



Press release

More than a million visitors celebrate the AIDA fleet and one year of AIDAprima at the HAMBURG PORT ANNIVERSARY

The cruise line was already for the 6th time the main sponsor and sent in total four cruise ships to the maritime festival

On the occasion of the 828th HAMBURG PORT ANNIVERSARY, AIDA Cruises presented a huge anniversary fireworks display yesterday evening – for the port and one year of AIDAprima. The ship was the focus of a spectacular music and light show that transformed the sky over the Elbe into a glittering sea of color. From May 5 to 7, 2017, more than a million people enjoyed Northern Germany's largest maritime festival live in Hamburg, on television, or in social networks. Around 355,000 cruise fans watched the Prime Time Special live on AIDA channels on Saturday night.

On Saturday evening, AIDAprima left its docking spot at Cruise Center Steinwerder, passed by Hamburg's waterfront and the Elbphilharmonie, and then took its exclusive position at Harbor Piers. The maneuver was accompanied by a crowd of visitors along the water singing a birthday serenade. At 10:30 p.m., the dazzling light show and 15-minute fireworks display followed. Shortly afterwards, AIDAprima departed from the port and headed for the North Sea. The Hanseatic City's floating landmark has already set out from Hamburg 52 times for 7-day round-trip cruises to the most beautiful metropolises in Western Europe, including London, Paris, Brussels, and Amsterdam.

As the grand finale on Sunday, May 7, 2017, AIDAluna will dock at Cruise Center Hafencity from 8:00 a.m. to 6:30 p.m. and AIDAsol in Altona from 8 a.m. to 7:30 p.m. Visitors can admire both AIDA ships in a small launch parade in the evening.

With 82 stops by a total of six AIDA ships this year, AIDA Cruises is strongly present at Hamburg Port and continues to be an important economic factor for the Hanseatic City and a magnet for many natives of Hamburg and guests.

Next year's celebrations for the HAMBURG PORT ANNIVERSARY will include AIDAPERLA, sister ship of AIDAprima. Starting in March 2018, the Hanseatic City of Hamburg will be the departure and destination port for AIDAPERLA and its 7-day metropolis cruise. Model Lena Gercke will christen AIDA's twelfth new ship in Palma de Majorca on June 30.

More information and reservations at travel agencies, online at www.aida.de, and with the AIDA Customer Center at the telephone number 0381/202 707 07.

Rostock, May 9, 2017

Price examples for editors: Route "Cities departing from Hamburg 1" with AIDAprima, 7 days from/to Hamburg between May and October 2017 starting from 799 euros per person at the AIDA VARIO price for 2-person occupancy (veranda stateroom), limited availability, AIDA parking service starting from 99 euros.

Image info for the editors: Current image material for the AIDAprima fireworks and more impressions of this year's Hamburg Port Anniversary at <http://bit.ly/2qvFaOr>.

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