Press release

Successful AIDAprima christening
Hamburg and cruise ship fans excited about Emma Schweiger and a spectacular christening event

The big moment finally came in the evening of May 7, 2016, at 10:15 pm: AIDAprima was christened by the young actress Emma Schweiger. 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.

"A few millions experienced AIDAprima's christening in Hamburg, on television, or on social media. This overwhelming response once again shows the fascination surrounding cruise vacations," said Felix Eichhorn, President AIDA Cruises.

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

A more detailed press release including visitor numbers will follow tomorrow morning.

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.