

KICK-OFF

SUMMER PROMOTION

2026

16 June - 14 July



PROMOTION TITLE & FOCUS

Headline:

REDISCOVER THE WORLD THIS WINTER

Subline:

Get up to 30% off now -
only valid until 14 July 2026.

➔ 29 cruises on offer (SILVER fare)

➔ various destinations in 8 destination clusters
(MS EUROPA, HANSEATIC nature, HANSEATIC spirit
and HANSEATIC inspiration)

➔ discounts* of 15%, 20% or 30%

16 Jun
until
14 Jul 26



ROUTES & DESTINATIONS

LUXURY

MS EUROPA

EUR2621	22 Sep 2026	Mediterranean
EUR2622	04 Oct 2026	Mediterranean
EUR2623	14 Oct 2026	Mediterranean
EUR2624	26 Okt 2026	Mediterranean
EUR2625	05 Nov 2026	Mediterranean
EUR2626	15 Nov 2026	Atlantic Islands
EUR2627	25 Nov 2026	America (Transatlantic)
EUR2628	05 Dec 2026	Caribbean
EUR2700	20 Dec 2026	Caribbean
EUR2701	06 Jan 2027	East coast of South America
EUR2703	17 Feb 2027	America
EUR2704	18 Mar 2027	America
EUR2705	03 Apr 2027	America

EXPEDITION

HANSEATIC inspiration

INS2704	05 Mar 2027	Antarctica (Chilean fjords)
INS2705	23 Mar 2027	America

HANSEATIC spirit

SPI2621	17 Oct 2026	Atlantic Islands
SPI2622	30 Oct 2026	Africa
SPI2623	15 Nov 2026	Africa
SPI2700	21 Dec 2026	Antarctica (Chilean fjords)
SPI2703	05 Mar 2027	Australia/New Zealand

HANSEATIC nature

NAT2622	11 Oct 2026	Scandinavia (Northern Lights)
NAT2623	26 Oct 2026	Scandinavia (Northern Lights)
NAT2624	10 Nov 2026	Scandinavia (Northern Lights)
NAT2625	25 Nov 2026	Scandinavia (Northern Lights)
NAT2702	20 Jan 2027	Scandinavia (Lapland)
NAT2703	04 Feb 2027	Scandinavia (Northern Lights)
NAT2704	19 Feb 2027	Scandinavia (Northern Lights)
NAT2705	06 Mar 2027	Scandinavia (Northern Lights)
NAT2706	21 Mar 2027	Baltic Sea (new cruise)

ROUTES & PRICES

CRUISE NUMBER	SHIP	DEPARTING FROM	ARRIVING AT	DATE OF DEPARTURE	DURATION (DAYS)	PRICE PER PERSON EUR*	PRICE PER PERSON USD*	PRICE PER PERSON GBP*	FARE	DISCOUNT
EUR2621	MS EUROPA	Mallorca	Venice	22 Sep 2026	12	€ 4,312	\$ 4,743	£ 3,708	SILVER	20%
EUR2622	MS EUROPA	Venice	Piraeus (Athens)	04 Oct 2026	10	€ 5,032	\$ 5,535	£ 4,328	SILVER	20%
EUR2623	MS EUROPA	Piraeus (Athens)	Piraeus (Athens)	14 Oct 2026	12	€ 5,512	\$ 6,063	£ 4,740	SILVER	20%
EUR2624	MS EUROPA	Piraeus (Athens)	Mallorca	26 Oct 2026	10	€ 3,832	\$ 4,215	£ 3,296	SILVER	20%
EUR2625	MS EUROPA	Mallorca	Malaga	05 Nov 2026	10	€ 3,752	\$ 4,127	£ 3,227	SILVER	20%
EUR2626	MS EUROPA	Malaga	Lisbon	15 Nov 2026	10	€ 3,752	\$ 4,127	£ 3,227	SILVER	20%
EUR2627	MS EUROPA	Lisbon	New York	25 Nov 2026	10	€ 2,793	\$ 3,072	£ 2,402	SILVER	30%
EUR2628	MS EUROPA	New York	Miami	05 Dec 2026	15	€ 3,843	\$ 4,227	£ 3,305	SILVER	30%
EUR2700	MS EUROPA	Miami	Miami	20 Dec 2026	17	€ 7,752	\$ 8,527	£ 6,667	SILVER	20%
EUR2701	MS EUROPA	Miami	Rio de Janeiro	06 Jan 2027	19	€ 5,592	\$ 6,151	£ 4,809	SILVER	20%
EUR2703	MS EUROPA	Valparaiso	San Francisco	17 Feb 2027	29	€ 12,792	\$ 14,071	£ 11,001	SILVER	20%

