HAMBURG PORT ANNIVERSARY

WE CELEBRATE THE HEART OF HAMBURG.



When Hamburg celebrates its PORT ANNIVERSARY, the city's famous gateway to the world opens wider than ever. This is where international guests arrive and depart – and where they are greeted with open arms. Every year in May, the people of Hamburg celebrate the maritime heart of their city together with visitors from near and far. Their port is the place that connects them to the whole wide world. From ship enthusiasts to partygoers, culture lovers and families with children – the HAMBURG PORT ANNIVERSARY is where about a million guests can each find their own favourite spot. Highlights include ships from across the globe, the big parades set against Hamburg's impressive harbour backdrop, breathtaking displays on the water, open-air concerts, spectacular evening shows on the floating stage and fascinating fireworks. We are celebrating along the Elbe from the Fischauktionshalle to Kajen at the Baumwall, at the Schaartorbrücke/Alsterfleet as well as in the traditional warehouse district „Speicherstadt", in the HafenCity, the Hansahafen, Holzhafen and the Museumshafen Oevelgönne.

250+ SHIPS

1 MILLION VISITORS

Impressions of the HAMBURG PORT ANNIVERSARY

Organiser: Ministry of Economic Affairs, Labour and Innovation
Event coordinator: Hamburg Messe & Congress GmbH

HAFEN GEBURTSTAG HAMBURG

SAVE THE DATE

06–09 MAY 2027

05–07 MAY 2028 | 10–13 MAY 2029 | 10–12 MAY 2030 | 09–11 MAY 2031



PROGRAMME HIGHLIGHTS

Big arrival and departure parades • Spectacular evening shows • Fascinating fireworks display • 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 • New annual partner country

250 SHIPS ALONG THE ELBE

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





NATIONAL REACH*

148 TV reports
487 radio reports
958 print reports
2,165 online reports

*Analysis period: 1 March to 31 May 2026

YOUR BRAND PRESENCE

- Display stand space
- Ship participation
- Individual sponsorship
- Entertainment
- Shows and programme events





YOUR OPPORTUNITIES

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



CONTINUOUS DEVELOPMENT

Exciting programme diversity offers new, unforgettable moments for visitors each year.

www.hamburg.com/port-anniversary

Status: June 2026, information subject to change
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