



HAMBURG
CRUISE DAYS



8-10 September 2017

The Hamburg Cruise Days

Highlights,
Results,
Visitor Survey



Hamburg



Dear Readers,

It is hard to imagine Hamburg without its port. And it is equally impossible to imagine the port without cruises, which have become a firm fixture here in recent decades. This development has been driven by a number of factors: our lively, exciting city and its unique appeal as a travel destination is one. And then there are the many shipping companies and businesses that buoy up the port's dynamic character, making it an exhilarating spot at the heart of the city. But most of all, the many people with their enduring passion for cruises help to make Hamburg the uniquely attractive place it is. This great enthusiasm was again on display at the Hamburg Cruise Days 2017. Eleven cruise ships docked in the city's port; five cruise liners and 24 escort ships comprised the biggest ever parade in the event's history; fifteen Theme Islands brought the magic of cruises on to dry land – all watched by more than 500,000 enchanted visitors.

The weekend was a great hit – and we can tell exactly how successful it was: the feedback from our visitor survey was exceptionally good. One thing stood out in particular: the Hamburg Cruise Days reach the event's target audience with great precision. Of those interviewed, 42% were experienced cruisers, and 34% of visitors said that the event had increased

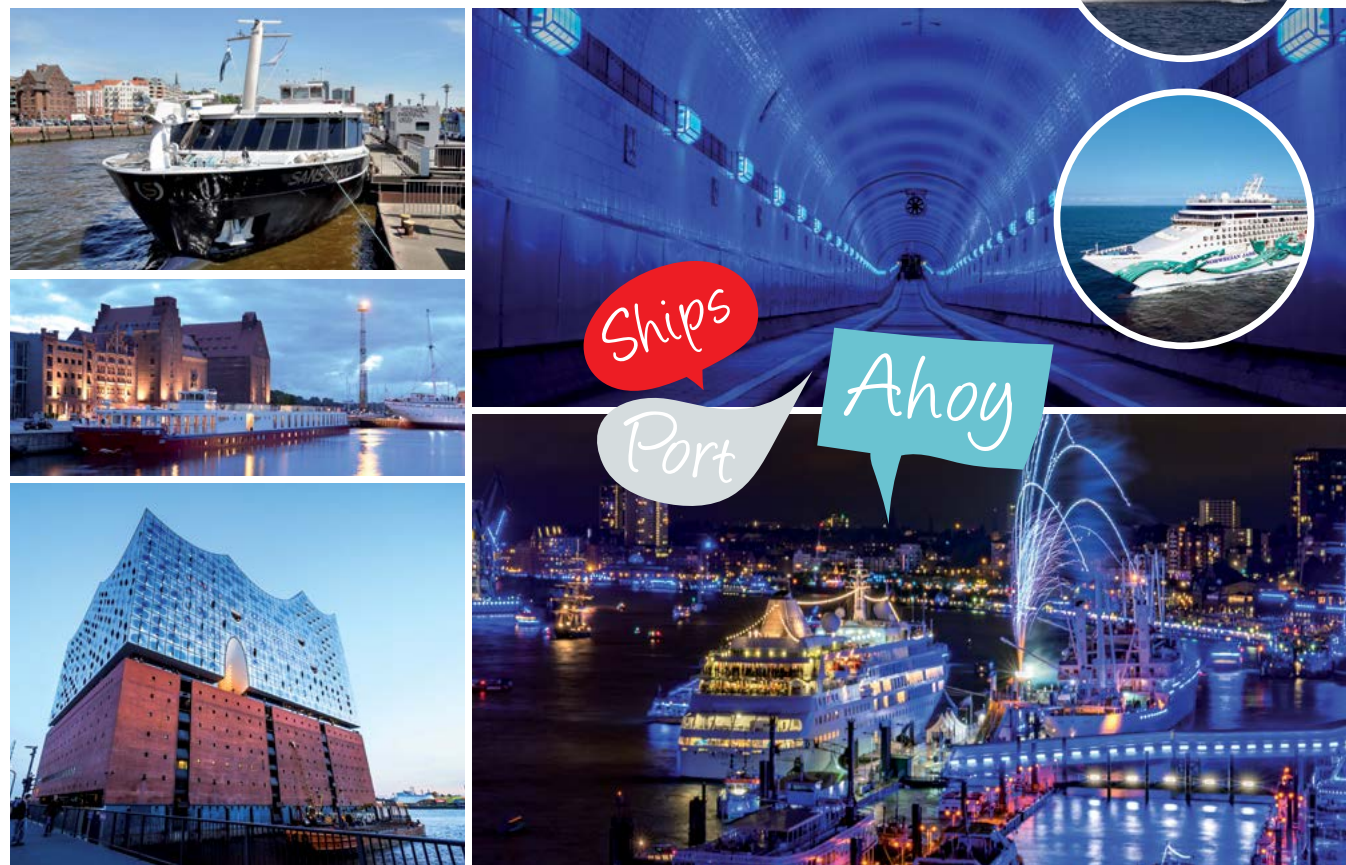
their desire to book a cruise. In other words, the event has fully succeeded in achieving one of its main aims: boosting the appeal of the world of cruises. Another special aspect is the successful connection between the public and the business events. Numerous guests were aware of the trade events in advance of the Hamburg Cruise Days weekend, with Seatrade Europe, the leading trade show for the cruise industry attracting large numbers of visitors. The media response was overwhelming, putting Hamburg firmly in the global spotlight. And the bottom line is equally satisfactory: the event's value creation shows very clearly that the Hamburg Cruise Days benefit the entire city.

