

HAMBURG PORT ANNIVERSARY

WE CELEBRATE THE HEART OF HAMBURG.



When Hamburg celebrates its PORT ANNIVERSARY, the city's famous gateway to the world opens wider than ever. This is where international guests arrive and depart – and where they are greeted with open arms. Every year in May, the people of Hamburg celebrate the maritime heart of their city together with visitors from near and far. Their port is the place that connects them to the whole wide world. From ship enthusiasts to partygoers, culture lovers and families with children – the HAMBURG PORT ANNIVERSARY is where about a million guests can each find their own favourite spot. There's always something new to discover and a wealth of experiences to enjoy. Highlights include ships from across the globe, the big parades set against Hamburg's impressive harbour backdrop, breathtaking displays on the water, open-air concerts, spectacular evening shows on the floating stage and fascinating fireworks. The celebrations stretch from the Fischauktionshalle to Kajen at the Baumwall, as well as in the Sandtorhafen, the Speicherstadt, the Hansahafen, and the Museumshafen Oevelgönne.

250+
SHIPS

1 **MILLION**
VISITORS

Impressions
of the
HAMBURG PORT
ANNIVERSARY



SAVE THE DATE



08-10 MAY 2026



06-09
MAY 2027

05-07
MAY 2028

10-13
MAY 2029

10-12
MAY 2030

PROGRAMME HIGHLIGHTS

Big arrival and departure parades • Spectacular evening shows • Fascinating fireworks display • Stages on land and on the water • Numerous open ship activities
Colourful port promenade with culinary variety • Exciting children's programme
International ecumenical opening service • New annual partner country

250 SHIPS ALONG THE ELBE

Tall ships • Cruise ships • Naval units • Traditional vessels
Motor and sailing yachts • Emergency craft and research vessels

YOUR OPPORTUNITIES

- Display stand space
- Ship participation
- Brand presence through sponsoring
- Entertainment
- Shows and programmes

NATIONAL REACH*

88 TV reports
332 radio reports
718 print reports
2,223 online reports

*Analysis period: 1 March to 31 May 2025

YOUR BENEFITS

- Boost brand awareness
- Personal and emotional appeal to target audiences
- Create individualised, captivating experiences
- Targeted interaction with customers, employees and talent

CONTINUOUS DEVELOPMENT

Exciting programme diversity offers new, unforgettable moments for visitors each year.

www.hamburg.com/port-anniversary

