

Press release



AIDA Cruises celebrates Hamburg Cruise Days 2014
AIDAstella opens Cruise Parade. AIDAprima plays a starring role in the "AIDA Holiday World" at Harbor Piers.

AIDA Cruises is premium partner of the 4th Hamburg Cruise Days taking place from August 1-3 in Germany's cruise metropolis. With AIDAstella and AIDAluna, Hamburg will host two ships of the AIDA fleet. On Saturday morning, around 6 a.m., AIDAstella will enter Hamburg Port, pass the Harbor Piers, and dock at Cruise Center Hafencity West. In the evening, AIDAstella will lead the great Hamburg Cruise Days Parade for the first time (beginning at approx. 9:30 p.m.). The youngest member of the fleet is also a part of the spectacular light show Blue Port by artist Michael Batz. Twelve light installations on board will make the ship shine in blue light. Then AIDAstella will set sail on a 14-day voyage to Northern Europe.

On Sunday, August 3, 2014, AIDAluna will arrive at 8 a.m. and be a guest in the Hanseatic City (Altona cruise terminal). At 9 p.m. it will cast off for a 10-day cruise to Northern Europe.

Big and little cruise fans can discover the diversity of the AIDA Holiday World on shore. This year, AIDAprima will be the star at the Harbor Gate at Harbor Piers. Here visitors can view e.g. a show stateroom for a first glimpse of their future home on board before the maiden voyage in October 2015. At "Scharfe Ecke" (Spicy Corner), one of the new culinary offerings of AIDAprima, visitors can enjoy tasty samples.

The youngest cruise fans will love the family area with games, fun and entertainment. The AIDA Beach Lounge and a roof terrace are perfect for taking it easy and, with a bit of luck, guests can also win an attractive short cruise with AIDASol.

The AIDA Holiday World awaits guests on Friday from 2 p.m. to 12 a.m., on Saturday from 10 a.m. to 12 a.m., and on Sunday from 10 a.m. to 8 p.m.

Prior to Hamburg Cruise Days, the company will thank its most loyal fans with promotions on the AIDA Facebook fan page and in the web lounge.

With 58 stops, AIDA Cruises will once again be an important economic factor for the Hanseatic City this year. On March 8, AIDASol opened AIDA's cruise season in Hamburg. Since May, Hamburg has also been the point of departure for AIDAluna and AIDAstella for diverse voyages to Northern and Western Europe.

More information on AIDA cruises can be found on the Internet, at your travel agency, at www.aida.de, or with the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

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