

# Media Trip "Hamburg Cruise Days *PUR*" 19.-21.08.2022



**HOST**

Hamburg Tourist Board  
[www.hamburg-travel.com](http://www.hamburg-travel.com)

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# WELCOME TO HAMBURG

**Hamburg – Beautiful period apartments or ultra-modern new buildings, the tranquility of parks and waterways or the hustle and bustle of the city center: shaped by contrast, the Hanseatic City of Hamburg demonstrates that nature and urban life make a perfect match.**



## **URBAN.Shore - Speicherstadt and Hafencity**

Nowhere else in the city the opposite of old and new meet in such a spectacular way: the old, red-brick buildings of the Speicherstadt and the modern architecture of the Hafencity. Hamburg's Speicherstadt is the world's biggest historical warehouse district. In 2015 it was added to the list of UNESCO world heritage sites, along with the Chile House and the Kontorhaus district. Right next to the Speicherstadt the largest inner-city urban development project in Europe takes place: the Hafencity. Located on the most western tip of the Hafencity is Hamburg's iconic concert venue and new landmark located: the Elbphilharmonie.

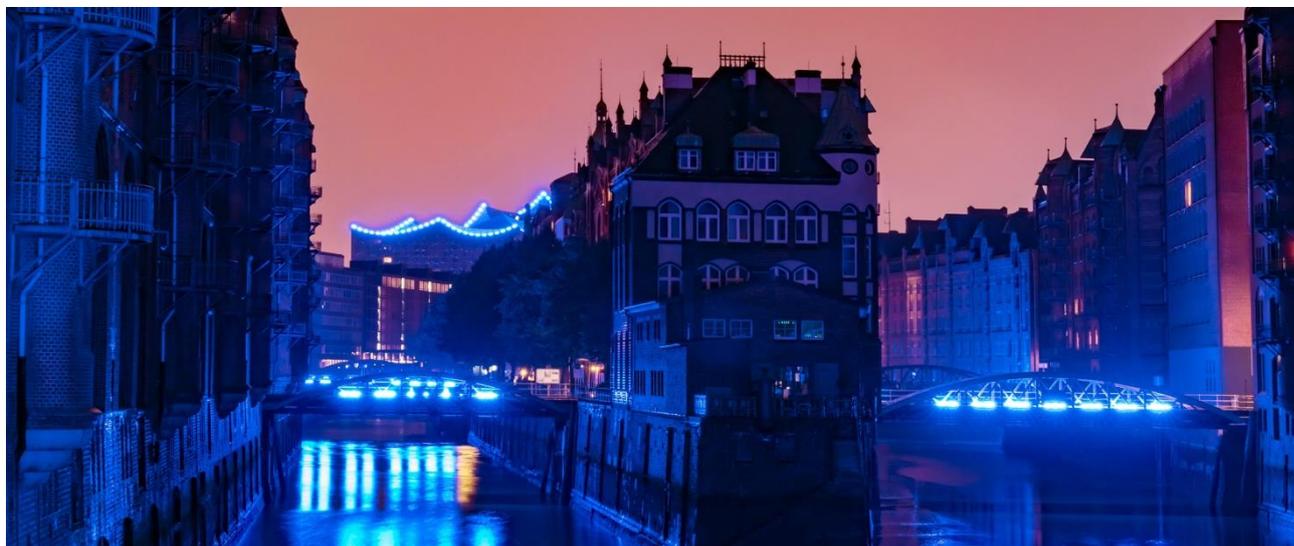
## **Hamburg Cruise Days**

Every two years Hamburg celebrates its second largest maritime event after the harbour birthday: the Hamburg Cruise Days. For the 8th time, the Hamburg Cruise Days in August 2022 will transform the port into the absolute cruise hot spot of Europe. The popular event, which is known beyond the borders of Germany, always takes place in the odd years. The Cruise Days are always a complete success for the Hanseatic city. Numerous visitors come to marvel at cruise ships, let themselves be inspired and enjoy the colourful supporting programme consisting of stage acts, gastronomy and shopping opportunities.