Cruises are an integral part of Hamburg, as the Hamburg Cruise Days 2017 have again shown very impressively. This brochure presents some of the highlights along with the key results of our visitor survey. Have we intrigued you? Then save the date for the next Hamburg Cruise Days from 13 - 15 September 2019!

Michael Otremba
CEO Hamburg Marketing GmbH



AN EXTRAVAGANZA OF IDEAS: PREMIERES IN 2017



- ★ **TWO NEW INTERNATIONAL CRUISE COMPANIES**
Silversea Cruises with Silver Wind, Norwegian Cruise Line with Norwegian Jade
- ★ **TWO RIVER CRUISERS**
MS Katharina von Bora (nicko cruises) and MS Sans Souci (Plantours Kreuzfahrten)
- ★ **THE INCLUSION OF THE ELBPHILHARMONIE**
as a Theme Island for the first time: the Elbphilharmonie Open Air concert cinema with SAP
- ★ **COMMUNICATION IN TWO LANGUAGES**
on the site, in the magazine and brochures, the website and the app – sponsored by Silversea Cruises
- ★ **A SPECTACULAR LAUNCH**
a cruise ship opened the event on Friday evening – with a special firework display and a spellbound audience
- ★ **BLUE PORT GOES UNDERGROUND**
the Old Elbe Tunnel was illuminated for the first time

A NEW RECORD FOR HAMBURG Eleven ships came to the Hamburg Cruise Days 2017 (2015: seven ships).



THE BIGGEST PARADE EVER

The uncontested highlight on Saturday evening was the cruise ship parade – accompanied by individual firework displays and, for the first time, with a live commentary.

5 ships

24 escort ships

More than 2km of maritime catwalk



... and a minor mishap
Six cruise liners were to take part in the Grand Hamburg Cruise Days Parade – but only five made it. The rope of one of the ships became entangled in the propeller as it was pulling away from the docks.



