

Economic Impact of the Cruise Industry on the Hamburg Region

Study commissioned by Hamburg Cruise Net e.V. and the Free and Hanseatic City of Hamburg

Cruise Sector Hamburg 2024

1.3 million
Total passengers

88%
Turnaround passengers

12%
Transit passengers

266
Ship calls

Economic Impact

Direct expenditures and relevant revenues in Hamburg's cruise sector amounted to €714 million in 2024. These expenditures directly generated additional local added value of €373 million. Indirect effects (e.g. services provided by suppliers) increased added value by a further €162 million. Including additionally induced income, a total effect on added value of €727 million was generated. This contribution to added value translates into approximately 7,240 additional jobs created by the cruise sector beyond the employees of the shipping companies themselves.

| | | | | | | | |
|----------------------------|---------------|---|-----------------|---|----------------|---|--------------|
| Output (€ million) | 714 | + | 277 | + | 709 | = | 1,700 |
| | direct effect | | indirect effect | | induced effect | | total effect |
| Added value (€ million) | 373 | + | 162 | + | 192 | = | 727 |
| | direct effect | | indirect effect | | induced effect | | total effect |
| Employment (FTE) | 3,560 | + | 1,810 | + | 1,870 | = | 7,240 |
| | direct effect | | indirect effect | | induced effect | | total effect |

Composition of Added Value in Hamburg

Hamburg is a strategically important port for several shipping companies and a global hub for technical and nautical ship management. Because of this, local company activity generates considerably more added value here than at destination ports such as Marseille or Barcelona. Shipping company expenditures in Hamburg total €446.6 million and account for 61.4% of the overall added value contribution. In Barcelona, recent studies put that share at only around 25%.

Contribution to Added Value

| | |
|-------------------------------|--------------|
| Shipping company expenditures | 61.4% |
| Crew and pass. expenditures | 21.7% |
| Cruise cluster | 11.4% |
| Events | 5.5% |

Development from 2018 to 2024

+44.5%
No. of passengers

+73.3%
Cruise sector
added value

+61.2%
Cruise sector
employment

+30.2%
Hamburg GDP growth

Full study available at www.hamburgcruise.net/Wertschoepfung

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