

Seatrade europe

10–12 September 2025
Hamburg Messe & Congress
Hamburg. Germany

14 August 2025

SEATRADE EUROPE IS SHAPING UP TO BE THE EUROPEAN CRUISE INDUSTRY'S MUST-ATTEND EVENT

Joint organisers Informa PLC and Hamburg Messe & Congress are predicting that Seatrade Europe, taking place in Hamburg in less than a month (September 10-12) will be the best supported and most impactful yet.

Over 250 exhibiting companies are confirmed including those in the new Tech Zone and those choosing The Newcomers Boulevard. At least 10% of exhibitors are new ensuring cruise executives will experience the most up to date opportunities and innovation the industry has to offer.

The Destination Discovery Zone returns and will be awash with cruise itinerary inspiration - this year over a dozen new destinations will be there – Truly mirroring the industry's continued global growth – most are from outside Europe.

For limited, last-minute availability for exhibition stands or sponsorship opportunities contact victoria.philpot@informa.com

Cruise line executives have now registered from over 70 cruise line brands and represent over 90 countries. They will be there to discover new suppliers, network with existing contacts and future-proof their knowledge and personal brands.

All industry executives can apply for last-minute tickets here [Tickets | Seatrade Europe - Seatrade Europe](#)

In addition to doing business, **a very strong conference programme** has now been announced and includes over 80 key industry leaders and experts. President & CEO of CLIA, Charles “Bud” Darr and Maive Rute from the European Commission are among the exceptional line-up.

Also making an appearance are many of the 14 Seatrade Cruise Brand Ambassadors ensuring the influence of the event remains industry leading. Also, with a record breaking 168 entries, the annual Seatrade Cruise Awards sponsored by Lloyd's Register and Oracle Hospitality, will mean the industry leading teams and brands will be celebrating their excellence and achievements amongst their tribe.

A global network of support and partners are also committed to deliver the best Seatrade Europe event including:

Strategic partners: CLIA and HAMBURG CRUISE NET
River Cruise Day partners: IG River Cruise and RIVER CRUISE EUROPE
Charitable Partner: Mercy Ships
Official Publications: Seatrade Cruise News and Seatrade Cruise Review
Media Partners: Cruise&Ferry, International Cruise Ship Industry, Ship & Offshore and TRAVEL AND TOUR WORLD. Over 40 members of the press are also accredited to report from the show
Travel and Accommodation Partners: Lufthansa, HVV card, HotelMap, HRS Hotel Search and Hamburg Tourismus GmbH

In total it is predicted 3,500 attendees will be attending Seatrade Europe in person – A gathering no cruise industry executive can afford miss.

-Ends-

Notes to Editors

A live floor plan is here [Floor Plan | Seatrade Europe - Seatrade Europe](#)

A live exhibitor list is here [Exhibitor List | Seatrade Europe - Seatrade Europe](#)

To learn more about Seatrade Europe and for the latest event details visit www.seatrade-europe.com

For the full schedule of Seatrade Cruise Events visit seatradecruiseevents.com

For press accreditation and registration for the Seatrade Europe event: [HERE](#)

Download logos and images: [HERE](#)

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About Seatrade Cruise:

Serving the international cruise community since 1970, Seatrade Cruise is the industry's leading platform for collaborating, innovating and connecting. Comprised of the largest cruise events and tradeshow, news channels, virtual programming resources and coveted awards programs, the Seatrade Cruise portfolio reaches more than 20,000 professionals, 4,000 suppliers, 80 cruise line brands in 140 countries. For access to the latest news and industry updates visit www.seatrade-cruise.com

Seatrade Cruise Events are organized by Informa Markets, a leading B2B information services group and the largest B2B events organizer in the world. To learn more and for the latest news and information, visit informamarkets.com

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