



10–12 September 2025
Hamburg, Germany
www.seatrade-europe.com

24 July 2025

SEATRADE EUROPE ANNOUNCES CONFERENCE THEME, TOPICS AND SPEAKERS

As Europe navigates complex policy shifts, rising environmental ambitions, and ever-evolving traveller expectations, Seatrade Europe 2025 will bring the ocean and river cruise community together under the conference theme ***Future Forward***.

Sessions will explore how cruise lines, ports, destinations, regulators, and suppliers are ***responding to new imperatives*** — from decarbonisation and smart ship design to evolving guest expectations, community engagement, and shoreside innovation across destination immersion, port operations, and infrastructure.

Opening Keynote:

State of the European Cruise Industry: Future Forward

Wednesday 10 September – 10:30-11:30 AM

As Europe's cruise industry looks to the future, European leaders are navigating a complex mix of evolving net-zero ambitions, a changing policy landscape, and shifting traveler expectations.

This opening panel sets the tone for Seatrade Europe 2025 — offering strategic insight into the region's cruise outlook and the steps being taken to future-proof growth. It will explore how cruise lines are moving from strategy to implementation — and what it will take to remain competitive, resilient, and relevant in the fast-evolving European cruise market.

Panelists:

Felix Eichhorn, President, AIDA Cruises

Simone Maraschi, Chairman, Cruise Europe

Wybcke Meier, CEO, TUI Cruises

Anna Nash, President, Explora Journeys, representing MSC Group's Cruise Division

Ferdinand Strohmeier, CEO, Mystic Cruises

Moderator:

Mary Bond, Group Director, Seatrade Cruise

Programme topics will include:

Cruise Cities, Communities & Impact

Explores how cruise lines and destinations are redefining success & destination immersion — balancing economic value with authentic cultural exchange, local benefits, and social licence.

Destination Development & Tourism Strategy

Looks at emerging destinations, seasonality, shore excursion evolution, and what it takes to become cruise-ready — with an emphasis on innovation and local value.

Environmental Stewardship & ESG

From fleet retrofits to biodiversity protection, this theme tackles the tangible steps cruise stakeholders are taking to meet ambitious climate and sustainability goals.

Technology & Guest Experience

Digital solutions that enhance operations, safety, and passenger satisfaction — from cyber security to personalisation on river and ocean cruises alike.

European Cruise Outlook

A strategic overview of market trends, policy direction, investment priorities, and regional growth — from fleet development to traveller demographics.

Global Growth: Emerging Deployment Markets Beyond Europe

Cruise destinations across Asia, the Middle East, Australia, and the Americas are investing in infrastructure, experiences, and partnerships to attract global cruise lines. Offering a perspective from further afield, explores how these regions are shaping global deployment strategies and responding to shifting guest expectations.

Luxury, Small Ship & Expedition Sector Growth

This cross-cutting focus highlights Northern Europe's growing luxury and expedition segments, and how high-value, low-impact cruising is shaping regional itineraries.

Next-Gen Ships & Smart Design

Innovation in shipbuilding, retrofitting, and digitalisation — including decarbonisation technology, tech-driven design, and future-forward experiences.

Port Operations & Infrastructure Development

From scalable shore power to cruise terminal management, explores innovation across the port ecosystem — spotlighting turnaround capabilities, infrastructure investment, and the supplier partnerships powering smarter, more efficient cruise ports.

People & Skills in an Evolving Industry

Focuses on the cruise workforce of the future — green skills, diversity and inclusion, crew welfare, and the broader blue economy workforce pipeline.

River Cruise Outlook

Spotlighting the river cruise sector's evolution with 'River Cruise Day,' in collaboration with River Cruise Europe & IG River Cruise — from decarbonisation and newbuilds to destination development, tourism management, and growth beyond Europe.

The full conference schedule is available [HERE](#)

Frances Musson, Conference Producer at Seatrade Cruise says: “We carefully curate the Seatrade Europe conference to deliver timely, practical insight that reflects the real challenges and opportunities shaping cruise today. This year's programme — under the theme Future Forward — brings together leaders from across the industry to share ideas, spark collaboration and drive action. With a strong focus on implementation, from decarbonisation and digitalisation to destination strategy and workforce

transformation, we're proud to offer a platform that not only informs but helps shape the future of cruising in Europe and beyond."

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Notes to editors:

To learn more about Seatrade Europe and for the latest event details visit www.seatrade-europe.com

For the full schedule of Seatrade Cruise Events visit seatradecruiseevents.com

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About Seatrade Cruise:

Serving the international cruise community since 1970, Seatrade Cruise is the industry's leading platform for collaborating, innovating and connecting. Comprised of the largest cruise events and tradeshow, news channels, virtual programming resources and coveted awards programmes, the Seatrade Cruise portfolio reaches more than 20,000 professionals, 4,000 suppliers, 80 cruise line brands in 140 countries. For access to the latest news and industry updates visit www.seatrade-cruise.com

Seatrade Cruise Events are organised by Informa Markets, a leading B2B information services group and the largest B2B events organiser in the world. To learn more and for the latest news and information, visit informamarkets.com

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