

DOCUMENTATION
HAMBURG
FESTIVAL
LONDON 2018



HAMBURG
on Tour



CONTENTS



Everything makes me wanna be in Hamburg!

What a fantastic way to promote your city.

The HAMBURG FESTIVAL was spot on!

04

HAMBURG ON TOUR IN LONDON

For the fifth time in a row, Hamburg on Tour took place this summer. Following Vienna, Copenhagen, Gothenburg and London, the UK hosted the event again.

06

HAMBURG FESTIVAL IN THE EAST END

In the setting of the historical Boiler House, HAMBURG FESTIVAL gave Londoners a real taste of Hamburg (1+2 September)

08

TWO DAY HAMBURG BUZZ - PROGRAMME

Hamburg for all senses: HAMBURG FESTIVAL ensured visitors to experience the rhythm of Hamburg's music and festival region, it's culinary variety and creativity! (1+2 September)

10

FEEDBACK, FACTS & FIGURES

Results of the visitor survey and the partner survey of HAMBURG FESTIVAL

12

HAMBURG DOWN TO BUSINESS

Different B2B events and an exclusive Hamburg Reception formed the kick-off event for Hamburg on Tour. An evening for networking and to inhale some hanseatic flair (30 August)

16

MEDIA PREVIEW

Exclusive Media Events to give journalists and influencers a sneak preview of HAMBURG FESTIVAL right before doors open to the public (31 August)

18

MEDIA RESULTS

Hamburg on Tour in the media - coverage and performance data

20

QUOTES & REVIEWS

What our partners and international guests thought of HAMBURG FESTIVAL



EDITORIAL

When Hamburg is visiting London, there is rhythm in the air. With the HAMBURG FESTIVAL, our metropolis on the Elbe has once again provided enthusiasm in the English capital in its second year. Together with numerous partners, this year's event from the Hamburg on Tour series showed again what our city is all about - art, culture, music and a lot of joie de vivre.

From Thursday to Sunday, more than 17,000 visitors, multipliers and media representatives experienced at HAMBURG FESTIVAL how colourful, pulsating, diverse and liveable this city on the river Elbe is.

In addition to the public event programme on the weekend, the event was also a platform for various business formats, which showed Hamburg from the economic and tourist side. A well-attended networking reception presented Hamburg as a business and innovation location and the advantages and attractiveness for meeting planners, investors, start-ups and tourism professionals. Katharina Fegebank, second mayor and Senator of Science of the Hanseatic City of Hamburg, also took Hamburg on Tour as an opportunity to further advance and sustainably expand the dialogue and exchange between the cities.

The concept of the HAMBURG FESTIVAL is to bring Londoners into contact with Hamburg in an authentic and friendly way. The major goals of generating exchange and dialogue between the cities, their inhabitants and their decision-makers and drivers have been achieved. The concept was also successful in 2018.

Dr. Rolf Strittmatter
CEO - Hamburg Marketing GmbH

Michael Otremba
CEO - Hamburg Marketing GmbH

HAMBURG ON TOUR IN LONDON

FOR THE FIFTH TIME, HAMBURG WENT ON TOUR. FOLLOWING VIENNA, COPENHAGEN, GOTHENBURG AND LONDON, THE EVENT AGAIN TARGETED LONDONERS IN 2018



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.

Meanwhile, across 4 days London played host to Hamburg on Tour: The one-of-a-kind free pop-up event showcasing 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 as well as well as a culinary hotspot and place for business and tourism.

The free public event was complemented by Business Networking Events at the ACE Hotel, as well as a couple of media events. Again bigger. Again with new highlights to bring Hamburg to life in Great Britain.

