

Press release



AIDA Cruises at anchor in Berlin

Annual celebration 2014 of the Representation of the Free and Hanseatic City of Hamburg in Berlin

Again this year, AIDA Cruises was one of the most important sponsors for the celebration of the Hamburg State Representation. Around 3,000 guests from the federal government, Hamburg government, and business took up First Mayor Olaf Scholz's invitation. In addition to Olaf Scholz, AIDA President Michael Ungerer greeted numerous personalities from politics and business.

There was a distinct vacation atmosphere in the around 100 m² AIDA Lounge, again designed with the kind support of DAUERFLORA GmbH from Hamburg. Several visitors seized the opportunity to take a virtual cruise via a touch screen.

The cruise metropolis Hamburg and AIDA Cruises share a long partnership. With 58 stops again this year, AIDA Cruises is an important factor for the economy of the Hanseatic City. On March 8, 2014, AIDAsol opened the AIDA cruise season in Hamburg. For AIDAluna and AIDAstella, Hamburg has been the point of departure since the beginning of May for diverse voyages to Northern and Western Europe.

Starting in 2016, Hamburg will be the year-round home port for AIDAprima, the new flagship of AIDA Cruises, which will be put into service in 2015. On April 30, 2016, AIDAprima will depart on its first seven-day cruise to the most beautiful cities in Western Europe. London/Southampton, Paris/Le Havre, Brussels/Zeebrugge and Rotterdam are stations on this cruise.

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

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