



Press Release

## **AIDA Cruises extends portfolio of sustainable shore excursions**

### **New excursions in the Caribbean allow guests to get involved in social projects or make their own contribution to preserving nature**

AIDA Cruises is extending its portfolio of sustainable shore excursions. Under the motto "Act now and preserve paradise," guests can now book three new excursions in the Caribbean, including two from the Carnival Corporation brand, fathom, for socially responsible travel.

Travelers will thus have the opportunity to familiarize themselves with the country and its people at a more personal level, while simultaneously making a contribution to climate protection. Be it planting trees, making chocolate or sowing seeds, the choices extend to projects for the renewal and preservation of nature in the given vacation regions as well as measures that provide economic and social support to the local people.

"With these new offers, we wish to give our guests the chance to do something to preserve nature and provide economic and social development aid," says Frank Bönsch, Director Shore Excursions AIDA Cruises. "As a cruise company, this allows us to give a little something back as thanks to those countries in which we have the privilege of being guests."

On the various projects, guests will actively work for local organizations and help to progress social projects and environmental initiatives. In Saint Lucia, for instance, participants will find out more about protecting the rainforest, and will plant their own trees in order to preserve the Caribbean's natural environment for future generations. In the area around Amber Cove (Dominican Republic), every aspect of cacao is explored. Passengers will meet local people, support the community with the cultivation and harvesting of cacao plants, and thus build up a very individual relationship with their vacation destination.

AIDA Cruises offers more than 150 sustainable adventures worldwide. These are chosen on the basis of standard criteria which have been drawn up in conjunction with the sustainability initiative Futouris e.V. All excursions that meet the social, ecological and cultural standards are marked with a tree symbol.

The rollout of the new, nature-related excursions is beginning now and will be extended gradually to all AIDA destinations around the world.

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Examples of environmentally-friendly and socially responsible excursions in the Caribbean:

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**St. Lucia (AIDA Cruises)**

Jeep trip to the rainforest reserve of Morne Bois Den; visit includes explanations of the region and the environmental project, and the chance for guests to plant trees themselves.

**Duration: approx. 5 hours**

**Amber Cove (fathom)**

Visit to the Altamira chocolate factory; guests can help to sort, shell and melt the cacao beans, and assist with the bean harvest.

**Duration: approx. 5 hours**

**Information about AIDA Cruises:**

AIDA Cruises is one of the fastest growing and most 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. In summer 2017 AIDA Cruises will welcome its twelfth cruise ship – AIDAPERLA – to the fleet with the smiling lips, and will be offering cruises from Palma de Mallorca and Barcelona. Two more new ships will be commissioned in 2019 and 2021. AIDA is the world's first cruise operator to apply the "Green Cruising" concept, powering its new generation of ships entirely with LNG (liquefied natural gas) from 2019. [www.aida.de](http://www.aida.de)

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