

Press release



AIDAvita: Numerous new features after time in the shipyard Snug Caribbean nights at the new Seaside Lounges and much more

After its scheduled shipyard period from November 3 to 9, 2014, at Cantiere del Mediterraneo in Naples, Italy, the guests of AIDAvita can expect even more great offerings on board.

In addition to regular class and maintenance work, AIDAvita is the third ship of the AIDA fleet that received the first installations for a comprehensive filter system for exhaust gas treatment. In addition, many public areas are shining in new splendor.

One of the highlights are the two new Seaside Lounges in the outdoor area of the Anytime Bar on deck 10. They thrill with a sensational ocean view and are the best place onboard to enjoy a sundowner or cozy Caribbean nights in the upcoming winter season.

The redesigned and enlarged Body & Soul sport area offers fitness fans an even larger number of devices to train strength and endurance. Among other things, guests can now also work out on AIDAvita on crank cycles, whose pedals are driven using your arms. AIDA is thus expanding its range of training opportunities, also for guests with limited walking ability. The sports area is accessible via a ramp.

The spa reception is now located in a central location on Deck 9 in direct vicinity to the Body & Soul sport area. Here guests can learn about the extensive range of wellness treatments and book them directly.

Another new feature is the installation of digital photo stations in the photo shop. Here you can view your photos of the trip on a screen and select and order them individually. Thanks to digitalization, AIDA is reducing its consumption of photo paper and printing chemicals by around 50 percent, making yet another contribution to environmental conservation.

The AIDA Shop presents itself in a modern, maritime look. A special attraction is a sailboat on which the AIDA merchandise is presented. The AIDA fashion collection is also getting its own retail space. The exclusive jewelry collections on board are showcased particularly well in the distinctive dark design of the jeweler, and the perfumery lures with an expanded selection of products for duty-free shopping. Incidentally, on iPad stations AIDA guests can shop on the AIDA online shop directly on board and outside the shop opening hours. The products are then delivered directly to the home address of the customer.

On November 18, 2014, AIDAvita will make its way from Palma de Majorca to Miami. From there it sets off during the winter months on 11-day cruises to the Caribbean. For more information about the vacation packages from AIDA Cruises and to make a booking, visit a travel agency, go to www.aida.de, or call the AIDA Customer Center at +49 (0) 0381/ 202 7070 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