

## PRESS RELEASE

### **Europe's leading cruise trade show & other industry events unite to turn host city Hamburg into a hub for cruise events**

Hamburg is once again set to be the hub of the international cruise industry when Europe's leading congress and trade show for the sector, Seatrade Europe Cruise & River Cruise Convention, returns to Hamburg Messe this week. Hamburg Cruise Days, the biggest public cruise festival worldwide, will be held in conjunction with the trade show, making the city the biggest global stage for the cruise industry.

More than 5,000 participants are expected at the 10th Seatrade Europe, taking place this week (11 - 13 September), bringing together senior buyers, planners and key decision-makers from Europe's ocean and river cruise lines. This unique biennial event has over 260 exhibitors from over 50 nations, including shipbuilders, tour organisers, interior outfitters and entertainment specialists.

Well-established public event Hamburg Cruise Days, 13 – 15 September, is held alongside Seatrade Europe, culminating in a mile-long procession of illuminated ships sailing down the Elbe River towards the sea against a backdrop of fireworks.

Other events held alongside Seatrade Europe include the Cruise Lines International Association's (CLIA) Ports and Destination Summit, travel agency congress fvw CruiseLive and Marine Interiors Cruise & Ferry Global Expo – a leading global event for passenger ship interiors.

Florian Gerdes, Marketing Manager Conventions at Hamburg Convention Bureau, explains:

“The combination of these cruise industry mega events ensures Hamburg will, once again, be the biggest global stage for the cruise industry. Cruise decision-makers, investors, talents and start-ups will all converge in the city.

“Germany’s second largest city is the ideal venue for events like these - many global players from the industry have their European headquarters in the city. Hamburg’s long-established links with Asia, notably China, and the Baltic states make the city an international meeting point for decision-makers.“