



“Ship of the Year 2016”: AIDAprima was awarded twice

During the 6th Cruise Congress in Hamburg AIDA Cruises was presented not once but twice with a “Cruise Guide Award” on November 16, 2016. The 12-member panel of experts voted the cruise ship AIDAprima the winner in the categories “Sport and Spa Facilities” and “Family Friendliness.”

Citing some of the reasons for its decision, the jury said that AIDAprima has set new standards in the area of sport & spa facilities, adding that the ship’s spa is a design highlight, it scores high with its ultra-large saunas and a great outdoor area, and the gigantic sports area with spacious course rooms is excellent.

The new five-star Body & Organic Spa on board AIDAprima surprises with its completely new organic lines. The spa features various saunas, several indoor and outdoor pools, a tepidarium and a fireside room, guaranteeing perfect relaxation.

For the jury, the ship’s very family-oriented services, the crew’s noteworthy way of dealing with children and teenagers, and the high ratio of German crew members were key reasons for also naming AIDAprima “Ship of the Year” in the “Family Friendliness” category. The jury said that other pluses were the “really cool Teens Club” and “not least, the child-free quiet area for parents.”

AIDAprima is a vacation paradise for the whole family. The new Activity Deck at the Four Elements is packed with action, sport and fun for all ages. These include fast-paced thrills over four decks on the Racer, a double water slide, or drifting on the Lazy River, a lofty ropes course, a spacious sports deck where guests can practice various trendy sports or cheer on their favorite teams at public match screenings on the enormous LED wall. Because the Four Elements has an expandable foil roof, guests can enjoy the facilities any day of the week and any time of the year no matter what the weather is like. The seasonally-used floating ice rink on AIDAprima’s sports deck is a further highlight of the winter season’s diverse leisure and sport options. And, for the first time, a Mini Club for tiny tots aged 6 months and over has also opened alongside the Kids and Teens Club.

For more information about the spa, sport and family offers onboard AIDAprima, go to www.aida.de/neue-generation/.

Rostock, November 17, 2016