

## PRESS RELEASE

### **Establishment of new conference hotel as a further milestone for Hamburg as a convention destination**

**Hamburg, 22 August 2017 – The recent decision to establish an international conference hotel in Hamburg’s HafenCity district represents a further important step on the road to becoming a competitive meetings and convention destination. Once completed in 2021, Hamburg will be able to offer a much broader range of options for hosting medium-sized conventions. The Hamburg Convention Bureau GmbH (HCB) believes that this will increase Hamburg’s position when it comes to competing with major international convention destinations.**

The decision is a crucial component in securing Hamburg’s future in the tourism segment of meetings and conventions. Following the start of the revitalisation works at the CCH - Congress Center Hamburg earlier this year, the decision to develop a modern conference hotel in the heart of the city is an important step in supporting Hamburg’s efforts in becoming a strong international meetings location.

Michael Otremba, managing director of Hamburg Convention Bureau GmbH and Hamburg Tourismus GmbH, comments: “With this decision, Hamburg is kicking off a new era in conventions. A major milestone will be achieved in 2019 with the completion of the revitalisation works of the CCH - Congress Center Hamburg. This additional decision in favour of a centrally located conference hotel with excellent connectivity sends a powerful signal to the MICE sector and will allow Hamburg to access a new level in the business tourism segment.”

In recent years, the HCB has been voicing the need for an appropriate solution for medium-sized meetings and conventions of up to 1,000 participants. It has been argued that this would considerably strengthen Hamburg when it comes to competing with top-class convention destinations for business events. The announced building project is scheduled to be completed as early as 2021.

Michael Otremba explains: “Hamburg has great potential in the area of business events. Over the past years we have been able to observe a strong interest in our city on the organisers’ side, but due to lack of capacity we have been unable to accommodate a number of highly interesting requests.”

The building project will considerably increase Hamburg’s supply capacity from 2021 onwards and will partially resolve the city’s capacity constraints. Mr Otremba also points to the decision’s relevance for Hamburg at large: “Meetings and conventions provide strong and sustained impetus for further developing economic strength, the science sector and the quality of life in the entire Hamburg Metropolitan Region. The conference hotel, which will be located in the immediate vicinity of the Elbphilharmonie Hamburg, will also stimulate the HafenCity district. We are delighted to be able to take another step in safeguarding Hamburg’s future.”

### **The Hamburg Convention Bureau (HCB)**

As a direct subsidiary of Hamburg Marketing GmbH, the 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.

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