

Press Release



## **AIDA Cruises increases arrivals in Hamburg Larger ship and more departures planned for 2015**

In 2015 the cruise line AIDA Cruises will visit the Hanseatic City of Hamburg a total of 55 times with five ships. AIDAbella will be new to Hamburg. The amount of ship arrivals will increase from 49 to 55.

From May 2nd to October 13th, 2015, AIDAbella will visit the Hanseatic City regularly. Six short trips and two 14-day cruises going as far as the west coast of France and Spain are scheduled to depart from Hamburg as well as 16 trips to the metropolitan centers London, Paris, Amsterdam, and Brussels. The ships AIDAsol, AIDamar, AIDAluna, and AIDAdiva will also have arrivals in Hamburg. AIDAvita will take over the Adriatic trips for AIDAbella.

"AIDA Cruises is and remains a reliable partner for Hamburg's tourism industry," Michael Ungerer, President of AIDA Cruises, affirms. "We will be continually developing this cruise location in the future as well so that we can accommodate the booming demand from our guests."

According to Frank Horch, senator for the Ministry of Economics, Transport, and Innovation in Hamburg, "The cruise industry is tremendously important to Hamburg as a location. We are taking the next step towards the future with construction of the third cruise ship terminal. AIDA is an important partner for Hamburg throughout this process, making me all the more excited about this commitment to Hamburg."

The Hanseatic City of Hamburg has been a firmly established departure and destination port for ships of the AIDA fleet since the summer season 2007. Starting with just 23 arrivals and 22,300 passengers in 2007, AIDA has helped transform the metropolitan center on the Elbe into an attraction for ever more cruise enthusiasts. AIDA has contributed not least of all through its staging of three ship inaugurations as well as its participation as the main sponsor of the Hamburg Port Anniversary. This year three AIDA ships will be responsible for about a third of all ship arrivals in Hamburg.

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