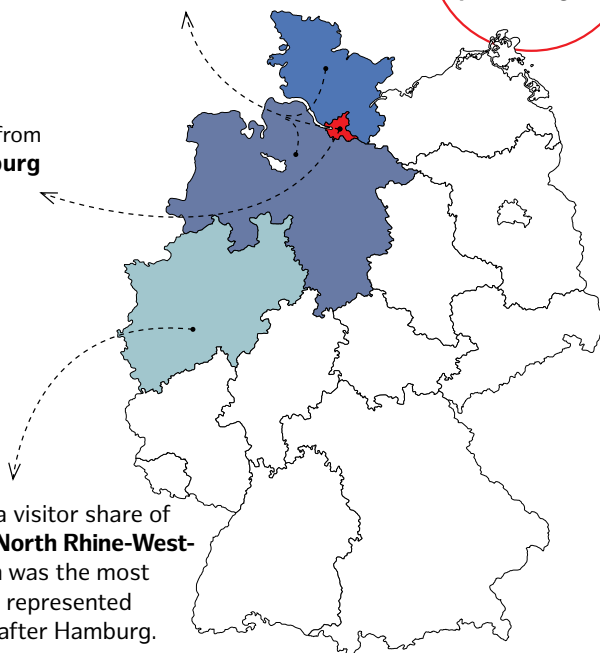


VISITORS FROM GERMANY

57% of German visitors came from the states in the north (Hamburg, Schleswig-Holstein, Lower Saxony, Mecklenburg-West Pomerania and Bremen).

41% came from the Hamburg Metropolitan Region

33% came from Hamburg



VISITORS FROM ABROAD

7 % of all visitors came from other countries – with even more expected next time (2015: 4 %).

THE TOP COUNTRIES:

Switzerland

Austria

UK

Netherlands



DURATION OF STAY

Visitors from Hamburg spent an average of 4.5 hours at the Hamburg Cruise Days, day-trippers spent 6.2 hours and overnight visitors 7.2 hours.

1.6 days

On average, people visited the Hamburg Cruise Days for 1.6 days. Visitors from outside the city who stayed overnight devoted even more time, spending nearly 2 days visiting the event.

6.2 hours

was the average duration of stay at the Hamburg Cruise Days 2017.



BUDGET AND ADDED VALUE FOR HAMBURG



BUDGET

115 € was the average budget spent at the event by each person interviewed*. Many visitors aged 40+, first-time visitors and overnight visitors spent significantly more.



ADDED VALUE FOR HAMBURG

72% of visitors from outside the city spent at least one night in Hamburg. The average duration of stay was 2.4 days and the average budget was €621 (not including expenditure at the Hamburg Cruise Days).*



OTHER ACTIVITIES IN HAMBURG

In addition to enjoying the Hamburg Cruise Days, around 80% of visitors took advantage of everything else the city has to offer: Restaurants, bars and cafés, sightseeing, shopping and tourist activities.



