

# Seatrade europe

10–12 September 2025

Hamburg, Germany

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

## **PRESS RELEASE - Summary**

Hamburg, 3 June 2025

### **Summary – Seatrade Europe 2025: Ticket Shop Now Open**

From 10 to 12 September 2025, Hamburg will once again become the meeting point of the international cruise industry: Seatrade Europe – Cruise & River Cruise Convention brings together cruise lines, ports, destinations and suppliers from across Europe. New exhibition formats, future-focused topics such as sustainability, digitalisation and AI, as well as a diverse conference programme, await attendees.

New this year: The trade show opens its doors to travel agencies on Thursday and Friday. Additionally, 500 pre-registered consumers will have exclusive access on Friday – including the opportunity to discover international cruise destinations and meet industry players in person.

Strategic partner CLIA – Cruise Lines International Association will host high-level networking events for key industry stakeholders. The week will culminate with the public Hamburg Cruise Days (12–14 September).

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