliver proactive solutions,” says Van Staden.

Van Staden indicated that Stage and Screen is already responsible for handling the travel arrangements for the Super Rugby teams as well as for the Springboks, All Blacks, Wallabies and Argentina for the Rugby Championship. Stage and Screen was established in Australia in 1995 and has offices in London, Los Angeles, Toronto, Vancouver, Calgary, Sydney, Melbourne, and Brisbane.

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