

Press Release



AIDA Cruises Main Sponsor of the 824th ANNIVERSARY OF THE PORT OF HAMBURG

Grand AIDA Fireworks Display and Two AIDA Ships will delight the Natives of Hamburg and their Guests

From May 9th to 12th 2013, more than a million people are, once again, expected to be at one of the largest maritime festivals in the world. In 2013, the cruise ship company AIDA Cruises is once again the main sponsor of the 824th ANNIVERSARY OF THE PORT OF HAMBURG. The event's illustrious highlight will be the AIDA fireworks display on Saturday evening in the vicinity of the Harbor Piers. AIDAluna will open the fireworks display and be a part of the spectacular production. Around 10:45pm, the ship will depart on a 7-day Northern Europe voyage.

At 8am on Thursday, May 9th, the AIDAsol will drop anchor at the Altona Cruise Terminal. In the evening, the AIDAsol will make a short harbor tour from the Altona Cruise Terminal past the pier to the Grasbrook Cruise Terminal, before departing around 9pm on a 5-day short cruise to Northern Europe. Another highlight of the involvement of AIDA Cruises in celebration of the anniversary of the port: The Beach club at the Harbor Piers will be transformed into a world of AIDA during the maritime festival. From here, you can follow the activities on the water in a laid-back atmosphere.

AIDA Cruises has, for many years, been one of the most important partners of the Hanseatic City of Hamburg. Following 50 landings in 2012, six cruise ships of the AIDA fleet will make a total of 73 calls at the Port of Hamburg in 2013. The AIDA ships are, thereby, not just a magnet for many natives of Hamburg and guests – the cruise ship line has also been an important economic factor for the Hanseatic City for many years.

On March 12th, 2013, the newest member of the fleet, the AIDAstella, arrived in the Port of Hamburg. Through the end of August 2013, the Hanseatic City will be the port of departure and destination of the AIDAstella for 4-day short voyages as well as two-week voyages through Northern Europe. This year Hamburg will, likewise, be the base port for the AIDAluna and AIDAsol for the most diverse tours to Northern and Western Europe. AIDA Cruises has even extended the cruising season this year into Advent. The AIDAsol and her guests will cast off for the last time this year on December 21st.

Reservations for all AIDA voyages can be made in a travel bureau, on the internet at www.aida.de or in the AIDA customer center at +49 (0) 381 / 20 27 07 07.

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