

# *Facts & Figures*

## CRUISE PORT HAMBURG



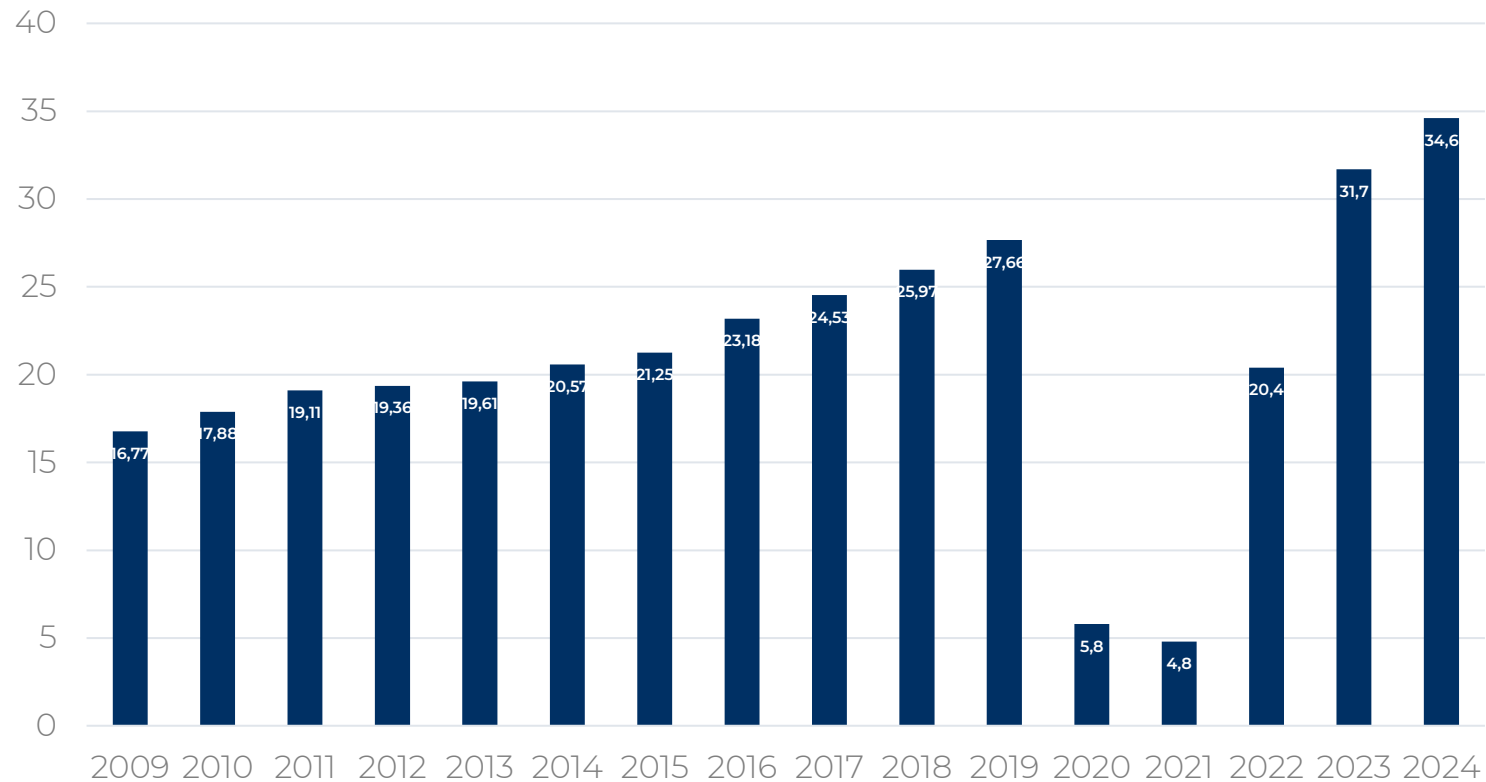
THE CRUISE INITIATIVE FOR HAMBURG



# DEVELOPMENT OF CRUISE PASSENGERS WORLDWIDE



Passengers worldwide (in m.)



# CRUISE TOURISM IN HAMBURG: KEY FACTS



Hamburg's tourism industry is a key pillar of the city's economy, and through its direct interaction with visitors to our city, it also plays a pivotal role in shaping Hamburg's image around the world.

## Added Value



In Hamburg, total tourism spending amounts to approximately €8 billion annually, with direct value added in the tourism sector totaling around €4.4 billion. Cruise shipping contributes nearly €420 million annually to regional value added (revenue of €1.03 billion).

