



International Marketing for the Cruise Destination Hamburg

Hamburg, 25th of June 2007, „Europe: Passengers (Cruise)“, Nadine Palatz (Assistant Manager, HCC)



HAMBURG
CRUISE CENTER

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1. Hamburg Cruise Center Association

Foundation:

- May 1998
- By 19 different Hamburg Companies
- Started with 30 Members
- Aims: New Berth, Cruise Terminal and Destination Marketing

Organisation:

- Four Chairmen
- Ten Members of the Advisory Board
- Managing Director

Finance:

- Member Fee
- Optional Supplementary Benefit
- Hamburg Chamber of Commerce

Today:

- Two Terminals
- Almost 40 Members
- Assistant Manager



2. Marketing - Mix

- I. Product Strategy
- II. **Communication Strategy** → **Press and Public Relations**
 - a) Exhibitions and Acquisition
 - b) Website
 - c) Press Releases, Interviews and Advertising
 - d) Membership at Cruise Europe
 - e) Passenger Handling at the Cruise Terminal
- III. Distribution Strategy
- IV. Pricing Strategy

3. Press and Public Relations

a) Participation at national and international Cruise related Exhibitions



Seatrade Miami in March 2007



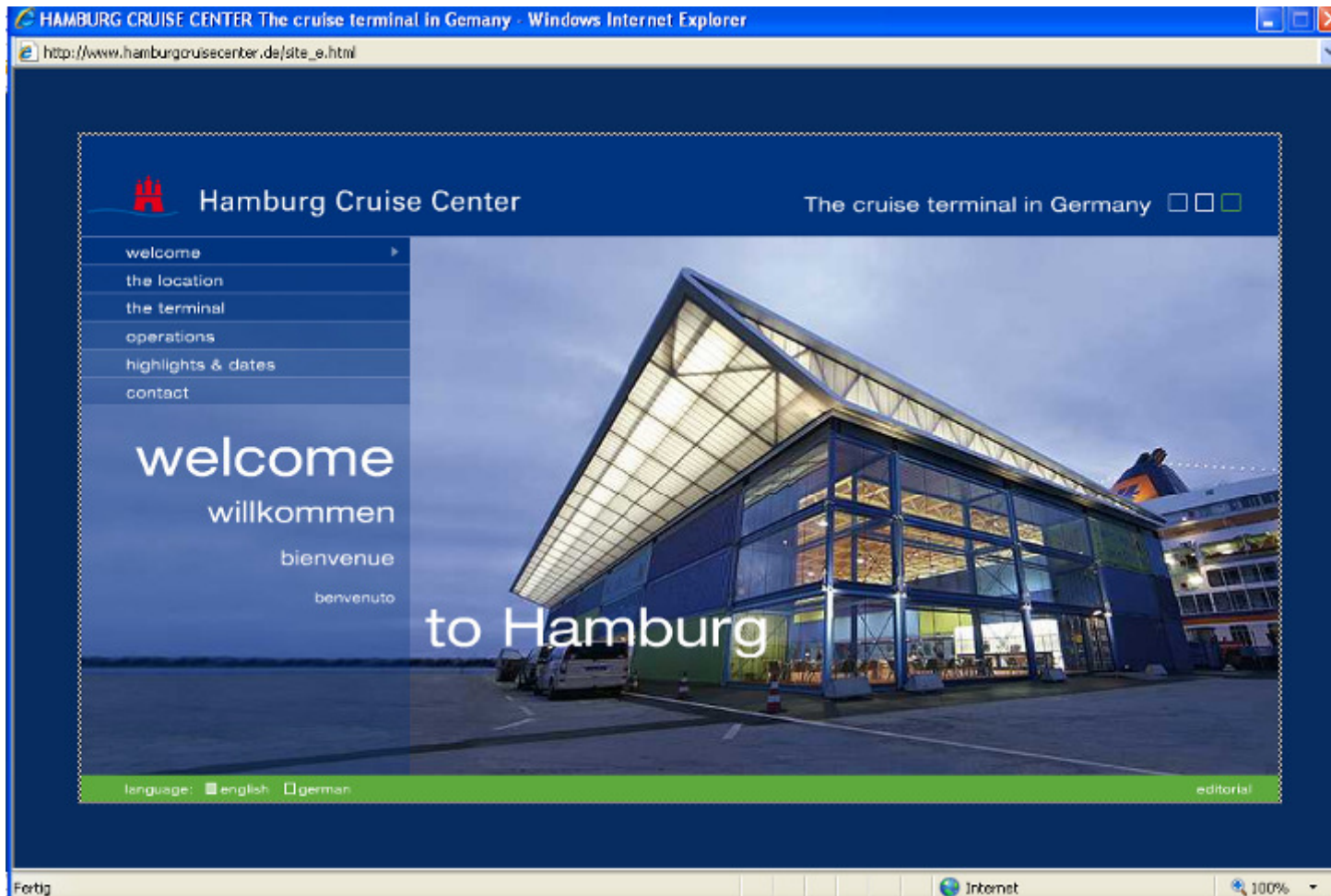
Seatrade Europe in Hamburg 2005



Seatrade Europe in Hamburg, September 2007

3. Press and Public Relations

b) Website www.hamburgcruisecenter.de



3. Press and Public Relations

c) Press Releases, Interviews and Advertising



Hamburg Cruise Center

Hamburg, 16th of April 2007
(NP)

The christening of the "AIDAdiva" is fast approaching

The 20th April is the big day. The first of four club ships of a new generation will be christened in Hamburg Port with a spectacular light and fireworks show.

The "AIDAdiva" is already expected at the Hamburg Cruise Center (Grosser Grasbrook) on Wednesday, 18th April at 08:00. Just like all other maiden arrivals of a cruise ship a fire boat will meet the "AIDAdiva" on the Elbe and accompany it to its berth. The official kick off of the "AIDAYs" will be at 15:00. From 18th to 22nd April interested visitors will be able to find out more about the world of cruises and enjoy the varied entertainment programme taking place all around the Hamburg Cruise Center. A wide-ranging live programme will also be on offer all over the HafenCity quarter and in selected shopping arcades. The ship's christening, the culmination of the "AIDAYs", will be taking place on 20th April. The ship will leave its berth at the Hamburg Cruise Center at 21:00, accompanied by a spectacular light show choreographed by star lighting architect Gerl Hof. The christening ceremony will end at 22:00, when the ship draws level with the Hamburg Rih Markt I docks.

