Down and Out in Schanze and Reeperbahn

[Title:]

Hedonistic beach raves, glamorous cocktail bars, and bohemian arts venues merely scratch the surface of the charismatic nightlife in Hamburg

[Introductory statement 1:]

War-bunker music venues and tropical shelters may not spring to mind when thinking about Germany's historic port city, but beneath the surface of Hamburg's rustic exterior lies a bubbling mecca of edgy nightlife.

[Introductory statement 2:]

Old and new worlds collide in the nightlife of Hamburg, bringing together all walks of life in a kaleidoscope of clubs, bars and entertainment venues that attract bohemians, the bourgeoisie and everyone in between.

[Short summary:]

Nightlife in Hamburg attracts revellers of all backgrounds as a curious melting pot of extremes, where the ancient meets the cutting edge, and working-class counter-culture is infused with high art. Diversity is central to the mix for nightlife in Hamburg where you can go clubbing, grab a bite to eat or attend a screening…all under one roof.

Take a walk on the wild side in Hamburg's red-light district, where nightlife meets high culture in an elegant cocktail of chic and sleaze

Look no further than the Reeperbahn Festival for a 'rope walk' through a nightlife experiencing fusing Hamburg's wild party scene and cultural excellence

Without a doubt, the best place to begin your night out in a Hamburg discotheque is the notorious Reeperbahn street in the St Pauli quarter, a focal point for the city's nightlife and red-light district. Known locally as *die sündigste Meile* (the most sinful mile), Reeperbahn attracts visitors ranging from stag-do holidaymakers to the Hollywood elite with animated venues serving draft beers to bespoke cocktails. Get off the train at Hamburg Reeperbahn station to work your way eastward through the strip and be sure to visit the iconic rock music venue, Lehmitz, a staple of Reeperbahn nightlife since 1954, where revellers are known to let their hair down and dance on the table tops. The 40-metre-long counter of the venue is also used for staging live shows so try to attend a gig during your stay. Live music and arts lovers should also coincide their visit to the district with the Reeperbahn Festival

(19-22 September 2018) to pepper their cultural experience of the nightlife of St Pauli with one of the 900 live shows and exhibitions taking place.

Drink in the sea view while sipping on a Sea Breeze 62m above sea level

Whet your appetite for the night ahead with a visit to the Port of Hamburg at sunset for local seafood, 360º views of the harbour and a range of cocktails that would sink a ship

Those looking for a more relaxed night out can visit the Port of Hamburg where numerous bars and restaurants line the waterfront. Needless to say, great seafood is easy to find and a trip to the harbour is not complete without a visit to the Brücke 10 restaurant, located on a pier platform in the Nordelbe and surrounded by water. Book a table at 19:00 (as the restaurant closes at 20:00) to watch the sun set with *die Königin* ('the Queen'), a local dish of North Sea crabs and remoulade on a crunchy bun. Once your appetite is sated, take a stroll across the harbour to the Tower Bar, standing 62m above sea level with a staggering 70 cocktails on the menu and a floor-to-ceiling view of the coastline.

Get into the Bohemian spirit of Hamburg's counter-culture district at the Absinth Bar in Schanzenviertel

Catch a glimpse of the city's radical history through the eyes of a Hamburger in the 'Schanze' district

If seafood and maritime views don't float your boat, the Schanzenviertel district has a radical history of counter-culture and is full of local colour. During the day the streets are bustling with boutiques, cafés, record shops and galleries, but when the sun sets, the bars of 'Schanze' (as it's known locally) open their doors to a range of experiences in multi-purpose venues. The Absinth Bar serves over 400 varieties of the spirit and has been visited by Pablo Picasso, Ernest Hemingway, and Oscar Wilde. A short walk up Susannenstrasse will take you to the ever-transforming Kulturhaus 73 venue, with a multi-purpose space that converts between a cultural centre, a bar, a café, night club and cinema depending on the time of your visit. True to Hamburg's bohemian history, Schanzenviertel's nightlife attracts a range of characters and a visit to the bars will have you rubbing shoulders with creatives, students, misfits, and cosmopolitans. Whatever your age, lifestyle, or preference of craft beer, nightlife in Hamburg not only caters to all tastes but celebrates mixing them, combining club culture with high art and tradition with modernity.

