



Press Release

AIDAPERLA reaches its home port of Palma de Mallorca

The launch starts the countdown to its christening ceremony with a glittering guest list on June 30, 2017. It will be a family meeting: "The Voice of Germany" stars Tay Schmedtmann, Jamie-Lee Kriewitz and Thore Schölermann will accompany the ship's godmother, Lena Gercke / live streaming online

In the early hours of June 1, 2017, AIDAPERLA, the twelfth member of the AIDA Cruises fleet, reached its new home port of Palma de Mallorca for the first time. At approximately 6 am, the 300-meter-long ship anchored at Terminal 1. In the mid-morning, representatives of the port and the city of Palma de Mallorca presented Captain Boris Becker with the plaque commemorating the launch during a festive ceremony.

With this launch in Palma de Mallorca, AIDA Cruises also started the countdown to the christening ceremony and revealed new details about the program. On June 30, 2017, model and moderator Lena Gercke will christen AIDAPERLA, the twelfth member of the AIDA fleet, in Palma de Mallorca. Lena Gercke is the perfect ambassador for the modern, unconventional lifestyle embodied by AIDA. The onboard christening ceremony will be streamed live online on the AIDA social media channels and on board all AIDA ships starting at 9:30 pm.

The christening will be attended by "The Voice of Germany" family: moderator Lena Gercke will be joined by her colleague, Thore Schölermann, who moderates "Taff" and "The Voice Kids." The party will also include Tay Schmedtmann (20), winner of the sixth season, and Jamie-Lee Kriewitz (19), who won the fifth season of the show in 2015 and represented Germany at the Eurovision Song Contest 2016 in Stockholm with her song "Ghost."

Other 2016 finalists of the popular casting show will delight the guests of AIDAPERLA's christening ceremony with their musical talent. Singer-songwriter Boris Alexander Stein (29) and the blues rocker Marc Amacher (32) will conjure up a fantastic atmosphere aboard the ship together with Tay and Jamie-Lee.

In the evening, AIDA Entertainment Manager Stephan Hartmann will be meeting Thore Schölermann, the "Voice of Germany" moderator, during the PRIME TIME show. Finally, the christening will be initiated with a musical highlight: the four "The Voice" talents will rock the Theatrium.

At approximately 10:15 pm, the show will reach a high point, when Lena Gercke and Captain Boris Becker christen the twelfth member of the AIDA fleet together. Following the tradition of past AIDA christenings, AIDAPERLA will be accompanied by her sister ship, AIDAaura. The festive ceremony will take place against the backdrop of a glittering light show and a spectacular fireworks display in the old town of Palma de Mallorca.

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AIDAPERLA's christening ceremony will be streamed live online on the AIDA social media channels and on board all AIDA ships starting at 9:30 pm.

The many highlights on board AIDAPERLA include a beach club protected by a weather-resistant, UV-permeable foil dome and the Four Elements with water slides and a ropes course. Guests of AIDAPERLA can choose from 14 different stateroom varieties, including the spacious veranda rooms and the panorama staterooms on the exclusive patio deck.

The award-winning Body & Soul Organic Spa offers various saunas, multiple indoor and outdoor pools, a tepidarium and a fireplace room for perfect relaxation. The lanai deck awaits its guests with infinity pools, glass elevators, two skywalks, state-of-the-art LED technology, airframes for extraordinary performances and an interactive, floating globe for the entertainment program. In addition to the Kids and Teens Club, there is also an onboard Mini Club offering daycare services for children aged 6 months and older.

After the welcome cruise, AIDAPERLA will be traveling the western Mediterranean from June 10, 2017, on seven-day cruises from Palma de Mallorca and Barcelona. Starting in March 2018, the Hanseatic City of Hamburg will be AIDAPERLA's start and end port for seven-day round trips to the most beautiful metropolises of Western Europe, such as London, Paris, Brussels or Rotterdam.

All cruises on AIDAPERLA can be booked as of now at travel agencies, at the AIDA Customer Center at +49 (0)381/202 707 07 or at www.aida.de.

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