

Cruise Pavilion presents fantastic cruises

TUI Cruises, Hapag Lloyd, Star Clippers, Silversea Cruises and Hurtigruten already on board

Following the successful launch in 2015, the Cruise Pavilion at boot Düsseldorf will be highlighting a wide range of cruise options again from 23. to 31. January 2016. The maritime travel market in Hall 14, in the middle of which the Cruise Pavilion can be found, provides the right setting for this.

Cruising continues to be a strong trend and cruises can in the meantime be taken to practically all regions of the world. A cruise is the ideal choice for any target group, whether a South Sea wellness trip or an adventurous voyage to the natural sights of Northern Europe is the goal. Simply resting and relaxing or spending the entire day on sports activities: this is no longer mutually exclusive on a cruise nowadays. While it has not for a long time been the case any more that cruises are only something for well-off elderly travellers; on the contrary, they appeal to people of all ages. Anyone can find the perfect cruise to fulfil their specific wishes at boot Düsseldorf: young people who want to party, families with children who are looking for an attractive entertainment programme for their offspring, young couples who are dreaming of a romantic holiday on board or demanding travellers in the prime of their lives.

The Cruise Pavilion centres on the presentation by TUI Germany, the German tourism market leader, which on its own has as many as twelve cruise ships. Together with the shipping lines it co-operates with, TUI Germany is showing the broad range of travelling options in “floating hotels” on more than 300 square metres of stand space. The providers include TUI Cruises, Hapag Lloyd, Star Clippers and Silversea Cruises. The long-established postal shipping line Hurtigruten can also be found in the adjacent maritime travel market. All together, they are presenting cruising in all its diversity, for all ages, interests and demands.

TUI Cruises offers all-inclusive feel-good cruises known as “My Ship”, on which guests can enjoy being pampered to their heart’s content. Families



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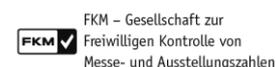
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with younger children feel very comfortable on the “My Ship” cruises too, because everyone can indulge his own tastes, with no specific dress code or mealtimes. Cruises with special themes, such as the Full Metal Cruise, on which it can get really loud at times, the Rockliner with “panic rocker” Udo Lindenberg or the Football Lounge with prominent experts commenting on the 2016 European Championship are additional highlights in the TUI Cruises programme.

Hapag-Lloyd Cruises has specialised in expeditions in addition to classic cruises on the well-known Europa ships. The expedition ships MS Hanseatic and MS Bremen sail to the remotest areas of Greenland or Alaska. Visits to typical villages and trips past volcanoes and waterfalls are unforgettable opportunities for all would-be explorers.

The thoroughly romantic side of sailing can be experienced on the yachts operated by Star Clippers Cruises, because travelling is on a tall ship rather than on a classic ocean steamer. Relaxation, peace and quiet are the order of the day on the special yoga cruise, for example.

The Silver Cruises ships are small but impressive, because they can enter smaller, exotic harbours too and can negotiate not just the world’s oceans but also rivers. The destinations for the Silversea ships include, for example, the yacht harbours of the Lesser Antilles as well as such classic Mediterranean destinations as St. Tropez, Monte Carlo or Venice.

Authenticity is the trademark of Hurtigruten, a name that is taken from the Norwegian word Hurtigruta, which means “express route”. Travelling here is on a traditional postal ship, on which a phenomenal entertainment programme is provided by the spectacular sights along the coast of Norway. The 12-day voyage goes from Bergen to Kirkenes on Varangerfjord in Northern Norway and back again.

A varied selection of travel models are presented on the Captain’s Deck, the heart of the Cruise Pavilion. This is where the shipping lines give short talks about the trips and show impressive film of the destinations and the services provided on board. Whoever then knows what voyage he wants to go on can book his dream cruise directly on-site at boot Düsseldorf 2016 in the TUI Booking Center.



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About boot Düsseldorf:

boot Düsseldorf is the biggest boat and water sports trade fair in the world and is the place where all of the industry meets in January every year. Over 1,700 exhibitors from more than 60 countries will be presenting their interesting innovations, attractive developments and maritime equipment here again from 23. to 31. January 2016. This means that the whole of the global market will be coming to Düsseldorf, to provide an exciting insight into the entire water sports world for the nine-day exhibition in 17 different halls. The trade fair is open from 10:00 to 18:00 every day. Admission tickets can be ordered online at www.boot.de <http://www.boot/> for a price of € 16 and printed out conveniently at home from mid-November onwards. As an additional feature, they entitle ticket holders to use the Rhine-Ruhr public transport system free of charge up to price level D / South Region.

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