



HAMBURG

on Tour

About Hamburg on Tour

Hamburg on Tour is a public event series which the Hamburg Convention Bureau GmbH (as part of Hamburg Marketing GmbH) has designed to present the City of Hamburg and its surrounding Metropolis via an imaginative live communications event, taking place annually in international host cities. The events are interactive and immersive, inspiring audiences to enjoy a two-day celebration and leave them with a true taste of Hamburg.

For Hamburg on Tour partners, the event offers multiple platforms to present themselves to key international markets. The annual public event is complemented by different B2B formats to support the relationships between Hamburg and international partner cities.

Hamburg on Tour took place for the first time in 2014 in Vienna, followed by events in Copenhagen (2015), Gothenburg (2016) and London (2017).

About Hamburg on Tour in London

On Saturday 01 and Sunday 02 September, London will play again host to Hamburg on Tour, a one-of-a-kind pop up event in Shoreditch (The Boiler House, 152 Brick Lane) to showcase one of the most liveable cities in the world through its lively music and festival region.

From Metal and Jazz, to Rock and Alternative, the Hamburg Metropolitan Region hosts more than 100 exciting festivals per year. Hamburg on Tour will make sure Londoners get a taste of this happening maritime city, right in the heart of Shoreditch.

The event will include a full programme of music from top bands and DJ's, traditional and modern fayre, interactive tours of the city including a 360-degree VR technology exhibit, markets, a taste of Steffi Hempel's legendary Hamburg Beatles Tour, along with craft beer and chocolate tasting – all set against the backdrop of a Hamburg skyline, dominated by the celebrated Elbphilharmonie Hamburg, the world's finest new concert hall.

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