



AIDA Cruises is official partner of the Helene Fischer Rausch Live Tour 2023

September 19, 2022

Helene Fischer is finally going on a major tour again in 2023. The most successful German singer and her legendary stage show will fill the arenas in Germany, Austria and Switzerland and thrill her fans. In the brand-new live production, which is being newly developed together with Cirque du Soleil, the audience can expect never-before-seen images, a stunning stage design, thrilling choreographies and heart-stopping moments that will take your breath away.

For the first time, AIDA Cruises as official partner of the Rausch Live Tour 2023, the cruise company accompanies the exceptional artist on a total of 70 planned concerts in Germany, Austria and Switzerland.

A cooperation is an obvious choice, as the philosophies of the two partners are an excellent fit, according to Alexander Ewig, Senior Vice President Marketing & Sales at AIDA Cruises: "Both Helene Fischer and we as a cruise line offer a unique concept in our industries. Helene Fischer stands for perfect entertainment and for a very special experience of entertainment without any constraints and in a relaxed atmosphere. This fits perfectly with the philosophy we embody with AIDA Cruises. We are looking forward to a very successful collaboration."

With this partnership, AIDA Cruises will offer its guests, sales partners, fans and employees a very special opportunity for emotional shared experiences and extraordinary concerts.

The entertainment on the AIDA ships is also legendary and has won many awards. Every day, the artists on the total of 26 stages on the 12 AIDA ships delight audiences large and small with elaborate productions, colorful costumes and their great passion for the stage. The program ranges from beloved musicals to fascinating artistry, touching solos, thrilling rock shows, lovingly staged family shows and fun-filled "join-in" shows. Guests actively and exclusively experience the successful TV formats "Who Wants to Be a Millionaire" or "The Voice of the Ocean" live on board. In addition, AIDA offers top-class entertainment with guest artists, edutainment and lecturers. Added to this is the best children's program for all ages, with exclusive Kids & Teens shows during vacation periods.

"The guest is our focus. We develop a tailor-made entertainment program for each individual cruise with great attention to detail," illustrates Alexander Ewig.

As the official partner of the Helene Fischer Tour 2023, AIDA Cruises once again proves its innovative and multiple award-winning pioneering role in professional and diverse entertainment with top-class show productions.

Rostock, September 19, 2022