



## **Premiere in Hamburg: AIDA Cruises as exhibitor at OMR Festival for the first time**

March 14, 2023

One day aboard AIDA - an experiential journey for all the senses

From May 9 to 10, 2023, the OMR Festival will open its doors in Hamburg. It is the largest gathering of digital leaders by attendance in Germany and among the top 3 in all of Europe. Tens of thousands of visitors and over 800 top-class speakers and stars of the digital and marketing scene are expected in the Hanseatic city. The OMR event is known for its exciting mix of large stages, master classes, side events, guided tours, and live concerts in the exhibition halls and across the city.

AIDA Cruises is participating as an exhibitor for the first time this year and is surprising "Gen Z" among others with a booth concept full of experiences and emotions. The cruise company invites visitors to #OMR23 to go on a cruise on site, feel the freedom of the sea and experience the AIDA on-board feeling with all its facets.

After check-in at the booth, the short trip with AIDA will start. Guests can try out the AIDAcosma show cabin. The AIDA gourmet patrons, Felicitas Then and Franz Schned, and the second-place Bartender of the Seas, Norylin Candolita, provide a culinary insight into the diverse gastronomy on board the ships. A deep breath on the terrace and at the latest when looking through the binoculars the wanderlust will hit.

In a master class, AIDA Cruises will provide exciting insights into the world of cruises and digitalization. If you want to be there, you must apply and, with a little luck, be one of the 200 participants.

The OMR Festival provides impetus for new trends and standards in the digital industry. AIDA Cruises has also been focusing on innovation and digitization in guest service for years. By digitizing processes and using the latest technological innovations, the vacation experience for AIDA guests could be made even more comfortable and personal. An optimal connection between on- and offline experience leads to the highest customer satisfaction and a holistic vacation experience for the guests.

The OMR Festival 2023 will take place from May 9 to 10, 2023 at the Hamburg Messe. The AIDA Cruises booth is in Hall B6.