



HAMBURG on Tour

Hamburg's 2017 London pop up wins Gold FMBE Award for Most Immersive Brand Event



The Hamburg Convention Bureau has won Gold at the FMBE Awards for Most Immersive Brand Event or Roadshow for its consumer event [Hamburg on Tour 2017](#).

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 metropolitan area via an imaginative communications event, which takes place in an international host city each year.

The 2017 event took place in London's East End, at the event space The Boiler House, and comprised 2 days of live music from Hamburg's festivals, interactive workshops, a virtual reality installation, plus regional food and drink for visitors to try. As per the event's official documentation, Hamburg on Tour 2017 attracted 11,100 visitors with 92% of visitors indicating the immersive experience made them want to visit Hamburg.

The FMBE Awards exist to champion best practice in live experiential marketing. The ceremony, which this year took place on 11 October, is the industry networking party of the year, attracting the biggest and best brands and agencies.

The Hamburg Convention Bureau had stiff competition to win Gold in their category, beating some of the UK's top brands including Liverpool FC and Nationwide.

In September 2018, Hamburg on Tour returned to London for the HAMBURG FESTIVAL. A 2-day event celebrating again the music, food and art scene of the Hanseatic city.

ENDS

Notes to Editor

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Press Centre

Digital Press Kit Hamburg on Tour 2018: <https://marketing.hamburg.de/hamburgfestival.html>



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Further information: <https://www.hamburgontour.com/en/> or <https://london.hamburgontour.com/en>

Press Service: <https://www.hamburgontour.com/en/impressum/#presse>

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