## **Hamburg – The good life**

The music- and urban culture of the Hanseatic city is always setting new trends in the vibrant nightlife and art scene. Alternative quarters, trendy bars and a wide range of restaurants from all over the world offer a varied experience in Hamburg!



## FACTS & FIGURES

Date	19. – 21.08.2022
Host	Hamburg Tourist Board – Media Relations <a href="http://www.marketing.hamburg.de">www.marketing.hamburg.de</a> <a href="http://www.hamburg-travel.de">www.hamburg-travel.de</a>
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Participants	5 international journalists (NL / UK / DACH)
Hashtags	#visithamburg #hamburgahoi

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Please link to the website of the Hamburg Tourist Board: [www.hamburg-travel.com](http://www.hamburg-travel.com) or [www.hamburg-tourism.com](http://www.hamburg-tourism.com) to refer to further Hamburg background information. Thank you!

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## Event Schedule

19.08.2022

19.08.  
Friday

Individual arrival in Hamburg and transfer to the Hotel  
(tba)

**Transfer:** please use public transport and your Hamburg Card

**Address:** tba

19.08.  
Friday

Welcome by Hamburg Tourist Board

15:00 h

Short walk to the HafenCity

**Meeting point:** Hotel lobby

**Contact:** tba

19.08.  
Friday

Visit of the Discovery Dock Hamburg / tbc.

tba

The unique Hamburg Port Experience

Experience Hamburg from unseen perspectives with six virtual reality experiences and many more attractions.

Breathtakingly realistic, fascinatingly informative – the Discovery Dock turns Hamburg into a multimedia adventure playground, a digital and interactive experience for the curious, adventurous and inquisitive.

Experience the Hamburg from unseen perspectives and dive in.

**Address:** **Discovery Dock**  
Am Kaiserkai 60, 20457 Hamburg  
Tel. + 49 (0)40 87 96 326-0  
<https://discovery-dock.de/?lang=en>

**Contact:** tba

19.08.  
Friday

tba

## Guided walking tour through the UNESCO Speicherstadt, Hafencity and visit of the Elbphilharmonie Plaza

The **Speicherstadt** is probably the best-known symbol of the maritime history of the Hanseatic city of Hamburg. Together with the Kontorhaus District and the Chilehaus it has been awarded a **UNESCO World Heritage** Site in 2015. Speicherstadt, where coffee, spices and tea were traditionally stored, is the expression of Hamburg's rise. The red brick buildings are among the most popular photo motifs of every visitor to Hamburg. The **Kontorhaus district**, has entered architectural history as the first district on the European continent designed purely for office usage. Created in the 1920s and 1930s by Fritz Schumacher, the three most striking buildings are the Chilehaus, Messberghof and Sprinkenhof. These buildings rank among the major artistic monuments of their time. We will finish the tour at **Hafencity Hamburg**, where also the **Elbphilharmonie** is located. Combining the past and the modern in a unique symbiosis, Europe's largest urban development project is being built on 157 hectares in the former harbour area.

<https://marketing.hamburg.de/unesco-world-heritage.html>  
<https://marketing.hamburg.de/hafencity-hamburg.html>

**The Elbphilharmonie Plaza:** Experience the city from 37 metres above the ground. The Plaza is the central meeting place in the Elbphilharmonie and forms the link between the warehouse and the new structure. The viewing platform here is open to the public. Even getting to it is an experience: an 80-metre-long, slightly curved escalator transports visitors through the

building. From the Plaza, 37 metres above the ground, a stunning panoramic view over the city and port opens up before the viewer. An outside walkway leads around the entire building. Inside, there is the hotel lobby, the Elbphilharmonie shop, a dining area and the stairways to the concert halls. The Elbphilharmonie Plaza extends an equally warm welcome to all residents of Hamburg and to visitors from near and far, whether or not they have come to enjoy a concert.

