



Press release

Art, Cocktails and Night Cruises: New AIDA Excursions in New York

At the start of the cruise season in North America, AIDA is presenting new additions to its excursion program in the Big Apple. Guests on board AIDAluna, AIDAbella and AIDAvita can experience the new offerings as premieres beginning in September.

These exciting excursions are the fruit of the AIDA project "Tour Initiatives," which aims to develop exclusive offers that are currently popular with New Yorkers as well and that stand apart from the usual tourism offers.

One of the new highlights is a very special graffiti workshop in the Bronx: After a ride down the most famous street, Grand Concourse, and the shopping mile Fordham Road, AIDA guests are introduced to the world of spray paint art. During the workshop, they are guided by professional graffiti artists.

Also new in the program is an exclusive night cruise on the Hudson River. In an elegant atmosphere with a live band, guests enjoy a 3-course meal on board as they pass the Financial District and the Statue of Liberty with a panoramic view, experiencing New York from a whole new perspective.

True to the motto "chic & elegant: up on the roofs of New York," guests can visit three popular rooftop bars in Manhattan and enjoy not only cocktails and snacks but also a spectacular view of the city's dazzling skyline. With their VIP access, AIDA guests can skip the long lines at the entrances each night and celebrate the city like high society.

Starting now, guests can discover New York on their own with the hop-on-hop-off bus. They can choose between three bus routes with over 30 stops: Downtown-Loop, Uptown-Loop and the Brooklyn Tour. The tours can also be individually structured and combined with guided walks, harbor cruises or sightseeing. Tickets for the hop-on-hop-off buses can only be booked online through MyAIDA up to three days before the start of the trip. All other excursions can also be booked directly on board, depending on availability.

From October 2 to November 1, 2014, AIDA Cruises is offering further 10- and 14-day North America cruises, which can be booked at the VARIO rate starting at EUR 649 per person. The arrival/departure package with flight from Germany can be additionally booked starting at EUR 965 per person. Reservations can be made at travel agencies, online at www.aida.de, or by calling the AIDA Customer Center at +49 (0) 381/20 27 07 07.

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Issuer:
AIDA Cruises
Am Strande 3d | 18055 Rostock
Tel.: +49 (0) 381 / 444-0
Fax: + 49 (0) 381 / 444-88 88
www.aida.de

Communication:
Hansjörg Kunze
Vice President Communication & Sustainability
Tel.: +49 (0) 381 / 444-80 20
Fax: + 49 (0) 381 / 444-80 25
presse@aida.de