



**Seatrade  
europe**

**Cruise & River Cruise Convention**

Europe's meeting  
point for the  
cruise industry

Organised by



In partnership with



POST SHOW REPORT  
**2015**





# Strong industry. Strong event.

*Seatrade Europe underscores its position as a must-attend event for the industry.*

Rising passenger numbers, higher sales, full order books – the European cruise market is continuing to grow fast. Consequently, strong optimism and strong figures characterised this year's leading convention.

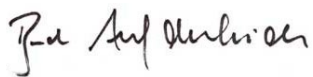
Seatrade Europe 2015 exceeded previous participant numbers substantially and welcomed approx. **5,000 attendees** from all parts of the world. Approx. **250 exhibitors** from **50 countries** presented their products, services and innovations.

All the relevant sectors of the cruise industry were represented – from shipbuilders and equipment manufacturers to interior equipment and fittings suppliers and entertainment specialists, from classification companies to cruise destinations.

Once again we received tremendously positive feedback from conference delegates, longstanding exhibitors and newcomers. This gives a boost to our efforts to provide a unique platform to facilitate business success and to continue playing an essential role in guiding future policies for the industry.

We look forward to seeing you again in Hamburg for Seatrade Europe 2017.

Bernd Aufderheide



President and CEO  
Hamburg Messe und Congress GmbH



“We came to the very first Seatrade Europe in Hamburg, and keep coming back. The organisation here is outstanding. And there is no better place to make useful contacts.”

Jacco L.P.R. van Overbeek,  
Bolidt Synthetic Products & Systems





*The place for in-depth discussions,  
new ideas and business success.*

The need to make contact with important target groups and to meet the major players in the industry was more than satisfied: 93%\* of all exhibitors rated the quality of visitors to their Seatrade Europe stand as very good or good.

**This is undoubtedly the most important event for the industry in the whole of Europe. This is where you can meet all the key stakeholders and policymakers.**



**95%** **Highest expectations satisfied** 95%\* of all exhibitors rated Seatrade Europe 2015 either 'very good' or 'good' in an overall assessment of the event.

**93%** **Decision-makers in abundance** 93%\* of all exhibitors rated the quality of visitors to their Seatrade Europe stand as 'very good' or

**83%** **Premium business contacts guaranteed** 83%\* of all exhibitors were able to make contact either with the 'majority' or 'all' of their most important target groups.

*\*Denotes results of an independent trade fair survey*

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# Optimistic exhibitors. Impressive results.

*Newcomers' Pavilion and joint stands attracted a lot of attention.*

There was a great deal of interest in the Newcomers' Pavilion, showcasing 16 companies that are moving for the first time into the cruise and river cruise sector, and want to make their first contact with the cruise lines.

Business networks were also expanded at the joint stands of the destinations and cruise terminals. A great number of destinations benefitted from combined presentations and provided targeted information to the visitors.

“Being a part of Seatrade Europe 2015 gives us as newcomers a great opportunity to make contacts in the industry. The market is becoming increasingly attractive for us, with the trend towards more safety and efficiency on board.”

Florian Hey,  
International Sales Manager at Wanzl



89%

**Vital business platform** 89%\* of all exhibitors see 'high' to 'very high' benefits to their company's participating in Seatrade Europe 2015.

94%

**Highly recommended industry event** 94%\* of all exhibitors will 'probably' or 'definitely' recommend Seatrade Europe to others.

93%

**Must-attend status confirmed** 93%\* of all exhibitors said that they are 'considering' or will 'certainly' be attending Seatrade Europe 2017.

*\*Denotes results of an independent fair survey*

“Seatrade Europe in Hamburg is a great venue to meet new business partners and cultivate customer relations. The atmosphere of this event is very inviting. The setting is ideal for holding in-depth discussions.”

Julie-Anne Burrows,  
Coordinator of the Caribbean Village

“We are impressed by the networking opportunities here. We hope for successful market entry via direct contact with the major players in the industry. Our aim is to draw the attention of the cruise companies to our food & beverage products. And I think we have succeeded very well in that at Seatrade Europe.”

Andreas Pollmeier,  
Sales Manager North at Erlenbacher Backwaren GmbH





# Enthusiastic visitors. Successful talks.

*Seatrade Europe brings supply and demand together.*

The visitors to Seatrade Europe 2015 were as enthusiastic about the convention as the exhibitors. Executives from all target segments were present, with ocean and river cruise lines, maritime suppliers, port operations companies and tour operators as the best-represented economic sectors.