The "AIDAdiva" will be leaving the Hamburg Cruise Center for just a few days: on 22nd April, heading for Kiel. It is expected to be back in Hamburg on 29th April before departing on its maiden cruise on 30th April. The first leg of the 11-day cruise, commencing in Hamburg, will be through the English Channel with stops in Le Havre. The journey will continue along the Spanish coast with ports of call in Vigo, Lisbon and Cadiz. After passing through the Strait of Gibraltar the ship will dock in Valencia and, finally, the port of Palma de Mallorca, where it will be based for regular cruises.

For more information: www.hamburgcruisecenter.de

Hamburg Cruise Center e.V. is the marketing company for the port of Hamburg. It serves the cruise industry with all information about the City of Hamburg and the port. Provides the industry with berthing possibilities, infrastructure and services available. And it promotes the most spectacular cruise port in Northern Europe with all the highlights the beautiful Metropolis City of Hamburg has to offer.

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HAMBURG... AN EXCITING CRUISE DESTINATION AND YOUR GATEWAY TO BERLIN!



Hamburg is the most beautiful Metropolis in Northern Germany. We welcome our international guests with an impressive skyline, many historic sites, great architecture, superb shopping in excellent galleries, museums, theatres, musicals and many well known hotels.

Hamburg is linked to our new capital Berlin by fast trains and by the Autobahn. In just 150 minutes you arrive in the lively city of Berlin with breathtaking contemporary architecture and with the unique flair of the old quarter.

Also half day tours to the medieval cities of Lübeck, Lüneburg, Quadeburg and Stade are an attractive addition to a Hamburg visit.

Hamburg is the ideal cruise destination!

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3. Press and Public Relations

d) Membership at Cruise Europe

A screenshot of the Cruise Baltic website. The header features the Cruise Baltic logo and a banner with the text "10 COUNTRIES ON A STRING" and images of various Baltic Sea destinations. The main content area includes a navigation menu on the left, a central section titled "Cruise Baltic – 10 countries on a string" with a play button and a video player, and a right-hand sidebar with links for "UK Travellers' information", "Top honour to Cruise Baltic - Marketing award Press Release", and "Cruise Baltic Film Highlights of the Baltic region View branding film". A map of the Baltic Sea region is visible in the bottom left of the main content area.

