



HAMBURG  
on Tour

EVENT DOCUMENTATION

# HI LONDON!

## Feel the rhythm of Hamburg

Hamburg on Tour 19-21 October 2017



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# EDITORIAL

"Feel the rhythm of Hamburg" was the motto of Hamburg on Tour 2017, and this year we filled this promise with life in London's trendy Shoreditch area. Together with numerous partners from and around Hamburg we put on a varied, vibrant programme of events with a strong focus on music.

Over 11,000 visitors, influencers and media representatives experienced Hamburg's pulsating music and festival scene and our creative arts and culture highlights in The Boiler House, immersing themselves in live performances and enjoying authentic Hanseatic flair.

Hamburg showed London that it is not only one of the most liveable cities in the world, but that it's also an attractive location for business and science. In 2017, for the first time, the event's scope was extended and it was used very successfully as a platform for a range of B2B formats. The city's deputy mayor and Senator for Science, Katharina Fegebank, also travelled to London for the event. Hamburg on Tour triggered a very successful and enduring exchange between London and Hamburg.

Hamburg on Tour reached a new peak in 2017. The combination of business event and public event was more tangible and more fruitful than ever before – in a market that is highly appealing for Hamburg on so many levels.

**Dr. Rolf Strittmatter**  
CEO - Hamburg Marketing GmbH

**Michael Otremba**  
CEO - Hamburg Marketing GmbH

FEEL THE RHYTHM OF HAMBURG:

# Hamburg on Tour in London

*Following Vienna, Copenhagen and Gothenburg, it was London's turn to host Hamburg on Tour in 2017.*

THE EVENT



From Thursday 19 till Saturday 21 October, London played host to Hamburg on Tour: The one-of-a-kind pop-up event in Shoreditch at The Boiler House, 152 Brick Lane, showcased one of the most liveable cities in the world as a part of a lively music and festival region with more than 100 festivals per year.

The B2C event included a full (free) programme of music from top bands and DJ's, traditional and modern fayre, interactive tours of the city including a cinema experience and 360-degree VR technology exhibit, markets, a taste of the legendary St. Pauli Beatles Tour by Stefanie Hempel, along with craft beer tasting – all set against the backdrop of a Hamburg skyline, dominated by the celebrated Elbphilharmonie Hamburg, the world's finest new concert hall.

The public event was complemented by a range of B2B formats to support the relationship between Hamburg and its international partner city London.

## About Hamburg on Tour

Hamburg on Tour is a public event series which the Hamburg Convention Bureau GmbH (as part of Hamburg Marketing GmbH) has designed to present the City of Hamburg and its surrounding Metropolitan Region via an imaginative live communications event, taking place annually in international host cities. For Hamburg on Tour partners, the event offers multiple platforms to present themselves to key international markets.



Beach life in Hamburg with a view of the Elbe River – the city's lifeline and gateway to the world.



## HAMBURG MEETS LONDON



Hamburg drew people to London's hip East End. Live graffiti painting courtesy of the Millerntor Gallery was one of many highlights at HI LONDON!

# HI LONDON!

## From Biz to Buzz

Different B2B events before the event opened for the general public presented a fantastic opportunity to meet new people and catch up with existing contacts (17 – 20 October).

### CULTURE

Reception and discussion panel:  
“Hamburg – a city under the spell of music.  
How a city was reborn through investment  
in a world class concert hall.”

**17.10., Tate Modern, 90 guests**

### SCIENCE

Delegation of professors from Hamburg universities meet the Deputy Mayor; lectures at Cambridge and London

**17.10.-19.10.**

### BUSINESS

Hamburg Invest Seminar: Business Development Corporation: “London meets Hamburg – Your gateway to Europe”

**19.10., Devonshire Terrace, 30 guests**

### TRAVEL & MICE

Hamburg Tourist Board and Hamburg Convention Bureau invited to a panel discussion about Hamburg as a MICE and Leisure destination

**19.10., Devonshire Terrace, 40 guests**

### MEDIA

“Hamburg – Gateway to Europe”

**19.10., Devonshire Terrace, 5 key media**

### NETWORKING

Hamburg Networking Reception  
The evening finished on a high with numerous business and media guests.