PUBLIC EVENT HAMBURG FESTIVAL

- ♥ Saturday 1 + Sunday 2 September, The Boiler House Shoreditch
- ♥ > 17.000 visitors
- ♥ included a full (free) programme of 26 music concerts, 7 dance performances and street art, interactive tours of the city along with many food & beverage tastings
- ♥ > 98% visitor satisfaction
- ♥ > 45 partners were involved

HAMBURG BUSINESS NETWORKING EVENTS

- ♥ Thursday 30th August at ACE Hotel, Shoreditch
- ♥ > 200 Guests strengthened the relationship between Hamburg and its international partner city London
- ♥ 5 business formats and a Hamburg reception
- ♥ focus on investment, tourist trade, MICE, Startups, and Media

MEDIA EVENTS

- ♥ Friday 31 August, The Boiler House
- ♥ 3 Media Events with 90 media representatives and blogger
- ♥ 71.5 M media coverage
- ♥ > 100 media representatives



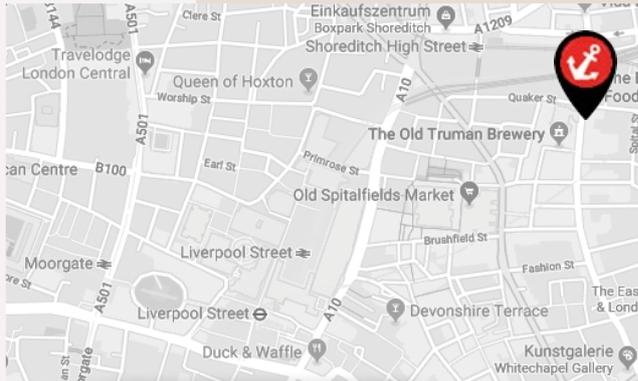
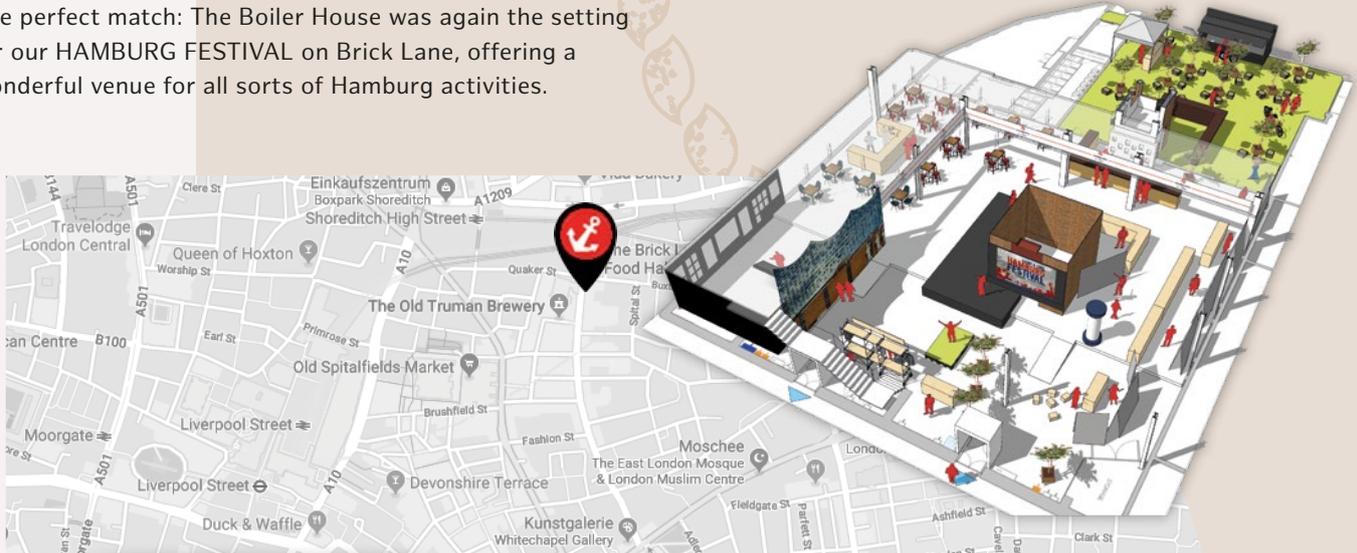
Bringing not just Hamburg's art variety to London: Hamburg's life with its beach life at Alster, Elbe and the many channels through the city, as well as the wonderful juxtaposition with the relaxed districts like the Schanze. Music, Food, Art.



