

Press Release



AIDA's soccer-themed cruise summer Experience the 2014 FIFA World Cup™ on board

The 2014 FIFA World Cup™ is just around the corner. People, who are holidaying on board an AIDA ship, well away from any soccer pitch, don't have to miss out on enjoying the beautiful game. AIDA has managed to secure a license from IMG Media, which awards broadcasting rights at sea on behalf of FIFA.

The matches taking place in Brazil will be broadcast live on all ships in the AIDA fleet starting on 12 June. When the German national team is playing, their matches will be shown on mega-screens on the pool decks and/or in the Theatriums or theatres. Other matches will be screened in the bars on board. Guests on selected cruises are also guaranteed to be able to take part in post-match analyses – soccer experts of renown will share their specialist knowledge with AIDA guests and discuss and analyze the matches together. Panel discussions will also take place in the Brauhaus (brewery pub) on board AIDAstella, to enable soccer regulars to chat about the latest team-sheet rumors, results and potential World Cup winners.

To generate a genuine stadium atmosphere, ships in the AIDA fleet will be decked out in the appropriate soccer decor during the 2014 FIFA World Cup™ and cocktails will occasionally be served by bartenders in jerseys.

People, who want to enjoy a relaxing holiday without missing out on the 2014 FIFA World Cup™, can obtain more information about current departure dates and cruise deals from their travel agent, from the AIDA Customer Centre by calling +49 (0) 381 / 20 27 07 07 and online at www.aida.de.

Rostock, 12 March 2014

Pricing examples for the editorial team

The Northern Europe 14 route with AIDAstella
June to August 2014

14 days from/to Hamburg

Starting at 1,349 € p.p. at AIDA VARIO prices, 2 sharing a cabin (inward-facing cabin), limited allocation.

The Northern Europe 8 route with AIDAsoI

From 14 to 28 June 2014

14 days from/to Hamburg

Starting at 1,599 € p.p. at AIDA VARIO prices, 2 sharing a cabin (inward-facing cabin), limited allocation.

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