



Press Release

AIDAdiva: New features following stay at Blohm & Voss shipyard Lounge-style beach bar, new stores and much more

After its scheduled visit to the shipyard from April 21 to May 4, 2015 at the Blohm & Voss shipyard in Hamburg, AIDAdiva now offers even more attractive amenities on board.

Alongside routine classification and maintenance work, the AIDAdiva is now already the fourth ship in the AIDA fleet to be fitted with the first phase of a multi-phase filter system for the treatment of emissions. The so-called scrubber reduces sulfur dioxide emissions by around 90 percent.

More than 30 different projects involving cosmetic repairs and upgrades were also carried out on board. Among those was also the exchange of 12.000 square meters of carpeting onboard which equals the size of two soccer fields.

One of the new highlights on board AIDAdiva is the beach bar which has been given a makeover. Designed in lounge style, it has a fabulous beach feel and is the perfect place to relax with a cocktail and wind down a vacation day.

Jewelry and watch lovers are now being offered an even bigger range of exclusive brands on board AIDAdiva. A new jewelry store has been installed on the new promenade on Deck 10, and it carries a large selection of best-selling brands such as Fossil, Skagen and Michael Kors. The AIDA Store on Deck 9 presents itself with a modern, maritime look. One particularly eye-catching feature is a sailboat on which AIDA merchandising is presented. Using an iPad station on board, guests can also make purchases at the AIDA Online Store outside the Shop's opening hours. Items will be delivered directly to the guest's home address.

The golf and fun area on Deck 11 has been redesigned, and invites guests to indulge in sporting activities. Meanwhile at the Body & Soul sports area, AIDA guests can work out on the completely new cardio training equipment.

11 digital photo stations have been installed at the Photo Store, where guests can look at their personal vacation souvenirs, make individual selections and order them as required. Thanks to digitization AIDA has reduced the photo paper and chemicals used for development by around 50 percent – another contribution to protecting the environment. The height of one of the digital photo stations can be individually adjusted, making it easy for children and wheelchair-users to operate.

AIDAdiva will set sail from Hamburg at 8:00 p.m. on May 4, 2015. After a short trip with stops in Gothenburg and Copenhagen, from May 12, 2015, AIDAdiva will begin regular 10-day cruises from Warnemünde to the most beautiful destinations on the Baltic. More information and bookings at travel agencies, at www.aida.de or the AIDA Customer Center at +49 381/ 202 7070 07.

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