## Employees in Tourism



Hamburg's tourism industry employs approximately 90,000 people across about 8,000 companies.



## Hamburg's Tourists/Cruise Passengers

Hamburg doubled the number of overnight visitors to 16.5 million between 2009 and 2025. The number of cruise passengers rose to 1.4 million during the same period, with the number of ship calls quadrupling to 295 per year (2025); 331 ship calls are expected for 2026. Compared to Hamburg's day tourists (approx. 100 million per year), the proportion of cruise passengers is very low (approx. 1%).



## Tax revenue

Tourism-related tax revenue amounts to approximately €363 million per year.

# HAMBURG IN NATIONAL COMPARISON (2025)

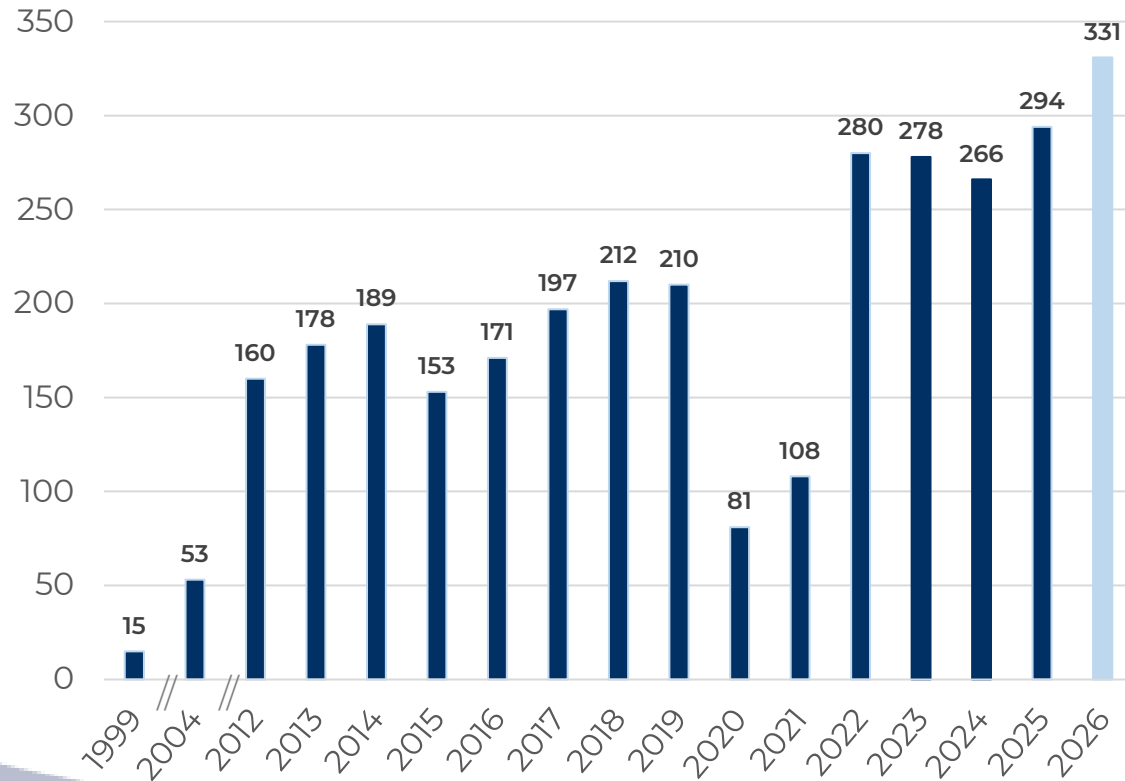


Source:  
<sup>1</sup> Cruise Gate Hamburg  
<sup>2</sup> Port of Kiel  
<sup>3</sup> Rostock Port  
<sup>4</sup> Columbus Cruise Center

