

PRESS RELEASE

Disney Cruise Line sails to Hamburg in 2024

Hamburg, 2 May 2023 - Disney Cruise Line has announced it will sail to Hamburg for the 2024 cruise season. On 3 September 2024, the *Disney Dream* will celebrate its premiere call at the Port of Hamburg as part of its seven-day voyage to the British Isles. Disney Cruise Line, a leader in family cruising, allows families to see the world with a touch of Disney magic. Onboard the *Disney Dream*, guests can expect world-class family entertainment, like only Disney can do, Broadway-style musicals, fireworks at sea, encounters with Disney characters, themed dining and fun and relaxation for every member of the family.

“Disney Cruise Line’s visit to Hamburg will be an absolute highlight in the coming year, and we will do our best to support the cruise line leading up to the sailing to offer guests an unforgettable travel experience to our city,” said Simone Maraschi, Managing Director of CGH. “The collaboration not only underlines Hamburg’s strong commitment to the cruise industry, but also the broad support that Hamburg as a cruise destination offers to the cruise lines,” Maraschi added.

Cruise Gate Hamburg (CGH) leaders recently attended Seatrade Cruise Global in Fort Lauderdale, Fla., the largest international trade fair for the cruise industry, where they met with Disney Cruise Line leaders and other cruise lines to discuss opportunities to sail to the Port of Hamburg. Hamburg had a particularly strong presence on site at Seatrade Cruise Global this year. In addition to CGH leaders, Simone Maraschi and Iris Scheel, in attendance, Jens Meier, CEO of Hamburg Port Authority AöR, Michael Otremba, Managing Director of Hamburg Tourismus GmbH, also travelled to the cruise industry’s leading annual business-to-business event to jointly promote Hamburg as a destination and its strong performance as a cruise hub.

Managing Director of CGH Simone Maraschi said, “We are very pleased to have secured a visit from Disney Cruise Line, one of the most popular cruise brands, during the Seatrade Cruise Global Conference. This is a big win for CGH and for Hamburg as a tourist destination.”

Michael Otremba also welcomes the outcome, adding, “We are delighted that, with excellent teamwork and within the framework of Seatrade Cruise Global, we have succeeded in putting Hamburg on the map with the players in the cruise industry.” Cruise Gate Hamburg has been active for years at international trade fairs and conferences in association with other Hamburg

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stakeholders in order to promote Hamburg as an eventful and sustainable cruise destination in various markets and to position Hamburg more strongly as a brand, especially in the USA.

This September, Hamburg will host two significant global cruise events for one week. The Seatrade Europe will take place from 6 to 8 September, followed by the "Hamburg Cruise Days" from 8 to 10 September, which will put cruise ships in the spotlight on the harbour stage on all three days of the event. The highlight of the event will be the ship parade on the Elbe on Saturday evening, accompanied by music, fireworks and hundreds of thousands of visitors.

Hamburg is also moving forward consistently and swiftly in implementing its vision of being the "No. 1 Sustainable Cruise Hub in Europe." By 2025, all permanent cruise terminals will be equipped with shore power systems. This means that Hamburg is taking on a pioneering role internationally and is already fulfilling the EU's requirement five years earlier, which stipulates in the "Fit for 55" programme that all major ports in the European Union must have a shore power supply by 2030.

About Cruise Gate Hamburg GmbH

Cruise Gate Hamburg GmbH is a subsidiary wholly owned by Hamburg Port Authority AöR. As the operator of Hamburg's cruise centres Altona, Steinwerder, Baakenhöft and HafenCity (from 2024/25), CGH is the single point of contact for all cruise liner companies. CGH strives to provide transparent "one-stop services to the cruise shipping industry" at all of Hamburg's cruise terminals.

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