



## **AIDA Cruises is premium partner for the 2015 Hamburg Cruise Days**

July 9, 2015

### **Summer ice rink on the Elbe waterfront: AIDAprima to play a starring role in the AIDA vacation world.**

AIDA Cruises is premium partner for the 5th Hamburg Cruise Days taking place from September 11 to September 13, 2015, in Germany's cruise metropolis. AIDAbella will visit Hamburg on September 12. On Saturday morning, around 6 a.m., the cruise ship will enter Hamburg Port, pass the fish auction hall, and dock at Kronprinzkai (Crown Prince Quay) in Steinwerder. In the evening, AIDAbella will lead the big Hamburg Cruise Days Parade (beginning at approx. 9:30 p.m.). Then it will be "AHOY!" as the ship departs on a 7-day voyage to Western Europe's cities.

Big and little cruise fans can discover the diversity of the AIDA vacation world onshore as well. This year, AIDAprima will be the star of the themed islands at "Kehrwiederspitzze" and on the AIDA activity deck on the waterside promenade between "StrandPauli" and the fish auction hall. Highlights include a mobile ice skating rink by the river Elbe and a two-level climbing wall. Guests can visit a replicate AIDAprima show stateroom and see their future home on board prior to the maiden voyage in October 2015. With digital glasses, they can also take a virtual tour of the ship. AIDA travel consultants give interested visitors a glimpse of the AIDA world and can reserve guests' desired staterooms for the next AIDA voyage right there at the event.

The youngest cruise fans will love the family area with games, fun and entertainment. At "Scharfe Ecke" (Spicy Corner), one of the new culinary offerings of AIDAprima, visitors can enjoy tasty samples. The AIDA Beach Lounge and a roof terrace are perfect for taking it easy.

The AIDA vacation world awaits guests on Friday from 2 p.m. to 12 a.m., on Saturday from 10 a.m. to 12 a.m., and on Sunday from 10 a.m. to 8 p.m. As a special service, AIDA pedicabs will transport guests between the two themed islands.

AIDAbella will dock at the new Cruise Center Steinwerder in Hamburg a total of 22 times during this year's cruise season. In 2016, AIDA Cruises will write history as the first company to offer cruises departing from Hamburg year round with its new flagship AIDAprima. Starting in April 2016, the Cruise Center Steinwerder will be the departure and arrival port for AIDAprima's seven-day round-trip voyages to cities in Western Europe.

More information on AIDA cruises can be found on the Internet, at travel agencies, at [www.aida.de](http://www.aida.de), or with the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

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