Hamburg paid a visit to show Londoners familiar sides between the cities and new sides of Hamburg. There are many Hamburg highlights to experience at the Old Truman Brewery Area.

HAMBURG GOES EAST END

The perfect match: The Boiler House was again the setting for our HAMBURG FESTIVAL on Brick Lane, offering a wonderful venue for all sorts of Hamburg activities.



THE BOILER HOUSE

As part of the Old Truman Brewery, the Boiler House is an early nineteenth-century warehouse once part of the biggest brewery in London. Today, it is used for events and houses a weekly food market. With its red-brick charm, the venue fits perfectly with the multi-cultural bustling street and represents the similarities between London's Shoreditch and Hamburg's Schanze district.

MUSIC

The true beauty of music is that it connects people. Once again, Hamburg festivals sent representing bands to showcase the variety of Hamburg's festival culture, which boasts over 100 festivals per year across the metropolitan region. Beside live acts on stage, a DJ from the Reeperbahn supported us, as well as the gorgeous Stefanie Hempel, who filled the venue with Beatles songs.



BRINGING HAMBURG'S CREATIVITY TO LONDON



FOOD

A wide range of Hamburg partners followed us to London to give guests at HAMBURG FESTIVAL a true taste of our Hanseatic city. Tastings of gin, beer, lemonade, chocolate and coffee, plus free food samples from an open kitchen, filled the space with delicious and authentic Hamburg aromas.



ART

Hamburg is vibrant and colourful. Visitors experienced Hamburg's art in form of a graffiti installation in the Dray Walk, creative tape art against the red-brick walls of the Boiler House and a wonderful expression of the Hamburg festival region through a photographic exhibition – and not to forget: the unique toilet art!





APPLE TREE GARDEN – RELAX LIKE A HAMBURGER

[Hamburg Metropolitan Region](#) and [Active City](#) offered 3D surround experiences along the apple tree plantation of "Altes Land". [FC St. Pauli](#) ran a Merchandise Truck and with it the club scene to London, which was supplemented by [BID Reeperbahn+](#) with its unique Burlesque Eve Champagne.



STAGE – LISTEN UP TO THE SOUND OF HAMBURG

Top acts performed live on two days, covering an eclectic range of genres and shaking the stage the Hamburg way with everything from classical to rock, and heavy metal. Festival partners sent ambassadors to London including

- ♥ Stevie Appleton ([Hurricane Festival](#)),
- ♥ Thundermother ([Wacken Open Air](#)),
- ♥ Rocket Men ([ELBJAZZ](#)),
- ♥ Frank Delle ([Elbphilharmonie Hamburg](#)),
- ♥ Lion Sphere ([Reeperbahn Festival](#)),
- ♥ L'auPAIR ([MS DOCKVILLE](#)),
- ♥ DJ MOTORBOOTY ([MOLOTOW Club](#)).

Guests could enjoy a visit to the Reeperbahn with Stefanie Hempel and her ukulele during several [St. Pauli Beatles Tours](#). Supported by the [Hamburg Ministry of Culture and Media](#), the music programme was on stage and outside on the street. The [Hiphop Academy Hamburg](#) opened the dance floor and performed with young talents enticing guests inside.

FOOD CORNER – TASTE HAMBURG'S FRESH FRESH FLAVOUR

Trendy soft drinks from artisan Hamburg labels like [Lemonaid](#) & [ChariTea](#), [fritz-kola](#), [Viva con Agua](#) and the Hamburg craft beer [LÜTTE HÖÖG](#) as well as [Skin Gin](#) rounded off the sunny days, not forgetting freshly-brewed coffee by [Speicherstadt Kaffeerösterei](#). Typical German food with a northern twist was created by [COOK UP Culinary Gallery](#), who served dishes from Hamburg like Labskaus, sweet-sour swede, Rote Grütze (red fruit jelly) and Currywurst. Sweet treats were on offer from [Chocoversum](#) with their Hamburg-made chocolates.



