

## Hamburg flies its Flag at Seatrade Cruise Global 2025

### Ten industry partners accompany Hamburg to the international cruise event

Hamburg, 3 April 2025 – Representatives of the international cruise industry will gather at the *Seatrade Cruise Global* in Miami from 7 - 10 April 2025. As the only German destination Hamburg participates with 10 exhibitors and its own booth as part of the German Pavilion. Over 11,000 visitors and more than 600 exhibitors from over 120 countries are expected to come to the leading international cruise event. The trade fair is a perfect opportunity for Hamburg to showcase itself to the important American market and the over 70 major cruise lines. “We are delighted to see roughly 300 cruise ships calling at Hamburg this year, stage the 10th Hamburg Cruise Days in September and inaugurate our new HafenCity terminal located in a lively quarter right at the heart of the city,” says Simone Maraschi, Managing Director of Hamburg’s terminal operator, Cruise Gate Hamburg GmbH. The new terminal offers existing and new customers promising options of use; more about it will be revealed in Miami.

Apart from [Cruise Gate Hamburg GmbH](#) many [Hamburg Cruise Net e.V.](#) members that are connected to and important partners of the cruise community are on board at booth no. 1827 in the Destination Hall at Miami Beach Convention Center: [Arnecke Siebeth Dabelstein](#), [DFI Dauerflora International GmbH](#), [H.C. Röver Maritime Agency GmbH](#), [HMS Hanseatic Marine Services GmbH & Co. KG](#), [Jongen GmbH & Co. KG](#), [MTC Marine Training Center Hamburg GmbH](#), [Radiopark GmbH & Co. KG](#) as well as [Sartori & Berger GmbH & Co. KG](#). “Hamburg’s cruise business generates an annual turnover of EUR 1.03 billion and adds EUR 420 million of gross value to the economy,” explains Christine Beine, Managing Director of Hamburg Cruise Net. The added value is in particular due to its links to Hamburg’s economy. AIDA Cruises alone has more than 600 services providers and partner companies in the Hanseatic city.

The tourism figures recently published by *Deutscher Reiseverband DRV* (German travel association) show that cruise trips are highly popular with Germans and continue to gain popularity. German vacationers took 3.8 million ocean cruise and river cruise trips in 2024 - a 5% increase over the 2023 record year - and spent roughly EUR 6.3 billion on cruise trips. The success of the industry and the northern European routes could be felt in Hamburg in 2024 – among others, a record 266 ships called and some 1.3 million passengers passed through.

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Trade fair photographs (credit: Hamburg Cruise Net) will be available on the following One-Drive website from 9 April 2024: [Seatrade Cruise Global 2025](#)

*Cruise Gate Hamburg GmbH is a subsidiary of and wholly owned by Hamburg Port Authority AöR. It is the operator of Hamburg’s cruise terminals, Cruise Centre Altona, Steinwerder and Baakenhöft as well as HafenCity terminal from 2025.*

*Hamburg Cruise Net e. V. (HCN) is the umbrella association of the cruise community in Hamburg. It has about 110 members that are active in the cruise and tourism sectors.*