

CRUISE GATE HAMBURG GMBH



COMPANY OVERVIEW:



Industry: Terminal operator



Employees: 11+



Address: Am Sandtorkai 66, 20457 Hamburg

About Cruise Gate Hamburg GmbH

Cruise Gate Hamburg GmbH (CGH), a subsidiary of Hamburg Port Authority (HPA), is the terminal operator of Hamburg's three cruise centres Altona, HafenCity and Steinwerder. CGH is in charge of the berthing allocation, terminal operations, business development and international marketing and promotion of the destination Hamburg and last but not least the single point of contact for all cruise companies.



PHOTO CREDIT: HAMBURG PORT AUTHORITY, JENS ERIK WEGNER

After three years of tremendous growth - 73 % between 2015 and 2018 - this season will stabilize this progress, and we are taking necessary steps for the further development of the cruise business in Hamburg with a new urban terminal in the City center.





PHOTO CREDIT: REDROSES COMMUNICATIONS GMBH

What are your plans, goals and ambitions for 2019 and beyond?

After three years of tremendous growth – 73 % between 2015 and 2018 – this season will stabilize this progress, and we are taking necessary steps for the further development of the cruise business in Hamburg with a new urban terminal in the City center. Currently, the area for the new terminal and the surrounding shopping and leisure area is under construction. The new terminal is expected to start operations in the season 2022/2023. Together with our partners we work intensively on realising an aesthetic as well as efficient terminal in terms of passenger and baggage handling. Our ultimate goal is to create a positive guest experience.

As construction work will become more intense we are relocating the cruise ship calls from 2020 onwards to an alternative terminal and pier nearby, called Kirchenpauerkai, offering similar standard as currently offered.

The new terminal however– located within the vibrant Hafencity

area and adjacent to the Elb Philharmonie - will be suitable above all for premium class and expedition ships. Especially with these state-of-the-art ships, the shipping companies focus on sustainability and environmental protection as far as propulsion technologies and total energy consumption on board are concerned. Since Hamburg had decided, to become a green port a few years ago, we will equip the new terminal in the Hafencity with a second shore power facility.

Furthermore, we do see also an increasing interest in River cruising coming up and we are analyzing how to develop infrastructure for this new segment.

What, in your opinion, does the future look like for the cruise industry?

If we look at the global development of cruise shipping, significant capacity growth worldwide is expected: by the year 2027, 113 large cruise ships are expected to be added to the market, as well as 30 smaller ships for the expedition cruise until the year 2024.



The market will be even more diverse than it is today. We also see more ports becoming cruise destinations. Primarily, it is the market of expedition cruises that is emerging to be of increasing relevance to Hamburg, offering routings to the North Cape or Western Europe. To be able to service this growing market, we are in very strong collaboration with the major cruise lines and strive to adapt our infrastructure correspondingly.

When it comes to the cruise industry, Hamburg's foremost concern is sustainable growth. That is why we are committed to consistently increasing the share of shore power and LNG supplied to ships at the berths of our terminals.

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PHOTO CREDIT: REDROSES COMMUNICATIONS GMBH.

Are you currently facing any industry challenges?

As having said before, it is our interest to establish sustainable cruise tourism in Hamburg, in economic, ecological terms. One of Hamburg’s trump cards is the population’s enthusiasm for cruise ships. As two of our terminals are in the city area, we strive to encourage the people’s acceptance toward the cruise industry. To maintain this enthusiasm, we care about environmental issues and subsequently, over the past few years have successfully invested in alternative power supply at our terminals.

When Hamburg launched the shore power station in Altona, the city paved the way for alternative marine power to become a reality in northern Europe. Already, other ports have followed suit. The long-term goal is to develop onshore infrastructure to provide shore power to ships in more European ports and establish uniform standards Europe-wide. If we want shipping companies to invest in onboard shore power equipment, alternative fuels must be reliably available in all ports. As part of its commitment to environmental sustainability, CGH is in close contact with other port authorities and shipping companies. Hamburg

will equip the new HafenCity Terminal with shore power and, at the moment, we are analysing the opportunity to equip the Steinwerder Terminal as well.

How does exhibiting at a Seatrade Cruise event help you achieve your business objectives?

Seatrade Cruise Events are the perfect place to keep track of and deepen existing contacts – as well as establish new connections, since it brings together the stakeholders of the international cruise industry. Furthermore, the events create more than one opportunity to present Hamburg as a cruise destination and to talk about issues like sustainable growth and the current cruise bashing issues. Finally, the conference programme provides an important platform to learn about trends as well as possible strains of the industry and to address those challenges by pooling in the knowledge of high-profile attendees.



PHOTO CREDIT: HAMBURG PORT AUTHORITY

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Who do you hope to meet and engage with at the event?

We take advantage of the fact that many cruise lines are represented at the events. This year we do have the opportunity to host the Itinerary Planners Lunch and we are sure that we will convince representatives of the cruise lines to call Hamburg even more. It is a real networking opportunity with interesting conferences and of course a platform to exchange with other ports about the challenges of the industry

What would you say to those looking to meet with you at a Seatrade Cruise events?

Hamburg is always worth a visit. No other cruise destination in the world offers such an unbelievable welcome by cruise fans. Over the past years, Hamburg has evolved as one of Europe’s cruise capitals – with over 900 000 passengers and 212

calls in 2018. Hamburg moreover is known as the most eventful city port in the world. Events like Hamburg Cruise Days or the annual Port Anniversary Celebrations are sheer spectator magnets.

The same goes for the spectacular ship christenings, sail-out parades and maiden calls. Complementing that, cruise ships themselves stage evening and other events in the Port of Hamburg with hundreds and thousands of guests. What better promotion for a ship and the brand can there be?

What would you say to people thinking of exhibiting at a Seatrade Cruise event?

Seatrade Cruise Events are a key platform bringing together cruise industry professionals from all over the world. It is the perfect place for those aiming at networking and doing business with important stakeholders of the industry, creating useful relationships and for promotion.



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■ Sacha Rougier, Managing Director, Cruise Gate Hamburg GmbH

Your next opportunity is waiting

To discover more about exhibitor opportunities at Seatrade Europe 2019 get in touch with:



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