



Press release

## **AIDA Cruises to be main sponsor of the HAMBURG PORT ANNIVERSARY until 2017**

The cruise line AIDA Cruises has reaffirmed its dedication to Hamburg and will be the main sponsor of the HAMBURG PORT ANNIVERSARY up to and including 2017.

Michael Ungerer, President of AIDA Cruises, says, "As one of the most important tourism partners of the Hanseatic City of Hamburg, we want to significantly contribute to the event's continued success through our long-term commitment. Every year anew, maritime festivals like the HAMBURG PORT ANNIVERSARY show visitors how exciting cruising, the best way to vacation, can be."

The 826<sup>th</sup> HAMBURG PORT ANNIVERSARY will be taking place this year from May 8<sup>th</sup> to 10<sup>th</sup>, 2015. Once again, over a million visitors are anticipated at this superlative event in Hamburg. With AIDAbella and AIDAsol, the main sponsor will be contributing two ships to the festival.

Saturday evening will mark the event's illustrious highlight when the AIDA fireworks display in the vicinity of Harbor Piers turn the night sky over the Elbe into a glittering sea of color. AIDAbella will open this spectacular production against the impressive backdrop of Hamburg and be part of the show. Around 11 p.m., AIDAbella will then depart for the most beautiful cities in Western Europe. After AIDAbella, AIDAsol will drop anchor at the Cruise Center HafenCity Altona from 8 a.m. to 6 p.m. before setting off for a short 4-day cruise to Amsterdam and London.

Those who would like to experience the atmosphere of the festival on board AIDAbella or AIDAsol can book these special cruises at their travel agencies, online at [www.aida.de](http://www.aida.de), or with the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

During this maritime festival, the beach club HAMBURG del mar at Harbor Piers will be transformed into a world of AIDA. From here, guests have a perfect view of the fireworks and festivities on the water. From Friday to Sunday, guests can learn more about AIDA's diverse variety of cruises at the AIDA promotional booth right in the vicinity of the Cruise Center HafenCity West.

With 55 stops of a total of five AIDA ships, AIDA Cruises will once again be an important economic factor for the Hanseatic City and a magnet for many natives of Hamburg and guests this year.

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