

PRESS RELEASE

Hamburg Strengthens its Lead in the Cruise Market: Over 1.4 Million Passengers in 2025

Hamburg, 17 March 2026 - A total of 1,416,715 cruise passengers departed from Hamburg during the 2025 season (compared to 1,301,295 passengers in 2024). With this increase, Hamburg continues to expand its role as one of Northern Europe's leading cruise destinations. Germany's busiest cruise port recorded 295 cruise ship calls (previous year: 266), from 46 different cruise ships, including three maiden calls and another 43 calls by river cruise vessels.

Dr Melanie Leonhard, Hamburg Minister [Senatorin] for Economy, Labor and Innovation, "Hamburg is not only an exciting destination for city visitors, but also an outstanding gateway for vacations. The Port of Hamburg continues its growth trajectory and solidifies its role as one of Northern Europe's top cruise destinations. In addition to cargo, passenger shipping is an integral part of our port operations, bringing visitors to our city and contributing to Hamburg's economic impact- both directly and indirectly, for example through revenues in tourism, hospitality, specialized suppliers, procurement, and jobs."

Hamburg is also setting new benchmarks in sustainability. Shore power usage saw further gains in 2025: 162 cruise ships were supplied with emission-free energy during their stay - an increase of more than 25 percent compared to the previous year, representing a 71 percent utilization rate of all calls by shore power capable ships. Starting in 2026, shore power will be available at all three Hamburg cruise terminals - Altona, Steinwerder and HafenCity - four years ahead of the EU's mandatory shore power requirement.

Jens Meier, CEO of the Hamburg Port Authority (HPA), "The continued rise in passenger numbers and vessel calls demonstrates Hamburg's strong position in the international cruise market. At the same time, public acceptance of this growth is essential for the industry's long-term development. The HPA therefore continuously invests in a high-performance, future-oriented port infrastructure, including modern terminals and a comprehensive shore power network. The fact that nearly two-thirds of all shore-power-capable ships are already using this service confirms our approach: in Hamburg, sustainability and growth go hand in hand."

Simone Maraschi, Managing Director of Cruise Gate Hamburg GmbH, “With its three terminals, Hamburg offers cruise lines and guests a flexible, attractive and future-ready infrastructure. The high utilization of shore power demonstrates that cruise lines are fully committed to this approach. By equipping all cruise terminals with shore power, we provide clear framework conditions and strengthen Hamburg’s position as a sustainable port in international competition.”

The increasing number of vessel calls and passengers highlights Hamburg’s growing appeal as a cruise hub - not only for cruise lines and their guests, but also for many other sectors in Hamburg and the metropolitan region, including retail, hotels, restaurants, and cultural and leisure providers. The cruise business has become an increasingly important driver of the region’s economic and tourism development, generating measurable economic value. This is confirmed by a 2025 passenger survey conducted at Hamburg’s cruise terminals, which shows that Hamburg benefits more and more from its role as a national and international home port - the seasonal or year-round base where cruise ships begin their journeys.

Guests who start or finish their cruise in Hamburg spend an average of €133.59 during their stay, often stay in the city for several nights, and take advantage of dining, cultural, or shopping options in more than 70 percent of cases. Additionally, 38 percent of all cruise passengers now spend at least one night in Hamburg before or after their trip - nearly double the share from 2016 (20 percent).

For 2026, 331 cruise calls are scheduled between January and December, along with 47 river cruise calls. Eight maiden calls are expected, including the first visit of Virgin Voyages’ *Valiant Lady* to the Hanseatic city (additional maiden calls: *Explora III*, *Midnatsol*, *Norwegian Sky*, *Majestic Princess*, *Liberty of the Seas*, *Scenic Eclipse II*, and *Mein Schiff Relax*). The celebrations for the *Hamburg Port Anniversary* will take place from May 8 to 10, 2026.

The cruise schedule 2026 is available at: www.cruisegate-hamburg.de/en/expected-vessels/

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.

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