HAMBURG
VIBRANT CRUISE CAPITAL

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Seatrade Cruise Global, Fort Lauderdale, USA 13-16 March 2017

CRUISE
GATE
HAMBURG

HAMBURG NO. 1 CRUISE DESTINATION IN GERMANY

1 **Hamburg** **800,000** **ca.200**

Germany´s 2nd largest city

Highest GDP/Capita and purchasing power in Germany, 4th highest in the EU

Top 10 of tourist destinations in Europe

Year-round tourist destination

3rd busiest port in Europe: 8,91M TEUs Container handling (2016)

Hamburg Port = City Center

PASSENGER PROFILE / DEPLOYMENT

2016: Destinations

32 %	22 %	18 %	18 %	10 %
Baltic Region	Northwest Europe	Norwegian Fjords	Arctic incl. Iceland	British Isles

Main Routes

2.2 %		Italy
1.7 %		Switzerland
3.4 %		Britain
1.3 %		France
1.5 %		USA
2.0 %		Austria
1.0 %		Spain

STRONG GROWTH CRUISE PASSENGER

26 Shipping Companies

44 Cruise Ships

All Year Destination

World Trip

CRUISE TERMINALS

ADEQUATE SUSTAINABLE INFRASTRUCTURE

1

CRUISE CENTER STEINWERDER

1 berth, 13m depth, no limit

LNG from LNG truck

2

CRUISE CENTER ALTONA

1 berth, 10,5m depth, 300 m length

Shoreside Power

3

CRUISE CENTER HAFENCITY

2 berths, 12m depth, 345 m length

Low emission

Power Barge

NEW ORGANISATION

- Cruise Gate Hamburg: Terminal Operator and Interface for Cruise lines
- Introduction Competition among Steverdoring and Port Agents
- New Berthing Policy
- Adapted Fee Structure
- Use Committee

STEINWERDER TERMINAL

Facility able to accomodate any super post Panamax vessl up to 350 m with full TAR on a all year round basis

Specification book for the creation of a new cruise berth, terminal and intermodality, upland infrastructure in accordance with cruise lines

Strong implication of major cruise lines

MASTERPLAN

- Three terminals , but just one for bigger homeports vessels
- Primary homeport
- Holiday pattern: Weekend
- Extended Season up to all year cruising
- Sustainable Development : Port = City Center
- Integration of cruise development in the Ports overall masterplan

- Analysing 9 different locations in the port

NEW URBAN CRUISE TERMINAL 2021

New Hafencity Complex includes a cruise facility mixed with retail, restaurant and entertainment venues and hotel

Existing Quay Wall supporting two ships simultaneously due to the length of the berth (one homeporting and port of call)

Limited spatial availability (vertical integration) due to the surrounding development

Our role is to meet, based on the pre-defined building configuration, the highest and best use of the terminal facility for designated vessels, as determined by KPIs and to avoid bottlenecks in strong collaboration with the cruise lines

CRUISE GATE HAMBURG

2017

6. bis 8. September
Seatrade Europe 2017

8. bis 10. September
Hamburg Cruise Days 2017