



## Press Release

### **AIDA Cruises is growth engine of German cruise industry Company once again grows more than market as a whole in 2013**

In 2013 763,700 guests from Germany chose to travel with AIDA Cruises – 20 percent more than in the year before. This means that the cruise company has grown twice as fast as the market as a whole. A new study by the CLIA (Cruise Lines International Association) and the DRV (German Travel Association) shows that the German market for ocean cruises grew by 9.2 percent in 2013 to 1.69 million passengers.

“Interest in ocean cruises remains high. Since we offer exceptional value for money, the best service, and innovative product ideas, we are consistently able to persuade new target groups to take a cruise with AIDA, without losing sight of our regular guests,” said Michael Ungerer, President of AIDA Cruises, on the occasion of the world’s leading tourism fair, ITB, in Berlin. “This success would not be possible without our many partners in the travel agency business. I thank all of them for our excellent working relationship.”

The cruise company is also set for further growth in the coming years. The AIDA fleet – one of the most modern and energy efficient in the world – will increase in size from its current ten vessels to twelve by 2016. The first ship of the new AIDA Generation, AIDAprima, will be inaugurated and put into service in 2015. AIDAprima’s maiden voyage will take place from March 22 – June 16, 2015, taking it on a unique 86-day journey from Yokohama, Japan to Hamburg. AIDA guests will have a chance to visit 39 ports in 22 countries on three continents. From June 20, 2015, the port of Hamburg will be the start and end point for AIDAprima’s seven-day round trips to the metropolises of Western Europe.

AIDA Cruises is presenting itself at this year’s ITB tourism fair in Berlin at the Hamburg booth in Hall 6.2.A until March 9.

Rostock, March 5, 2014

#### AIDA Cruises at a glance:

AIDA Cruises currently employs 6,900 employees from 34 different countries, 6,000 on board, 900 at the company’s headquarters in Rostock and Hamburg. As a cruise line and tour operator, AIDA Cruises operates and markets one of the world’s most state-of-the-art and environmentally friendly fleets, currently comprising 10 cruise ships. The vessels are operated in compliance with the highest international quality, environmental and safety standards.

The company is assisted in the sales of cruises by 12,860 tourism partners in Germany, Austria and Switzerland. By 2016 the size of the AIDA fleet – one of the most modern cruise ship fleets in the world – will increase to twelve ships, and will be offering cruises in the Mediterranean, around the Canary islands, to the North and Baltic Seas, the Caribbean, North America, Dubai and Asia. ([www.aida.de](http://www.aida.de))

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