17,000

visitors to
the Boiler House
1+2 September
2018



ART – SEE HAMBURG'S CREATIVITY

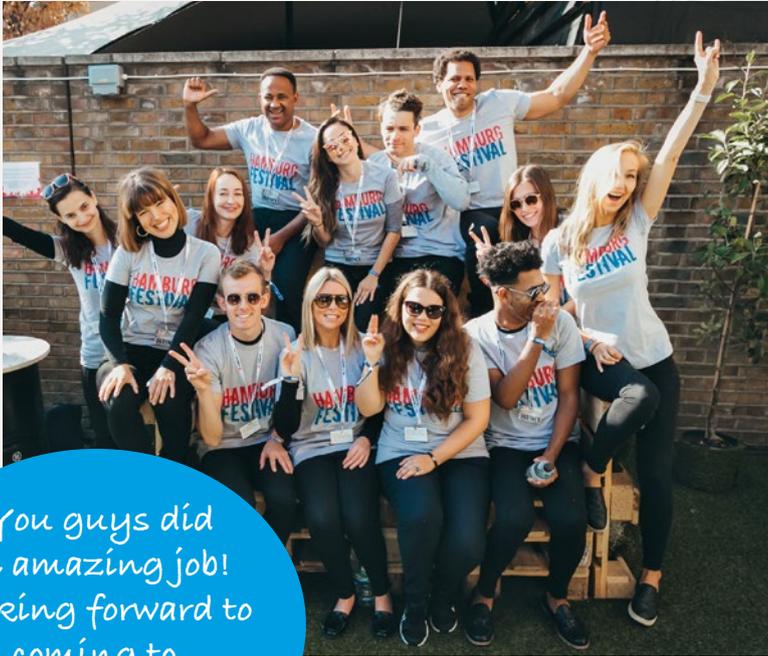
The [Millerntor Gallery](#) & Viva con Agua send artwork: Davina created a 10m high graffiti in the Dray Walk and other artists designed unique Toilet Lid Art. Even for passers-by, [ADAMEVA](#) adorned the facade of the building with eye-catching Tape Art. The Photo Gallery "The Festival Album" from [Kevin McElvaney](#) gave an insight into the various festival region of Hamburg.



HAMBURG BAZAAR – EXPERIENCE ITS VARIETY

Presentations from the [German National Tourist Office](#) and [Hamburg Tourist Board](#) in the form of a Self e-Wall captured the picture-perfect moments. A visual touchpad, VR glasses and also a huge image brought the iconic Elbphilharmonie to life. Merchandise from all partners was sold collectively for a good cause.

OUR VISITOR SURVEY



"You guys did an amazing job! Looking forward to coming to Hamburg!"



"German hospitality and great vibes around."

"It has been an inspiration."

87%

of visitors discovered new sides of Hamburg:

Music/Festival: **63.5%**

Street Art: **42.7%**

Elbphilharmonie Hamburg: **37.5%**

98,4%

thought the event was good or very good.

95,5%

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

97,4%

of the visitors would recommend the event.

78,1%

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

95,1%

visitors discovered interesting sides of Hamburg.



OUR PARTNER SURVEY



"Live music was wonderful and the photography was mind blowing, although I have never been in Hamburg this festival has 10000% inspired us to want to know more!"

100%

of the partners thought the HAMBURG FESTIVAL was a success.

100%

were satisfied with the PR and Social Media work.

100%

of the partners were satisfied with their presentation area.

Altogether more than

45 partners

were involved in the design of the event.

"The set up, it was nice and cosy, not too overwhelming. Great introduction to culture and even better execution."

"It was very nice and fun experience and the environment was unbelievable"

"Everything makes me wanna be in Hamburg, so I can explore more. The music is rolling and very good. Love, love, love the event, will come again in years to come with more friends. Everything is spot on!"

100%

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

DOWN TO BUSINESS

To kick off Hamburg on Tour different Business Networking events took place at the ACE Hotel in the trendy London district of Shoreditch on the 30 August before the event opened for public. It was all about presenting a fantastic opportunity to meet new people and catch up with existing contacts, representatives and professionals from both Hamburg's and London's economy and tourism industry.

