

# Seatrade europe

10–12 September 2025

Hamburg, Germany

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

## PRESS RELEASE

Hamburg, 12 September 2025

### **Cruise industry unites: Destinations and cruise lines strengthen co-operation at Seatrade Europe**

This week an outstanding edition of Seatrade Europe - Cruise & River Cruise Convention took place in the stunning surroundings of Hamburg Messe und Congress in Germany. The beautiful port side venue and host maritime city welcomed over 3,000 attendees from a record-breaking 100 countries and 250+ exhibitors along with 75 cruise line brands. This audience represented 30% growth\* on the 2023 edition. The variety of exhibiting companies demonstrated the continued strength and relevance of Seatrade Europe. Among the highlights were numerous new cruise destinations in the Destination Discovery Zone, a new Tech Zone reflecting the ongoing innovation needs of cruise lines, and the Newcomers Boulevard presenting new brands and services.

As well as the exceptional business and networking opportunities, the event delivered a cutting-edge **conference** under the theme of “Future Forward”. Over 140 speakers from across the industry led sessions and discussions on the most up to date topics such as decarbonization, guest experience, community engagement plus shore power and alternative fuel supply.

The event also hosted the 19<sup>th</sup> edition of the **Seatrade Cruise Awards** which celebrates excellence and rewards achievements across nine categories including the prestigious Outstanding Achievement Award and Personality of the Year Award for two individuals. There was a record number of entries and the list of winners and finalists can be found [here](#).

As part of the newly introduced **Travel Agent Days** (11–12 September), travel agents were given exclusive free access to the exhibition. The new **Destination Discovery Friday** (12 September) then opened the doors, for the first time, to private cruise enthusiasts. This was well attended, providing a fitting finale to the week.

A particular focus this year was on river cruising: during the **River Cruise Day**, cruise lines, shipyards, suppliers and destinations discussed the opportunities and challenges of this rapidly growing segment. Topics included next-generation vessels, sustainable technologies and the development of new destinations. With rising passenger numbers and increasing demand, especially on Europe's rivers, river cruising is seen as one of the industry's most important growth drivers.

**Claus Ulrich Selbach**, Vice President Exhibitions Maritime and Energy said: "Organising Seatrade Europe for the 2025 edition and hosting the CLIA Ports & DestinationS Dialogue in Hamburg is a clear signal of our city's maritime strength and ambition. With our modern cruise infrastructure, vibrant port and strong network of international partners, Hamburg is perfectly positioned to remain Europe's gateway for the global cruise community. This event showcases not only industry excellence but also the unique spirit of our maritime city."

**Chiara Giorgi**, Global Brand & Event Director of Seatrade Cruise said: "Wow! What a week! It is always wonderful to bring the cruise industry family together, but this time felt very special – there is a real buzz and positivity about our future growth and change for the good right now. The event's success truly is a group effort, so I'd like to offer a big thank you all of our partners, exhibitors, sponsors, delegates, speakers and other contributors for making this week one to remember."

Still to come, **Hamburg Cruise Days** will take place the weekend after Seatrade Europe and will transform the Port of Hamburg into a grand stage for cruise fans. With eight cruise ships, the illuminated Blue Port Hamburg and a wide-ranging shoreside programme, the event offers a unique maritime experience, including a spectacular ship parade on the evening of Saturday September 13.

**2027 and 2029 dates** – Seatrade Europe is a biennial event. The dates of the next two editions are 15-17 September 2027 and 12-14 September 2029.

\*30% growth compares Seatrade Europe 2025 with Seatrade Europe 2023 event NOT including the Marine Interiors co-located event, which has since merged with CSI Europe – Cruise Ship Interiors Design Expo Europe, taking place this December in Hamburg.

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### Notes to Editors

Download show images and logos: [HERE](#)

To learn more about Seatrade Europe and for the latest event details visit [www.seatrade-europe.com](http://www.seatrade-europe.com)

Keep up to date on [LinkedIn](#) and [Instagram](#)

For the full schedule of Seatrade Cruise Events visit [seatradecruiseevents.com](http://seatradecruiseevents.com)

### About the Organisers

Seatrade Europe is jointly organised by Hamburg Messe und Congress and Informa plc. The brand is owned by Hamburg Messe und Congress. Informa Markets is the world's leading organiser of B2B trade events, staging hundreds of exhibitions and industry platforms each year across key markets worldwide including the Seatrade Cruise events. Hamburg Messe und Congress is one of Europe's foremost trade fair companies, hosting a wide range of major national and international events. Its maritime portfolio includes Seatrade Europe, SMM – the leading international maritime trade fair, INMEX SMM India, and WindEnergy Hamburg, the global on- and offshore wind industry event.

**Media contacts:**

Lottie Elson | Seatrade Cruise | [Lottie.Elson@informa.com](mailto:Lottie.Elson@informa.com)

Nele Bruns | Hamburg Messe und Congress | [Nele.Bruns@hamburg-messe.de](mailto:Nele.Bruns@hamburg-messe.de)