



Press release

## **AIDAprima successfully christened – Millions of people followed happening**

**A fantastic turnout with record attendance at the HAMBURG PORT ANNIVERSARY thanks to Emma Schweiger and a spectacular christening event**

1,6 million visitors of the 827<sup>th</sup> HAMBURG PORT ANNIVERSARY experienced one of the most spectacular christening events in cruise history. Several millions of people watched the festivities at the harbor, on television, online, and on Facebook when the young actress Emma Schweiger christened AIDAprima with the words: "You beautiful ship, I christen you with the name AIDAprima. I wish you, your guests, and your crew safe journeys and a hand's width of water under your keel at all times."

An impressive music and light show followed by brilliant fireworks turned the night sky over the Port of Hamburg's festival promenade into a glittering sea of color. AIDAprima was accompanied for the occasion by another member of the fleet, AIDAaura, which was also part of the exciting christening ceremony.

"The christening was an emotional moment for me – I'm very proud of our new ship. The great public interest reflects the fascination for cruising, we are delighted about this," said Felix Eichhorn, President AIDA Cruises. "Twenty years ago, in 1996, AIDA caused a revolution on the seas with its concept of a relaxed cruise. With AIDAprima and the next three new ships to be built, we are once again charting new territory in the tourism industry, and will continue to drive additional important growth in the German cruise market."

AIDAprima is the first cruise ship to be deployed from a German port year round. April 30, 2016, marked the start of AIDAprima's first seven-day cruise from Hamburg to the most beautiful cities in Western Europe. London/Southampton, Paris/Le Havre, Brussels/Zeebrügge, and Rotterdam are all stops along the way on this fascinating cruise.

More information on AIDAprima at [www.aida.de/neuegeneration](http://www.aida.de/neuegeneration). All offers from the AIDA vacation world can be booked at [www.aida.de](http://www.aida.de), at travel agencies or at the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

Rostock, May 8, 2016

### **AIDA Cruises:**

AIDA Cruises is one of Germany's fastest growing and most financially successful tourism businesses and currently employs around 8,000 people from 40 countries. Of these employees, 7,000 work on board and 1,000 work at the company headquarters in Rostock and Hamburg. AIDA operates and markets one of the world's most state-of-the-art and environmentally friendly fleets with 11 cruise ships. The ships are operated in compliance with the highest international quality, environmental, and safety standards. By 2020, the AIDA fleet will expand to 14 ships.

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