

Press release



AIDA Cruises is main sponsor of the 825th HAMBURG PORT ANNIVERSARY

Grand AIDA fireworks display, three ships, and a great view at the Beach Club

In 2014, AIDA Cruises is once again the main sponsor of the HAMBURG PORT ANNIVERSARY. From May 9th to 11th, 2014, over a million people are expected to attend the largest maritime festival in the world.

This year, three AIDA ships will grace the port's anniversary with their presence. On Friday, May 9th, AIDAluna will arrive at 8 a.m. and drop anchor at the Cruise Center Hafencity West until 8 p.m. AIDAluna will then depart from Hamburg for a short 4-day cruise to Amsterdam and London.

The event's illustrious highlight will be the AIDA fireworks display on Saturday evening in the vicinity of the Harbor Piers. The two cruise ships AIDAsol and AIDAstella will be part of this spectacular production. The colorful pyrotechnic display will open with a laser show on board. The ships will then depart for their Northern Europe voyages to Bergen and Amsterdam.

During this maritime festival, the Beach Club at the Harbor Piers will be transformed into a world of AIDA. From here, guests will have a perfect view of the fireworks and festivities on the water.

With 58 stops this year, AIDA is an important economic factor for the Hanseatic City and a magnet for many natives of Hamburg and guests.

On March 8, 2014, AIDAsol will be the first AIDA ship to depart from the Port of Hamburg this year on its city tour voyage to London, Paris, Bruges and Amsterdam, and to tours of the North Cape.

For AIDAluna and AIDAstella, Hamburg will also be the point of departure starting in May for diverse voyages to Northern and Western Europe.

Beginning in 2015, AIDA Cruises will have a ship based in Hamburg year round. On the 20th of June 2015, the new ship AIDAprima will kick off its premiere season with seven-day round-trip voyages to cities in Western Europe.

Reservations for AIDA voyages can be made at your travel agency, online at www.aida.de, or with the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

Rostock, February 6, 2014

Issuer:
AIDA Cruises
Am Strande 3d | 18055 Rostock
Tel.: +49 (0) 381 / 444-0
Fax: + 49 (0) 381 / 444-88 88
www.aida.de

Communication:
Hansjörg Kunze
VP Communication & Sustainability
Tel.: +49 (0) 381 / 444-80 20
Fax: + 49 (0) 381 / 444-80 25
presse@aida.de