

Seatrade europe

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Hamburg, Germany
www.seatrade-europe.com

PRESS RELEASE

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Seatrade Europe 2025: Ticket Shop Now Open – Cruise Industry as a Technological Pioneer in the Spotlight

International trade fair from 10 to 12 September in Hamburg with expanded programme and new offerings for travel agents and cruise enthusiasts

From 10 to 12 September 2025, the cruise industry will gather at the **Seatrade Europe – Cruise & River Cruise Convention**, held at the **Hamburg Messe und Congress** exhibition centre. The ticket shop is now open at: www.seatrade-europe.com.

Seatrade Europe 2025 will feature an expanded exhibition and conference programme, placing a strong focus on the cruise sector as a technological frontrunner within the maritime industry. For the first time, the event will offer dedicated access days for travel agents, as well as a day for cruise enthusiasts and consumers. 3.500+ attendees from 80+ countries are expected to attend. This includes 250+ executives from over 50 cruise line brands.

Industry Hub in Europe's Leading Cruise Metropolis

Hamburg will once again host Europe's most important trade fair for ocean and river cruising. In the same week, the city will officially inaugurate its **new cruise terminal in HafenCity** – a strong signal for Hamburg's future as a cruise hub. Eight cruise ships are expected in port during the week of the event, and over 50 international cruise brands will be represented. The three-day fair will provide a platform for business, dialogue and networking across the industry.

New Exhibition Formats & Specialised Areas

Seatrade Europe addresses the entire cruise value chain – from cruise lines, ports and destinations to technology providers, tour operators and maritime suppliers.

Over the course of three exhibition days, it offers a diverse platform for business development, professional exchange and targeted networking. In 2025, the event will introduce new formats and thematic highlights, including:

- **Tech Zone** – with a focus on innovation, artificial intelligence, terminal technologies and shore power solutions
- **Newcomers Boulevard** – a compact entry package for first-time exhibitors
- **Destination Discovery Zone** – Joint stand for destinations and shore excursion providers

Conference Programme & Exhibition Highlights

Seatrade Europe Conference

Complementing the exhibition, the Seatrade Europe Conference offers a high-level conference programme that explores current developments in both ocean and river cruising. Discussions will cover key trends in market development, sustainability, digitalisation and regulatory frameworks. The full conference programme will be published in June.

Seatrade Cruise Awards – 10 September

The 19th edition of the Seatrade Cruise Awards in partnership with principal sponsors Ocean Technologies Group and Oracle Hospitality will be presented in categories such as Destination of the Year, Port of the Year and Seatrade Cruise Personality of the Year.

River Cruise Day – 11 September

The River Cruise Day, held in partnership with River Cruise Europe and IG RiverCruise, focuses on current developments and challenges in the European river cruise sector. At the heart of the programme are expert discussions with industry representatives on the state of the market and the key factors that make a destination attractive for river cruise tourism.

Cruise Night at International Maritime Museum – 11 September

Cruise Night is the main networking event for all participants of Seatrade Europe. It takes place in the unique setting of the International Maritime Museum Hamburg and offers an opportunity for informal exchange in a distinctly maritime atmosphere.

Destination Discovery Friday – 12 September

New this year: On Friday, 500 pre-registered consumers will be granted access to Seatrade Europe – offering them a unique opportunity to meet cruise destinations and providers face to face. Immediately following the trade fair, the **Hamburg Cruise Days** (12–14 September) will

take place. Together, they create a unique cruise week that connects industry professionals and the public.

For the first time, Seatrade Europe will also open its doors to travel agencies on both Thursday and Friday.

CLIA as Strategic Partner

The **Cruise Lines International Association (CLIA)** and **Hamburg Messe und Congress** are strengthening their partnership for Seatrade Europe 2025. On 9 September, CLIA will host its **Ports & Destinations Dialogue** – a full-day programme for the cruise community to address common challenges and a future of sustainable growth and development. On 8 September, CLIA will also invite guests to the **Diamond Members Reception** – a prestigious networking event for global cruise industry leaders.

“The collaboration with CLIA underscores Hamburg’s role as a hub of the maritime economy while driving forward key initiatives in decarbonisation, innovation and international networking.” — **Claus Ulrich Selbach**, Vice President Exhibitions, Hamburg Messe und Congress GmbH

Themes & Forward-Looking Topics

The cruise sector is considered a technological pioneer within commercial shipping – driving innovations that influence the entire maritime industry. Seatrade Europe 2025 embraces this dynamic and highlights key future topics:

- Sustainability and alternative propulsion technologies
- Digitalisation & Artificial Intelligence
- Growth in the river and expedition cruise segments
- Future-ready port infrastructure and shore power solutions

These themes will be brought to life through conferences, presentations and interactive exhibition areas.

Seatrade Europe – Cruise & River Cruise Convention will take place in Hamburg from 10 to 12 September 2025. The trade fair focuses on international networking and sustainable development – and will open its doors to a limited number of pre-registered end consumers on Friday, offering a unique opportunity to experience synergies with the Hamburg Cruise Days (12–14 September). To learn more about Seatrade Europe and for the latest event details and soon to be announced conference programming, visit <http://www.seatrade-europe.com/>.

Hamburg Cruise Days 2025 – From 12 to 14 September, the Hamburg Cruise Days invite cruise, port, and ocean enthusiasts to enjoy a maritime weekend in Hamburg. Between the Landungsbrücken and the Elbphilharmonie, visitors can look forward to a diverse onshore and onboard program – including cruise line showcases, culinary highlights, street performances, and family-friendly activities. Eight cruise ships will turn the Blue Port–illuminated harbour into a stunning stage. Highlights include a ship presentation with fireworks on Friday evening and the Grand Hamburg Cruise Days Parade on Saturday, when five ships depart the harbour in formation. [Hamburg Cruise Days 2025 - Hamburg Cruise Days](#)

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