

HAMBURG PORT ANNIVERSARY

WE CELEBRATE THE HEART OF HAMBURG



When Hamburg celebrates its PORT ANNIVERSARY, the Gateway to the World is wide, wide open for the whole world to come and be received with open arms. Every year in May, the citizens of Hamburg and their guests celebrate the maritime heart of their city – the port that connects them to the world. From ship lovers, party guests and the culturally interested to families with children – at the HAMBURG PORT ANNIVERSARY, every one of the roughly 1 million visitors will find their favourite spot. This is where you can discover new things time and again, and engage in a wide variety of fun activities. All-time popular favourites include ships from around the world, the magnificent ship parades against the port's impressive backdrop, the tugboat ballet, the breathtaking show activities on the water, the open air concerts, the spectacular evening events on the floating stage, and the brilliant fireworks. Celebrations extend all the way from the fish auction hall to the Baumwall pier, to the heritage harbour with its iconic line-up of historic ships, the Hansa port and the Oevelgönne Museum Port.

250+
SHIPS

1 MILLION
VISITORS

Impressions
of the HAMBURG
PORT ANNIVERSARY



SAVE THE DATE



09-11 MAY 2025



08-10
MAY 2026

06-09
MAY 2027

05-07
MAY 2028

10-13
MAY 2029

PROGRAMME HIGHLIGHTS

Grand arrival and departure parades . Unique tugboat ballet . Stages on land and on the water . Numerous open ship activities . Colourful port promenade with culinary variety . Exciting children's programme . International ecumenical opening service . Annually-changing partner country



250 SHIPS ALONG THE ELBE

Tall ships . Cruise ships . Naval units . Traditional vessels . Motor and sailing yachts . Emergency craft and research vessels



YOUR OPPORTUNITIES

- . Display stand space
- . Ship participation
- . Brand presence through sponsoring
- . Entertainment
- . Shows and programmes



NATIONAL REACH*

- 111** TV reports
- 276** radio reports
- 671** print articles
- 2.007** online reports

*Analysis period: March to June 2024



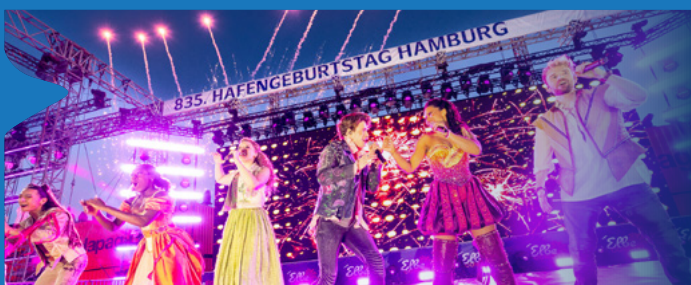
YOUR BENEFITS

- . Boost brand awareness
- . Personal and emotional appeal to target audiences
- . Create individualised, captivating experiences
- . Targeted interaction with customers, employees and talent



ANNUAL DEVELOPMENT

- . Exciting programme diversity offers new, unforgettable moments for visitors each year
- . Easy orientation and event information via smartphone



www.hamburg.com/port-anniversary