<https://marketing.hamburg.de/elbphilharmonie-en.html>

**Meeting point:** Discovery Dock

**Tour Guide:** tba

19.08.  
Friday

tba

## Dinner at a restaurant in the HafenCity

tba.

**Address:** tba

19.08.  
Friday

In the  
evening

## Harbour boat tour during Hamburg Cruise Days and view the Blue Port Hamburg

The organisers are exploring new horizons this year with the evening presentations: in a moving kick-off to the event on Friday evening, the Queen Mary 2 will accompany the illumination of Blue Port Hamburg by light artist Michael Batz. The Port of Hamburg will once again shine in breathtaking magic blue light over the entire weekend.

### Port of Hamburg

What would Hamburg be without its port and the many maritime attractions along the river Elbe? Here the city's heart beats night and day to the rhythm of the tides; here tradition and modern living blend to create an atmosphere unlike any other in the world. The Free Hanseatic City of Hamburg owes both

its prosperity and its reputation as the 'gateway to the world' to its international port. For centuries it has seen people from many countries and cultures depart and arrive, generating a cosmopolitan outlook that is now apparent in all aspects of Hamburg life.

[www.hafen-hamburg.de](http://www.hafen-hamburg.de)

20.08.2022

20.08.  
Saturday

## Visiting the four-masted barque Peking

10:00 h

Back to her home port: After decades of absence, the four-masted barque [Peking](#) returned to Hamburg. In the port on the Elbe, the Peking is the fourth large museum ship alongside the Rickmer Rickmers, Cap San Diego and MS Bleichen.

<b>Meeting point:</b>	<b>Hotel lobby</b>
<b>Contact:</b>	<b>tba</b>
<b>Transfer:</b>	<b>Bus shuttle</b>

20.08.  
Saturday

## Lunch

tba

**Address:** tba

20.08.  
Saturday

Afterwards

## Time at your own disposal: Explore Hamburg by your own

*Our recommendations:*

### Explore the trendy district of Schanzenviertel

**Schanzenviertel** is characterised by the Rote Flora, a cultural centre that has been occupied since 1989 and continues to represent local resistance against the ongoing gentrification of the neighbourhood. And yet the transition of the Schanzenviertel from former working-class district to hip neighbourhood seems unstoppable. Today, the Schulterblatt and its side streets offer a mix of international restaurants, cafés, boutiques and bars. Freelancers from the creative industries meet in the [Betahaus](#), and advertising and online agencies have settled in old industrial buildings. At night and during weekends, the Schulterblatt with its bars, clubs, live gigs and party nights now competes with the Reeperbahn entertainment mile. During summer, alternative student crowds gather in the Schanzepark to engage in football, Frisbee and slacklining or an open-air [Schanzenkino unterm Sternenhimmel](#).

### International Maritime Museum

Koreastraße 1, 20457 Hamburg

Tel: +49 40 30 09 23 00

[www.imm-hamburg.de/international/en/](http://www.imm-hamburg.de/international/en/)

Opening hours: Monday to Sunday 10:00 – 18:00 h

The International Maritime Museum is housed in the heritage listed building, Kaispeicher B. Three thousand years' worth of maritime history are displayed on nine 'decks' with precious exhibits, model ships and paintings. There is an entire deck dedicated to marine research.

### Miniatur Wunderland

Kehrwieder 2-4/Block D, 20457 Hamburg

Tel: +49 40 3006800

[www.miniatur-wunderland.com/](http://www.miniatur-wunderland.com/)

Opening hours: daily 9:30 h - 18:00 h, Tuesday: 9:30 h - 21:00 h

"We are going to build the largest model railway in the world!" That was the dream of brothers Gerrit and Frederik Braun 15 years ago, and they have made their dream come true. The Miniatur Wunderland lures thousands of visitors to the city every year. The little ones are not the only ones fascinated

by the beautifully designed landscapes of each section, the finely painted minutest figurines and the flashing lights of the machinery.

