

Press release



AIDA with new catalog and exciting routes: Cruises can be booked until April 2017

On March 20, 2015, the new AIDA catalog with the title "Dreaming of the most beautiful travel destinations in the world" will be released with over 130 routes including all-new destinations and wonderful route combinations. Each cruise is presented on one page with a clear overview of dates, departure and arrival times, prices, and special highlights on the route.

New additions: Winter fairytale with northern lights & Azores archipelago

As a new and exclusive highlight, the new catalog includes three dates for cruises to wintry Norway. These 14-day cruises from/to Hamburg take guests to the land of the northern lights and a unique winter landscape in the fjords.

On the route "Norway with Lofoten & North Cape" with AIDAvita guests can explore new territory at three destinations: in Bodø north of the polar circle, in Haugesund in Norway, and in Århus in Denmark.

In August, Fishguard in Wales and the English city of Newcastle will enhance the route "Great Britain & Ireland." The route "Nordic islands with Iceland" will include three stops at the volcanic glacier island and also the Shetland Islands, Orkney, Scotland, and Denmark.

For the first time, cruises to the Canary Islands with their year-round mild temperatures can be booked in summer as well. New routes at this destination combine the Canary Islands and the Azores. Hot volcanoes, historical towns, crater lakes as smooth as glass, and miles of hydrangea hedges - the Azores are an unusual destination far away from mass tourism. AIDA stops in Faial, Terceira, and São Miguel.

More cruise highlights include new destinations in the Mediterranean, such as classy Nice on the Côte d'Azur, the Balearic beauties Ibiza and Minorca, La Spezia, the picturesque Propriano in Corsica, and Souda Bay in Crete.

Up north, surprising new destinations await guests, such as the British Channel Island Guernsey, the Yell Sound strait and Norwegian destinations such as Tromsø, Kristiansand, and Versterålen.

On the Canary Islands, El Hierro will be a destination for AIDA cruises for the first time; St. Thomas will be a stop in the Caribbean, Amber Cove in the Dominican Republic, and Costa Maya in Mexico. Bornholm will be added to the Baltic Sea, and North America will now include Portland as an attractive new port.

Favorite destinations and dream vacations

The AIDA routes in the new catalog will take cruise guests to over 200 ports in 63 countries on five continents. Cruises ranging from 3 to 51 days in duration allow totally individual vacations.

From fascinating nature up north to cultural treasures in the Baltic countries, Indian summer trips in Canada, cruises in the mysterious Orient, and exotic islands in the Caribbean and in Southeast Asia - the new AIDA program offers astounding variety. European cities and cosmopolitan hubs such as Shanghai, Hong Kong, New York, and Montreal deliver a program full of contrasts for urban explorers.

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The plus in the program: AIDA+

For the first time, cruises with additional programs such as theme cruises, workshops, and presentations by guest artists and lecturers are specially marked in the catalog. This makes it easier to find personal highlights. On the popular theme cruise "AIDA dances", guests train with celebrity dancer and jury member of the RTL show "Let's Dance", Motsi Mabuse. With the Yogaida & Ayurveda Special, renowned experts introduce guests to a world of ancient healing arts and wellness traditions. And the AIDA holiday cruises, whether for Easter, Christmas, or New Year's Eve, promise wonderful buffets, festive celebrations, and fantastic surprises.

AIDAprima embarks on its maiden voyage

The new flag ship AIDAprima will leave Yokohama in Japan on October 1, 2015, for its 50-day maiden voyage. AIDAprima will spend the winter in the Orient for 7-day cruises before it heads north in the second part of its maiden voyage to its future home port in Hamburg. With the port on the Elbe as the point of departure, AIDAprima will set off year-round on Metropolitan Cruises in Northern Europe starting in April 2016.

Guests of all ages will find even more individuality, variety, service and comfort on board AIDAprima. A total of 14 stateroom categories can be chosen from. With 12 restaurants and 18 bars, AIDAprima offers more enjoyment than ever.

Highlights on board this ship of the all-new AIDA generation include the Beach Club with a foil dome for fun during any weather, the Four Elements with water slides, climbing walls, and, for the first time, the AIDA Mini Club with childcare for children six months of age or older.

Booking early pays off

Attractive Early Saver Plus discounts are offered until June 30, 2015, for cruises in the 2015/2016 winter season and until November 30, 2015, for the summer season.

Availability is limited. Those who book early can also enjoy all benefits of the AIDA PREMIUM rate including the choice of desired stateroom, preferred booking of excursions and spa appointments prior to the voyage, free seat reservations for flights, and on board two complimentary bottles of mineral water each day and one hour of complimentary Internet access per stateroom during the cruise.

Starting now, all AIDA cruises in the new catalog from November 2015 to April 2017 can be booked at travel agencies, with the AIDA Customer Center at 0381/202 707 07, or at www.aida.de.

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