



Press Release

Hamburg Cruise Days 2017: AIDAprima leads the grand ships' parade Mystery adventure and AIDAnova Beach Club feeling along the river Elbe

One of the guests at the Hamburg Cruise Days on Saturday, September 9, 2017, will be an AIDA ship, in the shape of AIDAprima. The 300-meter-long and 37-meter-wide cruise ship will lead the grand Cruise Days Parade on Saturday evening (starting around 9:15 p.m.) and she will also be part of the spectacular Blue Port light show. AIDAprima will dock at the Cruise Center Steinwerder at 8:00 a.m. on Saturday morning and then leave the berth at around 8:00 p.m. to take up her starting position for the parade from 9:00 p.m. at the Kehrwiederspitze. After that, AIDAprima will set sail in the direction of the North Sea. For around one-and-a-half years, the floating landmark of the Hanseatic City has been sailing 7-day cruises throughout the year from Hamburg to destinations such as Dover, Le Havre, Zeebrugge and Rotterdam.

Cruise fans of all ages can discover just how diverse AIDA is at four different exhibition spaces on land. The AIDA vacation world at the Kehrwiederspitze will focus on AIDAnova, which will join the AIDA fleet in fall next year. The AIDA Mystery Spot at Baumwall provides a further foretaste of the new cruise highlights on board the next generation of AIDA ships. At Hafentor, visitors can see AIDA Selection's range of vacations – extraordinary cruises on fascinating routes to new regions or exclusive ports with the ships of the first AIDA generation. The focus here is on AIDA's second round-the-world cruise with AIDAaura in October 2018. On the embankment promenade between StrandPauli and the fish auction hall, those who enjoy photos will be in for a treat: at the AIDA Photo Spot, guests can choose their favorite vacation backdrop from various destination motifs and have their pictures taken in front of them.

In the 800-square-meter AIDA Vacation World with a three-story, light-filled event container at the Kehrwiederspitze, visitors will get to experience a lavish Beach Club inclusive of spa area where sauna, whirlpool, quiet room and roof terrace invite them to relax. A show stateroom will whet appetites for a home on the waves. Landlubbers can put on VR goggles and take a virtual tour of the ship. Travel consultants will provide insights into the AIDA World and can book interested visitors into their chosen stateroom for the next cruise on the spot. The Food Corner will be offering samples of the culinary delights that await guests aboard AIDAnova from fall 2018. In the Family Zone young cruise fans can get their fill of fun, games and entertainment. The Mystery Spot at Baumwall is the perfect place for those with a taste for adventure and puzzle lovers – visitors can look forward to 10-minute escape games.

Visitors can not only see and experience AIDA but also hear it – on the big stage of the Hamburg Cruise Days: the AIDA Stars will be performing their show "Satisfaction" – a rock spectacular with music by the Rolling Stones – on Saturday evening, September 9 from 5:30 to 6:15 p.m.

The AIDA Vacation World and the Explorer Spots are open on Friday from 2:00 p.m. until midnight, from Saturday from 11:00 a.m. until midnight, and on Sunday from 11:00 until 8:00 p.m.

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In 2017 AIDA Cruises is a Premium Partner of the event for the third time already and has extended its involvement up to 2019. With six AIDA ships arriving a total of 82 times this year, AIDA Cruises is the most visible presence at Hamburg port and is once again an important economic factor for the Hanseatic City and a magnet for many locals and visitors.

In 2016 AIDA commissioned AIDAprima, the world's first cruise ship fitted with a dual fuel engine which can be supplied with low-emission liquefied natural gas (LNG) while in port. For over a year already, AIDAprima has been operating on LNG at all of the ports at which she calls on her metropolis route (Hamburg, Southampton, Le Havre, Zeebrugge and Rotterdam).

Those who would like to experience the unique atmosphere of Hamburg port for themselves from the deck of an AIDA ship can book cruises sailing from the Hanseatic City at travel agencies, online at www.aida.de or at the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

Rostock, August 24, 2017

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