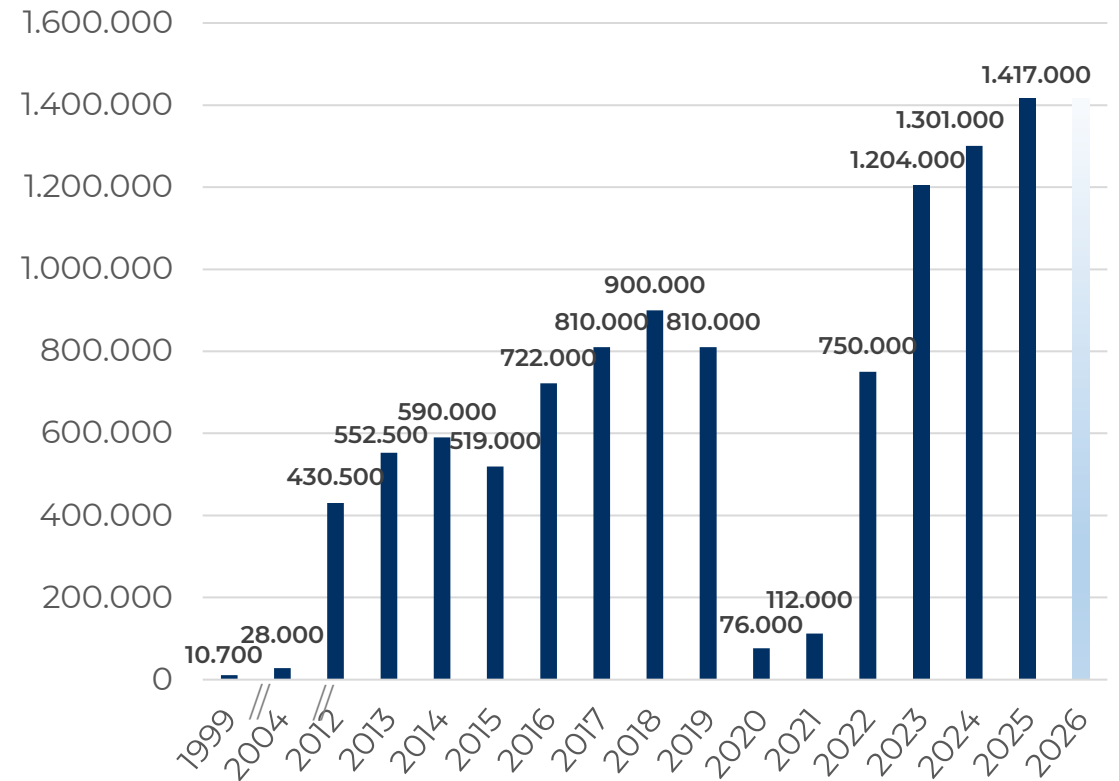
# HAMBURG: DEVELOPMENT OF CRUISE TRAVEL



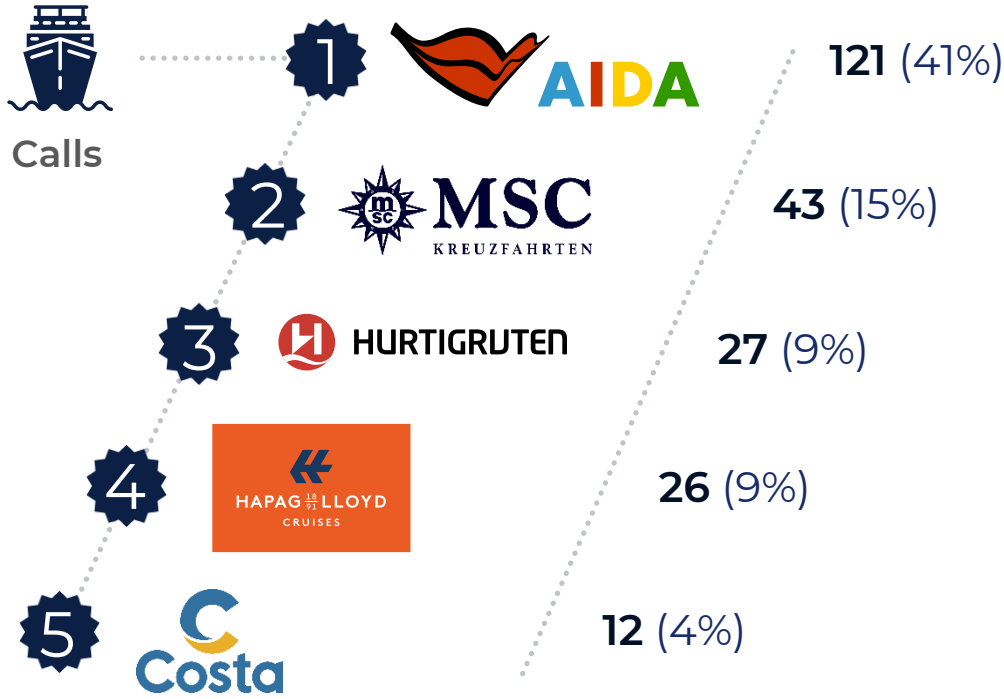
## Calls



## Passengers



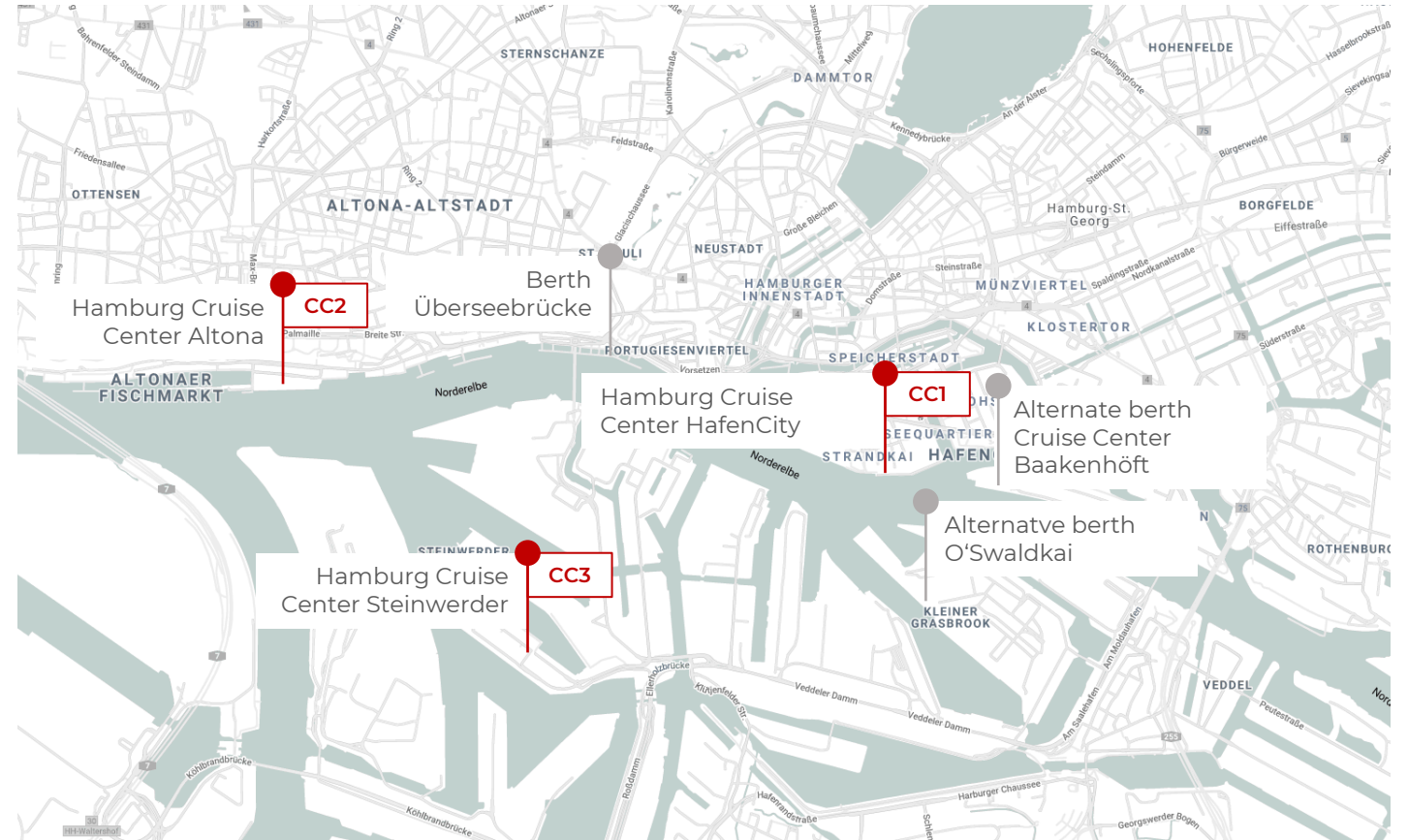
# HAMBURG: CRUISE LINES 2025



# HAMBURG AS A CRUISE DESTINATION: KEY FACTS



- 3 terminals
- 1.417.000 passengers (2025<sup>1</sup>)  
(about 1% of the 100 m. day tourists)
- 295 calls (2025)  
(about 2% of all ship calls)
- 89% turnaround
- Average passage down river Elbe:  
6,5 h



