



Press Release

GREEN SPA certificate awarded to AIDAprima Deutscher Wellness Verband recognizes a cruise operator for sustainable wellness vacation for first time

AIDA Cruises is the first cruise company to be certified for its commitment to sustainability by the Deutscher Wellness Verband e.V. (German Wellness Association). AIDAprima's Organic Body & Soul Spa has been awarded the GREEN SPA certificate, achieving the top quality grade of Level 3. It has only been a couple of months since AIDAprima was recognized at the Cruise Guide Awards 2016 in the categories of Family-Friendliness and Sport & Wellness.

"We are delighted that our groundbreaking ORGANIC SPA concept on the new generation of ships is not only being so well-received by our guests but has also been recognized by one of Germany's most prestigious professional organizations," said Katrin Hofrichter – whose role includes responsibility for the gym and spa areas of AIDA Cruises' 11 cruise ships – when the certificate was presented by Lutz Hertel, Chairman of the Deutscher Wellness Verband e.V.

AIDAprima's 3,100 m² spa was designed and built entirely in line with ecological principles. Organic shapes, natural woods and many enchanting ocean views underline the Green Spa concept. The spa features 5 saunas, several indoor and outdoor pools, and a tepidarium or fireside room, guaranteeing complete relaxation. Guests are treated exclusively with organically-certified spa products "terre et mer" by THALGO and by Ligne St Barth. A 30-member international team of therapists provides 80 of the most pleasurable spa treatments from all over the world.

The Deutscher Wellness Verband e.v. is one of Europe's leading wellness institutions. In awarding its GREEN SPA certificate it promotes the growth of sustainable spa treatments on the basis of a defined standard. Within the scope of a comprehensive sustainability audit, the association's experts examined a number of areas including resource consumption, sustainability management, social responsibility, and the protection and promotion of the health of guests and employees.

All vacation cruises with AIDA can be booked at travel agencies, by calling the AIDA Customer Center at +49 (0)381/202 707 07 or on www.aida.de.

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