



Premiere: First AIDA Selection cruise to kick off from Hamburg

February 10, 2017

Launch parade of AIDAcara and AIDAprima with fireworks display

Tomorrow, Saturday, February 11, 2017 in Hamburg, AIDAcara will launch the very first cruise in the new AIDA vacation portfolio: AIDA Selection – cruises for cosmopolitan explorers that offer even more exceptional vacation experiences. Reason enough for the cruise line to celebrate this start with a very special maneuver.

AIDAcara, the first ship of the AIDA fleet, and AIDAprima, the latest new-build, will firstly sail together into Hamburg Port at around 8:00 a.m. on Saturday morning. AIDAcara will dock in Altona, while AIDAprima will go to her customary berth at the Cruise Center Steinwerder. Then at 8:00 p.m., it will be "cast off!" for AIDAcara as she sets out on a 14-day cruise to the High North. On the way there, the ship will stop at Haugesund, Bodø, Tromsø and Alta. From here, AIDAcara will subsequently set a course for Vesterålen, Trondheim and Bergen.

Before AIDAcara says goodbye to Hamburg, there will be a short trip around the harbor. After turning at the Altona dock, the ship will head for the HafenCity, passing the Elbphilharmonie concert hall at around 8:30 p.m. From the Pool Deck, guests at the Sail Away Party will be treated to the traditional Hamburg dishes, *labskaus* and *pannfisch*, as well as an exclusive view of Hamburg's new landmark. After a further turning maneuver, the ship will glide down the Elbe in the direction of Altona. AIDAprima will cast off at 9:00 p.m. and line up behind AIDAcara. From around 9:20 p.m. the two ships will then parade together towards the North Sea. Welcomed by a fireworks display when she reaches the level of the Blankenese district at around 9:50 p.m., AIDAcara will set sail on the first Selection cruise.

The 14-day "Winter in the High North" cruise will spirit guests away into a winter wonderland filled with unforgettable glimpses of Norway's beauty. Guests will experience the country and its people in a unique way. In total, three more 14-day cruises will sail from Hamburg in February and March 2017 to the land of the Northern Lights and the magical winter landscape of the Norwegian fjords: on February 25, March 11, and March 25, 2017.

Three spectacular 21-day cruises to Iceland and Greenland are on AIDAcara's itinerary in summer 2017 (July 16, August 6, and August 8). The cruises will depart from and return to Hamburg. During the cruise, the ship's various stops will include Ilulissat and Nuuk on Greenland's west coast, and Qaqortoq on the south coast. After passing Prince Christian Sound, in Iceland AIDAcara will visit the capital, Reykjavik, as well as Akureyri and Seydisfjörður.

Part of the new AIDA Selection program, the first AIDA round-the-world cruise will cast off from Hamburg on October 17, 2017. AIDAcara will be at sea for 116 days, calling at 41 ports in 23 countries on five continents, returning on February 10, 2018.

Starting from Hamburg, AIDAcara will set a course for South America. Dream destinations such as Rio de Janeiro (Brazil), Buenos Aires (Argentina) and Ushuaia in Tierra del Fuego are just a few of the stops before the ship sets sail from Valparaíso Press Release

Issuer: AIDA Cruises Am Strande 3d I 18055 Rostock Tel.: +49 (0) 381 / 444-0 Fax: +49 (0) 381 / 444-88 88 www.aida.de Communication: Hansjörg Kunze Vice President Communication & Sustainability Tel.: +49 (0) 381 / 444-80 20 Fax: +49 (0) 381 / 444-80 25 presse@aida.de

(Chile) bound for the Easter Islands. Continuing on, the voyage will take in Tahiti, Moorea and Bora Bora in the South Seas paradise of French Polynesia. After that, there are still more thrills in store for explorers, with stops in Auckland (New Zealand), Sydney (Australia), the Great Barrier Reef, Bali, Singapore, and the Maldives.

AIDA Selection stands for exceptional cruises on fascinating routes to new regions and exclusive ports with the ships of the first AIDA generation: AIDAaura, AIDAcara and AIDAvita. During lengthy shore excursions, guests can enjoy the intimate and relaxed atmosphere of this class of AIDA ship. The specially designed entertainment program makes reference to the given culture of the destinations being visited. In the restaurants, guests are treated to an exquisite range of regional specialties, also coordinated with the respective destinations. A brand-new feature aboard AIDAcara is the AIDA Selection Restaurant where guests can choose from AIDA's extensive range of culinary choices: Classics from the Casa Nova Restaurant, the French Kiss Restaurant, the Buffalo Steakhouse, and the Rossini Restaurant are all served up at different themed evenings.

The cruise company presents all cruises and the new board program at www.aidaselection.de as well as inspiring videos and interviews that provide a closer insight into the individual destinations and their inhabitants.

AIDAprima will set sail tomorrow, February 11, 2017, from Hamburg on what will already be her 42nd round trip to the most beautiful metropolises in Western Europe, such as London, Paris, Brussels or Amsterdam. This cruise, operating until November 4, 2017, begins and ends in Hamburg.

For more information and bookings, please contact your travel agency, call the AIDA Customer Center on +49 (0) 381 / 20 27 07 07, or go to www.aida.de.

Rostock, February 10, 2017

Issuer: AIDA Cruises Am Strande 3d I 18055 Rostock Tel.: +49 (0) 381 / 444-0 Fax: +49 (0) 381 / 444-88 88 www.aida.de

Communication: Hansjörg Kunze Vice President Communication & Sustainability Tel.: +49 (0) 381 / 444-80 20 Fax: + 49 (0) 381 / 444-80 25 presse@aida.de