The guests got the chance to experience Hamburg's vibrant culture, food and business possibilities during an inspiring evening with Hanseatic flair in London invited by CEO Michael Otremba and Second Mayor of Hamburg and Senator for Science, Research and Gender Equalities Katharina Fegebank. The focus of the different events were Innovation & Mobility, Invest, MICE & Travel trade, Startup Scene, Business Media and urban development.



Hamburg On Tour was a complete success! The event further strengthened the friendship between Hamburg and London and gave us the great opportunity to present Hamburg as lively as it is. Cosmopolitan, lovable and colourful.

Katharina Fegebank,
(Second Mayor of Hamburg and Senator
for Science, Research and Gender
Equalities)

SECOND MAYOR MEETING

Alongside the Business Day, Hamburg on Tour represented a platform for a range of side events. Beside business meetings with London & Partners, there took place a Second Mayor Meeting between Second Mayor of London Rajesh Agrawal (Second Mayor of London for business.) and Katharina Fegebank at the city hall of London. This formed a lively political exchange, and cemented a relationship between the two cities.

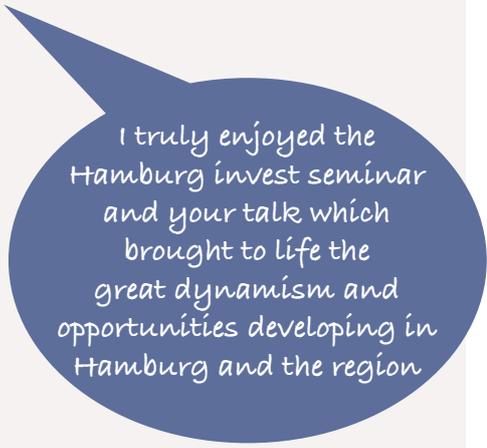
LONDON MEETS HAMBURG - YOUR GATEWAY TO EUROPE

Headed by Katharina Fegebank coming to London, [Hamburg Invest](#) hosted an exclusive evening that discussed opportunities for those wishing to enter a high-tech industry location in Germany. The guests got the chance to discover the full advantages of investing in Hamburg. Experts from the region provided insights into the current status, future trends in transportation and investment opportunities in one of the most attractive business locations in Europe.



HAMBURG MEDIA BRIEFING

The British media and international correspondents had the opportunity to attend an exclusive media briefing about the impact of smart mobility on an important European business location. The interview partners offered a wide-ranging outlook on future mobility in Hamburg. Media also were invited to join the Hamburg Invest seminar on mobility and investment opportunities in the industry in Hamburg prior to the briefing for a deeper insight into the subject. The briefing additionally featured Hamburg's Second Mayor Katharina Fegebank, Christoph Torwegge from Osborne Clark and Harald Neidhard from MLOVE for a Q&A and discussion on the topic.



I truly enjoyed the Hamburg Invest seminar and your talk which brought to life the great dynamism and opportunities developing in Hamburg and the region

STARTUP UNIT BUSINESS MEDIA & MARKETING LUNCH

The [Startup-Unit of Hamburg Invest](#) together with OMR (the leading annual media and marketing event in Germany) and next media accelerator (the largest hub for media innovation in Europe) invited to an exclusive lunch, where over 80 leading media, marketing influencers and speakers from the UK and Germany discussed strategies on collaboration.

Hamburg Marketing GmbH launched [Hamburg's Future Award](#), which aims on further strengthening Hamburg as a place of innovation by creating a stage for startups, innovators and multipliers to create impact. Furthermore the award offers an attractive package for startups interested in Hamburg as a business location.



STARTUP-UNIT VC EVENT

"Hamburg the hidden star of the German startup-scene!" The Startup-Unit of Hamburg Invest, LutherLaw and IFB Innovationsstarter invited a group of UK venture capital investors to a workshop to meet exceptionally high growth startups from Hamburg and to explore and learn about Hamburg's startup scene and investment opportunities there.