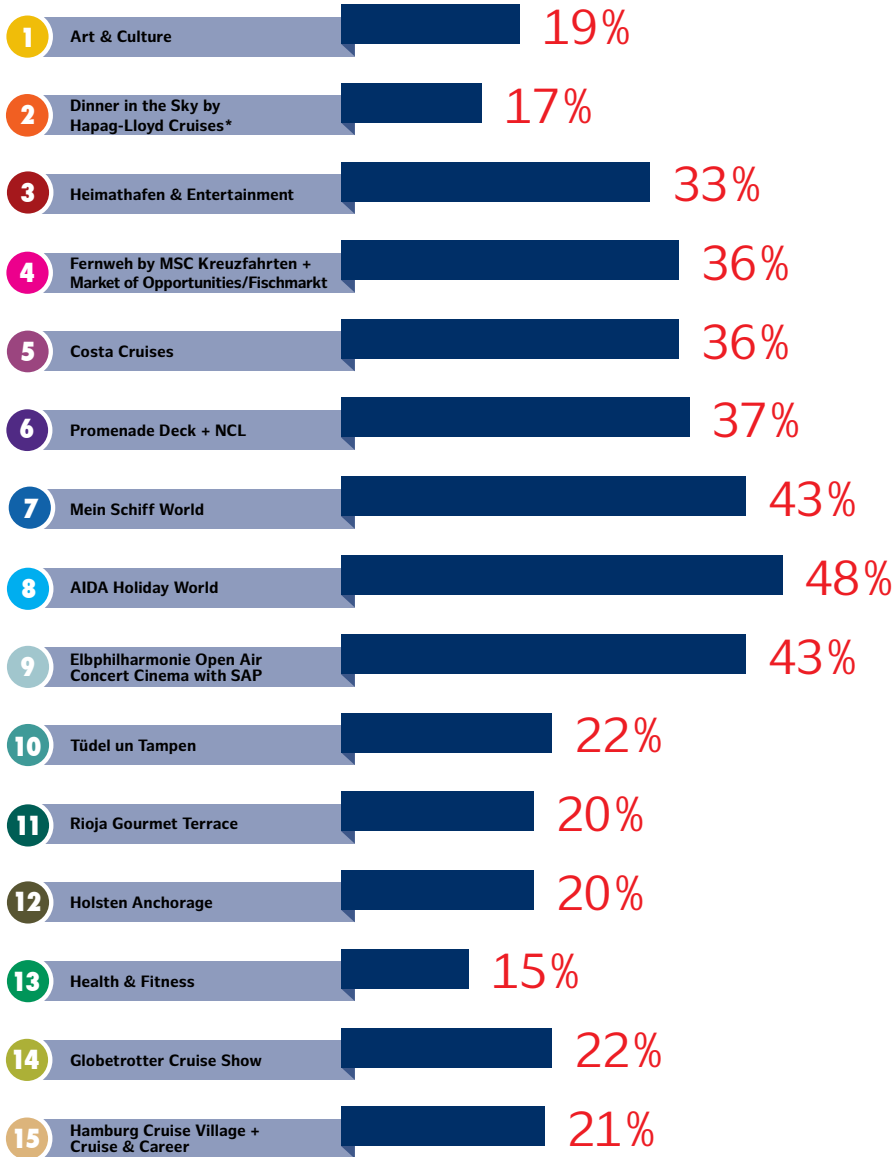
ACCOMMODATION

Around 70% of overnight visitors stayed in hotels, B'n'Bs and guesthouses, around 17% stayed in private apartments/rooms (e.g. Airbnb).

* The budget could apply to several individuals, e.g. couples/families

THE PROGRAMME

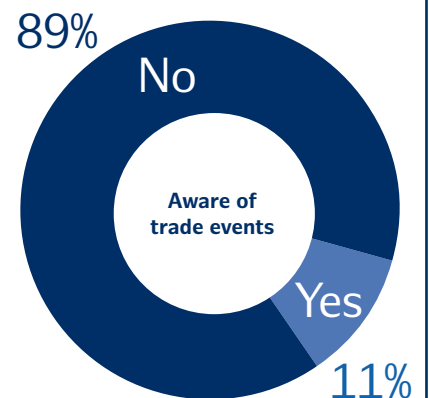
The Hamburg Cruise Days 2017 also included 15 Theme Islands and a wide choice of exciting stage shows and other activities. The most popular attractions were the AIDA Holiday World, the Mein Schiff World and the Elbphilharmonie Open Air Concert Cinema presented by SAP.



* only a limited number of spaces available

AWARENESS OF TRADE EVENTS

More than one in ten of those interviewed were aware of the trade events that took place in the event week in Hamburg, particularly Seatrade Europe.