**19.10., Devonshire Terrace, 130 guests**

### STARTUPS

Business breakfast with nextMedia.Hamburg

**20.10., WeWork Spitalfields, 25 guests**



~335  
visitors  
to all business  
events

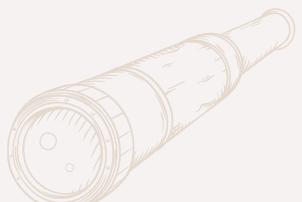


*A highly successful evening promoting exchange between the two cities: the Hamburg Networking Reception at Devonshire Terrace*



**Far left:** Michael Otremba, CEO-Hamburg Marketing GmbH, in conversation with business representatives at the Campfire Chat event.

**Left:** The opening speeches at the Hamburg Networking Reception: Katharina Fegebank, Deputy Mayor, Dr Rolf Strittmatter, CEO-Hamburg Marketing GmbH and Michael Otremba.



## Live Music: listen up!

*Top acts performed live on two days, covering an eclectic range of genres and shaking the stage with a sound range from jazz to rock.*



## Workshops: a taste of Hamburg

*Gripping showcases and inspiring activities – from street art to craft beer sampling and how to make the perfect cup of coffee.*



## Market Street: the city's greatest hits

*A stroll along Market Street was a great opportunity to meet the event's partners: Eurowings, Kleinhuis Baseler Hof, Hanseatic City of Stade and the Hotel & Hostel Superbude.*



## Art: the city as a canvas

*Live painting with Hamburg artist Uli Pforr and his St. Pauli personalities – plus graffiti artist Macha just around the corner in Dray Walk with her Hamburg Mural.*



THE LOCATION

# HAMBURG goes East End

*The historic Boiler House on Brick Lane in London's East End was the setting for the HI LONDON! event, which included a sizzling choice of attractions.*



## **Virtual Reality: step right in**

*The full virtual experience: The Metropolitan Region and the world's most beautiful concert hall opened their doors for a stunning virtual tour.*



## **Food & Beverages: cheers!**

*The perfect place to find out what's cooking in Hamburg's kitchens: currywurst, delicious "Franzbrötchen", craft beer and more.*



## **Films: short and sweet**

*Short films in The Boiler House, courtesy of the Hamburg International Short Film Festival, plus more screenings at the Close-Up Film Centre. (In cooperation with the London Short Film Festival.)*



## **Jazz: relax in the garden**

*Time to chat and enjoy a drink in The Boiler House garden, where football club St. Pauli rubbed shoulders with a Jazz DJ – just one example of Hamburg's intoxicating contrasts.*



### **THE BOILER HOUSE**

The Boiler House was once part of London's biggest brewery. Now, the early-nineteenth-century red-brick warehouse is a bustling event centre situated at the end of Brick Lane in the East End – a multi-cultural street that is famed for its lively arts, culture and food scene.

Feel the rhythm of Hamburg: this was the melody that introduced Londoners to Hamburg – Germany's premier music and festival region. For two action-packed days, HI LONDON! offered visitors a live cross-section of the city's incredible musical bandwidth and a glimpse of its iconic music scene.

# Two days OF HAMBURG BUZZ

2 days  
14 live concerts  
10 workshops & talks  
10 other acts



Tasty greetings from Hamburg – with a beer brewed specially for the event.

## MUSIC

Live music from the ambassadors of Hamburg's Festivals:

- [Wacken Open Air](#) featuring Mutz
- [MS DOCKVILLE](#) feat. Hundreds
- [Hanse Song Festival](#) feat. Odeville
- [Elbphilharmonie Hamburg](#) feat. Nathan Ott Organic Trio
- [Reeperbahn Festival](#) feat. the other shi
- [Hurricane Festival](#) feat. To Kill a King

Jazz Garden – sponsored by [ELBJAZZ](#), featuring Jazz-DJ Tina Edwards – St. Pauli Beatles Tour – a visit to the

Reeperbahn with [Stefanie Hempel](#) and her ukulele. The music programme was supported by [the Ministry of Culture and Media](#).

## WORKSHOP

Workshops & presentations from the event's partners: Coffee Workshop by Speicherstadt Kaffeerösterei, Street Art Workshop by Millerntor Gallery and Viva con Agua, artist: Macha, beer tasting of Hamburg's craftbeer [LÜTTE HÖÖG](#), a reading & discussion panel with [FC St. Pauli](#),

Watch our movies and get the Hamburg festival feeling!



Jazz DJ Tina Edwards provided a laid-back soundtrack for two chilled days at HI LONDON at The Boiler House; artist Uli Pforr live-painted a mural.



