



## Press Release

### **AIDA Cruises expands its range of cruises with new autumn holiday voyages in the Mediterranean**

Escape the cool autumn air and discover the highlights of Italy in the sunny south – AIDA Cruises has now launched new cruises from Rome and La Spezia starting October 17, 2020, with AIDAblu, thus significantly expanding its cruise range.

The new Italy cruises are offered on a weekly basis until the end of November 2020 and can be booked from EUR 899 per person at the AIDA all-inclusive price: This includes the flight, the most extensive AIDA drinks package and a social media flat rate for the entire duration of the cruise. With regard to the autumn holidays, there are also attractive offers for families: Children travel at a fixed price of EUR 249 including flight and all-inclusive package in their parents' cabin. The cruises can be booked starting September 21, 2020.

The seven-day itinerary "Bella Italia" starts and ends in Civitavecchia / Rome and leads first to lively Naples, over which the impressive Vesuvius towers. The Amalfi Coast or the ancient city of Pompeii are worth visiting here. The tour continues to the Sicilian Palermo, where, for example, the Teatro Massimo, the Piazza Quattro Cani and the Ballarò market are on the sightseeing program. After visiting the Sicilian capital, the ship passes the Strait of Messina and arrives at Catania and at the foot of Mount Etna. Every Italy fan gets their money's worth here – whether on a historical city walk or a visit to the fish market.

The next stop is La Spezia, especially known as the gateway to the beautiful coastline of the Cinque Terre, but also for its proximity to Pisa, Lucca and Florence, where visitors come across the great names of the Renaissance at every turn. There is the option of embarking a seven-day trip here as well – particularly attractive for guests wishing to travel to their AIDA cruise by car or bus. Thanks to the long layover time, there is a lot of time for the eternal city of Rome: AIDAblu stays overnight so that the Colosseum, Trevi Fountain, Vatican City & Co. can be explored extensively.

This wonderful route, combined with the comfort and service on board, will be a unique travel experience full of relaxation and variety. In addition, AIDA offers its guests on all cruises in the winter of 2020/21 a plus in safety, comfort and flexibility.

#### **Plus in safety on board**

With the AIDA health and safety concept, guests can enjoy their vacation completely relaxed and safe at the same time. The renowned independent auditing company SGS Institut Fresenius and the classification society DNV-GL have examined and finally confirmed the increased hygiene standards and processes of the preventive measures. Thus, guests can be sure to enjoy a carefree cruise. A COVID-19 test at an AIDA contractual partner is included in the travel price. A negative test result is a prerequisite for the start of the voyage.

There is a modern medical center on board, disinfectant dispensers are available in all public areas and guests receive a hygiene set on the cabin. In addition, free initial

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medical treatment including COVID-19 testing on board is guaranteed if required. In the event of COVID-19 illness, transfer or accommodation will be organized and covered by AIDA Cruises.

During shore excursions, guests can be sure that their health always is first priority. To this end, AIDA has adapted the excursion program in all areas to the new health and safety concept and the applicable local regulations. The shore leave takes place exclusively as part of guided AIDA excursions in order to be able to guarantee compliance with all hygiene measures at all times.

### **Plus in comfort and service**

Guests enjoy a wide choice of cabins and ample space on board as well as seat service in all restaurants, due to the adapted number of guests. In addition to the already attractive included services on every AIDA voyage, the all-inclusive package offers great vacation freedom with optimal cost control. This can be booked for all voyages with departure date until March 31, 2021 – both for voyages already booked and for new reservations – starting shortly. It includes the respective most extensive beverage package for children and adults as well as a social media flat rate for the entire duration of the voyage.

### **Plus in flexibility in booking**

The good AIDA feeling also includes the new, generous booking options. When booking a cruise, only EUR 50 per person are required as a deposit on the price of the voyage. The remaining payment is due only 30 days before traveling. If desired, AIDA will make a one-time, free rebooking of the voyage (for AIDA PREMIUM bookings up to 30 days, for AIDA VARIO bookings up to 60 days before the start of the voyage). On presentation of a positive COVID-19 test from 14 days before travel up to the departure day, the voyage can be rebooked once free of charge.

Detailed information on the AIDA promise "With certainty the most beautiful vacation" can be found at [www.aida.de/versprechen](http://www.aida.de/versprechen). More information on the routing at [www.aida.de/bellaitalia](http://www.aida.de/bellaitalia).

The new Mediterranean cruises as well as all other offers of AIDA Cruises can be booked at the travel agency, at the AIDA Customer Center calling +49 381/202 707 07 or at [www.aida.de](http://www.aida.de) starting on Monday, September 21, 2020.

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