



Press Release

AIDAprima: Maiden call at Southampton

On the morning of April 27, 2016, AIDAprima, the new flagship of AIDA Cruises, docked in Britain's Southampton port for the first time as part of a four-day short cruise.

From May 3, 2016 onwards, AIDAprima will always be visiting Southampton on Mondays. This British port is one of the highlights on the seven-day cruises to Western Europe's most beautiful metropolises offered by AIDA Cruises from Hamburg on board AIDAprima.

AIDAprima is the first cruise ship to depart from a German port all year round. From April 30, 2016 Hamburg will be the departure and arrival port for seven-day round trips to Western Europe's most beautiful metropolises such as London, Paris, Brussels, and Amsterdam.

The highlights of AIDAprima include the "Beach Club" under a weather-independent transparent foil dome, the "Four Elements" with two water slides, a climbing garden, and the brand new Mini Club providing childcare for young children starting from age of 6 months and older. Spectacular veranda staterooms, the lanai deck with infinity pools, an exclusive patio deck with panorama staterooms, numerous new restaurants, the 3,100 m² Organic Body & Soul Spa wellness area, glass elevators, a skywalk - these are only a few of the new offerings making this ship an attractive year-round destination.

Germany's leading cruise company is once again setting benchmarks in environmental protection with its new generation of ships. AIDAprima will be the first cruise ship in the world to be operated using LNG when at berth in all the ports she visits during her metropolis cruise. The preparations and initial permit procedures for the ports of Hamburg, Southampton, Le Havre, Rotterdam and Zeebrugge are already well underway. LNG trucks will ensure the supply of LNG to AIDAprima. In contrast to the use of traditional marine diesel containing 0.1% sulfur, emissions will be significantly reduced when using LNG. The emission of sulfur oxide and soot particles will be completely prevented. Nitrogen oxide emissions will be reduced by up to 80 percent and carbon dioxide emissions by 20 percent. AIDA Cruises will begin test operations in the first ports within the coming weeks.

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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