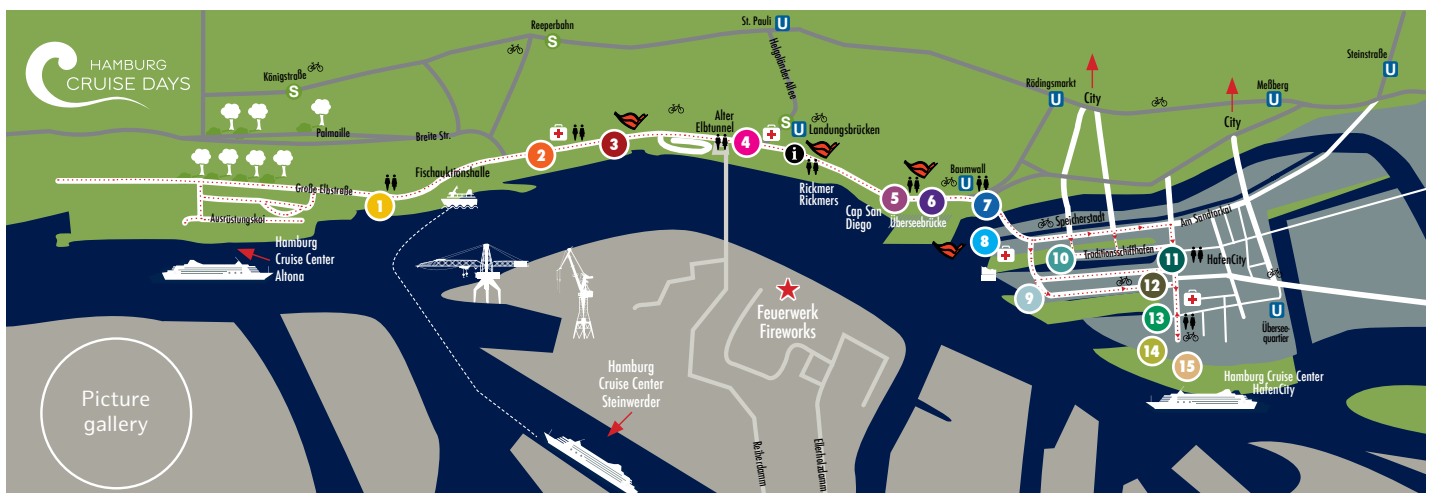


AWARENESS IN DETAIL:

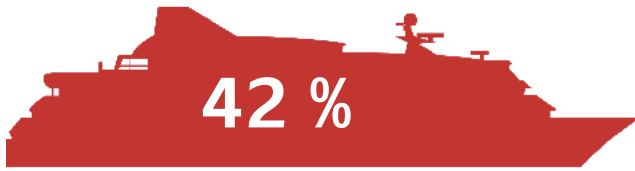
Seatrade Europe (6-8.9) – Europe’s Meeting Point for the Cruise Industry: **9%**

fvw Cruise Live (8.9) – Congress for Cruise Specialists: **5%**

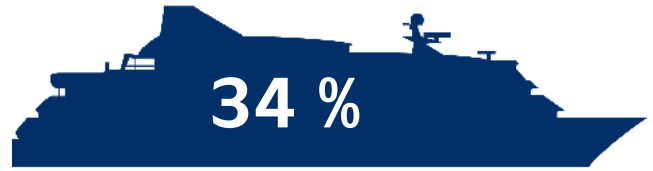
CLIA trade events (5/6.9) – the world’s biggest trade association: **4%**



MOTIVATION: HIGH



of visitors were experienced cruisers (2015: 38%).



of respondents said that attending the Hamburg Cruise Days had increased their interest in cruises.

THE VERDICT: TOP MARKS!

The aspects rated most highly were safety (90%), the choice and quality of food and drinks (90%/89%), cleanliness (85%), signposting (84%) and the appeal of the programme (80%).

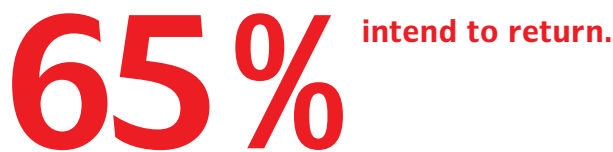


of visitors were satisfied with the Hamburg Cruise Days 2017*.



THE NEXT TIME

Nearly 2/3 of the visitors interviewed planned to come to the next Hamburg Cruise Days in 2019; 75% of visitors from Hamburg intend to return.



RECOMMENDATION MARKETING












of visitors would recommend the Hamburg Cruise Days to others. Overnight visitors and repeat visitors were particularly satisfied.



