



## **Hamburg's highest ice rink opens on board AIDAprima** **Winter fun in partnership with HOLIDAY ON ICE**

On November 12, 2016, AIDA Cruises opened Hamburg's newest and highest ice rink on board AIDAprima. AIDA Cruises is thus offering sport-loving guests the opportunity to see what ice skates feel like on the high seas – a first in the German cruise market. The ice rink, around 40 meters up, was formally inaugurated by skating duo Salomé Casabona Studer and Peter Turner, who are known from the latest HOLIDAY ON ICE show, BELIEVE. This live performance is also the start of a long-term partnership between the two market leaders. Until mid-March 2017 guests aboard AIDAprima can look forward to all kinds of winter fun and exclusive HOLIDAY ON ICE workshops.

The premiere that took place in Hamburg aboard AIDAprima, the new AIDA Cruises' flagship, was a world first – namely the very first time that HOLIDAY ON ICE has been seen on a cruise ship. An ice rink with an area of some 200 m<sup>2</sup> was created on Deck 16 in just under a week. Such rinks are traditionally inspected and approved by ice master Peter Koschmieder, HOLIDAY ON ICE's production director. No surprise given that HOLIDAY ON ICE has decades of experience in readying ice surfaces for up to 40 whirling performers and artistes. In addition, on selected cruises professional HOLIDAY ON ICE trainers will turn any ice skating fan into a hero on blades or an ice princess in just seven days.

"With this partnership we are once again expanding our high-caliber edutainment program on board and are offering our guests unique added value for the coming winter season," says Borris Brandt, Director Entertainment with AIDA Cruises. "The floating ice rink is part of AIDAprima's year-round vacation concept," Brandt continues.

AIDA Cruises stands for high-quality entertainment. Exclusive, entertaining show programs on the AIDA stages, popular TV shows, live music in the bars, and fabulous host programs for all ages make vacations aboard AIDA ships truly exceptional.

The ice rink operates on a seasonal basis, allowing AIDAprima guests to enjoy popular winter pleasures such as ice skating, Bavarian curling, and ice disco for all ages. During the Advent and Christmas period cool fun on the ice comes together with the special ambience of a traditional Christmas market. Hearty mulled wine and tasty treats are served for the festive season all around the ice rink.

And it isn't only the winter ice rink that makes the pre-Christmas period on board AIDAprima such a magical experience. Guests can also look forward to atmospheric Advent days with gingerbread, cookies and stollen cake, as well as enchanting Christmas songs. Meanwhile the creative workshops and the AIDA Store are full of beautiful gift ideas. The special highlights of the cruise are the shore excursions that take guests to Christmas markets in places such as Bruges, Ghent or Brussels.



## Press Release

For the Germany Director of HOLIDAY ON ICE, Eric-Paul Dijkhuizen, today was a very special moment: "With the first HOLIDAY ON ICE performance on board the flagship of this German cruise company, two world-class partners have united. On board AIDAprima our profession of top-level sport and high-end entertainment comes together with a diverse world of experiences. Those who develop a taste for ice skating will be sure to love our latest ice shows, TIME and BELIEVE."

Those who would like to try out this lofty ice rink on board AIDAprima, participate in an exclusive ice skating workshop, or get inspiration from the HOLIDAY ON ICE show should be sure not to miss the competition. All entrants will go into a draw for a trip with AIDAprima, and tickets for the show in Berlin and Hamburg, inclusive of overnight accommodation and a tour of the ship. Find out more at [www.aida.de/hoi](http://www.aida.de/hoi).

This cruise and all other offers from the AIDA vacation world can be booked at travel agencies, at [www.aida.de](http://www.aida.de) or at the AIDA Client Center on [+49 \(0\) 381 / 20 27 07 07](tel:+49038120270707).

Price examples for editors

Metropolitan from Hamburg 1 with AIDAprima

November 2016 to February 2017

7 days from/to Hamburg from € 529 per person

Rostock, November 12, 2016

### *Information about AIDA Cruises:*

*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.*

### *About HOLIDAY ON ICE:*

*With audience figures of over 328 million (a Guinness record!) HOLIDAY ON ICE is the best-loved ice show in the world. Every year elements of theater, dance, opera, pop, magic, musical and acrobatics are combined to create a new show with unique performances. And in over 70 years of entertainment on ice much has accumulated: 3,385 km<sup>2</sup> of ice, 28,000 different costumes, 16,000 hats and wigs, and 5 Guinness world records. Every year the world's most popular ice show is staged in over 75 cities in 15 countries.*

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