

TravelDesk at Cruise Ship Interiors Europe: a strategic opportunity for the maritime travel segment



TravelDesk participated in the Cruise Ship Interiors Design Expo Europe, held on 3–4 December 2025 at the Hamburg Messe & Congress in Hamburg, Germany – the leading European event dedicated to cruise ship interior design, refitting and outfitting. The exhibition gathers shipyards, outfitters, designers and suppliers involved in refurbishment projects, dry docks and newbuilds across the cruise and maritime sectors.

TravelDesk's presence is rooted in the company's growing expertise in managing logistics for shipyards and large technical projects: crew and technician travel, hotel and transport coordination, and on-site operational support during demanding phases such as dry-dock periods or extensive refitting work. This specialized know-how has become a strategic asset not only for end clients, but also for partner agencies within the GlobalStar network.

The maritime segment is expanding rapidly. Cruise operators and European shipyards are investing in fleet upgrades, interior redesigns and modernization programs, creating a constant need for flexible, fast and expert travel management solutions.

Operating in this environment requires more than standard business travel skills: it demands an understanding of maritime operational dynamics, including crew changes, last-minute requests, permit requirements, night-shift scheduling and coordination with shipyards and subcontractors.

TravelDesk positions itself as an operational partner for GlobalStar agencies interested in approaching this market without immediately building a dedicated internal structure. Support can be provided for individual assignments, for existing maritime clients, or for exploring new commercial opportunities within the sector. If you are interested in discussing this further, please contact **Giulia Fidone, Sales Manager** gfidone@traveldesk.it who will be happy to assist.

The 2025 edition of Cruise Ship Interiors Europe confirmed that the shipbuilding and refurbishment segment is a dynamic, high-value opportunity for business travel agencies. This may be the perfect time for you to get on-board!



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