>11,100  
visitors at  
The Boiler House  
20/21 October  
2017



Nick Davidson and Ewald Lienen,  
a science talk by [Wissen vom Fass](#).

**VIRTUAL REALITY EXPERIENCES**  
with 3D surround experiences from  
the [Metropolitan Region Hamburg](#)  
and the Elbphilharmonie Hamburg.

**ART**  
with the Art Walk Reeperbahn supported by [BID Reeperbahn](#) + artist Uli Pforr, over 10 m high live Graffiti by [Millerntor Gallery](#) and [Viva con Aguia](#).

## CINEMA

Screening in the CLOSE UP Film Centre and Preview at The Boiler House.

([Hamburg International Short Film Festival](#) in cooperation with [London Shortfilmfestival](#))

## FOOD & DRINK

Trendy soft drinks from artisan Hamburg labels ([Lemonaid & Chari-tea e.V.](#), [fritz-kola](#), [Elbler](#)), craft beer specially brewed for the event (LÜTTE HÖÖG); typical German

food with a northern twist (Currywurst, Sauerkraut and Cheesecake plus "Franzbrötchen" and Coffee by [Speicherstadt Kaffeerösterei](#)).

## FESTIVAL

Comprehensive festival information: the fan wall (fan articles from all five music festivals); the exhibition wall (six music festivals including details) and a festival overview (map of all festivals in the Metropolitan Region of Hamburg).

### **Blog "Hand Luggage Only"**

Hamburg is one of our favourite German cities. Yes, we know, you shouldn't have favourites but Hamburg really is one incredible city that's buzzing with energy, culture and some of the best coffee in all of Europe! The Hamburg Event was such an exciting day for us, it was a totally immersive experience where we were quickly drawn back to the joys of the city! From the live bands, the local food and drinks, the energy and, of course, the amazing sailor statues. It was so fun. It really brought a little slice of Hamburg to the beating heart of London.



**Tina Edwards, Jazz DJ**

I had a lot of fun DJing the event; Hamburg on Tour had a great vibe and gave me the bug to visit the city again one day soon.



### **Hundreds, representative of MS DOCKVILLE**

It was such a beautiful event. We really enjoyed The Boiler House and the music of the other participants. It was like a farmer's market, where you can experience the city of Hamburg with all your senses. Music for the ears, lemonade, coffee and beer for your taste buds and a lot to see and find out.



**MUTZ, representative of Wacken Open Air**

*It was an honour to represent Wacken Open Air and the region in London on behalf of Hamburg on Tour! It was truly inspirational, because I not only got to experience London's influence and charm at first hand, I also met lots of fascinating people from my native region, whom I have stayed in close contact with. The event showcases Hamburg to the outside world and enables exhibitors and participants alike to forge new regional contacts.*

### **Blog "Life is a festival"**

I felt like I was back in Hamburg for the weekend, what a great party! All in all a fantastic event, which goes to show that this creative approach to marketing a city to visitors in such a refreshingly different way is definitely a great idea.



**Stefanie Hempel, St. Pauli Beatles Tour**

*Hamburg in London – what a great match it was! Workshops, readings and lots of live music, Hamburg coffee, Hamburg beer and Franzbrötchen. It was a pleasure to be part of the event in London and to present Hamburg's biggest chapter in pop music history: Beatles, Beat and the Grosse Freiheit.*

*Let's do it again!*

[Blog "We heart"](#)

**Hamburg's singular essence bewitching us during three days and nights exploring, eating, drinking and dancing the night away at the Reeperbahn Festival, it was a pleasure to see that spirit take over Brick Lane's The Boiler House; Hamburg on Tour arriving with a suitable bang, as London got a taste of the city's unique cultural soul.**



# HI LONDON!

## Quotes & opinions



[Along Dusty Roads](#)

*Congratulations! We thought it was a really innovative event and, having visited Hamburg earlier this year, we felt this really captured the essence of the city for prospective visitors.*

*Cool location too.*

**Odeville, representative of Hanse Song Festival**

**Odeville says 'Thank You' to Hamburg on Tour. The event was great and we were very happy to be able to play in London. We had lots of fun.**

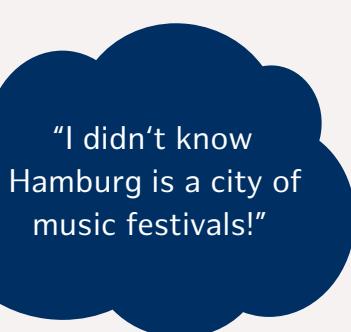
**Hope to be back one day to enjoy another beautiful weekend in London.**





# OUR VISITOR SURVEY

## FEEDBACK



Music/Festival,  
Virtual Reality and  
Food & Beverages  
were the most popular  
programme items.

