



Press Release

AIDA Cruises: Discover Europe's best-known shopping meccas with celeb "shopping queen" Verena Kerth

What woman doesn't dream of shopping as much as she wants in Europe's most famous retail meccas? On the new AIDA shopping cruises, celebrities accompany guests to the most fabulous boutiques, offer personal styling tips, and reveal the hottest fashion trends.

These tours will launch with the well-known radio presenter, Verena Kerth. In the TV show "Promi Shopping Queen" Munich-born Kerth has already twice demonstrated her unerring feel for the latest fashion trends and perfect styling. Now she will be accompanying fashion fans on shopping trips around Western Europe on board AIDAmar from March 5–12, 2016, and AIDAprima (May 28 to June 4, 2016). The itinerary will include the world-famous Galerie Lafayette in Paris, and Amsterdam's Magna Plaza department store. From Southampton, shoppers will visit Bicester Village, one of England's leading outlet shopping centers, with over 130 boutiques – including the best-known Italian and French designers. Bargain hunters will truly come into their own on the tour from Zeebrugge to Roubaix, at the McArthur Glen designer & premium outlet.

Each of the shopping trips with Verena Kerth can be conveniently booked from the comfort of one's own home on MyAIDA.de, with prices starting from just 39.95 euros per person (Amsterdam), inclusive of a welcome glass of sparkling wine. The tour price includes other exciting offers on board of AIDAmar and AIDAprima. The first evening of the cruise begins with a welcome event at the wellness oasis as the ship sets sail. Hairstyling and make-up workshops, exclusive VIP shopping at the AIDA Shops with sparkling wine reception, and personal assistance from the AIDA Shopmanager round off the package.

In 2016 AIDA Cruises is offering many other attractive theme cruises with well-known stars, such as:

"Celebrities read" with actress Michaela May on AIDAcara's cruise from Gran Canaria to Majorca from April 18–30, 2016.

"Leichterleben" (lighter living) on the Atlantic: 13 or 19 days from April 2–15, 2016, on AIDAdiva, from the Dominican Republic to Tenerife via Barbados, with Birgit Fischer – the world's best female canoeist.

"Leichterleben" (lighter living) in Northern Europe: 17 days of highlights at the Polar Circle from May 23 – June 9, 2016, on AIDAluna, starting from/returning to Kiel, with Heike Drechsler – the "long jumper of the century".

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“Mental strength” with top athlete Steffi Nerius: 14 days from July 30 – August 13, 2016, on AIDAvita, Norway incl. Lofoten and North Cape, starting from/returning to Kiel.

For more information about these and other highlights of the AIDA+ Program 2016, please visit www.aida.de/aidaplus. All cruises can be booked at travel agencies, on the AIDA website and at the AIDA Customer Center at +49 (0)381/202 707 07.

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