# HAMBURG'S PASSENGERS: KEY FACTS



**74%**

46 – 75

YEARS  
OLD

**60%**

female

**40%**

male

GENDER

**38%**

stay in Hamburg  
before their cruise

**32%**

embark on their  
first cruise

**79%**

Germany,  
3,4% UK,  
2,2% Italy, 2,0% Austria

OVERNIGHT STAY

REPEATERS

SOURCE MARKET

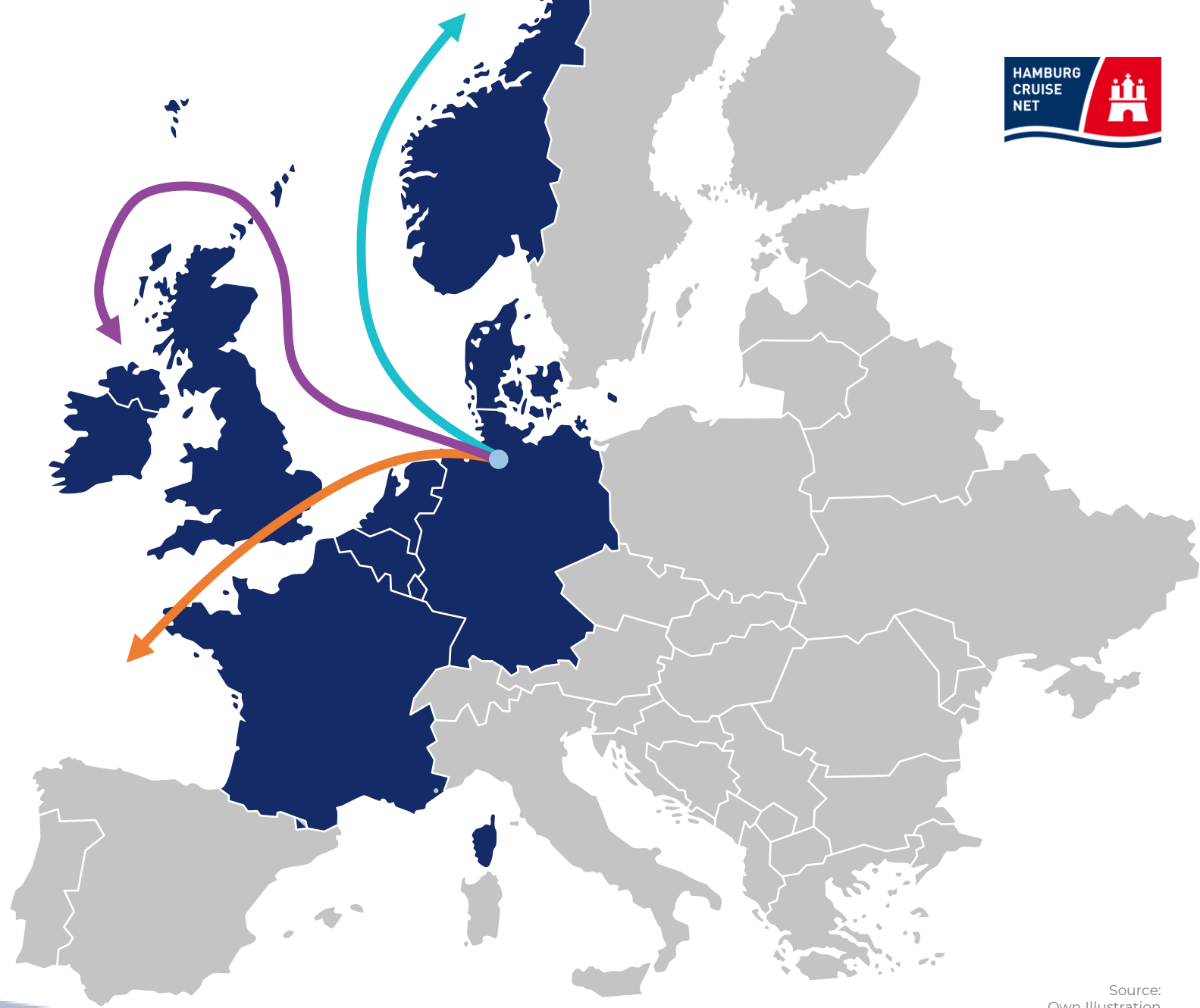


# HAMBURG: DESTINATIONS



## MAIN ROUTES:

- UK & Ireland
- Western Europe
- Norway



# CRUISE PORT HAMBURG: SUSTAINABILITY



**2.000**

cruise ports worldwide



about **33**

of those offer shore power infrastructure



**All** shore power systems in Hamburg provide electricity from renewable resources



**2026**

All cruise terminals in Hamburg are able to provide shore power

**7 %**

of ship-related CO<sub>2</sub> emissions in Hamburg are emitted by cruise ships

**0,16 %**

of all CO<sub>2</sub>-emissions in Hamburg are emitted by cruise ships

**5,0 %**

is the share of cruise-related emissions in relation to all ship-related SO<sub>x</sub>-emissions in Hamburg.