

Cruise & River Cruise Convention

Europe's meeting point for the cruise industry

Organised by



In partnership with



2017
POST SHOW REPORT







Seatrade Europe 2017...a resounding success!

In 2017 the northern German metropolis of Hamburg was once again the hub of the international cruising industry when the Seatrade Europe Cruise & River Cruise Convention opened to the international industry audience at Hamburg Messe und Congress on Wednesday 6 to Friday 8 September. In addition, the Hamburg Cruise Days were held from 8 to 10 September featuring an exciting special events programme.

The 2017 event closed with a 15% increase in attendees to over 5,000 on 2015 reflecting that the growth of the European cruise market is showing no signs of slowing down.

In testament to these excellent market conditions, a wide range of exhibitors showcased their products, services and innovations to a wide range of industry professionals, ensuring all the relevant sectors of the cruise industry were represented. More than 260 exhibitors from 40 different nations presented their products and services, including shipyards, suppliers, shipbrokers and many more.

SAVE THE DATE FOR 2019: 11 - 13 SEPTEMBER 2019

The Exhibitor Workshop was undeniably the hit of the conference for many, the atmosphere in the room was quite electric. This success is continued proof that you guys are getting it right and are listening to what exhibitors and conference delegates are saying - well done!

Liz Gammon, Industry Influencer



The exhibition...

More than 260 exhibitors from 40 different nations presented their products and services this year, including shipyards, suppliers, cruise ports, shipbrokers and many more.

The Newcomers' Pavilion (which sold out in record time), showcased 19 companies that are moving for the first time into the cruise and river cruise sectors who used the event as a platform to make new contacts with the cruise lines.

The need to make contact with important target groups and to meet the major players in the industry was more than satisfied.

77% of exhibitors left with a good feeling about the event

Newcomers
Pavilion
sold out in
record time!

Seatrade Europe allows our members to not only meet their key clients within a focussed forum, but facilitates keeping up to speed with the cruise industry in general. Just as important is the opportunity for business to be discussed in a lively, vibrant and fun environment which strengthens partnership working.

Angie Redhead, Chair, CruiseBritain







More than 260 exhibitors



38% increase in number of 'suppliers' exhibiting



47% of exhibitors were NEW to Seatrade Europe

Visitor feedback...

The visitors to Seatrade Europe 2017 were as enthusiastic about the convention as the exhibitors. Representatives from 32 different industry sectors were present including ocean and river cruise lines, maritime suppliers, port operations companies and tour operators as the best-represented economic sectors.

In terms of 'areas of interest' for our visitors, and who they wanted to meet, 43% of visitor were interested in meeting with people from 'technical' industry sectors (including shipyards, marine equipment, interiors, IT, kitchen equipment, technical equipment etc). In addition, 38% were interested in meeting people from the 'tourism' sectors (including destination/port, tourism/tour operators, associations), showing the wide diversity of the show and its visitors.

(80)

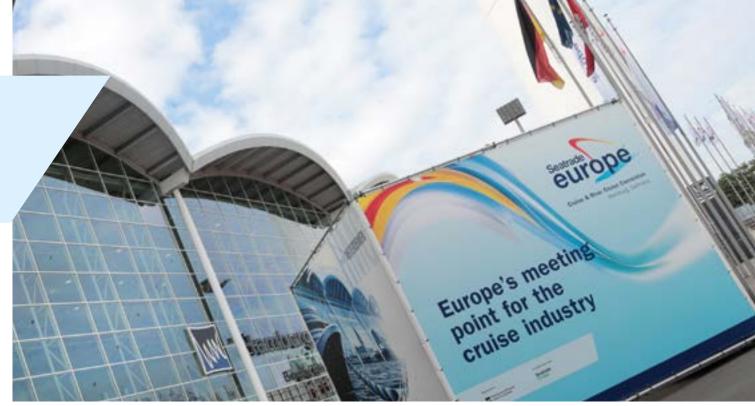
Visitors from over 80 different nations registered for the show

(5000)

Attendees visited the show

32

32 different industry sectors were represented by visitors







The conference...

In addition to the international exhibition floor, a full and engaging conference programme covered the most topical issues and trends currently facing the European cruise industry and featured a number of high-profile personalities and heavyweights.

Speaking during the opening 'Future of Cruise Industry in Europe' session, the optimism around cruising in Germany and the wider European market was proved a strong talking point. Although China has replaced Germany as the world's second-largest source market for ocean cruise passengers last year, the host country of Seatrade Europe retains a dynamically developing market. Karl J. Pojer, CEO of Hapag-Lloyd Cruises and Chairman of CLIA Germany, said he expected further growth. "I do not see why the positive development should not continue", predicting the three million passenger benchmark could be reached already by 2020 (compared to 2m passengers in 2016).

A new feature for 2017, exhibiting ports and destinations were also given the opportunity to give a 90 second lighting pitch in front of a high calibre judging panel on the final day of the event, proving to be a popular addition to the programme of events.

85% of delegates consider Seatrade **Europe important** to attend

of delegates are involved in the procurement process



The following cruise line brands registered to attend the 2017 event





















































































More than just a conference...

In addition to the many parties and networking events which took place on the exhibition floor, there was the infamous 'Seatrade Europe Party' which took place at the Hard Rock Cafe, located on the banks of the Elbe River.

Delegates were able to network with cruise lines and other key industry peers in a relaxed setting, with cocktails and a spectacular buffet.

There was also the CLIA Germany Annual Dinner, which incorporated the annual Seatrade Cruise Awards.

Throughout the exhibition over the 2.5 days, there was an extremely lively and busy show floor with more stand parties than ever before.











Wednesday 06 September

North Atlantic Agency Reception (Stand No. 705) open to all attendees

(Stand No. 203) open to all attendees

Thursday 07 September

Cruise Norway & Cruise Baltic Reception (Stand No. 205 & 207) open to all attendees 1300-1400hrs

FCCA & CLIA Reception (Stand No. 702) invited guests only

CruiseBritain Reception (Stand No. 408) open to all atten

And don't forget...

...all conference delegates receive an invitation to the Seatrade Europe Party, held at the Hard Rock Cafe on Thursday 7 September from 1800 hrs

To book your conference pass please click here



AIDA Virtual Keel Laying Ceremony (Conference Room: Chicago)

Cruise Portugal Food & Wine Tasting

Caribbean Village Reception

CLIA Europe Cocktail Reception (Lunch area) invited guests only



6-8 September 2017













2019...set to build on success of 2017 show!

With all the positive feedback we have received for the 2017 show, and with some new ideas in mind, we have already started preparing for Seatrade Europe 2019. Please note that it will be held at Hamburg Messe und Congress from 11 to 13 September 2019. The next Hamburg Cruise Days will be from 13 to 15 September 2019. So once again, we will join forces to welcome you to a spectacular cruise industry event.

See you again in Hamburg 2019



A thank you to our sponsors



Cruise & River Cruise Convention

To register your interest in exhibiting at Seatrade Europe 2019 please contact:

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Or you can register your interest to attend at www.seatrade-europe.com

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