

Case Study - Added Benefit

The Professional
Footballers Association
drives membership
satisfaction and
savings through the
implementation of the
PFA Travel Club



INTRODUCTION

The Professional Footballers' Association (PFA) was formed on 2nd December 1907 and is the world's longest established professional sportsperson's union.

The PFA is a key figure in all aspects of the professional game and has added to its reputation on the principle of caring for the interests of the game as a whole. In January 2013 The Professional Footballers' Association Charity was incorporated with Companies House and registered with the Charity Commission.

THE CHALLENGE

The PFA were looking at ways to develop value added partnerships, in order to add additional value to the membership offering. Meon were approached to develop the PFA Travel Club, a concept that would provide the PFA membership with a PFA branded travel club, and access to our travel experts and wide range of holiday products.

MEON SOLUTION

The Meon team harnessed our buying power with leading Tour Operators, niche quality providers and airlines, offering them preferred supplier status and access to the PFA membership through direct marketing and a regular section in the '4 the Player' magazine, and the fully interactive PFA website. Regular weekly special offers are emailed through to members on fortnightly basis, with our team of travel experts on hand to manage any enquiries. Posters are created and posted in changing rooms in order to drive awareness of the club to members.

RESULT

- The PFA Travel Club is now in its second year and has not only been tremendously successful in year one but promises to go from strength to strength in year two, bookings are currently 100% up year on year.
- Smart buying by Meon travel experts has enabled members to enjoy savings of 27% versus internet prices.

