

SOCCA GROUP



ABOUT US

The **SOCCA GROUP** is an internationally active corporate group in the field of sports management and sports tourism, headquartered in Rosenheim, Germany. Founded in 2003 by FIFA Match Agent Marcus Häusler, the company has more than 20 years of experience in organizing training camps, sports travel, and international tournament formats.

With an integrated brand portfolio, the SOCCA GROUP supports sports teams, clubs, and partners throughout the entire preparation process – from planning and execution to marketing and promotion.

As the flagship brand of the SOCCA GROUP, **SOCCA-**

TOURS combines all football training camp activities. Together with its subbrands **TENNISTOURS**, **SWIM-TOURS**, and **ATHLETICSTOURS**, the tournament brand **SOCCACUP** for international youth football tournaments, as well as the specialized services **SOCCA-MEDIA** (media & marketing) and **SOCCASHAPE** (knowledge platform for amateur football), the SOCCA GROUP sets new standards in organization, quality, and service.

At the same time, the company is developing **SOCCA-VERSE**, its largest future initiative – a digital platform that restructures amateur football and brings together everything football teams need within one connected ecosystem.

FACTS & FIGURES



2003

foundation
SOCCATOURS



2,000+

training camps
per year



300+

destinations
across Europe



Rosenheim

headquarter
Germany



50+

employees
across Europe



8

DMCs
AT, CH, ES, IT, HR, CZ, TK, NL



1,13M

overnight stays
since foundation



360,000+

training camps
travelers



18+

target markets
across Europe



97,8%

recommendation
rate

SOCCA GROUP



BRAND PORTFOLIO & BUSINESS AREAS



SOCCATOURS

Tourism | Football Training Camps & Sports Travel

SOCCATOURS is Europe's leading specialized organizer for football training camps with more than 300 destinations. With more than 2,000 teams per year, we are the largest provider and market leader in the segment for amateur, youth, and professional football training camps.



SOCCACUP

Events | International Youth Football Tournaments

SOCCACUP is the tournament brand of the SOCCA GROUP and stands for premium youth football tournaments throughout Europe. Our tournaments combine sporting excellence with a family-oriented atmosphere and offer youth teams unforgettable experiences focused on sporting development, competition, and international exchange.



SWIMTOURS

Training | Swimming Training Camps

SWIMTOURS is the SOCCA GROUP brand for professional swimming training camps. With more than 80 top locations across Europe, we provide swimming clubs and training groups with ideal conditions for optimal preparation – from performance-oriented youth swimmers to elite athletes.



TENNISTOURS

Training | Tennis Training Camps

TENNISTOURS is the SOCCA GROUP brand for tailor-made tennis training camps. With more than 70 first-class locations throughout Europe, we provide tennis clubs, tennis academies, and teams with ideal conditions for focused seasonal preparation – from ambitious amateur teams to professional squads.



ATHLETICSTOURS

Training | Athletics Training Camps

ATHLETICSTOURS is the SOCCA GROUP brand for customized athletics training camps. With more than 50 premium locations across Europe, we provide athletics clubs and teams with ideal conditions for focused seasonal preparation – from ambitious amateur teams to professional athletes.



SOCCASHAPE

Content-Management

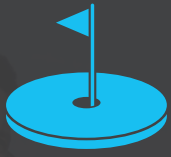
Leading knowledge platform in amateur football, offering practical solutions and easily applicable content on key topics such as training planning, performance management, talent development, technique, tactics, mental training, and match analysis.

SOCCAMEDIA

Media & Marketing

SOCCAMEDIA is the internal marketing service provider of the SOCCA GROUP and is responsible for implementing all media and marketing projects for our brands. Through a combination of strategic expertise, creative excellence, and data-driven performance marketing, SOCCAMEDIA ensures maximum visibility, strong brand positioning, and measurable success throughout the SOCCA GROUP.

SOCCA GROUP



POSITIONING

The SOCCA GROUP positions itself as a specialized provider in European sports tourism and as a partner for ambitious amateur and youth teams. By combining sports expertise, an international network, and integrated services, the company creates a holistic approach to athletic preparation and development.

TARGET GROUPS



CORE IDEA

The guiding principle is achieving sporting success at every level. All activities are designed to provide target groups with personal recognition by helping them succeed. This philosophy is reflected in the travel organizer claim: **TRAVELLING TO SUCCESS.**

The SOCCA GROUP therefore focuses on sporting excellence, personal support, innovative offerings, and sustainable partnerships. Every brand within the portfolio contributes to preparing sports teams and organizations optimally for their athletic goals and creating experiences that inspire on a sporting, organizational, and human level.



MEDIA ANGLES FOR EDITORS

- Professionalization of amateur football in Europe
- Sports tourism as a growth market
- Training camps as a key success factor in seasonal preparation
- Requirements of modern sports groups regarding infrastructure and support
- Internationalization of club structures and competitions