*The prices shown already include the mentioned discount (price status 27 May 2026). They are cruise-only prices in the SILVER fare for double occupancy of a suite or cabin in the respective bookable categories (subject to availability). These are variable prices. Valid only for new bookings made between 16 June and 14 July 2026 – cannot be combined with other offers and discounts. Limited availability.

ROUTES & PRICES



CRUISE NUMBER	SHIP	DEPARTING FROM	ARRIVING AT	DATE OF DEPARTURE	DURATION (DAYS)	PRICE PER PERSON EUR*	PRICE PER PERSON USD*	PRICE PER PERSON GBP*	FARE	DISCOUNT
EUR2704	MS EUROPA	San Francisco	San Francisco	18 Mar 2027	16	€ 6,792	\$ 7,471	£ 5,841	SILVER	20%
EUR2705	MS EUROPA	San Francisco	Miami	03 Apr 2027	24	€ 9,432	\$ 10,375	£ 8,112	SILVER	20%
INS2704	HANSEATIC inspiration	Ushuaia	Callao	05 Mar 2027	18	€ 7,903	\$ 8,693	£ 6,797	SILVER	30%
INS2705	HANSEATIC inspiration	Callao	Belem	23 Mar 2027	19	€ 8,253	\$ 9,078	£ 7,098	SILVER	30%
NAT2622	HANSEATIC nature	Hamburg	Hamburg	11 Oct 2026	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%
NAT2623	HANSEATIC nature	Hamburg	Hamburg	26 Oct 2026	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%
NAT2624	HANSEATIC nature	Hamburg	Hamburg	10 Nov 2026	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%
NAT2625	HANSEATIC nature	Hamburg	Hamburg	25 Nov 2026	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%
NAT2702	HANSEATIC nature	Hamburg	Hamburg	20 Jan 2027	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%
NAT2703	HANSEATIC nature	Hamburg	Hamburg	04 Feb 2027	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%
NAT2704	HANSEATIC nature	Hamburg	Hamburg	19 Feb 2027	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%

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NAT2704	HANSEATIC nature	Hamburg	Hamburg	06 Mar 2027	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%
NAT2706	HANSEATIC nature	Hamburg	Hamburg	21 Mar 2027	15	€ 6,996	\$ 7,695	£ 6,016	SILVER	15%
SPI2621	HANSEATIC spirit	Porto	Sal	17 Oct 2026	13	€ 5,592	\$ 6,151	£ 4,809	SILVER	20%
SPI2622	HANSEATIC spirit	Sal Rei	Cape Town	30 Oct 2026	16	€ 4,795	\$ 5,275	£ 4,124	SILVER	30%
SPI2623	HANSEATIC spirit	Cape Town	Mauritius	15 Nov 2026	18	€ 8,792	\$ 9,671	£ 7,561	SILVER	20%
SPI2700	HANSEATIC spirit	Cape Town	Ushuaia	21 Dec 2026	22	€ 12,792	\$ 14,071	£ 11,001	SILVER	20%
SPI2703	HANSEATIC spirit	Lyttelton	Noumea	05 Mar 2027	17	€ 8,792	\$ 9,671	£ 7,561	SILVER	20%

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ASSETS

(from 02 June)

- ✓ digital flyer (4 pages, A4 format) & flipbook
- ✓ tabular overview of cruises and prices
- ✓ online banner
- ✓ social media templates
- ✓ text templates
- ✓ cruise tips

More information and promotion material:

[AGENT COMPASS](#)



We wish you every success in selling our cruises as part of our **SUMMER PROMOTION 2026**.

Your Sales Manager will be happy to advise you on suitable marketing initiatives!

Your Hapag-Lloyd Cruises Sales Team