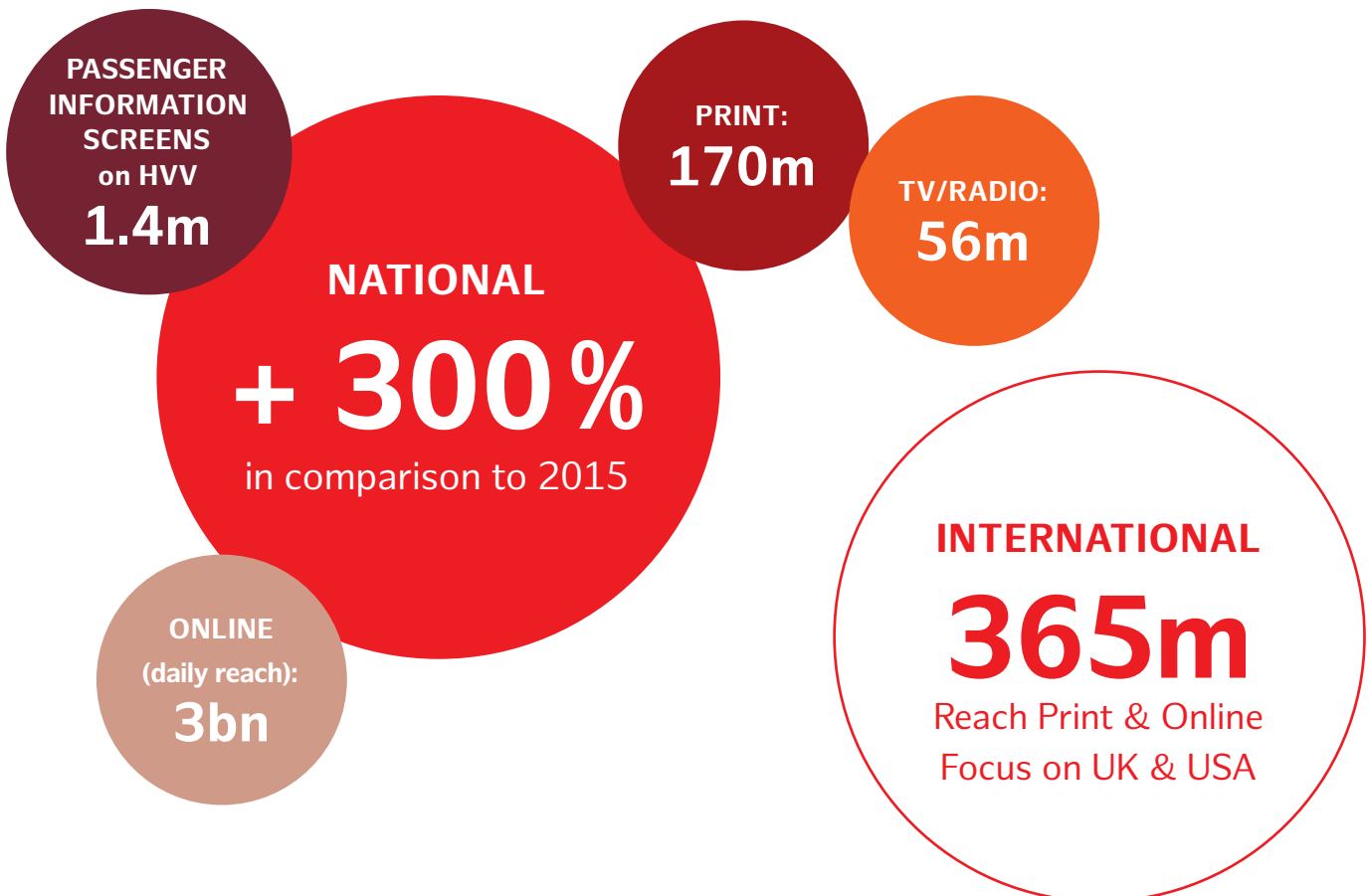
* "very satisfied" + "satisfied"

HAMBURG CRUISE DAYS ON ALL CHANNELS

	HAMBURG CRUISE MAG	110,000 COPIES
	PROGRAMME FLYER	17,000 COPIES
	WEBSITE	880,000 VISITS
	FACEBOOK 1.5m reach, Jan – Oct 2017	> 12,000 FANS
	TWITTER	37,000 IMPRESSIONS
	APP	17,000 USERS
	INSTAGRAM #cruisedays2017 #hamburgcruisedays	> 1,200 POSTS > 90,000 ❤️ LIKES
	INSTAMEET	200,000 FOLLOWERS
	INFLUENCER DAY at the event	REACHED 20,000 FOLLOWERS

MEDIA FEEDBACK RESPONSE

The data show that the Hamburg Cruise Days are a topic that is of great interest to the media (and media users) – both nationally and internationally.







The fascination of cruises:
THE HAMBURG CRUISE DAYS

*Relive some of the event's most stunning moments in our film –
and look forward to the next Hamburg Cruise Days
on 13 –15 September 2019!*

