



CASE STUDY

KINGSWAY ROCKETS
JUNIOR FOOTBALL CLUB
ANNUAL INTERSTATE AFL
EXPERIENCE

MELBOURNE, VICTORIA

45 GUESTS

6 DAYS

AFTER EVALUATING HISTORICAL TRENDS AT THEIR CLUB, THE KINGSWAY ROCKETS JUNIOR FOOTBALL CLUB IDENTIFIED AN AGE GROUP WHERE PARTICIPATION LEVELS AMONG CURRENT AND PROSPECTIVE PLAYERS ARE MORE LIKELY TO DROP, AS CHILDREN DEVELOP OTHER INTERESTS.

With an emphasis on providing fun, unique and exclusive AFL experiences, the club engaged Travel & Sports Australia to provide a complete solution to not only retain their current players but to attract new players as well.

KINGSWAY ROCKETS JUNIOR FOOTBALL CLUB

THE CLUB

Kingsway Rockets are an Australian Rules football club who field teams at all age levels from Auskick, Years 4-12 at junior level, as well as senior teams in most grades of the West Australian Amateur Football League. They are a proud organisation who offer literally hundreds of players the chance to represent their club on a weekly basis.

“ FOR YEARS NOW, TASA HAVE PROVIDED OUR CLUB WITH A PACKAGE THAT FULFILLS ALL OF OUR NEEDS. COST-FRIENDLY, THOROUGH AND WITH A MIND TO PROVIDE AN EXPERIENCE WE COULDN'T GET BOOKING ELSEWHERE.

THE BRIEF

- Group flight coordination.
- Age-appropriate group accommodation.
- Premium seating at selected AFL Matches.
- Group transfers.
- Exclusive AFL experiences/tours.

OUTCOMES

- Group allocation of flight seating.
- Access to the award winning Space Hotel, designed for large groups with children.
- Premium seating to 3x AFL games, including matches at Etihad Stadium and the MCG.
- Group access to the National Sports Museum, MCG Tours and a tour of an AFL clubs training facility.



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