Task 2
Instructions:
• Create a text on the subject "Nightlife in Hamburg" with information on the destination Hamburg and tips.
• The client is nh-Hotels: www.nh-hotels.com
• Please use British English.
• The general TipsByTrips guidelines, which you can find in the 'Guide for Authors' (in the Tips & Help area of your author account or here: Guide for Authors) apply. Deviating from or in addition to that, please note:
1. Tone/Style/Reader address
• Entertaining, informative, positive
• Magazine-like, more relaxed style
• If useful, occasional direct address with 'you'
• Casual but respectful style, never too informal. Never use slang. See below Target Group (business travelers) so must sound appropriate for professionals but friendly at the same time
• Choose useful, informative adjectives that appeal to reader's senses and emotions.
• Postal addresses should remain in the language of the location, or transcribed if not in the Latin alphabet (i.e. Greek street address) except for the city and country which should be translated.
• Proper place names should be translated into the target language if they are commonly used and understood.
• Numbers:
o Use figures, not words, use figures for measurements and numbers after 7.
o There should be a blank space between the numeral and the measurement.
o Numerals will not follow US English formatting, and will have no space separating figures of 4 digits and a period as a thousand separator for figures of 5 and more digits.
o A comma will be used as decimal separator.
• Date/Time
• A comma will be used as decimal separator.
• Please use the following format for dates: day of Month of year, when historic data is mentioned. If it is a recurrent event, just mention the week of the month or day of the month when it takes place.
• Months should be spelled out in full.
• Write out the day using a simple figure, followed by the month. Use all four digits for the year.
• Use numbers, not words, for decades: the 1980s, the 1990s.
• Use Roman numbers for centuries: Siglo XIX.
• Use the 24-hour system. Use a colon as a separator.
• A currency code or symbol should always be used where available and there should not be a space between the amount and the currency symbol.
• The symbol € or $ should be used
• As a general rule, do not use abbreviations excessively.
• When they first occur in text or on a web page, acronyms should be written out and then followed by the English source and the acronym in brackets. From then on, use the acronym.
• Currency

• Abbreviations

2. Target Group

Mainly business travelers who would like to make good use of their free time and evenings in their locale. The buyer personas could be between 30 and 55.

3. Title

• The title is not specified

• Write a creative, appealing and animated title which includes Nightlife Hamburg.

4. Short summary

• Please introduce the theme in an intriguing and creative way to spark the reader's interest.

• The main keyword "Nightlife Hamburg" must appear once in the summary

5. Structure

Write two different introductory paragraphs, which make the reader interested in the travel destination. They must be independent of each other, as they will appear in different parts of the site and they should not include words like also, for instance, furthermore…

The first introduction should not exceed 220 characters and the second should not exceed 230 characters. They must both contain a minimum of 180 characters.

Create 2 to 5 subheadings, formatted as Heading 2, for each paragraph. Research appropriate terms for the subheadings, using Google Suggest. Simply enter the idea in Google, and without pressing enter, see what suggestions are provided.

6. Content

Basic, useful information and tips on "Nightlife in Hamburg", which are relevant to the visitor.

• Offer plenty of useful information to help the reader get to know Nightlife in Hamburg in Hamburg. Additional information about the theme with (insider) tips and concrete ideas. You

can include some historical references but without abusing them.

• Mention POI and attractions by name, and describe them with useful information.

• How do you get to know Nightlife in Hamburg. Are there any organizations? How to get there? Public transport/which stations? Admission prices? What is there to see in the vicinity? (shops, restaurants, bars etc.)?

• Always use the name most commonly used in

• Mention the following locations (if given): Karaoke bars, neighborhood tour, bars, live music,

Schanzenviertel

7. Keyword

• Please include the following keyword according to the specified number of times: Nightlife Hamburg

• When possible, please use the keyword in direct connection with Hamburg

• The keyword can sometimes be formatted in bold (please do not do this too often though!)

• Please use synonyms and thematically appropriate words around the keywords and research

2 to 3 further keywords through Google Suggest and mention in the text. Simply enter"Nightlife Hamburg" in Google, and without pressing enter, see what suggestions are provided.

8. Blacklist

• Hotels, restaurants, etc. that don't belong to the NH-Hotel chain.
• Negative facts, such as Bremerhaven has an unemployment rate of 20% and specific details
that are subject to rapid and seasonal fluctuations.
• Relative time information, such as "last year, XYZ occurred in Berlin". Absolute times are okay: "in 2006, the last Love Parade took place in Berlin"
• Time information on the future: "in the summer of 2016, the Olympic games will be held in
Rio de Janeiro".
The following keywords should be included:
• 5 x Nightlife Hamburg
• 1 x Hamburg discotheque
• 1 x night life St. Pauli
• 1 x night life St. Georg