



HAMBURG *on Tour*

Soundtrack to the city: Hamburg launches NEW Spotify collection as music- tourism trend booms



Music tourism is at an all-time high; last year, holidays to experience a music event became the fifth most popular type of holiday according to ABTA and this trend is expected to continue through 2018.

The [Hamburg Metropolitan Region](#) hosts over 100 festivals each year covering every possible music genre from Jazz, Pop and Indie to Metal and Rock, making it a thriving music capital drawing 13.8 million overnight stays per year.

On Saturday 1 and Sunday 2 September, the Hanseatic city will bring their music and good vibes over to London with a two-day pop-up event - [HAMBURG FESTIVAL](#), organised by the [Hamburg Convention Bureau GmbH](#). The free event aims to give Londoners a taste of Hamburg's thriving music scene and celebrate the city's musical achievements, with two days of live music from bands currently on the HAMBURG FESTIVAL circuit including: [ELBJAZZ](#), [Hurricane Festival](#), [MOLOTOW Club](#), [MS DOCKVILLE](#), [Reeperbahn Festival](#), and [Wacken Open Air](#).

To celebrate, the city has created [5 Spotify playlists](#) across different genres, compiled from the bands and artists currently on the Hamburg festival circuit, some of whom will be paying at next month's HAMBURG FESTIVAL.

To listen to the Spotify playlists and get a taster of what visitors will experience at the event, click the links below:

[Hamburg Festival: Rock & Pop](#)

[Hamburg Festival: Singer-Songwriter](#)

[Hamburg Festival: Hip Hop](#)

[Hamburg Festival: Piano, Jazz & Blues](#)

[Hamburg Festival: Indie & Electro](#)



HAMBURG on Tour

How to visit the event:

Address: The Boiler House, 152 Brick Lane (part of the Old Truman Brewery in Shoreditch)

Opening hours: 10am – 11pm on Saturday 1 and 10am – 6pm Sunday 2 September

Web: <https://london.hamburgontour.com/en>

Twitter: www.twitter.com/hamburgontour #hamburgontour

Facebook: www.facebook.com/hamburgontour @hamburgontour

Instagram: www.instagram.com/hamburgontour @hamburgontour

YouTube: <https://www.youtube.com/channel/UCWEWi9UJl8pqB3P9nu3fvBw>

List of Hamburg on Tour Festival Partners:

[ELBJAZZ](#) | [Elbphilharmonie Hamburg](#) | [Hurricane Festival](#) | [Millerntor Gallery](#) | [MS DOCKVILLE](#) | [Reeperbahn Festival](#) | [Wacken Open Air](#)

List of Hamburg on Tour Event Partners:

[Active City](#) | [ADAMEVA](#) | [BID Reeperbahn+](#) | [Chocoversum](#) | [COOK UP Culinary Gallery](#) | [FC St. Pauli](#) | [fritz-kola](#) | [German National Tourist Office](#) | [Hamburg Metropolitan Region](#) | [Hamburg Ministry of Culture and Media](#) | [Hamburg State Opera](#) | [Hempel's Beatles-Tour](#) | [Hiphop Academy Hamburg](#) | [Kevin McElvaney](#) | [Lemonaid](#) & [ChariTea](#) | [LÜTTE HÖÖG](#) | [MOLOTOW Club](#) | [Speicherstadt Kaffeerösterei](#) | [Viva con Agua](#) | [Westin Hamburg](#)

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Royalty-free Hamburg pictures for editorial use: https://marketing.hamburg.de/mediaserver_en.html

Hamburg on Tour 2017 video: www.youtube.com/watch?v=tBuoGaY57No

2017 Hamburg on Tour Report: www.hamburg-convention.com/epaper/hamburg-on-tour-london-2017/index.html

Hamburg travel information

Information on Hamburg / offers for trips to Hamburg: www.hamburg-travel.com