



Hamburg, 11<sup>th</sup> of January 2012

Hamburg Cruise Center e.V.  
Steinstrasse 7, D-20095 Hamburg  
Nadine Palatz, Marketing Manager  
E-mail: palatz@hamburg-tourism.de  
Tel.: +49 40 30051 393

## PRESS RELEASE

**2011: Cruise Port Hamburg continues to grow. 2012: Hamburg Cruise Center is anticipating record results with over 400,000 passengers and a total of 164 calls from cruise ships.**

### **Cruise industry in Hamburg – A success for both city and port**

"This success is not only a compliment to our city, but also represents an obligation on our part," emphasised **Senator for Economics, Traffic and Innovation, Frank Horch**, at the annual press conference of the Hamburg Cruise Center (HCC), which was held on board the "Queen Elizabeth" today. Certainly an obligation insofar as the city must fulfil the necessary requirements to sustain this positive development and facilitate further growth.

The entire Hamburg economy ultimately benefits from cruising operations, including the shipyards, suppliers, excursion providers, catering enterprises and security companies, thereby opening up excellent prospects for Hamburg in terms of added value and new jobs.

Senator Horch went on to say that "To use the potential within the sector and continuously develop Hamburg's fortes as a cruise destination, we now want to establish a cruise initiative based at the Department for Economics, Traffic and Innovation." Amongst other things, the initiative will focus on innovation and sustainability, marketing and tourism as well as qualifications and jobs.

### **Season record 2011**

"The 2011 cruising season was the most successful in Hamburg to date, with the hanseatic city developing to an even greater extent as an all-year-round destination," declared **HCC chairman, Dr. Stefan Behn**. Whereas the 2010 cruise season encompassed nine months, Hamburg welcomed cruise visitors to its terminals over a period of ten months in 2011. Only January and February failed to register a visit from a cruise ship, "which is why we are all the more pleased to kick off the 2012 cruise year with such a highlight in January," proclaimed Dr. Behn.

On 11 March, the 2011 cruise season began with a visit from the "AIDAcara" and ended on 18 December when the "Amadea" and "Albatros" simultaneously called at the port. In addition to three ship christenings, seven maiden calls, a record month in May with 36 calls and the Hamburg Port Anniversary that included seven cruise ships, an absolute highlight last year was the opening of the Cruise Center Altona. "This has put us on track for the future, as the dynamic growth trend will certainly continue over the coming years," clarified Dr. Behn.

By the end of the season, HCC had processed 314,500 passengers, an increase of 28 percent in comparison to the previous year (2010: 246,000 passengers). The Cruise Port of Hamburg was visited a total of 118 times by cruise ships, a 13.5 percent increase in the number of calls.

Hamburg is also distinguished as a cruise destination by the city's unique location on the river Elbe. In September 2011, the city was voted the "world's most attractive harbour entrance" in a poll on the Celebrity Cruises Facebook page.



## Diversity at cruising destination Hamburg

Hamburg has proved itself in the past as a homeport for cruises. A total of 87.5 percent of turnaround passengers started and/or ended their cruise in Hamburg. AIDA Cruises alone stationed three of its ships ("AIDAcara", "AIDAluna" and "AIDAbly") in Hamburg for the 2011 season, all of which set sail from the city on a regular basis. "2011 also saw us host a Costa Cruises ship for the first time," reported **Gerd Drossel, managing director of HCC**, who explained that the "Costa Magica" visited the Port of Hamburg eleven times in total, with a turnaround of passengers and a transit call being carried out on each occasion. As such, the number of transit visitors rose considerably in 2011 to more than 39,100 in total, a healthy five-fold increase against the previous year's figure (2010: 7,201).

A significant change in percentage figures regarding passenger origins was also evident. While 91 percent of passengers came from Germany in 2010, this figure decreased to 73 percent in the 2011 season. Overall, the 2011 season saw passengers welcomed from 107 different countries. A broad range of nationalities also sailed on board the "Costa Magica", including Italian (5.7 percent), French (3.6 percent) and Spanish (2 percent) passengers. The USA and Austria both provided 1.8 percent of the passenger total, followed by the Netherlands, which accounted for 1.5 percent.