### **YULLBE at Miniatur Wunderland**

Am Sandtorkai 33, 20457 Hamburg  
Tel: +49 40 3006800

Dive into a new world with YULLBE WUNDERLAND. State-of-the-art VR technology allows you to move freely in the room, leave reality behind you and experience a wide variety of adventures.

In the form of a real model figure, it goes on an exciting discovery tour through the Miniatur Wunderland at eye level on a scale of 1:87. There is so much to discover! But what starts out as a little sightseeing train ride quickly gets out of hand and leaves you stranded in the model world. Can you manage to stick together as a team and find a way back to the real world?

<https://www.yullbe-wunderland.com/>

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**20.08.**  
Saturday

In the  
evening

### **Dinner and "Pas de Deux"**

#### **"Pas de Deux": the highlight on Saturday evening**

The highlight of the weekend will be a spectacle on Saturday evening that symbolises encounters. This year, rather than the traditional parade, two stately cruise ships, AIDAprima and MSC Magnifica, will take centre stage in a multimedia spectacle near Landungsbrücken. Organiser Uwe Bergmann: "With this production, we want to tell a story that can be seen as a message to Hamburg residents, tourists and the industry – a story that arouses anticipation for the next event, planned for 2023, and gives us hope that better, carefree times lie ahead."

[www.hamburgcruisedays.de/en/](http://www.hamburgcruisedays.de/en/)

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**20.08.**  
Saturday

evening

### **Time at your own disposal:**

Feel free to explore the district of St. Pauli and it's famous Reeperbahn

**St. Pauli** [www.marketing.hamburg.de/life-in-the-urban-district.html](http://www.marketing.hamburg.de/life-in-the-urban-district.html)

Rarely it happens that a district is more famous than the city it is located in. The Reeperbahn in the district of St Pauli enjoys a reputation as a world-famous entertainment mile, and its red-light district and the stories surrounding its seedy past are legendary. In the 1960s, St Pauli was renowned as a hub of pop culture because of its density of music clubs such as the Star Club, the [Indra](#), the Top Ten, and the [Kaiserkeller](#). This tradition was taken up again in 2006 with the launch of the [Reeperbahn Festival](#).

But even though St Pauli boasts more pubs, restaurants and clubs than any other district, it is also a residential area – for old-established workers, artists, bohemians and all sorts of people who do not mind the 24-hour bustle of the Reeperbahn and its side streets. Those who live here certainly have a little bit of rock 'n' roll in their blood ...

**Bars:** <https://marketing.hamburg.de/ausgewaehlte-bars.html>

#### **Clockers**

Paul-Roosen-Straße 27, 22767 Hamburg

[www.clockers.hamburg/](http://www.clockers.hamburg/)

St. Pauli's Paul-Roosen-Straße is turning into the latest bar/restaurant spot with Clockers being the latest addition. Cocktails and a DJ-set are the best start for a night out at St. Pauli. Upstairs is a secret room for private and exclusive events. Also check out the neighbourhood!

#### **Chug Club**

Taubenstraße 13, 20359 Hamburg

<https://www.facebook.com/TheChugClub>

The brandnew Chug Club has just opened under the lead of barwoman Betty. In dim light, sitting on stools covered with dark green Velvet, here one mostly drinks the trademark of the bar, the so called "Chug" - a high class and creative cocktail in small sizes, somewhere between shot and shortdrink. Always a good idea: the Agave-Liquor.

#### **dripbar**

Antonistraße 4, 20359 Hamburg

<https://www.dripbar.de/>

Dripbar is an unique and extraordinary bar concept, which creates with the help of a cold brew dripper a taste that has never been there before. Imagine your gin taste after mint, grapefruit and cardamom. Add tonic water and ready is a spicy & fresh Gin & Tonic: the "Mayribi Gin&Tonic".

#### **Das Standard**

Große Freiheit 90, 22767 Hamburg

<https://standard.hamburg/>

A sip of Amalfi coast in the glass and a bit of Milanese scala on the plate. We bring aperitivo culture to Hamburg. All drinks are accompanied by a daily changing selection of Stuzzichini.

