1. Entwickle das Thema deines ersten Aufsatzes oder einen Aspekt des Themas deines ersten Aufsatzes weiter. Welche neuen Entwicklungen gibt es? Reflektiere Veränderungen/ neue Entwicklungen.

Material, das du hier benutzt, sollte aktuell, von diesem Jahr sein.

PLAN

* Elbphilharmonie- 1 year birthday, Tourism
* G-20
* Hanseatic legacy
* Obdachlos?

Introduction

The theme of culture in Hamburg is nowadays very aktuell, particularly with one of Hamburg’s most recent and currently most famous landmarks, the elbphilharmonie celebrating 1 year since its opening in January which then asks the question, how has it affected the tourist industry and the culture in Hamburg as a whole, if it all.

Initial thoughts towards the Elbphilharmonie seemed to be mixed as Hamburg seemed to be enchanted by its new landmark, considering itself now a true city of culture yet, Rainer Moritz.. had his doubts. Whether the waves of excitement over the Philharmonie has spread and affected the other cultural aspects of the city can now maybe be reflected upon after a year since its opening.

The Elbphilharmonie concert house opened on January 11 2017. Since then tourists and locals have been enjoying the sounds and views of Hamburg’s latest landmark. For the past year, a very popular question among people may be: ‘have you been to the Elbphilharmonie yet?’ which may receive the reply ‘No I haven’t been able to get tickets yet?’. But even without concert tickets, you can visit the Plaza which is the viewing platform of the Elbphilharmonie which provides and impressive look at the building’s architecture and great panoramic views of the harbour. By December 2017, roughly 4.5 million visitors had been to the Plaza. Which is more on average than those visiting Castle Neuschwanstein in Bavaria or the Sistine Chapel in Rome. Since its completion, the ‘Elphi’ as locals affectionately call the Elbphilharmonie concert hall, has transformed in people’s minds from a hugely expensive delay- ridden project to a celebrated landmark. Its location in the middle of the harbour is unique. The passing ships appear close enough to touch it. At sunset, when the ‘blue hour’ begins, spectacular light reflections can be seen, a moment often snapped and preserved by visitors and their smartphones. Thanks to the concert hall, Hamburg has been declared by various travel guide publications as one of the top- ranking places to be.

For the past year, the concert halls have served as a platform for many in the classical music world, covering all from Beethoven to jazz with performances by the Viennese Philharmonic Orchestra or Anne- Sophie Mutter. According to the organizers, the roughly 600 performances have virtually been sold out meaning around 850,000 people were able to attend the concert. There is no indication that the demand for concert tickets might be declining even one year after the Elbphilharmonie’s opening. The rule tends to be that the demand far exceeds the number of tickets available. In those cases, the luck of the draw decides who will receive the tickets. The second season at the concert hall promises an impressive program including performances by the London Symphony and the Philadelphia Orchestra.

The artistic director of the Elbphilharmonie in Hamburg, Christoph Lieben- Seutter, is very pleased when he looks over the first year of the concert hall. ‘It could not have gone any better’’ he said. ‘For all involved it was a unique experience and what makes it unique as a venue is that within no time at all it gained global admiration and quickly started breaking all records. Visitors and musicians alike are so fascinated by it that everyone wants to come back’, he added. ‘That’s something that won’t be happening again any time soon’.

Hamburg has seen growth in its tourist industry by 3.7% as the Elbphilharmonie reinforces its global recognition. There were nearly 500,000 overnight stays in Hamburg in 2017 and steady growth is expected in 2018. There were a total of 6.8 million guests accounted for 13.8 million overnight stays in Hamburg last year, according to Statistikamt Nord (Northern Statistical Office). Room occupancy in Hamburg’s hotels averaged 80.3% in 2017 and steady growth has been forecast for 2018 according to Hamburg Tourismus GmbH. This comes amid continued growth in tourism across many European cities in 2017 and the enormous rise in Hamburg’s perception prompted by the opening of the Elbphilharmonie. Andreas Rieckhof, State Councillor in the Ministry for Economics, Transport and Innovation noted ‘Hamburg’s tourist industry has again managed to solidify its strong position in the dynamic competitive environment between cities. The growth of 491,000 overnight stays in 2017 is important to strengthen local retail, the hotel and catering industry as well as cultural and leisure centres and for creating new employment opportunities in Hamburg’. Michael Otremba, Manager of Hamburg Tourismus GmbH (HHT), noted: ‘The opening of the Elbphilharmonie has changed the perception of Hamburg. Visitor numbers and the global media response with more than 60,000 publications have far exceeded our expectations’.

