

MEDIA INFORMATION

“Hamburg. Just as real as you”: Hamburg highlights at the Day of German Unity festival

Hamburg, 30 September 2016 – “Hamburg. Just as real as you” is the tagline of this year’s presentation of the Free and Hanseatic City of Hamburg at the Day of German Unity festival in Dresden. As part of the festival’s *Ländermeile*, Hamburg will be presenting a mix of culture, design and culinary specialities. The event, at which all of Germany’s federal states will be presenting themselves, is one of two live communication events the Hamburg Convention Bureau (HCB) is running under the umbrella of its “Hamburg on Tour” event series. “Hamburg on Tour” aims to present Hamburg’s diversity in a creative and charming way in selected countries and cities to strengthen Hamburg’s image in a focussed and sustainable manner.

As part of this annual festival to celebrate the Day of German Unity, all of Germany’s federal states will be featured at the festival’s *Ländermeile*. This year, the festival will be taking place in the city of Dresden, Saxony. At the 2015 festival in Frankfurt (Hesse), more than 1.4 million visitors attended its *Ländermeile* over a period of three days. The festival provides the broader public with the opportunity to experience Hamburg first-hand and to discover the city’s multiple attractions – from the Reeperbahn entertainment district to the Elbphilharmonie concert hall. Therefore, beyond showcasing typical Hamburg features, the event also aims to convey the spirit of life in Hamburg in an authentic way.

“Hamburg. Just as real as you”

At the festival, Hamburg will be brought to life on 350 square metres. Hamburg’s vibrant cultural scenes and landmarks will be at the core of the event, which aims to convey the “Hamburg feeling” in the federal state of Saxony. Hamburg’s presentation at this year’s festival will be modelled on a typical off-scene pub in Hamburg. The pub’s Hamburg-themed design, maritime flair and live music from local artists will take visitors directly to Hamburg’s off-scene quarters. Photo galleries featuring motifs from Hamburg and the Hamburg Metropolitan Region as well as repurposed fruit boxes with authentic souvenirs will bring to mind a real visit to Hamburg. With fine detail and various accessories such as fishing nets on the ceiling, the Hamburg presentation will provide visitors with a one-of-a-kind Hamburg experience.

Sandra Pfeffer, head of the HCB’s event marketing unit, comments: “Last year we completely redesigned our stand concept. At the Day of German Unity, visitors can now experience a true Hamburg feeling. We have included a couple of activities and programme highlights that demonstrate why Hamburg is such a liveable city: a St Pauli pub with a lounge stage, Hamburg designers in our retail store and even a real Hamburg beach club. The concept worked out really well last year and we are very much looking forward to building on this success in 2016.”

Partnerships lend authenticity

The HCB's key to successful live communication events lies in positioning Hamburg in an authentic, attractive way and in making the city tangible for visitors. The HCB has various partners and acts from Hamburg on board to make the Hamburg experience as authentic as possible. Music highlights will include e.g. Kat Wulff and Magnus Landsberg, both part of "THE SOUND OF SANKT PAULI – sie spielen unser Lied", in which 14 musicians perform the famous Sankt Pauli anthem "Auf der Reeperbahn nachts um halb eins" while breathing their own individual style into it. The project is the work of the BID Reeperbahn+ initiative. Further programme highlights include the HipHop Academy Hamburg – a non-profit project for young people between the ages of 13 and 20 that is unparalleled in Germany – who have put together a performance especially for the Day of German Unity.

Nils Lund with his special guided tours will be taking participants directly to the St Pauli district in Hamburg. The Big Balmy, fritz-kola, elbler, l'espresso and CraftBeerMarket.de will be providing refreshment, and Günther Block Photography and Ahoi Marie will be presenting design from Hamburg. Other programme items include Stage Entertainment with their "Miracle of Bern" goal wall, the Elbphilharmonie with an information booth, AIDA Cruises with their Hamburg beach club as well as radio channel NDR 90,3 and the Hamburg Journal with coverage of the overall programme.

The Hamburg Convention Bureau has been responsible for the Hamburg presentation at the Day of German Unity since 2009.

The Hamburg Convention Bureau (HCB)

As a direct subsidiary of Hamburg Marketing GmbH, the Hamburg Convention Bureau GmbH (HCB) combines locational expertise with a broad spectrum of industry-specific knowledge, ranging from B2B meetings, conferences and conventions to large-scale public events. HCB is in charge of marketing Hamburg globally as a congress and conventions location and strengthening Hamburg's profile internationally via highly visible public events.

Media contact:

Michel Molenda

Head of Corporate Communications & PR

Hamburg Convention Bureau GmbH

Wexstrasse 7

D-20355 Hamburg

Tel: +49 40 - 300 516 53

Mobile: +49 173 - 900 65 86

Fax: +49 40 - 300 516 18

E-mail: michel.molenda@hamburg-convention.com

URL: www.hamburg-convention.com