Stuzzichini comes from the Italian word for toothpick (stuzzicadenti), because the appetizers can usually be eaten with the toothpick. Our Stuzzichini are - unlike our drinks - rarely classically Italian.

### **Möwe Sturzflug**

Clemens-Schultz-Straße 96, 20359 Hamburg

<https://www.instagram.com/moewesturzflug/?hl=en>

Small, beautifully decorated, and slightly deranged: the Möwe Sturzflug bar is situated in a side street in St Pauli. Take a seat on a granny-style sofa, admire the tags on the wall, enjoy the scent of the fresh flowers in the vases, and sip a cocktail prepared with love. Night owls can expect the most wonderful cocktails – such as the “Helbig-Basil-Highball” or the “Mispelnde Möwe” (Calvados with medlar fruits).

### **Kleines Phi**

Feldstraße 42, 20357 Hamburg

<https://de-de.facebook.com/kleinesphi/>

The specialty of this bar is the focus on the latin-american drinks based on Tequila, Mezcal or Rum. Through a small door in vintage charme one can get to the backyard which promises unforgettable summer nights.

### **KorallBar**

Simon-von-Utrecht-Straße 89, 20359 Hamburg

<https://www.korallbar.de/>

The KorallBar is a rock-solid corner pub on St. Pauli. It's one of a kind which you rarely find anymore. The KorallBar is very popular, this is partly due to the good music and the changing DJs who play here, but also to the selection of drinks - from Hendrick's Gin to whiskey from Balvenie, everything is available.

### **Walrus Bar**

Wohlwillstraße 47, 20359 Hamburg

<http://thewalrusbar.de/>

Behind black curtains in this modest bar extravagant cocktails as "Stormflood" or "Will you still love me tomorrow" are the state of the art. The bartenders here rely on selected fine spirits and local liquors like "Lütt`n Hamburger", „Altländer Williams-Christ“ or „Hamburger Edelbitter“. Besides fruit liqueurs you can also choose from a variety of craft beers on tap.

21.06.2022

**21.08.**  
Sunday

morning

### Individual visit of the famous Hamburg Fishmarket

Virtually anything not nailed down firmly has been traded at Hamburg's most traditional market since 1703. Every Sunday morning, night clubbers from the Reeperbahn, clutching fish rolls and hot coffee, descend on the waterfront and hope that it will give them a second wind. A popular option for night clubbers, bargain hunters and tourists alike is the brunch in the historic fish auction hall to the tunes of jazz or rock music.

[www.hamburg-travel.com/attractions/hamburg-maritime/fish-market/](http://www.hamburg-travel.com/attractions/hamburg-maritime/fish-market/)

**Adress:** **St. Pauli Fischmarkt**  
Große Elbstraße 9, 22767 Hamburg  
[www.fischauktionshalle.com/fish-market/?L=1](http://www.fischauktionshalle.com/fish-market/?L=1)

Opening Hours: 05:00-09:30 am

**21.08**  
Sunday

tba

### Individual Check out and deposit of luggage

Transfer to Hamburg City Cycles

**Meeting point:** **Hotel lobby**

**Contact:** **tba**

**21.08.**  
Sunday

tba

### Guided Cycle tour along the waterfront towards Teufelsbrück

Beaches, ships and great sceneries: We'll cycle from St. Pauli via Övelgönne to Blankenese. The route leads along the riverside through calm streets and stunning landscapes. Beautiful views of the harbour, the Airbus area and the Altes Land are included.

**Company:** **Hamburg City Cycles**  
Bernhard Nocht-Str. 89, 20359 Hamburg,  
[www.hccitycycles.de/en/](http://www.hccitycycles.de/en/)

**Departure:** Hamburg City Cycles  
**Arrival:** Teufelsbrück

**Contact:** tba

**21.08.**  
Sunday

## Lunch

12:30 am

**Address:** tba

**21.08.**  
Sunday

Return to the hotel by public transport  
and individual departure

Afterwards

*Thank you for your visit and have a safe journey!*