



Press Release

Her first call at port: AIDAprima says hello to Hamburg

On the morning of April 21, 2016, AIDAprima, the new flagship of AIDA Cruises, entered the Port of Hamburg. At around 8 am, the 300-meter-long ship docked for the first time at the Cruise Center Hafencity West. The plaque to commemorate this first call at port was presented to Captain Detlef Harms – who as the senior officer on board will put AIDAprima into operation – by Senator for Commerce, Frank Horch and the deputy port captain, Andreas Brummerman in the morning during a formal ceremony. AIDAprima will remain docked at Hafencity until the evening. At 8 pm, it will then be time to cast off for the second EXPI cruise. On her return on April 23, AIDAprima will dock for the first time at her future berth by the new cruise terminal in Steinwerder.

AIDAprima is the first German cruise ship to depart from Hamburg all year round. From April 30, the hanseatic city will be the start and end port for seven-day round trips to Western Europe's most beautiful metropolises such as London, Paris, Brussels, and Amsterdam.

Five additional members of the fleet with the red lips – AIDAvita, AIDamar, AIDAaura and AIDAsol – will also be visiting the hanseatic city several times this year. With 78 ports at call, of which 40 alone will be made by AIDAprima, the number of AIDA visits will reach new record levels in 2016.

The highlight of this year's season is the christening of AIDAprima by godmother Emma Schweiger and Captain Detlef Harms on May 7, 2016, as part of the 877th HAMBURG PORT ANNIVERSARY. AIDAaura will accompany the youngest member of the fleet on the River Elbe. The ship formation will be topped off with a concluding grand fireworks display to celebrate the christening. All of Hamburg's residents and guests of the hanseatic city can witness the event live from Landungsbrücken or the Fischmarkt, or at www.aida.de, from 10 pm onwards.

Additional information regarding AIDAprima can be found at www.aida.de/neuegeneration.

All offers from the AIDA Cruises vacation world can be booked via www.aida.de, travel agencies, or the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

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