BUSINESS WORKSHOP MICE & TRAVEL TRADE

In the context of the Business Networking Reception [Hamburg Tourist Board](#) and [Hamburg Convention Bureau](#) invited around 45 guests from the London MICE and tourism industry to attend an EXCLUSIVE BUSINESS EVENT SESSION. Michael Otremba, CEO Hamburg Tourist Board / Hamburg Convention Bureau, together with Nicola McGrane, CEO Conference Partners International and Myriam Younes, Director Expedia Media Solutions, discussed current developments and challenges in destination marketing in an excellently staffed panel and answered questions from the travel industry.

*"It was such an inspiring event and gave me insights into one of the most exciting hidden gems in Europe!", and Michelle Mattos from Lovely Planet and Magdalena Penz from ETOA added: "We had a great evening with Hamburg."
Myriam*



HAMBURG NETWORKING RECEPTION

Hamburg flair at the Hamburg Networking Reception. 140 guests and partners met representatives and professionals from both Hamburg's and London's economy and tourism industry. After a warm welcome by Katharina Fegebank (Second Mayor and Minister for Science, Research and Gender Equalities of the Free and Hanseatic City of Hamburg) and Michael Otremba (CEO Hamburg Marketing), they experienced Hamburg's vibrant culture, food and city life, learnt more about the city of Hamburg and even took an exclusive 360-degree virtual tour of the concert hall Elbphilharmonie Hamburg as well as listening to Beatles songs from Stefanie Hempel's St.Pauli Beatles Tour. An inspiring evening of Hamburg in London on Thursday the 30 of August at the ACE Hotel.



MEDIA DAY

5

MEDIA EVENTS
INCL. 2 INSTAWALKS

3

BLOGGER
AMBASSADORS

100

ATTENDING MEDIA
REPRESENTATIVES

MANY

PERSONAL INTERVIEWS
WITH TOP MEDIA

In order to reach London and all people in the UK beyond word of mouth, media work was intensified in comparison to 2017. Building on the success of last year's event, Hamburg's music and festival scene, culture and food offering was promoted through a diverse range of media activities on the 31 August. Hamburg

is a young and vibrant city and Hamburg on Tour is there to give everyone in the world a taste of it. Media Snack Box Desk Drops were hand-delivered to selected key London travel editors

and media to make them aware of the HAMBURG FESTIVAL. Beside interviews and profiling-work a lot was done to make the people talk about Hamburg and the upcoming event. Blogger Ambassadors created buzz in the lead-up to the event and even visited Hamburg themselves to share their first-hand knowledge – exclusive insights already one day before opening!

JAZZ & JAM - HAMBURG MEDIA BRUNCH

To fully engage the media, 15 key titles were invited to attend an exclusive preview brunch to give them the chance to experience Hamburg's festival before doors opened to the public. A perfect german breakfast was laid on with Hamburg delights supported by partners including [Schwartauer Werke](#), [Leev](#), [Hnymee](#), [Ahoi Marie](#) and [Meßmer](#). This 'backstage preview' created a more personal feeling for the attending media and radio shows.



HAMBURG – A GREAT PLACE FOR GREAT MUSIC



Top: Klaus Voormann and Stefanie Hempel showing Hamburgs Connection to the legendary Beatles.

Right: 2 InstaWalk showed more than 35 british influencers the beauty of Hamburg.



HAMBURG BLOGGER RECEPTION

To finish, a Blogger Reception took place in The Boiler House. 42 influencers invited by Traverse and the [Hamburg Tourist Board](#) joined this evening event to get to know Hamburg. There were tastings from several Hamburg partners, including proper Hamburger dishes from COOK UP. This exclusive backstage event allowed influencers to really understand the "Hamburg Feeling" first-hand, with great music, food and culture to absorb on the night.

HAMBURG ON TOUR IN THE MEDIA



MORE THAN
71,500,000
POTENTIAL TOTAL REACH



POTENTIAL MEDIA COVERAGE IN DETAIL

- Print 1.1 m
- Online 31.2 m
- Social Media 19.9 m
- Event calendars 17.4 m
- Others 1.3 m (incl. radio and international poster campaign)

A creative highlight:

Floor prints, guerrilla poster campaign, street gigs (beatles song and HipHop dance performances)

A strategic highlight:

international highlights, Shoreditch radio show, 3 winning competitions



Listen to the [HAMBURG FESTIVAL](#) playlists by Hamburg on Tour on Spotify.



