



## **Highlight of the 833rd HAFENGEURTSTAG HAMBURG: A sea of lights for AIDAprima**

July 6, 2022

### **AIDA Cruises engages for the ninth time as a strong partner for HAFENGEURTSTAG HAMBURG**

From September 16 to 18, 2022, the 833rd HAFENGEURTSTAG HAMBURG will take place, sponsored by AIDA Cruises. The main attraction on water will be AIDAprima on Saturday evening, September 17, 2022: For the finale of HAFENGEURTSTAG HAMBURG, AIDAprima will provide an opulent color painting in the heart of the Hanseatic city as the focal point of the impressive light show "Hamburgs Lichtermeer" presented by AIDA Cruises.

"We are delighted to be a sponsor of HAFENGEURTSTAG HAMBURG for the ninth time, the largest maritime event in northern Germany with over one million visitors. The event is one of the most beautiful of its kind in Europe and is known far beyond the country's borders for its unique atmosphere. As a long-standing sponsoring partner, we will once again provide highlights for the Hafengeburtstag this year with our strong presence on shore and on the water," says Alexander Ewig, Senior Vice President Marketing & Sales at AIDA Cruises.

On all three days of the event, those interested in cruises can find inspiration for their next dream vacation in the AIDA Vacation World on Jan Fedder Promenade/Höhe Baumwall. A visit to an original AIDAcosma cabin will give visitors a glimpse of their future home on board. A large roof terrace and deck chairs invite visitors to relax. The AIDA travel consultants provide information about the most beautiful voyages with the AIDA ships. An AIDA raffle and many surprises for big and small cruise fans will whet your appetite for more.

### **AIDA Cruise Season 2022 in Hamburg**

With 120 calls and nine AIDA ships this year, AIDA Cruises is once again an important economic factor for the Hanseatic city and an attraction for many Hamburg residents and guests alike. AIDAsol opened the 12-month AIDA season on the Elbe on January 7, 2022, and AIDAprima will end it with a call on December 29, 2022.

Guests can choose from a versatile cruise program from/to the Elbe metropolis. AIDAprima alternates between the major cities of Western Europe and Norway. AIDAprima, which visits the Norwegian fjords from Hamburg on 9- and 10-day voyages, offers even more North Country feeling. Also departing from Hamburg are the voyages with AIDAsol, which take passengers through the English Channel to the Bay of Biscay, for example, or to England, Scotland and Norway. AIDAsol will embark on its first world voyage from Hamburg in October 2022. The XXL adventure will take guests all around the world in 117 days. Throughout the winter season, AIDAprima will be sailing the metropolis tour from Hamburg. Whether Christmas shopping in London, Paris and Amsterdam or a visit to the Advent markets of Bruges or Honfleur - a festive mood is guaranteed on shore as well as on board.

For all AIDA voyages in the 2022 summer season, full vaccination protection is a requirement for all guests aged 12 and over. All cruises are operated in accordance with AIDA Cruises' comprehensive health and safety concept.

Anyone who would like to experience the unique atmosphere of the Port of Hamburg for themselves from the deck of an AIDA ship can book the cruises from the Hanseatic city at a travel agency, on the Internet at [www.aida.de](http://www.aida.de) or at the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.