



## **After beauty makeover AIDAvita begins first Selection season**

April 5, 2017

### **Under a contract worth millions, the Lloyd shipyard in Bremerhaven successfully implemented numerous product upgrades on board**

On Wednesday, April 5, 2017 at 7:00 a.m. on the dot, the cruise ship AIDAvita docked at the cruise terminal in Hamburg Steinwerder. The same evening, at 6:00 p.m. the cry of "cast off!" went up for around 1,200 guests on board, when the ship set sail on a short cruise to the UK and the Netherlands as part of the new AIDA Selection program. This program stands for extraordinary cruises on fascinating routes to new regions or exclusive ports with the ships of the first AIDA generation: AIDAaura, AIDAcara, and AIDAvita.

Before then, the cruise ship underwent extensive beauty treatment at the Lloyd Werft Bremerhaven GmbH. From March 25 until April 4, 2017, in addition to regular safety and maintenance work, many areas of the ship were remodeled or upgraded.

The Waikiki Teens Lounge on Deck 10 has been transformed into a chilled-out Beach Lounge, where AIDAvita's guests will now be able to relax with a fabulous ocean view, while enjoying drinks or small culinary delicacies from the respective destinations.

To ensure that a sensational ocean view and a sundowner can be enjoyed even in cool Nordic temperatures, the Seaside Lounges in the stern have been equipped with windbreaks and heaters. The neighboring outdoor areas of the Anytime Bar and the Ocean Bar on Deck 7 have also been refurnished.

The pool area has been fully modernized and given a new look, providing even more space for relaxation, and inviting guests to spend sunny days by the pool even in northern climes. The seating area at the poolside grill is also completely new. Fans of typical American cuisine will now be able to enjoy food such as burgers with wedges, bagels and wraps.

So that AIDAvita's guests can take their most treasured vacation experiences home with them, the photo shop has been enlarged and the range of services expanded.

The former gourmet restaurant Rossini has been transformed into the new Selection Restaurant where guests can enjoy regional specialties and delicacies from around the world.

These are just some of the key changes aboard AIDAvita. In addition, 2,500 m<sup>2</sup> of new carpet have been laid in the public areas. Furthermore, AIDAvita's exterior is once again resplendent, a job that required a total of 9,000 liters of paint.

"Unikt" means "unique" in Norwegian, and it is an apt description for the 26 Northern European cruises that AIDAvita will embark on from Hamburg and Kiel as part of the new AIDA Selection program.

Following the current trip, the first 13-day "Nordic Islands & Norway" cruise will start from Hamburg on April 9, 2017. From the end of May until mid-October 2017, Kiel will be the start port for AIDAvita. She will sail from there on 14-day cruises exploring various destinations such as the UK and Ireland.

AIDAvita's 14-day cruises 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 in May and October round off 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. During extensive shore excursions, guests have the opportunity to discover impressive landscapes and cultures from a whole new perspective. On board, guests enjoy the very intimate and relaxed atmosphere of this class of AIDA ship. The individually designed entertainment program pays homage to the typical culture of the destinations visited. In the restaurants, exquisite culinary choices await the guests, consisting of regional specialties tailored to the destinations.

The cruise company presents all cruises and the up-to-date board program at [www.aidaselection.de](http://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 agencies, at the AIDA Customer Center on +49 (0) 381 / 20 27 07 07 or at [www.aida.de](http://www.aida.de).

Rostock, April 5, 2017

Sample prices for editors:

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Nordic Islands with Iceland with AIDAvita  
June to July 2017  
14 days from/to Kiel  
From € 1,799\* p.p.  
Arrival and departure by rail from € 88\* p.p.

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\* AIDA VARIO price per person for double occupancy (Interior Stateroom), subject to availability

\*\* 2nd Class without BahnCard on the Deutsche Bahn network