



Highlight of the 835th HAFENGEURTSTAG HAMBURG: AIDA Cruises transforms the Elbe into a festival stage

April 9, 2024

AIDA Cruises stages the 835th HAFENGEURTSTAG HAMBURG with a breathtaking light show // Performance by top act DJ Alle Farben in cooperation with the GLÜCKSGEFÜHLE Festival

From May 9 to 12, 2024, Hamburg will celebrate the 835th HAFENGEURTSTAG HAMBURG. For the tenth time, AIDA Cruises is supporting the well-known event as a sponsor and will be present with an extensive promotional area at Platz der Deutschen Einheit, located directly next to the Elbphilharmonie Hamburg, and an impressive light and music show. "As a long-standing sponsoring partner of HAFENGEURTSTAG HAMBURG, one of the largest maritime events in northern Germany, we at AIDA Cruises are proud to be taking part for the tenth time. With our strong presence on land and at sea, we are once again setting highlights and contributing to the unique atmosphere of this world-famous event," says Alexander Ewig, Senior Vice President Marketing & Sales at AIDA Cruises. Three AIDA Cruises cruise ships will be visiting the Port of Hamburg on the birthday weekend: AIDAprima (May 10, 08:00 - 18:00/Cruise Center Steinwerder), AIDAperla (May 11, 08:00 - 21:00, Cruise Center Steinwerder) and AIDAsol (May 12, 08:00 - 18:00/Cruise Center Steinwerder), which will whet the appetite for travel.

HAFENGEURTSTAG Highlight: DJ Alle Farben accompanies the AIDAprima light show

AIDAprima returns from the first FESTIVAL Cruise to the Port of Hamburg on May 11, 2024. This will take place in cooperation with the GLÜCKSGEFÜHLE Festival by world champion Lukas Podolski and record-breaking organizer Markus Krampe and will bring what is probably the biggest live music experience to the water. DJ Alle Farben will be among the top acts on board. For him, it's straight from the festival ship to the festival stage on Saturday - on a floating stage on the Elbe! From 10.30 pm, AIDAprima will be the star and will be impressively staged with a light show. DJ Alle Farben will provide the soundtrack for this special moment, playing a set from the floating AIDA stage and musically accompanying the light show. With 12 billion streams, diamond, platinum and gold awards from Europe to Asia, various chart placements and number 1 hits, he is a superstar when it comes to house music.

At the same time, a drone show will be running in the night sky, making the experience of light, colour and music perfect. The AIDA pontoon, on which DJ Alle Farben will play his set, is equipped with stage and lighting technology and will be clearly visible and audible from the St. Pauli landing stages, while the light show around AIDAprima forms the impressive backdrop. At around 10.50 p.m., AIDAprima will set course for the North Sea and set off on a 7-day voyage along the Atlantic west coast from/to Hamburg.

On all four days of the event, cruise enthusiasts can also find inspiration for their next dream vacation in the colorful AIDA Holiday World on the Platz der deutschen Einheit directly in front of the Elbphilharmonie Hamburg. AIDA's own themed island, located directly on the waterfront with a view of the hustle and bustle on the Elbe, invites you to relax and linger with music and culinary delights. The AIDA travel consultants provide information about the most beautiful vacation trips with the AIDA ships. An AIDA competition and lots of surprises for cruise fans of all ages will whet the appetite for more. The original AIDAcosmos cabin rounds off the experience.

The opening hours are as follows:

Thursday, May 9, 2024: 10:00 a.m. - 10:00 p.m.

Friday, May 10, 2024: 10:00 a.m. - 11:00 p.m.

Saturday, May 11, 2024: 10:00 a.m. - 11:00 p.m.

Sunday, May 12, 2024: 10:00 - 18:00

More information about AIDA Cruises and the HAFENGEURTSTAG Hamburg and booking at your travel agency, at the AIDA Customer Center on +49 381 202 707 07 or at [aida.de](https://www.aida.de).

Rostock, April 9, 2024