

Press Release



AIDA Cruises is the New Premium Partner of Hamburg Cruise Days Two ships make a guest appearance and the AIDA vacation experience is presented on land

AIDA Cruises has become the first premium partner of the Hamburg Cruise Days 2014 and 2015. The agreement was made between the event organizers and Germany's most well-known cruise line. This year the 4th Hamburg Cruise Days will take place August 1 to August 3, 2014, and will once more inspire hundreds of thousands of Hamburg residents and guests of the Hanseatic city with its maritime flair. With AIDAstella and AIDAluna, Hamburg will host two ships from the AIDA fleet. On Saturday, AIDAstella will take part in Blue Port Hamburg. AIDA Cruises will also present the diversity of the AIDA vacation experience on a themed island between the two cruise terminals.

"A long, successful collaboration unites AIDA and the Hanseatic City of Hamburg. We are glad to be taking part since events like the Hamburg Cruise Days will get even more people excited for the best way to vacation - cruising," says Michael Ungerer, President AIDA Cruises.

At Hamburg Cruise Days 2015, which will take place at the same time as Seatrade Europe from September 11 to the 13th, the first ship of the new AIDA generation will participate for the first time. Starting on June 20, 2015, AIDAprima, Hamburg's newest landmark, will embark on a seven-day round trip each Saturday to visit the most beautiful metropolises of Western Europe.

Having docked in the harbor 58 times this year, AIDA Cruises has been an important factor for the economy of the Hanseatic city. 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.

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

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