

Seatrade europe

10–12 September 2025

Hamburg, Germany

www.seatrade-europe.com

PRESS RELEASE

Hamburg, 22 August 2025

Seatrade Europe 2025 invites travel agents to the first-ever Travel Agent Days

From 10–12 September 2025, Hamburg will once again become the meeting point of the global cruise community. The Seatrade Europe – Cruise & River Cruise Convention will gather more than 250 exhibitors and around 3,500 participants from over 90 countries. For the first time, Europe's leading trade fair for ocean and river cruising will specifically welcome travel agents – with the launch of the new Travel Agent Days on 11 and 12 September.

Free access to the exhibition and Cruise Night

Travel agents will benefit from free entry to the exhibition and the popular Cruise Night on Thursday evening. This has been made possible through the exclusive partnership with fvw|TravelTalk, supported by major cruise line partners including MSC Cruises, Cunard, Mein Schiff and Hapag-Lloyd Cruises. Together they invite their travel advisor partners to attend and foster direct dialogue with the industry.

How to register:

- Subscribe to the “Counter am Mittag” newsletter by 25 August
→ [Subscribe here](#)
- Receive your personal registration code by email
- Redeem the code and register free of charge by 3 September
→ www.seatrade-europe.com/visit/tickets

Without newsletter registration, tickets are available for €85 in the [ticket shop](#).

A total of 500 free tickets are available.

Exclusive for travel agents: CLIA session

On Thursday, 11 September 2025, the Cruise Lines International Association (CLIA) will host an exclusive session tailored to travel agents:

“Cruise Trends – Especially for Travel Advisors”

with Andy Harmer, Executive Director, CLIA UK & Ireland

- Time: 10:30–11:15
- Location: Room St. Petersburg
- Registration: Please note that advance registration is required
→ [Register here](#)

Showcase Deck Programme (Hall A4)

In addition to the CLIA session, the Showcase Deck in Hall A4 will feature a diverse programme on Thursday and Friday. Travel agents gain complimentary access with their Travel Agent Days ticket:

Thursday, 11 September

- 14:50 – Rewriting Cruise Marketing: Destinations (Not Discounts) Drive Demand
- 15:30 – Evolving Cruise Demographics: Catering to Next Gen & Multi-Gen Cruisers
- 16:10 – Luxury Living at Sea: Destination/Shore Experiences for Residential Cruise Ships

Friday, 12 September

- 12:15–13:30 – Discover Destinations spanning the entire of Europe: Presentations by Cruise Europe, Cruise Baltic, Cruise Norway, Cruise Britain and MedCruise, highlighting the unique attractions and features drawing cruise guests to their regions.

Voices of the organisers

“With the new Travel Agent Days, we are putting the vital role of travel agents centre stage. Together with fww|TravelTalk and our strong partners, we are opening Seatrade Europe free of charge to the distribution community for the very first time – creating direct encounters with cruise lines and destinations. This strengthens the entire cruise industry.”

— **Claus Ulrich Selbach**, Vice President Exhibitions Maritime and Energy, Hamburg Messe und Congress

“Only those who experience cruise first-hand can truly inspire their clients. That’s exactly what the Travel Agent Days deliver – close access to cruise lines, products and trends.”

— **Alexander Krug**, Editor-in-Chief, fww|TravelTalk

About Seatrade Europe

Seatrade Europe – Cruise & River Cruise Convention will take place from 10 to 12 September 2025 in Hamburg, focusing on global networking, sustainable innovation, and new market access. On Friday, 12 September, the show will open its doors to pre-registered consumers for

the first time as part of the new **Destination Discovery Friday**, held in direct connection with the Hamburg Cruise Days. Also new in 2025 are the Travel Agent Days on 11 and 12 September, designed specifically for travel agents and tour operators.

www.seatrade-europe.com

Media Info & Contacts

- Info & Programme: www.seatrade-europe.com
- Accreditation: www.seatrade-europe.com/press/accreditation
- Downloads: [Downloads | Seatrade Europe](#)
- Ticket Shop: www.seatrade-europe.com

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