PRESS RELEASE

Hamburg Opens New Cruise Center HafenCity: A New Benchmark for Urban Cruise Infrastructure

Hamburg, September 11, 2025 – Cruise Gate Hamburg (CGH), the operator of Hamburg's cruise terminals, will officially inaugurate the new Cruise Center HafenCity, on Friday, September 12. Located in the heart of the HafenCity district, the state-of-the-art terminal strengthens Hamburg's position as a leading cruise destination.

Attended by distinguished guests from the global cruise community, tourism, politics, business, and civil society, the opening ceremony marks a significant milestone in the city's cruise development. The celebration is enhanced by the presentation of the *Kreuzfahrt Guide Awards*, hosted by the Hamburger Abendblatt, and concludes with the ceremonial departure of Hapag-Lloyd Cruises´ MS Europa from the new terminal.

Following a soft opening phase, the terminal is now fully operational. It features two berths (345m and 230m) and offers space to process both smaller and larger ships. The vertically organized building spans 10,300 m² across four levels – including two underground levels for taxi, car, and bus access, and two above-ground levels for passenger operations.

Cruise Center HafenCity offers a unique arrival experience. Ships sail past the historic Landungsbrücken and the iconic Elbphilharmonie before docking in the heart of HafenCity, offering a scenic and memorable entry into the city. Seamlessly integrated into the vibrant Westfield Hamburg Überseequartier, the terminal provides direct access to a dynamic mix of retail, dining, and cultural attractions. Highlights include the immersive art experience *Port des Lumières*, the newly opened *LEGO Discovery Centre*, and close proximity to Hamburg's most famous landmarks such as the UNESCO-listed Speicherstadt and *Miniatur Wunderland*. As part of HafenCity's multimodal mobility concept, the terminal benefits from excellent public transport connections – including its own dedicated subway station. This significantly reduces private vehicle traffic and ensures convenient, sustainable access to the city center and beyond.

Hamburg's First Mayor Dr. Peter Tschentscher: "Cruise passengers can access the heart of our city directly through the Cruise Center HafenCity. In just a few minutes, they can reach the downtown area and historic sites by subway, bus, or on foot. Thus, cruise tourism stimulates

Pressekontakt:
Cruise Gate Hamburg GmbH
Kathrin Schweppe-May
Tel.: +49 (0)40 42847 – 5083
E-Mail: presse@cgh.hamburg.de
www.cruisegate-hamburg.de

both HafenCity and the city center, which offer visitors a wide range of restaurants, retail outlets, cultural attractions, and entertainments. Using shore power at the cruise terminals makes cruise ships' stays in the Port of Hamburg climate- and environmentally friendly. I wish Cruise Gate Hamburg every success with the new terminal and hope all cruise guests have a wonderful time in Hamburg!"

Iris Scheel, Managing Director of CGH, "Hamburg's approach challenges the notion that cruise infrastructure must be pushed to the periphery. Instead, it demonstrates how a well-planned urban integration can create value for both the city and the industry. Building this terminal in the city centre was possible through close collaboration with stakeholders and strong support from the local community and political leadership. It is a statement proving how deeply rooted cruise tourism is in Hamburg. We extend our sincere thanks to everyone involved who made this vision become a reality."

Simone Maraschi, Managing Director of CGH, "With the Cruise Center HafenCity, Hamburg continues to strengthen its position as a leading cruise hub in the European market. As the city's third permanent terminal, it reflects our strong belief in the continued growth and relevance of cruise tourism as an integral part of Hamburg's maritime economy. The terminal supports Hamburg's long-term strategy of generating added value for the city with the cruise sector – through premium passenger services, meaningful integration into the urban environment, and a clear commitment to sustainable growth and innovation."

Dr. Andreas Kleinau, Chairman of the Management Board of HafenCity Hamburg GmbH, "Together, the HafenCity Cruise Center and the vibrant Westfield Hamburg-Überseequartier complete central HafenCity in a fitting way. Here, Hamburg's expanded city centre, complemented by a unique mix of functions, touches the shores of the River Elbe for the first time. We are very happy to see this innovative city district become a place for everyone to enjoy, enriching urban life at HafenCity."

With the Cruise Center HafenCity, Hamburg continues to be a European pioneer in developing shore power infrastructure in its port. By 2026, the new terminal will be equipped with shore power technology, enabling vessels to connect to clean electricity while docked. This development aligns with Hamburg's strategic goal of providing shore power at all permanent cruise terminals – a target the city will meet four years ahead of the EU-wide mandate. Already today, there is high acceptance of shore power usage, with binding agreements in place with major cruise line operators. From 2027 onward, the city expects shore power-capable vessels calling at Hamburg to make consistent use of the technology wherever technically feasible.

Pressekontakt:
Cruise Gate Hamburg GmbH
Kathrin Schweppe-May
Tel.: +49 (0)40 42847 – 5083
E-Mail: presse@cgh.hamburg.de
www.cruisegate-hamburg.de

In 2025, a total of 48 cruise calls are scheduled at the new Cruise Center HafenCity – including 18 during the test phase prior to the official opening and 30 additional calls by year-end. For 2026, the number is set to nearly double, with 94 calls already confirmed. Across all three terminals – HafenCity, Steinwerder, and Altona – Hamburg expects approximately 300 cruise ship arrivals this year.

The new facility also reinforces the economic and tourism relevance of the cruise industry for the city. As a recognized growth sector, the cruise industry plays a vital role in Hamburg's economy and tourism sector – supporting 4,490 jobs in the service industry and contributing €419.7 million to gross value added according to an official study based on pre-pandemic data from 2018. In response to Hamburg's dynamic development as a cruise destination in recent years, a new economic impact study is currently conducted by the Ministry of Economy and Innovation of the Free and Hanseatic City of Hamburg together with CGH and Hamburg Cruise Net.

Key figures of the new Terminal

- **Total Area**: Approx. 10,300 m^2, including around 4,000 m^2 on the operational ground level.

- **Terminal Layout**: Vertically organized with one operational level (ground floor) for boarding and disembarkation, and two lower levels for access by taxis, private vehicles, and buses.

- **Berths for different ship sizes**: Two berths measuring 345m and 230m in length, with a maximum draught of 10.3m.

- **Parking Facilities**: 1,500 parking spaces within the Westfield Hamburg-Überseequartier.

- **Seamless Mobility**: Directly connected to the Hamburg public transport network via dedicated underground station, bus and taxi terminal.

- **Shore Power Infrastructure**: Available from 2026, two power points (high voltage) for simultaneous supply of two vessels (one large and one smaller vessel), according to norm IEC/IEEE 80005-1, Power output: up to 14 MVA (Megavoltampere) from 100% renewable energy

- **Architects**: Hillmer und Richter Architekten GmbH, Hamburg.

- **Event Venue Availability**: Distinctive waterfront setting with excellent transport links and nearby amenities available for corporate events

Pressekontakt:
Cruise Gate Hamburg GmbH
Kathrin Schweppe-May
Tel.: +49 (0)40 42847 – 5083
E-Mail: presse@cgh.hamburg.de
www.cruisegate-hamburg.de

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, and HafenCity, 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.

Pressekontakt:
Cruise Gate Hamburg GmbH
Kathrin Schweppe-May
Tel.: +49 (0)40 42847 – 5083
E-Mail: presse@cgh.hamburg.de
www.cruisegate-hamburg.de