



AIDA Cruises is partner of the Festival "GLÜCKSGEFÜHLE"

August 9, 2023

Four days of music, discovering new things and being happy

From September 14 to 17, 2023, the GLÜCKSGEFÜHLE Festival will take place at the Hockenheimring for the first time. True to the motto "The Happiness is coming home", for four days everything revolves around music to celebrate, new experiences and happy people. AIDA Cruises is participating as a sponsor and will be pulling a surprise or two out of its hat both at the festival stand on site and in the run-up to the event.

Alexander Ewig, Senior Vice President Marketing & Sales at AIDA Cruises, says: "We were immediately inspired by the festival message. To give people the best time of the year and to present them with unforgettable moments of happiness is also our mission on board the kissing ships. AIDA stands for unforgettable moments, voyages of discovery and boundless happiness. We want to convey this message to festival visitors and inspire them to experience their own adventures with us. We are thrilled to be a sponsor of this great event and to surprise thousands of festivalgoers with the unique AIDA feeling."

Whether Sarah Connor or Cro, Materia or Sido, Nico Santos or Gentleman, Robin Schulz or Felix Jaehn. Whether pop, rock, hip hop or EDM: the line-up promises good vibes only. In addition, festival visitors can sweeten the time with open air cinema, XXL chairplane, Germany's largest mobile zip line, an E-go-kart track and many other highlights.

In their very first year, festival organizers Lukas Podolski and Markus Krampe have set themselves an ambitious goal: With up to 100,000 visitors on 1 million square meters, the Hockenheimring is to become the largest and happiest festival in Germany.

As a sponsor, AIDA Cruises is giving away exclusive festival tickets. With a bit of luck, the winners will be able to celebrate at the Hockenheimring. AIDA is giving away 1 x2 tickets including an overnight stay from September 14 to 17, as well as 1x2 full weekend tickets to join in the celebrations from September 15 and 16, 2023.

During the festival, AIDA will be present with innovative interactive installations and activities in unusual locations. Offerings range from the AIDAradio Aftershow Party to a soothing massage and a fun selfie spot on the Kissing Sofa. With its own roof terrace, the two-story AIDA booth offers a breathtaking view of the main stage and surprises with water projections, a sea of bubbles and the show booth for more ocean feeling on the festival grounds.

For more information about the festival and the competition, visit www.aida.de/gluecksgefuehle.