



## Press Release

### **AIDA Cruises presents worldwide vacation spots in Berlin Cruise line is guest at the 2016 annual celebration of the State Representation of the Free and Hanseatic City of Hamburg**

In its 20th year since the founding of the company, AIDA Cruises continues to be one of the most important sponsors of the traditional annual celebration of the Hamburg State Representation in Berlin. Around 3,000 guests from the federal government, Hamburg government, and business attended the event on August 30, 2016. Dr. Monika Griefahn, Chief Sustainability Officer for AIDA Cruises, and Hansjörg Kunze, Vice President Communication & Sustainability AIDA Cruises, joined Olaf Scholz, First Mayor of the Free and Hanseatic City of Hamburg, in welcoming numerous guests from government and business on this evening.

There was a distinct vacation atmosphere in the around 100 sqm AIDA Lounge, designed again with the kind support of DAUERFLORA GmbH from Hamburg. Using 3D glasses and a digital ship model, visitors could take a virtual tour of the eleven ships in AIDA's fleet and gather information on the most beautiful voyages to more than 200 destinations all over the world.

The cruise metropolis Hamburg and AIDA Cruises share a long-standing partnership. With 78 stops, 40 by AIDAprima alone, the number of AIDA vessel calls in 2016 will set a new record. AIDA Cruises' new flagship AIDAprima was christened by Emma Schweiger on May 7, 2016, in Hamburg. The Hanseatic City is the departure and destination port for seven-day round-trip cruises to the most beautiful cities in Western Europe, including London, Paris, Brussels, and Amsterdam. Five more members of the fleet with the famous smiling lips – AIDAvita, AIDamar, AIDAaura, and AIDAsol – will also be visiting the Hanseatic City several times this year.

AIDA Cruises is one of the fastest growing and most financially successful tourism businesses in Germany. The company employs about 8,000 people from 40 different countries at their corporate offices and on board AIDA ships. AIDA Cruises operates and markets one of the world's most state-of-the-art fleets, currently comprising 11 cruise ships. The ships are operated in compliance with the highest international quality, environmental and safety standards. Three additional ships will be commissioned in the coming years. With its "green cruising" concept, AIDA will be the first cruise line in the world to operate ships entirely with LNG (liquefied natural gas) starting with the new ship generation 2019/2020.

More information on AIDA cruises can be obtained at travel agencies, online at [www.aida.de](http://www.aida.de), or by calling the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

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