Located at the heart of Europe, the Cruise Port of Hamburg is an ideal departure point for cruises. In terms of route distribution, the following percentages were recorded for 2011: 40 percent of departures headed for Norway (Oslo and Bergen regions), 21 percent of the routes led down the Atlantic along Europe's west coast, 13.5 percent went through the Baltic, 12 percent to England, Scotland and Ireland, 9 percent headed to Nordkapp and 4.5 percent headed across the Atlantic.

## 2012 cruising season set to top previous year's result again

Ship christenings, the Hamburg Port Anniversary, the Hamburg Cruise Days and international exhibitions; Hamburg is truly a significant platform for the cruise industry, a major reason why the GERMAN CRUISE PRIZE named the port "Cruise Port of 2012". The dynamic growth trend registered in the previous years is also certain to continue. "We are expecting 164 cruise calls during the 2012 season (150 turnarounds and 14 transit calls), an increase of 39 percent against last year's figure," stressed Dr. Behn. Hamburg is primarily a turnaround port and this will be expanded in the coming years. In 2012, AIDA Cruises will call Hamburg 48 times and, for the first time, the port will also play host to the Italian shipping company MSC Cruises, which will be offering 25 voyages to and from Hamburg on the "MSC Lirica". Costa Cruises is also increasing its cruise offer at Hamburg and will base two ships in the Hanseatic city for the coming season (13 departures with "Costa Magica" and four with "Costa Pacifica"), complemented by two visits from the "Costa neoRomantica". As in the previous season, Costa Cruises will be performing partial turnarounds\*, in turn resulting in a further increase in the number of transit visitors. (\* partial turnaround: both passenger exchange and transit call).

"The total number of passengers will rise to over 400,000, up 27 percent," explained Dr. Behn. Hamburg is marked by its broad customer portfolio, which underlines the appeal and diversity of the location for passengers. Overall, 25 shipping companies have already registered 38 cruise ships in the Hanseatic city for 2012.

## Optimal conditions for the future

In a global comparison, the German cruise market is currently growing at the fastest rate, with the number of cruise passengers totalling around 1.21 million in 2010. Experts forecast that the figure will reach two million as early as 2015. German cruise ports are benefiting from the present framework conditions and anticipated growth on the German market, with the current market penetration of just 1.5 offering a great deal of potential for the future (Great Britain stands at 2.6). "Hamburg is optimally placed as an excellent turnaround port and simultaneously serves as the access point to the German source market," illustrated Mr. Drossel. The Hanseatic city has a huge catchment area, with 40 million people living within a four-hour drive or three to four hour train ride, or as Mr. Drossel confidently put it, "a lot of potential cruise passengers."



Mr. Drossel went on to say that the HCC is looking optimistically to the future, no wonder with 100 registrations having already been submitted for the 2013 season. He also stated that "it is only a matter of time before the first cruise ship is based in Hamburg for the entire year." Furthermore, the first berths have already been reserved for the fourth staging of the Hamburg Cruise Days in 2014, which will take place from 1 to 3 August.

"A passenger volume of 500,000 for the 2015 season is wholly realistic," said Mr. Drossel, once more confirming the target set last year.

In order to fully exploit this potential, the Hamburg Chamber of Commerce, the Tourism Association of Hamburg and Hamburg Cruise Center have tabled a resolution calling for the Senate, the Hamburg Parliament and Hamburg trade and industry to continue to resolutely support the further expansion of Hamburg as a cruise destination. The voice of the cruise industry in Hamburg, HCC currently has around 80 members, a cruise-specific network that is mutually and wholeheartedly committed to the future development of Hamburg as a cruise destination.

### **Sustainable success through new corporate design**

To also achieve sustainable success within the sphere of marketing, in cooperation with an advertising agency, the public companies Fischereihafenentwicklungsgesellschaft mbH and HafenCity GmbH have created a new corporate design for the cruise terminals. The corporate design will provide a distinct approach to all future communication measures and enable the development and maintenance of a patent, concise and homogeneous Hamburg Cruise Center image, whether it involves an event venue or a cruise terminal. HCC will use the umbrella brand logo externally.

"The first example of the new corporate design comes in the form of the association's freshly-printed image brochure, which for the first time presents the cruise destination as a whole," declared Mr. Drossel. Readers will gain a comprehensive insight into Hamburg as a cruise destination, be it from a tourism perspective, in relation to the terminals or in terms of the cruise industry competence centre.