

CRUISE GATE HAMBURG

structure of those early days, which changed last year when HPA assumed full ownership of CGH.

The Steinwerder Terminal, inaugurated in summer 2014, meanwhile performs extremely well.

‘We as the terminal operator and the cruise lines are highly satisfied with our first two business years at the terminal,’ Rougier confirms, ‘every year we measure our Key Performance Indicators, and we can say these are well above international standard.’

Early deficiencies in public transport to the new facility have been addressed with a new shuttle bus linking Steinwerder and the nearest railway station.

Further steps into Hamburg’s future as a cruise hub are currently taken at HafenCity, where a new terminal is under construction as part of the 260,000sq mtr ‘Überseequartier’ complex due for inauguration in 2021.

‘A cruise terminal integrated in a shopping-, hotel- and entertainment quarter is a highly modern approach,’ Rougier says about the project, highlighting its strengths particularly with regards to overnight calls: ‘With a direct access to the town, unique shopping facilities and the Elbphilharmonie, this new terminal will allow guests to discover Hamburg in a close and comfortable way.’

A parade of cruise ships partaking in the Port Anniversary festivities



PHOTO: CRUISE GATE HAMBURG GMBH

CGH has planned the four-year construction period carefully: ‘We continue to provide cruise lines with berths at the Steinwerder and Altona Cruise Terminals, also at HafenCity where the area and terminal building next to the construction site continue being available for smaller ships. Additionally, a berth for very small ships is available at Überseebrücke, and for major events such as the Port Anniversary and the Hamburg Cruise Days we can also use Kirchpauerkai as well as other commercial piers.’

No doubt Rougier is not a person leaving

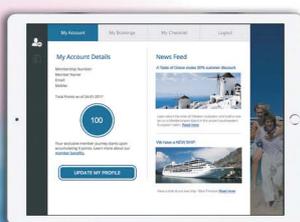
things to chance. ‘What I love so much about my job is the contact with the cruise lines, communication, the creative aspect. On the other hand, I also love the clear structure, organisation and order of terminal operations.’

‘This duality of creativity and structure also characterises Hamburg as a town. Hamburg manages to unite tradition and innovation, as the Elbphilharmonie shows. Also for me, traditions are important, but it is as much necessary to redefine and reinvent oneself. Both Hamburg and my job at CGH provide me with this diversity.’ ●



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For more information please visit www.rescompany.com or contact us directly by email at pwinqvist@rescompany.com or michael@rescompany.com or call us on +44 20 3305 9244 or +61 2 9526 771.