



Press release

AIDAprima – cool fun on a floating ice rink

For the first time on the German cruise market, the new flagship of AIDA Cruises offers physically active guests the opportunity to put on their ice skates on the high seas. With the floating ice rink on the sports deck of AIDAprima, the cruise ship company is adding a new highlight to the diverse leisure and sports offering of the AIDA ships.

The 200 m² ice rink will be operated seasonally. The guests of AIDAprima can in this way experience popular winter pleasures like ice skating, ice hockey and curling. In the Advent and Christmas season, cool fun on the ice is complemented by the special atmosphere of a traditional Christmas market. Excellent mulled wine and culinary delights are served around the ice rink.

The floating ice rink is part of the year-round holiday concept of AIDAprima. Summer feeling prevails in the AIDA Beach Club 365 days a year. Wonderful relaxation can be found among the palm trees beneath the UV-permeable foil dome during the day, while beach parties are open for guests in the evening. Not only does the foil dome become a projection surface for the breathtaking starry heavens at night – the water world is also transformed into a medium for fascinating light shows.

In the Four Elements adventure world, which extends over decks 14 to 17 in the rear area of AIDAprima, guests with athletic ambitions of any age will find a full program of action, sports and fun for the whole family. Based on the four elements of water, air, earth and fire, the Four Elements offers the most varied activities under the dome of a retractable glass roof: the AIDA Racer, the longest indoor water slide on the seven seas, which extends over three decks, invites guests to take part in exciting races with two tubes. Strength and concentration are called for in the climbing crag. Things are a little more tranquil on the Lazy River, on which one can drift and relax. Guests can gather before the giant LED wall to watch sport events.

Sports played in the great outdoors are popular on the two outdoor activity decks 15 and 16. Here joggers do their rounds on their own track, passionate golfers use the driving cage facility for improving their tee or meet to play mini-golf. Team spirit is called for basketball. Younger guests can play as much as they want in the kids' pool with the slide, for example. New on board AIDAprima is the Mini Club. Small children from 6 months to 3 years of age receive professional care there.

The maiden voyage of AIDAprima takes place in two stages, initially from October 1 to November 20, 2015 on a unique 50-day trip from Yokohama in Japan to Dubai. The second stage of the maiden voyage begins on March 18, 2016 over 38 days from Dubai to the future home port of Hamburg. In the winter season, AIDAprima will offer seven-day orient cruises from Dubai and Abu Dhabi. The first seven-day journey of AIDAprima to the most beautiful cities of Western Europe begins on April 30, 2016. London/Southampton, Paris/Le Havre, Brussels/Zeebrügge and Rotterdam are the stations of this journey, which will in future start year-round from Hamburg.

Further information and booking at your travel agency, in the AIDA customer center under the telephone number 0381/202 707 07 or at www.aida.de.

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