



## **AIDA releases catalog “Holiday a new way”**

March 9, 2016

**March 23, 2016 is booking start date for voyages from October 2016 to October 2017, preview through April 2018**

AIDA Cruises is releasing its “Holiday a new way” catalog. It includes voyages scheduled from October 2016 to October 2017 and even a sneak peek of selected itineraries through April 2018. Bookings can be made starting on March 23, 2016.

The schedule contains fascinating new Nordic, Mediterranean, and Asian cruises, and offers the greatest variety of vacation options on 12 ships to over 190 destinations in 60 countries on five continents. Voyages lasting from 3 to up to 43 days offer the perfect getaway from everyday life.

### **New winter options: northern lights and the Azores Islands**

As a new and exclusive highlight in Winter 2016/2017, the schedule includes four dates for cruises to wintry Norway. These voyages from Hamburg take guests to the land of the northern lights and a unique winter landscape in the fjords.

An entirely new itinerary combines the Canary Islands and the Azores Islands. Hot volcanoes, historic towns, crater lakes as smooth as glass, and miles of hydrangea hedges – the Azores are an unusual destination far away from mass tourism. AIDAcara stops in Faial, Terceira, and São Miguel.

In addition to the new destinations, the schedule also includes the ever-popular Caribbean and Florida destinations with five different itineraries, as well as cruises to the Orient and as far as India.

AIDAbella travels the exotic world of Southeast Asia, and in the spring of 2017, it heads for its new home port of Shanghai on an unforgettable farewell voyage. The ship will then delight future Chinese guests in the Far East. The “Ciao Bella” cruise will be from March 20 to April 3, 2017, departing Bangkok bound for fascinating Asian destinations such as Hong Kong, Hainan and Taipei, the Vietnamese Hue/Đà Nẵng and Ishigaki in Japan.

### **AIDAPERLA: the new pearl of the Mediterranean**

This sister ship of AIDAprima currently under construction will set sail from Palma de Mallorca on 7-day cruises year round. Starting in summer 2017, it will leave the Majorcan capital every Saturday for Corsica, Rome, Florence, and Barcelona. This voyage can also be started in Barcelona.

As of July 1, 2016, guests can make non-binding reservations for departures with AIDAPERLA.

### **Summertime with AIDA: Nordic icebergs and Mediterranean island hopping**

From fascinating far northern landscapes to cultural treasures in the Baltics and cruises through the Mediterranean archipelago – the diversity of the summer 2017 schedule is astounding. European cities and untouched landscapes provide an exciting schedule of contrasts for explorers.

The new AIDAcara voyages to Iceland and Greenland are an absolute highlight of the Northern Europe 2017 season. The 21-day round-trip cruise is offered on three different dates from/to Hamburg. It will visit Ilulissat and Nuuk on the west coast of Greenland and Qaqortoq on the southern coast. Passing through the more than 100 km long Prince Christian Sound and a stopover in Disco Bay are also on the schedule. The ship will make island stops in the capital city of Reykjavik as well as Akureyri and Seydisfjörður.

Amazement is the right keyword for the new “Spain & Portugal” itinerary. Whether it’s an excursion to Seville or

Lisbon by night – the explorer’s paradise for our guests knows no bounds. The new “Italian and Mediterranean Islands” itinerary includes a total of six Mediterranean islands as well as new destinations such as Salerno and Calabria.

**Booking early pays off**

Attractive Early Saver Plus discounts at the AIDA Premium rate are offered on bookings made by June 30, 2016, for cruises in the 2016/2017 winter season and bookings made by November 30, 2016, for the 2017 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, free seat reservations for flights, the AIDA Rail&Fly ticket valid throughout Germany, two complimentary bottles of mineral water each day on board, and complimentary Internet access (250 MB data volume) per stateroom per trip.

Booking kicks off on March 23, 2016, for winter 2016/2017 and summer 2017 as well as selected winter 2017/2018 voyages in travel agencies, online at [www.aida.de](http://www.aida.de) or with the AIDA Customer Center at +49 (0) 381/202 707 07.

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