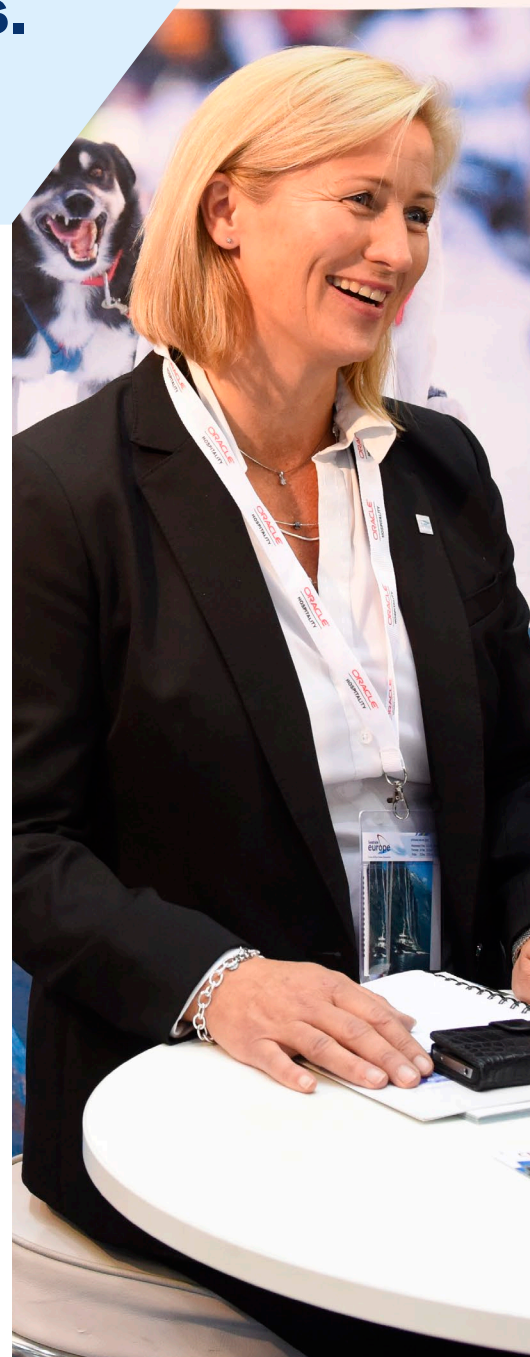
The fair attracted a proportion of 34% Germany-based visitors and a dominant percentage of 66% visitors from around the world. According to an independent survey, 93% of all visitors assessed the fair overall as 'good' or 'very good'. And an even larger 94% stated that they will 'probably' or 'definitely' recommend Seatrade Europe to their peers.

## Place of residence of all survey respondents:

|               |     |
|---------------|-----|
| Germany       | 34% |
| Other country | 66% |

## Areas of greatest interest:

|                                     |     |
|-------------------------------------|-----|
| Destinations/tourism                | 47% |
| Hospitality and technical suppliers | 30% |
| Shipbuilding/ship repairs           | 11% |
| Other                               | 12% |



**Highly satisfied visitors** 93%\* of all visitors rated Seatrade Europe 2015 either 'very good' or 'good' in an overall assessment of the event.



**Saving the date for 2017** 91%\* of all visitors said that they are 'considering' or will 'certainly' be returning to the next Seatrade Europe in 2017.



**Prepared to recommend it** 94%\* of all visitors will 'probably' or 'definitely' recommend Seatrade Europe to others.

\*Denotes results of an independent fair survey





# Open-minded thinkers. New connections.

*High-powered conference programme  
and promising Suppliers' Workshop.*

There was also a great deal of praise for the high-quality conference programme. Key subjects were discussed in a constructive manner by the major decision-makers in the industry – something that is unique to Seatrade Europe. Approx. 600 delegates attended Seatrade Europe, including an impressive number of representatives from all the leading cruise operators worldwide.

The Suppliers' Workshop proved highly successful. More than 90 equipment supply companies from all parts of the world participated in this event, which helps newcomers from the areas of hotel and restaurant equipment and fittings, kitchen equipment, light and sound, and many more to make direct contact with the decision-makers at the cruise ship building yards.

“**Seatrade Europe gives a unique opportunity to meet a great many colleagues face to face, within a very short space of time. This brings us closer together so we can develop ideas with one another.**”

Gianni Onorato,  
CEO of MSC Cruises SA

“**All the major players in the industry meet up here in Hamburg. This is unmatched anywhere else. Seatrade Europe remains the number one networking event.**”

Wybcke Meier,  
CEO of TUI Cruises GmbH

“**The Suppliers' Workshop concept is brilliant. We can make specific plans, answer questions and develop ideas.**”

Ralf Sempf,  
Senior Buyer at Meyer Werft

93%

**Attendants delighted** 93%\* of all conference attendees stated that the conference programme met their expectations and included the content they were looking for.

98%

**Perfect package** 98%\* of all conference attendees underlined the importance of the simultaneousness of conference and fair.

93%

**Great networking** 93%\* of all respondents rated the opportunities for networking at Seatrade Europe as 'very good' or 'good'.

\*Denotes results of an independent fair survey





# Unique social programme. Huge public excitement.

*Hamburg showed everything  
the cruise industry has to offer.*

Parties, awards, parades, music, art, fireworks – hundreds of thousands of visitors experienced the successful fusion of Seatrade Europe and the Hamburg Cruise Days. The capital of the European cruise industry combined these two major cruise events to boost public excitement for the cruise market and to further increase its reputation as one of the most attractive and fastest-growing cruise locations.

Industry professionals gathered at exclusive events like the Seatrade Europe Party, the Seatrade Cruise Awards, the CLIA Germany Annual Dinner and the fvw CruiseLive breakfast reception. And approx. **570,000 visitors** from Hamburg and around the globe were attracted to the highlights of the Hamburg Cruise Days and the light installation Blue Port Hamburg. The presence of seven cruise liners and a total of ten days of cosmopolitan entertainment resulted in the greatest live cruise industry promotion of 2015.





# 2015 set a new record. 2017 will smash it.

*Save the date for Seatrade Europe 2017.*

With all the positive feedback we received and with some new ideas in mind we have already started preparing for preparation for **Seatrade Europe 2017**. Please note that it will be held at the Hamburg Fair site from **6 to 8 September 2017**. The Hamburg Cruise Days 2017 will take place from 8 to 10 September 2017. So once again, we will join forces to welcome you to a spectacular cruise industry event.

**See you again in Hamburg!**





**SAVE  
THE  
DATE**



**Cruise & River Cruise Convention**

**Wednesday 6  
to Friday 8  
September 2017**

**Hamburg, Germany**



Hamburg Messe und Congress GmbH  
Messeplatz 1  
20357 Hamburg  
Germany



**[seatrade-europe.com](http://seatrade-europe.com)**