

Press Release



AIDAprima: new tailor-made routes for maiden voyage

From now on, the maiden voyage of AIDAprima, starting on October 1, 2015 from Yokohama (Japan) and leading in 50 days to Dubai (UAE) can be booked as well in five new attractive legs.

The duration of the cruises will range from 13 to 28 days – offering the perfect opportunity to get to know AIDA's new flagship and see exotic metropolises that have not yet been visited by any ship of the AIDA fleet. The available legs include a 28-day cruise from Japan to Singapore via South Korea, Shanghai, Taiwan, Hong Kong and Ho Chi Minh City; a 14-day cruise from Shanghai to Singapore; or a 21-day cruise from Singapore to Dubai via Malaysia, Sri Lanka, India and Oman. Each of this five individual cruises from the Land of the Rising Sun to the Middle East is a premiere.

Prices for the new attractive legs of the maiden voyage of AIDAprima start at 2,195 Euro per person (inclusive of a 300 Euro Early-Booking discount for bookings made by June 30, 2015).

On board of AIDAprima guests of every generation will enjoy even more individuality, diversity, service and comfort, with a choice of 14 stateroom categories. In the areas of dining, entertainment, wellness and sport, the new flagship also sets new standards: with 12 restaurants and 18 bars, AIDAprima offers a broader spectrum of culinary pleasure than ever before.

The Theatrium – the heart of on-board entertainment – has been enhanced and fitted with a completely new round stage, state-of-the-art LED technology and special aerial structures for extraordinary artistic shows.

The tempting facilities in the wellness area of the Organic Spa guarantee perfect relaxation with several indoor and outdoor whirlpools, a tepidarium, and a fireplace room.

Athletic guests of all ages can enjoy a packed program of action, sport and fun for the whole family at the adventure world "Four Elements", located in the stern of AIDAprima, and extending across Decks 14 to 17. Referencing the elements of water, air, earth and fire, the Four Elements brings together a vast array of activities beneath an extendible glass roof: the two tubes of the AIDA Racer – the longest indoor water slide on the seven seas – invite guests to engage in high-speed competition. Strength and concentration is needed in the climbing garden.

At the AIDA Beach Club, guests can relax beneath the palms and unwind beside the pool. Thanks to a UV-permeable, virtually invisible foil dome, guests can enjoy a laid-back beach feel all year round here.

Following its maiden voyage, during the winter season AIDAprima will be offering seven-day Orient cruises from Dubai and Abu Dhabi. On March 18, 2016, the second leg of the maiden voyage will begin – a 38-day cruise from Dubai to AIDAprima's future home port Hamburg. AIDAprima's first seven-day cruise to the most beautiful metropolises in Western Europe will start on April 30, 2016. Stops along the way on this

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cruise will be London/Southampton, Paris/Le Havre, Brussels/Zeebrügge and Rotterdam. AIDA is the first cruise line to have a ship setting sail from a German port all year round.

Booking and further information about AIDAprima and the new individual legs of the maiden voyage via travel agencies, at the AIDA Customer Center on +49 (0)381/20270707 or on www.aida.de/aidaprima.

Rostock, March 17, 2015

At a glance: Sample prices for cruises bookable on the maiden voyage of AIDAprima:

Maiden voyage 1 from Tokyo to Dubai with AIDAprima

October 1 to 20 November, 2015

50 days from Tokyo/Yokohama to Dubai from € 6,395* p. p.

*AIDA PREMIUM price for double occupancy (inside stateroom IB), incl. € 1,100 Early-Booking-Plus discount for bookings up to June 30, 2015; limited availability

Maiden voyage 1A from Tokyo to Singapore with AIDAprima

October 2–30, 2015

28 days from Tokyo/Yokohama to Singapore – stops include Osaka, Shanghai and Ho Chi Minh City – from € 4,295* p. p.

* AIDA PREMIUM price for double occupancy (inside stateroom IB), incl. € 600 Early-Booking-Plus discount for bookings up to June 30, 2015; limited availability

Maiden voyage 1B from Singapore to Dubai with AIDAprima

October 30 to November 20, 2015

21 days from Singapore to Dubai – stops include Kuala Lumpur, Colombo and Cochin – from € 2,445* p. p.

* AIDA PREMIUM price for double occupancy (inside stateroom IB) incl. € 450 Early-Booking-Plus discount for bookings up to June 30, 2015; limited availability

Maiden voyage 1C from Tokyo to Shanghai with AIDAprima

October 3–16, 2015

13 days from Tokyo/Yokohama to Shanghai – stops include Osaka, Nagasaki and Busan – from € 2,295* p. p.

Maiden voyage 1D from Shanghai to Singapore with AIDAprima

October 16–30, 2015

14 days from Shanghai to Singapore – stops include Kaohsiung (Taiwan), Hong Kong and Ho Chi Minh City – from € 2,1195* p. p.

* AIDA PREMIUM price for double occupancy (inside stateroom IB) incl. € 300 Early-Booking-Plus discount for bookings up to June 30, 2015; limited availability

Maiden voyage 1E from Singapore to Abu Dhabi with AIDAprima

October 30 to November 24, 2015

25 days from Singapore to Abu Dhabi from € 2,645* p. p.

* AIDA PREMIUM price for double occupancy (inside stateroom IB) incl. € 450 Early-Booking-Plus discount for bookings up to June 30, 2015; limited availability

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