Despite the recent rise in Hamburg’s tourist popularity the attitude of the Hamburg citizens is still taken into consideration and remains important. Commenting on marketing companies changing tasks, Otremba pointed out: ‘The authenticity of a travel destination hinges among others on a positive attitude among citizens towards their guests. That has become an important success factor. Only those who feel welcome will be positive envoys for our city and will enjoy coming back to Hamburg’. Based on this development, HHT is not setting up a department dedicated to developing high-quality tourism in Hamburg. The department will strive to balance residents needs with those of guests. It will also seize tourism to promote the quality of life and to retain the great approval of tourism.

Dynamic foreign markets have become noticeable points for growth as the Elbphilharmonie reinforces Hamburg’s global recognition. Overnight stays by guests from abroad grew 5.1% to 3.44 million presently and now account for 24.9%. This growth is due to the great media attention and Hamburg is now recommended as a top tourist destination. The designation as a UNESCO World Cultural Heritage Site has also enhanced Hamburgs image considerably. Last year, room occupancy in Hamburg averaged 80.3% (+0.9% over 2016). Hamburg now leads German cities ahead of Berlin (76.7%) and Munich (75.6%). A total of 14 new hotels with around 2700 rooms are due to open in Hamburg this year. In 2018, marketing companies will launch three campaigns to promote Hamburg as an attractive travel destination under the themes ‘Genuss und Szene’, ‘Stadtkuste/Stadt am Wasser’ and ‘Hamurg ist live/ Musikstadt’.

Media coverage of the Elbphilharmonie in the first year has surpassed expectations. Around 50,000 reports on the new concert hall have been splashed across newspapers, magazines and been published in all kinds of periodicals and online media. The Elbphilharmonie has gained 220,000 new Facebook fans while 160, 000 people subscribe to the newsletter. The webpage has notched up around 50 million clicks and 1 million viewers watch diverse live streams. Edel Books has published a photo book entitled ‘Elbphilharmonie. Die erse Saison- Künstler, Konzerte Emotionen’ which chronicles all 324 concerts held from January to August 2017.

The Elbphilharmonie was supposed to be open in 2010- but was finished seven years later even though construction workers sometimes worked around the clock. Initial construction costs were estimated at 77 million euros ($85.6 million) but final costs exceeded 10 times that amount. The cost overlays are carried by taxpayers but are supposed to be partially replenished with funds from investors. The Elbphilharmonie quickly became the city’s problem child as while construction costs skyrocketed, fees for public pre-schools increased and one municipal museum had to be temporarily closed down in order to ease pressure on the city’s budget.

In conclusion, despite the construction costs of the Elbphilharmonie costing a lot more than its original budget which is still an issue that is being dealt with, the overall effect of the Elbphilharmonie after its first year of being open seems to be net positive in many aspects. Arguably already a city of many attractions, the Elbphilharmonie seems to have boosted its popularity as the grand impressive stature of the landmark has raised the cities global recognition, perhaps comparing it to other world-renowned landmarks like the famous opera house in Sydney. Arguably quite an underrated city, an impressive and quite distinguishable landmark like the Elbphilharmonie is exactly the type of thing to draw attention to the city of Hamburg to then entice people to discover the other great cultural aspects that the city has to offer. This suggests that the Elbphilharmonie is not the only notable thing about Hamburg as there has been noticeable growth in the tourist industry. Additionally, the offer of the viewing platform which is free seems to be a very important element to the landmarks attractiveness. Perhaps it is fair to say the majority of people who have visited the landmark have little interest in going to see a musical performance perhaps due to ticket prices etc. Instead, many go just to appreciate the architecture, take pictures and enjoy the view of the harbour from the viewing platform. Additionally, however the landmark as a venue has also been very successful with its past performances by renowned symphonies and orchestras.