



AIDA Cruises: Multi-million euro contract for Lloyd Werft in Bremerhaven

March 24, 2017

Prior to the start of the Selection season in Europe, many areas of AIDAvita will be redesigned.

"Unikt" means "unique" in Norwegian, and it is an apt description for the Northern European cruises that AIDAvita will embark on from Hamburg or Kiel starting from April 5, 2017, as part of the new AIDA Selection program.

Before then, the cruise liner, which was christened on April 30, 2002, by Doris Schröder-Köpf, is set to enjoy an extensive beauty treatment. Between March 25 and April 4, 2017, Lloyd Werft Bremerhaven GmbH will carry out, a redesign and renovation of numerous areas of the ship, in addition to regular safety and maintenance work.

The Waikiki Teens Lounge on deck 10 will be transformed into a chilled-out Beach Lounge. Here AIDAvita's guests will be able to relax in the future. To ensure that a sensational sea view and a sundowner can be enjoyed even in cool Nordic temperatures, the Seaside Lounges in the stern will be equipped with windbreaks and heaters. The neighboring external areas of the Anytime Bar as well as the Ocean Bar on deck 7 will also be refurbished with new furniture.

The pool area will be fully modernized and given a new look, providing even more space for relaxation in the future and inviting guests to spend sunny days by the pool even in northern climes. The seating area in the pool's grill will also be redesigned. Fans of typical American cuisine will soon be able to enjoy burgers with wedges, bagels and wraps, as well as other items.

The photo shop will be expanded and the range of services increased in order to allow AIDAvita's guests to take home their most treasured vacation experiences right away.

The former gourmet restaurant Rossini will be transformed into the new Selection Restaurant. Here, guests can enjoy regional specialties and delicacies from around the world.

These are just some of the key changes that AIDAvita's guests can look forward to. In addition, 2,500 m² of new carpet will be laid in the public areas. A total of 9,000 liters of color will be used to bring a fresh shine to AIDAvita's exterior.

Following the time spent in Bremerhaven's shipyard, a total of 26 trips are scheduled for the summer season 2017 of AIDAvita. From April 5, 2017, the ship will sail from Hamburg for a four-day cruise to Great Britain and Holland. The first 13-day Nordic Islands and Norway trip will start on April 9. From May on, it will be possible to discover Great Britain and Ireland on 14-day cruises.

AIDAvita's 14-day journeys departing from Kiel to the land of the northern lights and up to the North Cape and the Lofoten Islands as well as cruises to the Nordic Islands and Iceland in June and July 2017 will also be unforgettable. Various short trips to Norway and Sweden complete the diverse program in Northern Europe.

From the end of October 2017, AIDAvita will set sail from Hamburg to the islands of eternal spring, the Azores and the Canary Islands.

AIDA Selection represents extraordinary journeys on fascinating routes to new regions or exclusive ports with the ships of the first AIDA generation: AIDAaura, AIDAcara and AIDAvita. During extensive shore excursions, guests have the opportunity to discover impressive landscapes and cultures from a whole new perspective. On board, guests enjoy a very personal atmosphere. The individually designed entertainment program pays homage to the typical culture of the destinations visited. In the restaurants, an exquisite culinary offer awaits guests, consisting of regional specialties tailored to the destinations.

The cruise company presents all journeys and the up-to-date on-board program at www.aidaselection.de. Inspiring videos and interviews are also featured, bringing the individual destinations and their inhabitants to life.

Further information and booking at travel agents, via the AIDA Customer Center on +49 (0) 381 / 20 27 07 07 or at www.aida.de.

Rostock, March 24, 2017