

HAMBURG BUSINESS DEVELOPMENT CORPORATION Hamburg, Germany

Hamburg Cruise Center Marketing Promotion

Hamburg, Germany's second largest city and the second largest shipping port in Europe, is the "cradle of cruising" where cruise lines first began operations in 1845.



The Hamburg Business Development Corporation chose Global Communicators to help launch the Hamburg Cruise Center (HCC) as a major port of call for cruise lines operating out of Northern Europe and Scandinavia. The Cruise Center is the cornerstone of a major port redevelopment project, *HafenCity*, launched in 1998.



GC developed marketing themes that have been used at the annual *Seatrade Cruise Shipping Convention and Exhibition* each March in Miami Beach, Florida, since 1999.

We have continuously kept cruise media informed about developments concerning the port via press releases, emails and phone outreach. HCC has received considerable media attention at the convention and beyond, and the media continues to follow the

progress of the cruise center due the public relations efforts. Global Communicators publicized Hamburg's advantages as a port of call for cruise lines sailing to Northern European and Baltic Sea destinations.

Prior to every *Seatrade*, GC also prepares updated fact sheets and a letter on HCC's progress that is sent to CEOs and presidents of major cruise lines traveling to and in Europe. GC also builds relationships for HCC at major functions and events to promote Hamburg to targeted cruise line executives.



During *Seatrade 2000*, GC succeeded in placing an HCC board member on a panel discussion during *Seatrade*, allowing him to promote the port as well as discuss important issues with other executives.

Based on results of continuous *Seatrade* projects, Global Communicators continues the image-building promotional campaign, targeted to cruise line executives and cruise passengers. Using a "push-pull" marketing strategy, we anticipate success in re-establishing Hamburg's preeminence as cruises become a dominant travel choice internationally.