SOCIAL MEDIA CAMPAIGNS

- The pre-event coverage in July, August and September featured three high-profile bloggers as official Hamburg on Tour ambassadors
- 3 competitions in magazines corresponding our topics to win a weekend in Hamburg
- Festival and Food videos published on own Social Media Channels. Visit our [YouTube channel](#)
- Creating 5 playlists of different genres from Hamburg musicians at Spotify
- Interviews from all festival- & musical partners for the Shoreditch Radio show
- Media Snack Boxes for selected media in London as invitation for the media brunch
- 5 Press Releases incl. announcing Hamburg's spotify channel
- International postering



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

Check us out on Social Media:

FACEBOOK:

- 2,127 followers (+7% in 2018)
- 326 posts, 1,342 likes
- Reach (event week): 10,274
- Reach total: 456,706

INSTAGRAM:

- 1,186 followers (+40% in 2018)
- 328 posts, 15,693 likes
- Reach (event week): 7,685
- Reach total: 97,282

TWITTER:

- 5,702 followers (+182% in 2018)
- 724 posts, 8,232 likes
- Reach (event week): 89,355
- Reach total: 1,902,800

19.9 M

SOCIAL MEDIA CONTACTS

(own official channels, partners and other channels)



Stefanie Hempel

"The second time "Hamburg on Tour" in London - and it was even more fantastic. A beautiful venue, best coffee, Labskaus, beer and gin for free. Live music from all genres all through the day. You could immediately feel that this event was organised and conducted with love and enthusiasm."



QUOT



Tara (Where is Tara):

"I loved the HAMBURG FESTIVAL. The location was perfect and the venue looked incredible. I particularly liked all the little touches like the temporary tattoos, the different names on the sailor hats and the Hamburg on Tour cushions. Everyone involved was genuinely excited to show off Hamburg to the people of London which made for a great atmosphere. I think it's great that it's free and that even when paying for drinks they're very reasonably priced. Personally I really enjoyed my time there, especially arriving after lunch time as I missed the big crowds and there was a little more room. The performance from the Hip Hop Academy was amazing and I LOVED Eve Champagne. She was so high energy! I was definitely inspired by the photography exhibition. It made me want to visit Wacken Festival next year!"

Old Truman Brewery:

"The event had a great energy and brought a real flavour of the cities culture to East London."

Janet (Journalist on the run)

"I thought the Hamburg on Tour Festival in London was an incredible experience. You could really feel the love of the people of Hamburg, despite being over 1,000km away! There were so many small touches that made it all the more special, from the food and drink to the bands that had played at Hamburg's best festivals. I thoroughly enjoyed my time there and I know my friends from London who visited did too!"



Yishyene (Small crazy)

"I thought it was a great effort by the Hamburg team and if I hadn't already known about or been to Hamburg, I'm pretty sure this would've gotten my attention had I been around Brick Lane that day! I enjoyed myself, and especially loved the singing and dancing on the street."

TESTS & REVIEWS



Lutz, Raoul, Stefan (COOK UP):

"We had a really good time. It was all in one a great team, a fantastic location, a great atmosphere and mood. Super job!"



Eve Champagne (BID Reeperbahn+)

"Hamburg on Tour in London felt like a family party with the cool aunt. Everyone was very welcome and it was a colourful mix of guests and programmes. The conversations were inspiring and I am sure that we will soon be able to welcome new visitors to St. Pauli."

Rocket Men

"Via London we headed for space. The stopover was worth it: packed with Hamburg local specialities, British metropolitan flair and a great audience, the mission was successfully completed!"



Thundermother by Wacken Open Air:

"Awesome people, awesome place, amazing atmosphere! We enjoyed every single second of this exciting event. To represent Wacken Open Air and to be a part of the Hamburg crew was a true honour. Definitely one for the books!"



THANK YOU

TO THE PARTNERS OF HAMBURG ON TOUR!

MAIN PARTNERS



FESTIVAL PARTNERS



OTHER 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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