



## 20 years of AIDA – A success story celebrates its anniversary

June 7, 2016

### Cruise line announces AIDA Selection

AIDA Cruises is celebrating its anniversary: Twenty years ago today, on June 7, 1996, the first ship in the AIDA fleet was christened by former first lady Christiane Herzog in Rostock/Germany and put into service. From the very beginning, AIDA has stood for innovation and product diversity like no other company in the industry. This will continue in its 20th year. Under the name "AIDA Selection," AIDA is presenting new, exceptional vacation experiences on cruises with AIDAcara, AIDAvida, and AIDAaura.

AIDA Selection cruises take unusual routes to new regions or exclusive ports. Extended stays at port give guests the opportunity to get to know the region at their leisure. On board, they enjoy a very personal atmosphere and the individual charm of the small AIDA ship class. These cruises are topped off by an on-board program that reflects the typical culture of the region and culinary offerings with regional specialties and cooking courses based on the destination.

The first AIDA Selection cruises will be taking place on AIDAcara starting on February 11, 2017, under the title "Winter in the High North." The voyages begin in Hamburg and take guests to the land of the Northern Lights and breathtaking winter landscapes in the fjords.

Starting in the summer of 2017, AIDA will be offering all cruises with AIDAcara, AIDAvida, and AIDAaura as AIDA Selection cruises. During the premiere season of AIDA Selection cruises, there will be some very special extras: AIDAcara will make a spectacular voyage to Iceland and Greenland. The ship will stop in Ilulissat and Nuuk on the west coast of Greenland, and in Qaqortoq on the southern coast. Passing through Prince Christian Sound, it will then visit the capital Reykjavik in Iceland, along with Akureyri and Seydisfjörður. Another highlight in the AIDA Selection program are AIDAvida voyages to Norway, all the way up to the North Cape, and to the Lofoten in the summer of 2017.

And AIDA guests will have a say in decisions on future routes and ports for AIDA Selection. Detailed information and further AIDA Selection cruises will be presented soon in the AIDA Selection brochure and in the AIDA catalog starting in the fall of 2016.

Today, over 23,000 guests on board the eleven AIDA ships are celebrating the company's anniversary. Wonderful highlights await guests especially on the anniversary voyage of AIDAcara, the first AIDA ship. In addition to a big anniversary gala, lots of celebrities are joining the party on board, including AIDAaluna godmother Franziska Knuppe, singer and entertainer Terré Woodbury, and "AIDA Live Beats" club stars DJ Jamie Loca, Guru da Beat, and Jay Smith.

With "20 Years of AIDA," a fan campaign is being launched at the same time throughout Germany. True fans present themselves as brand ambassadors and share their personal stories about why they feel that AIDA is the most beautiful way to vacation. These stories and videos can be read and viewed starting now on the website [www.20JahreAIDA.de](http://www.20JahreAIDA.de). The motifs can also be seen on large posters all over Germany.

More information and reservations at travel agencies, with the AIDA Customer Center at +49 (0) 381 / 20 27 07 07, or online at [www.aida.de](http://www.aida.de).

#### *About AIDA Cruises:*

*AIDA Cruises is one of the fastest growing and most financially successful tourism businesses in Germany. Around 8,000 employees from 40 countries work on shore and on board AIDA ships. AIDA Cruises operates and markets one of the world's most state-of-the-art fleets, currently comprising 11 cruise ships. The ships are operated in compliance with the highest international quality, environmental, and safety standards. By 2020, the AIDA fleet will expand to 14 ships.*

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