CRUISE BALTIC
Northern Europe

10 COUNTRIES ON A STRING

Cruise Baltic – 10 countries on a string

[play again](#)

The countries of the Baltic Sea Region have joined forces in order to create a cruise option with fully integrated operations between ports and cities. The Baltic Sea offers an unseen variety of destinations, sights and adventures for everyone. And with the region's exciting history, rich traditions and spectacular nature, Cruise Baltic invites to a cruise experience out of the ordinary where you can visit 10 countries on a string and experience oceans of adventure.

UK Travellers' information

Top honour to Cruise Baltic - Marketing award
[Press Release](#)

Cruise Baltic Film
Highlights of the Baltic region
[View branding film](#)

EUROPEAN UNION - FINANCIED BY THE ERDF (ERDF 1000000000)

3. Press and Public Relations

e) Passenger Handling at the Cruise Terminal



Infocounter at the Hamburg Cruise Center



Chanty Band playing at the Hamburg Cruise Center

Hamburg City Map

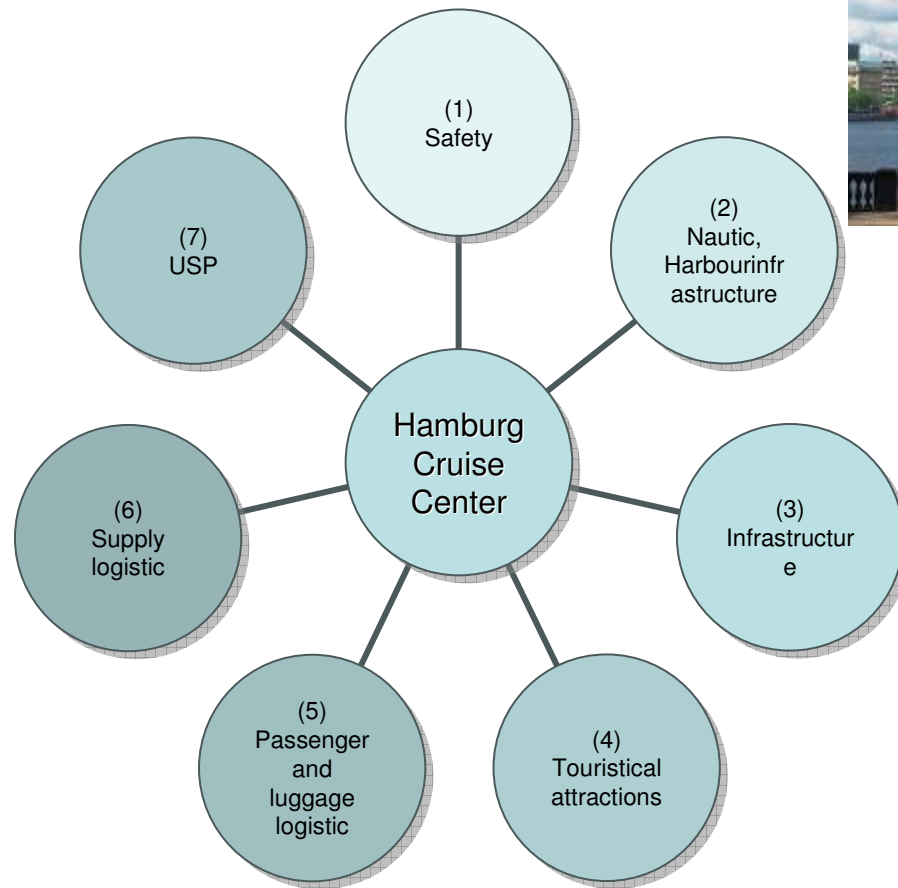


4. Highlights in 2007

- ➔ AIDA Cruises choosed Hamburg as a Homeport
- ➔ „AIDAblu“ has been taken out of service in Hamburg
- ➔ „AIDAdiva“, the first Cruise Vessel of the Sphinx-Class was christened in the Port of Hamburg
- ➔ 17 Cruises from/to Hamburg with the „AIDAdiva“, „AIDAvita“ and the „AIDAaura“
- ➔ 8 Cruise Vessels call the Port of Hamburg for the first time
- ➔ RCCL starts with the „Jewel of the Seas“ 5 Cruises from/to Hamburg
- ➔ „The World“ from Residensea is expected for the second time in July
- ➔ „Queen Mary 2“ starts twice her Trans-Atlantic Cruise from Hamburg to New York
- ➔ 4 Cruise Vessels are expected for Christmas Cruises

5. Cruise Destination Hamburg

Location Factors



THANKS FOR YOUR ATTENTION !



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