Music,  
the atmosphere and  
the wealth of informa-  
tion about Hamburg  
were the things that  
people liked best.

# 87%

of visitors discovered new sides of Hamburg:

Music/Festival: **63.5%**

Street Art: **42.7%**

Elphilharmonie Hamburg: **37.5%**

# 96%

thought the event was good or very good.

# 96%

of visitors would recommend it to others.

# 92%

of visitors said that the event made them want to visit Hamburg.

# 88%

of visitors surveyed were younger than 40, meaning that the event reached the main target group.

"Hamburg has shown how it is, open and tolerant and alternative with beautiful landscapes and good music and festivals."

"I can't improve perfection!"

# OUR PARTNER SURVEY

## FEEDBACK



**100%**

of the partners were satisfied with their presentation area.

**92%**

of the partners thought Hamburg on Tour was a success.

**91%**

were satisfied with quality of the contacts they made at the event.

**91%**

thought the Networking Reception was good or very good.

**91%**

were satisfied with the PR and Social Media work.



"The location was stunning – and so cool!"

"I believe that many of the items in our programme – and particularly the Beatles Tour for bloggers – built a strong bridge between London and Hamburg. Bringing together 'established' institutions and new start-ups at the event really presented a very varied image of the city."

**100%**

All partners were satisfied or very satisfied with the organisation prior to the event (availability/response, information flow, support provided by HCB).

# Hamburg on Tour in the media

COMMUNICATION AND MEDIA



More than

# 130,000,000m

potential total reach



A creative highlight:  
Floor prints + guerilla  
poster campaign in  
Shoreditch

A strategic  
highlight:  
international  
posting in  
London

## POTENTIAL MEDIA COVERAGE IN DETAIL

- Print 4.4m
- Online 78.8m
- Radio 3.7m
- Social Media 13.5m
- Event calendars 30m
- Others 1.7m (including TV and international poster campaign)



Listen to the "Feel the rhythm of  
Hamburg" playlist on Spotify

## MEDIA TOURS

- Key Media Backstage Tour (pre-event)
- Deputy Mayor tour at The Boiler House
- Blogger reception (>45 bloggers)
- Two InstaWalks (25 participants each)

## SOCIAL MEDIA CAMPAIGNS

- The pre-event coverage in August, September and October featured three high-profile bloggers as official Hamburg on Tour ambassadors
- #hamburgSailorSelfie lottery: selfies on instagram, twitter, facebook to win a weekend in Hamburg
- Festival videos published on own Social Media Channels
- Visit our [YouTube channel](#) 



Hip Hamburg: journalists and bloggers at the Media Backstage Tour at The Boiler House

### Check us out on Social Media:

#### FACEBOOK:

- 1,992 followers (+22% in 2017)
- 216 posts, 3,412 likes
- Reach (event week): 88,779
- Reach total: 671,017

#### INSTAGRAM:

- 755 followers (+130% in 2017)
- 111 posts, 6,988 Likes
- Reach (event week): 6,000
- Reach total: 44,547

#### TWITTER:

- 2,016 followers (+600% in 2017)
- 354 posts, 1,319 Likes
- Reach (event week): 46,900
- Reach total: 484,542

# 13.5m

Social Media contacts  
(own official channels; partners and other channels)



# Thank you

## to the partners of Hamburg on Tour!

### MAIN PARTNERS



### AIRLINE PARTNERS



### FESTIVAL PARTNERS



### PROGRAMME PARTNERS

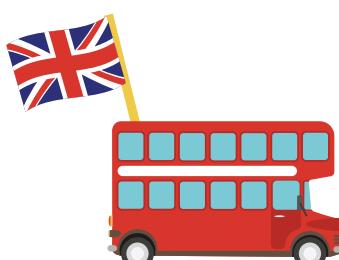


and many more ...

If you are interested in receiving further information or would like to know about future live communication events abroad, please contact:

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